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BROADCASTING TELECASTING

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NBC Top Posts Change Hands
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osby Ent. Shows TV on Tape
Page 27

ress May Eye Sec. 315
Page 27

22ND year
NEWSWEEKLY RADIO AND TV



Like chickens go for corn

Just like chickens go for corn, local merchants go for W-I-T-H in Baltimore. Smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce low-cost results for you, too. Ask your Forjoe man.

IN BALTIMORE

WITH

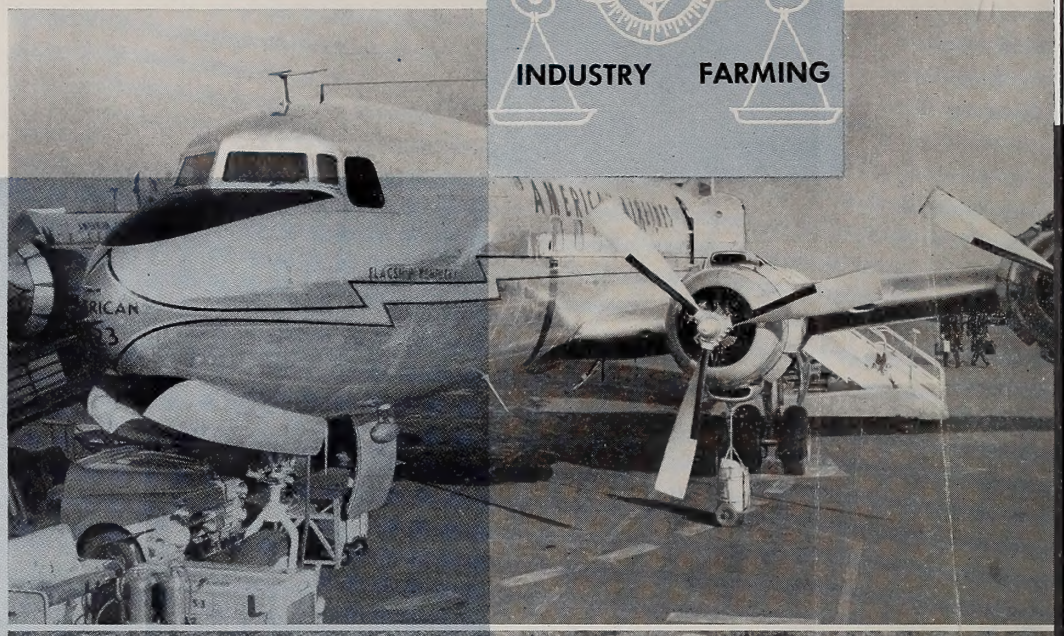
Tom Tinsley, President • Represented by Forjoe & C

TK6540
.B85

Go where there's GROWTH...

KENTUCKY

INDUSTRY FARMING





Transports and Tractors

Kentucky has five modern air terminals to meet the demand of travelers and shippers. And C.A.A. surveys show that Standiford Field, Kentucky's main airport, stands 18th in the nation in scheduled airline traffic ranking higher than the terminals in Cincinnati, Baltimore, and Minneapolis. In the last three years, in Louisville, combined air freight and express shipments rose 54% to 1,352,000 pounds; and 1952 passenger ticket sales will surpass 5 million dollars.

On the ground, trucks on Kentucky farms have increased more than 188% since 1942; while farm tractors increased a tremendous 500%.

Go where there's GROWTH...

GO WHAS!

No other station — or group of stations — in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.
(Benson and Benson)

CBS

WHAS

Louisville, Kentucky

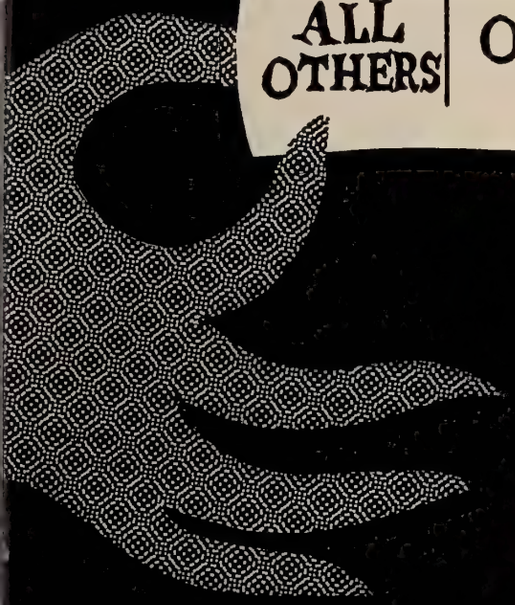


THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

in Providence...every day of the week

	SUN.	MON.	TUES.	WED.	THURS	FRI.	SAT.
WHIM	25	20	20	20	20	20	25
ALL OTHERS	0	5	5	5	5	5	0



WHIM

That Great Independent

dominates the TOP 25*

Ask Headley-Reed

*Pulse Sept.-Oct.'52; Locally produced daytime shows

ished every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD delivers MORE AUDIENCE in the combined DALLAS-FORT WORTH TWIN MARKETS

THAN ANY OTHER STATION OR FREQUENCY

Source: *Pulse*, October and November

the Biggest Buy in the Biggest Market in the Biggest State

KRLD, Texas' oldest CBS station, alone furnishes Columbia Network programs to the Dallas and Fort Worth listening areas

KRLD

"SATURATES THE GREAT SOUTHWEST"

John W. Runyon, *Chairman of the Board*
Clyde W. Rembert, *President*

The Branham Company
Exclusive Representative

RADIO SERVICE OF THE DALLAS TIMES HERALD



at deadline

CLOSED CIRCUIT

SUGGESTION advanced that Al Hollender, who served as radio-TV head of Citizens for Eisenhower, become White House consultant on broadcast matters after Jan. 20. His status presumably would be similar to that held by J. Leonard Reinsch in early days of Truman administration. Mr. Hollender, well-known in packaging, is vice-president and stockholder in Gray Advertising Agency Inc. and is devoting virtually full time to that assignment. He wasn't interested in FCC commissionership, although proffer avowedly was made.

RE WHITE HOUSE set-up, Hollender suggestion isn't to be confused with known plan of James C. Hagerty Jr., who becomes White House press (news) secretary, to name an aide to handle radio-television. Importance of assignment presaged by report (see page 6) that Gen. Ike may abolish so-called news conferences as such, where questions are thrown at President by reporters, in favor of fortnightly broadcast from White House. Latter plan would bring wrath of press upon White House, since newsmen then would have to cover by remote control.

D. P. BROTHER & Co., Detroit agency, to open New York office early in January. Agency handles Oldsmobile division, General Motors Corp. C. H. Cottington, formerly executive director in charge of radio and television for Erwin, Wasey, will head Brother New York office. Oldsmobile currently sponsors CBS-TV news, three quarter-hours weekly.

NEWEST NAME to crop up for one of upcoming vacancies on FCC is Charles Garland, general manager of KOOL Phoenix and otherwise identified with Gene Autry interests. Strong GOP backing is claimed, including Gene Pulliam, owner of WIRE Indianapolis and Indiana and Arizona publisher, who is member of Republican National Committee. Mr. Garland is former Mayor of Des Plaines, Ill., and has been in radio for quarter-century, including last eight years in Phoenix. Garland's candidacy reportedly premised on understanding that new administration wants an experienced broadcaster on FCC.

NOW THAT Washington Post Co. has contracted to acquire WMBR-AM-FM-TV Jacksonville for $2,470,000 [B•T, Dec. 22, 1952] speculation has arisen whether it will seek to purchase *Florida Times-Union*, Jacksonville newspaper operated by three railroads under receivership agreement. Immediate prospects seen as remote, however, since railroads are embroiled in litigation including stockholder suit. Newspaper refuses airline advertising and features train arrivals and departures daily. It is one of two papers in town and has circulation of about 130,000 daily; 140,000 Sunday.

MEMBERS OF FCC last week received anonymous complaint against Mexican border TV stations, contending U. S. network or other program services for such stations will seriously undermine U. S. TV business in those areas. Allegations, from an attorney who did

(Continued on page 6)

HARD WORK, COOPERATION NEEDED, SAYS FRANK WHITE

FRANK K. WHITE, elected Friday as president of NBC (see story page 25), called for cooperation by network staff and affiliates, plus "a lot of plain hard work." After his election had been announced by Brig. Gen. David Sarnoff, RCA and NBC board chairman, Mr. White told B•T:

"It would be sheer presumption for me today even to attempt to give you a blueprint of what I hope we can do in the year ahead. There will be problems in both radio and television—perhaps more serious and more acute than those which have confronted us in the past. Their solution will require careful planning. It will require our best coordinated effort—both on the part of the staff here in New York and on the part of all of our affiliated station friends throughout the country. And above all, it will require a lot of plain hard work."

NCAA TO HEAR ABOUT PAY-AS-YOU-SEE TV

REPRESENTATIVES of subscription TV firms—Phonevision, Tele-meter, and Skiatron—have been invited to attend Thursday TV session during National Collegiate Athletic Assn.'s convention in Washington and make report on development in pay-as-you-see television (see story page 70). Asa S. Bushnell, NCAA TV program director, confirmed that invitations had been issued, but said he did not know whether any of the companies planned to put on demonstration of paid-television system.

MARTS TO TELERADIO

CARROLL H. MARTS, general manager of midwest operations for Mutual, named to same post for General Teleradio, General Tire & Rubber Co. subsidiary which owns Don Lee and Yankee networks, WOR-AM-TV New York, and controlling interest in Mutual. George Jeneson, midwest manager for WOR-AM-TV, also named midwest sales manager for KHJ-TV Los Angeles, another General Teleradio property.

ROY'S OTHER FOOT

FIRST ISSUE to confront Houston's new mayor, Roy Hofheinz, when he assumed office Friday was whether permission should be granted KPRC, *Houston Post* station which supported him, to record Houston City Council's meetings. Mr. Hofheinz, who controls KTHT Houston and other stations and who has established reputation as intrepid reporter who smuggled microphone into GOP National Convention caucus on seating of Texas delegation last July in Chicago, opposed authority on ground it would make city council members involuntary performers. "This is not a Chicago job," he said. Council upheld broadcaster-mayor and KPRC was excluded. Report still current, incidentally, that Mr. Hofheinz is selling 75% of KTHT to Houston group for $600,000 [CLOSED CIRCUIT, Dec. 29, 1952].

BUSINESS BRIEFLY

SIMONIZ SPONSORS ● Simoniz Co., Chicago (Simoniz Products) through Sullivan, Stauffer, Colwell & Bayles, N. Y., effective early in February to pick up sponsorship on alternate week of *Big Story*, NBC-TV, Fri., 9-9:30 p.m. Program has been sponsored weekly by American Cigarette & Cigar Co. (Pall Mall cigarettes), which will continue to sponsor show alternate weeks thus sharing budget with Simoniz.

WESTINGHOUSE SPONSORS ● Westinghouse Corp. to participate in sponsorship of new afternoon audience participation show on CBS-TV, effective early in March. Fuller & Smith & Ross, N. Y., is agency.

SHOE SPOTS ● J. P. Smith Shoe Co., Chicago, will release one-minute transcribed and filmed radio and TV spots to its dealers nationally Feb. 1 to advertise its spring line. Agency: Kuttner & Kuttner, Chicago.

PFAFF SPONSORS ● A. C. Weber & Co., Chicago, distributors of Pfaff sewing machines, signs to sponsor first quarter-hour of Wednesday broadcasts in Mutual's *Queen For A Day* series (Mon.-Fri., 11:30-12 noon), starting Jan. 21. Agency: Bozell & Jacobs, Chicago.

RADIO-TV SENATORS

NEW leaders of 83d Congress' Senate are connected, more or less directly, with broadcast station ownership. Sen. Robert A. Taft (R-Ohio), chosen majority leader, is associated through his family in ownership of WKRC-AM-FM-TV Cincinnati *(Cincinnati Times-Star)*. Licensee of WKRC also owns 20% of WBIR Knoxville, Tenn. Wife of Sen. Lyndon B. Johnson (D-Tex.), newly chosen minority leader, is owner of KTBC Austin, Tex. In addition, family of Sen. William F. Knowland (R-Calif.), chosen to be chairman of Senate GOP Policy Committee, owns KLX-AM-FM Oakland *(Oakland Tribune)*.

Other appointments made Friday during Republican and Democratic Party caucuses were: Senate—Sen. Styles Bridges (R-N.H.), president pro tempore; Sen. Leverett Saltonstall (R-Mass.), majority whip; Sen. Eugene D. Millikan (R-Col.), chairman of Republican caucus; Sen. Earle C. Clements (D-Ky.), minority whip. House—Rep. Joseph W. Martin Jr. (R-Mass.), Speaker; Rep. Charles A. Halleck (R-Ind.), floor leader; Rep. Clifford Hope (R-Kan.), chairman of GOP conference; Rep. Sam Rayburn (D-Tex.), minority leader; Rep. John W. McCormack (D-Mass.), minority whip; Rep. Wilbur Mills (D-Ark.), chairman of Democratic caucus.

PROTEST GRANT

PROTEST of FCC's unconditional grant to WTTV (TV) Bloomington, Ind., to switch from vhf Ch. 10 to Ch. 4 was filed Friday in U. S. Court of Appeals for District of Columbia by WSAL Logansport, Ind., which earlier in week appealed similar grant to WHAS-TV Louisville (see story page 57). WSAL contends grants prejudice station's appeal of Sixth Report allocations [B•T, Nov. 17, 1952].

for more AT DEADLINE turn page



at deadline

'DOUBT' IKE WOULD END PRESS CONFERENCES

PRESIDENT-ELECT Dwight D. Eisenhower is being urged to discontinue regular press-radio news conferences and substitute periodic "Report to the Nation" broadcast, *Baltimore Sun's* Thomas O'Neill reported Friday.

In New York, James C. Hagerty, Gen. Eisenhower's press secretary, said President-elect had no comment to make on story. An Ike aide said, however, that he would "doubt very much" that Gen. Eisenhower was going to dispense with news conferences.

Group urging end of news conference quizzes stand good chance of impressing President-elect, Mr. O'Neill said. He referred to worsening relations between Ike and press and radio-TV correspondents shortly after election campaign began. He also said that since Nov. 4 newsmen have not had chance to question Gen. Eisenhower.

Periodic broadcasts, similar to late President Roosevelt's "Fireside Chats," would be about every two weeks, according to plan being urged on Gen. Eisenhower, Mr. O'Neill said.

HOUSE GROUP ENDORSES WALKER LIBEL PROPOSAL

PROPOSAL by FCC Charman Paul A. Walker that Sec. 315 of Communications Act be extended to cover authorized spokesmen for political candidates and that broadcasters be exempt from libelous statements uttered on air endorsed by House Campaign Expenditures Committee in report filed Saturday. Committee made no recommendations, however, explaining libel-censorship issue was not under its jurisdiction.

Committee, headed by Rep. Hale Boggs (D-La.), urged Congress to take "immediate action" on federal laws governing political expenditures. "Thorough revision is imperative," group said, favoring present $3 million ceiling by each political committee be "substantially raised." Committee also recommended federal laws apply to primaries and nominating conventions and felt that, while radio-TV campaigning is costly, it's impossible to regulate any expenditures under present law.

NEW ABC-TV AFFILIATES

SIGNING of three new affiliates by ABC-TV, bringing network's total to 76, announced by Alfred R. Beckman, national director of ABC Radio and TV Station Relations Departments. They are: KPTV (TV) Portland, Ore. (Channel 27), owned by Empire Coil Co., on air since Oct. 12, and headed by President Herb Mayer; KKTV Colorado Springs (Channel 11), owned by TV Colorado, on air since Dec. 7, and under general managership of James D. Russell; and WWLP Springfield, Mass. (Channel 61), owned by Springfield TV Broadcasting Co. with Alan C. Tindaw as vice president and expected to commence operations about Jan. 20.

BUSH RESIGNS CBS

SEN. PRESCOTT S. BUSH (R-Conn.) resigned from board of directors of CBS, post he has held for 21 years, as well as from boards of six other corporations, he announced last week. Sen. Bush, elected Nov. 4 to fill unexpired term of late Sen. Brien McMahon (D-Conn.), retained, however, his partnership in New York banking firm of Brown Bros., Harriman Co. and directorship in Rockbestos Products Co. of New Haven.

In this Issue—

What agencies are the biggest customers of radio and television? Here's a special report showing how the 30 biggest spenders, whose combined radio-TV billings are nearly $449 million, distributed their broadcast advertising in 1952. *Page 23.*

In sudden change of top command, Frank White becomes NBC president, replacing Joseph H. McConnell, who becomes president of Colgate-Palmolive-Peet; Sylvester L. Weaver Jr. moves up to assistant chairman of the NBC board, and John C. Herbert succeeds him as vice president in charge of radio and TV networks. *Page 25.*

Bing Crosby Enterprises demonstrates its system of recording television programming on magnetic tape. It's not perfected yet, but the company thinks it can be distributed commercially by the end of 1953 or early 1954. *Page 26.*

What will the 83rd Congress do about radio and television? Here's a list of broadcast matters that are destined for consideration on the Hill. The outlook is both good and bad for broadcasters. *Page 27.*

CBS calls on the industry and government to settle the color television question "as soon as possible," and "genuinely hopes" the NTSC can perfect the compatible system this year. So far, however, CBS thinks its own incompatible system is the only one that is practical, workable and inexpensive. *Page 57.*

RCA President Frank M. Folsom predicts that from 150 to 200 new TV stations will go on the air in 1953, and set circulation will be enlarged by 6,250,000. *Page 34.*

Dr. Allen B. DuMont, president of Allen B. DuMont Labs, forecasts "upwards of 75 new stations" for 1953 but, in general agreement with Mr. Folsom, thinks between 6 and 6.5 million TV receivers will be sold. *Page 34.*

Week-long AFTRA strike against WGN and WLS Chicago ends as management and union reach terms. *Page 38.*

Official U. S. Census figures of radio homes in Texas and Virginia. *Page 44.*

Upcoming

Jan. 6-10: National Collegiate Athletic Assn. convention, Mayflower Hotel,

Jan. 8: NARTB Convention TV Subcommittee, NARTB Hdqrs., Washington.

Jan. 9: All-Industry Conference on Interference, Biltmore Hotel, New York.

Jan. 9-10: South Carolina Broadcasters Assn. annual meeting, Francis Marion Hotel, Charleston, S. C.

(Other Upcomings on Page 74)

Closed Circuit

(Continued from page 5)

not identify his clients, were that border operations generally are controlled by Emilio Azcarraga, Romulo O'Farrill Jr., and Jorge I Rivera, at XETB-TV Tijuana, just below San Diego, Calif., and XELD-TV at Matamoros, Mexico, across from Brownsville, Tex. Doubted whether FCC will intercede since stations are not "outlaws" but are licensed outlets using allocations evolved in cooperation with U. S. Government.

WASHINGTON radio attorneys, resigned to interminable TV hearings, see two encouraging signs: (1) Once few decisions come out, lawyers can gauge what is considered significant, what minor. (2) When FCC Bar Assn.-Broadcast Bureau joint committee pins down details of new procedure—permitting one or two important concrete issues, not multiplicity of generalized ones as now—attorneys will hew to straight-line presentations, shortening hearings considerably.

FCC LAST week did its usual annual year-end clean-up on station sales, handling eight cases. That was to complete as many transactions as possible in calendar year. Among approvals (see page 25) was KMPC Los Angeles to Gene Autry and associates for $800,000 gross. Biggest deals still pending: ABC-United Paramount merger and related cases; Avco-Crosley acquisition of WLTV (TV) Atlanta for $1,500,000, and *Washington Post* purchase of WMBR-AM-FM-TV Jacksonville for $2,470,000 gross.

THESE senior appointments to FCC Broadcast Bureau or Law department under GOP rule are talked about: (1) Mary Jane Morris, now in litigation division, who has been an ardent Republican. Initially she was candidate for FCC itself. (2) Thomas P. Littlepage Jr., practitioner before FCC, whose father was one of the first specialized communications lawyers and was a staunch Republican from Indiana.

EXPANSION of Allied Public Relations Associates shortly will be announced. William F. Brooks, former NBC vice president, assumes charge of New York offices, with David B. Charnay taking over Washington headquarters in Cafritz Building.

CHICAGO AFTRA CLAIMS DRAW SCHREIBER REBUKE

STATEMENTS made by some union officials since settlement of Chicago AFTRA strike drew sharp reply Friday from Frank P. Schreiber, manager and treasurer of WGN Chicago (see story page 38). Mr. Schreiber said:

"The settlement of the dispute with AFTRA was made on the basis of all requests that WGN Inc. originally made to the union. The union conceded every point that WGN has requested in negotiations before the union called the strike.

"If Messrs. Jones and Wolff had conceded these points there never would have been a work stoppage. As a matter of fact, the union lost every issue on which it went on strike. I am amazed at some of the statements that have been issued by local union leaders to agencies, sponsors and the union members in view of the settlement which was made. WGN settled its dispute with the union with the national officers, George Heller and Henry Jaffe, without consulting with the local union management."

for more AT DEADLINE see page 90

The Proof of the Pudding . . .



. . . Is in the LEADING—or so the JELL-O-PUDDING and PIE FILLING box-top and 25-words-or-less contest indicates!

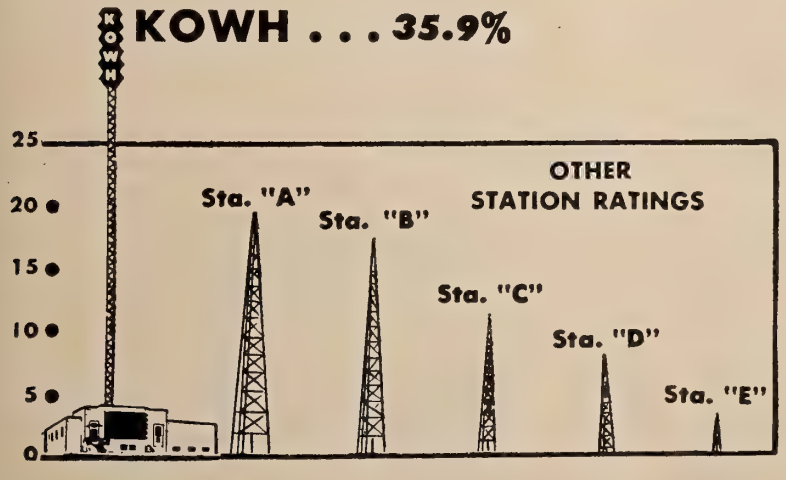
Conceived by Young & Rubicam for General Foods and aired in a spot campaign over 120 stations, the contest featured a slant that loaded the ether with sizzling pitches. To the disc-jockey that captured the greatest number of entries according to market size and time cost went an expenses-paid vacation in Paris for himself and wife. JELL-O PUDDING and PIE FILLING even picked up the tab for baby sitter fees!

T'aint fittin' to say, "We told you so," so we'll be content to hope KOWH's Hooper High Sandy Jackson and wife enjoy the trip.

Of course Sandy won—more proof that you can't do better than first place! And that's where the Hooper averaged below for the 14-month period from October, 1951, to November, 1952, puts KOWH—thanks to personalities like amiable Sandy.

C'est Magnifique!

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday! (Hooper, Oct., 1951, thru Nov., 1952.)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (Nov., 1952.)



Kowh

OMAHA

AIMS Association of Independent Metropolitan Stations

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.



AKRON'S **TOP** STATION

© 1949 WACKER
Always out in front!

WAKR

TOWERS OVER AKRON



COMING!

WAKR-TV

Akron's FIRST TV Station

Ch. 49

© 1949, SUMMIT RADIO CORPORATION

5000 WATTS

ABC

Represented by Weed & Co.

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone ME 8-1022

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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what makes WLAC click



Mr. Cohen Williams, President of Martha White Mills, Inc., says, "WLAC alone clicked my self rising corn meal into first place. When I was shown a survey placing Martha White Self Rising Corn Meal in top place, I was amazed! When this can be done by using only WLAC, 15 minutes a day, and Bob Jennings, I would say that WLAC is a sales *clicking* station."

When WLAC *Clicks*...Its Audience *Clicks*, TOO!

Whether we are selling corn meal, work clothes, frozen foods . . . or any other merchandise . . . WLAC Programs with Personalities hold and SELL radio listeners. . .

WLAC
NASHVILLE, TENN
CBS RADIO

The Nashville SALES Power Station

CBS RADIO 50,000 WATTS

Nashville, Tennessee

For further information contact The Katz Agency, Inc., National Advertising Representatives

THE NATIONAL BOARD OF FIRE UNDERWRITERS
INVITES YOUR ENTRY FOR

Gold Medal Awards

For Outstanding Public Service in Fire Safety and Fire Prevention by Radio or TV Station in 1952



This is your invitation to enter the annual Gold Medal Awards of The National Board of Fire Underwriters. These AWARDS, or $500 in cash, are presented each year to a radio or television station—to a daily and weekly newspaper, too—which have conducted the best fire safety and fire prevention campaigns. Honor Award Citations are also made.

Your exhibit—composed of recordings, newspaper clippings, photographs, letters and other material—should be presented in scrap-book form. It need not be elaborate. Send in your exhibit to The National Board of Fire Underwriters, 85 John Street, New York 38, N. Y., *before February 16, 1953.*

Your local fire chief may submit an entry on your behalf. Exhibits will be judged by nationally-known representatives in your field. Awards will be based on the performance, effectiveness and worth to the community of the campaigns involved. All decisions are final. The National Board of Fire Underwriters takes no part in the judging.

Start Your Fire Safety Campaign For 1953 Now.

Winning campaigns are made by starting early, planning thoroughly and using every means to put your program across. Be sure to make a complete record of your campaign so your exhibit will be ready for entry for the 1953 Gold Medal Award.

GOLD MEDAL TIE IN 1951



Captain George Hood, right, of the Fort Wayne Fire Department Fire Prevention Bureau, with Franklin A. Tooke, Manager of STATION WOWO, Fort Wayne, Indiana, which participated in the first tie since the Gold Medal Awards were instituted in 1941.



Left to right: Chief Milton G. Brown, of Winston-Salem Fire Department, and Program Manager Robert Estes, Special Events Director John Comas and General Manager Harold Essex, of STATION WSJS, of Winston-Salem, North Carolina, which tied for Gold Medal Award.

THE NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street, New York 38, N. Y.

Columbia Records, Inc. uses "Scotch" Magnetic Tape for its toughest recording jobs!



THE HIGHEST RECORDING STANDARDS in the industry call for the finest recording material available . . . that's why "Scotch" Brand Magnetic Tape is used by Columbia Records, Inc., for the exacting original recordings of famed Columbia Masterworks.

Music lovers everywhere look to these superb recordings for true, lifelike performances by the world's great artists. "Scotch" Magnetic Tape captures every note faultlessly, assures matchless quality of reproduction every time.

Here's why the nation's top recording engineers use more "Scotch" Magnetic Tape than all other brands combined

- Lower noise level than any other tape
- Greater output sensitivity than any other tape
- Better reel-to-reel uniformity than any other tape
- Erases cleaner than any other tape
- No curling or cupping—always lies flat on head
- Lubricated for longer head life



The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can. *℗ The exclusive trade-mark of Columbia Long Playing Records—symbol of highest quality. Trade-Marks "Columbia," "Masterworks," ℗. ℗ Reg. U.S. Pat. Off. Marcas Registradas.*

WDEF
CHATTANOOGA, TENNESSEE

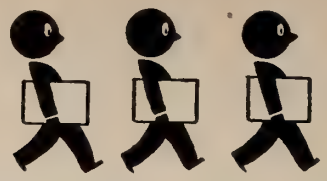
has more audience, all morning, in Chattanooga than the next two network stations combined!*

WDEF
CHATTANOOGA
1370 KC • ABC
5000 WATTS

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

* According to the latest available Hooper study.

Represented by BRANHAM



agency

HENRY Q. HAWES, vice president and Pacific Coast manager, M Cann-Erickson, S. F., elected senior vice president.

CHARLES F. WILKINSON, art director, McKee & Albright Inc., Phila elected vice president.

RICHARD V. DOWNEY, vice president, Dancer-Fitzgerald-McDouga Inc., S. F., to Guild, Bascom & Bonfigli, that city, as executive assista on food accounts.

LOU E. TOWNSEND, advertising vice president, Bank of America, S. F to Charles R. Stuart Agency, same city, as vice president in charge c new business.

C. G. NOTHDURFT, advertising-marketing staff, Pillsbury Mills, t Bruce B. Brewer Adv., Kansas City.

ELIZABETH BEOHM, copywriter, Milton Weinberg Adv., L. A., ha resigned.

HOWARD R. SMITH, secretary-treasurer, The Condon Co., Tacoma, i association with TED KNIGHTLINGER, general manager, KTAC tha city, has formed own agency at 703 Jones Bldg., under name of HOWARD R. SMITH Co.

JOHN SHEA, account executive, and ELWOOD LINDELL, copy chie Crossley & Jeffries Inc., L. A., have resigned.



on all accounts

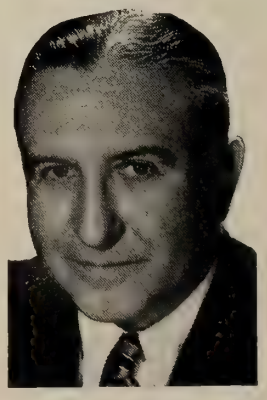
STEVE MUDGE, manager of the New York office of Ewell & Thurber Assoc., is a Willys-Overland man with a Ford in his future.

This apparent inconsistency comes from Willys' participation in the Ford Foundation's *Omnibus* show on CBS-TV.

Mr. Mudge, who is a newly-appointed vice president of the agency [B•T, Nov. 17], is the man responsible for the stellar radio - TV buys of Willys-Overland this year. Besides underwriting a portion of the *Omnibus* show and the New York Symphony on CBS Radio, the E & T manager also will direct his client's sponsorship on ABC radio and TV of the Inauguration this month of President-elect Eisenhower, and on CBS Radio and TV, the Coronation in June of Queen Elizabeth.

Born in Peru, Ill., Mr. Mudge attended the U. of Illinois and Lake Forest College. His first job was selling for a farm machinery firm. From there he went to th Webb Publishing organization, a salesman for a farm paper, then t *Photoplay Magazine*, Conde-Nas Publications in Chicago. His firs radio affiliation was with the Ed ward Petry representation firm a a salesman in the fall of 1938.

Next move was to Mutual where he was a networ salesman for fou years. He worke for ABC six month and helped mate rially to sell the *Spotlight Bands* show to Coca-Cola He later joined the Coca-Cola agency D'Arcy Adv., as supervisor of the *Spotlight Bands* program.



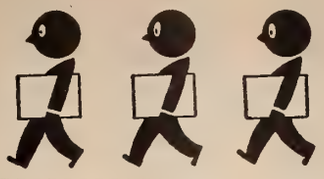
Mr. MUDGE

In 1947, he joined Ewell & Thurber to manage the New York office.

The Mudges—she is the former Constance Telling—have been married 15 years. They have a son, Jack. The family has a home in Bedford Village.

Mr. Mudge says his only hobby is "people" and that he drives an "Aero-Willys."

beat



ROBERT M. WATSON, Ruthrauff & Ryan, elected vice president of agency. **CAL J. McCARTHY,** R & R treasurer, elected senior vice president.

ASHBY STARR, advertising-sales promotion manager, Sues, Young & Brown Inc., L. A., has opened his own agency, **ASHBY STARR Co.,** 3450 Wilshire Blvd., that city. Telephone is Dunkirk 5-1706.

DRUCILLA HANDY to Bozell & Jacobs Inc., Chicago, as account executive.

JOHN C. CUMMINGS, production manager, Harrington-Richards, S. F., rejoins Honig-Cooper Co., that city, in same capacity. He is succeeded by **CARL MATSON,** Brisacher, Wheeler & Staff, S. F.

JOHN M. FARRELL, vice president and account executive, William W. Harvey Inc., L. A., to Byron H. Brown & Staff, that city, in same capacities.

WESLEY LING, *Burbank Review,* to Gregory & House Inc., L. A., as account executive.

JACK de CELLE, editorial staff, National Automotive Service, S. F., to BBDO, that city, as copywriter.

WILLARD G. WOOSTER to John Falkner Arndt & Co., Phila., as assistant account executive.

RUBE BLAVAT, Fellman Assoc., Phila., to Adv. Assoc. Agency, same city, as coordinator of art and production. **WILLIAM J. BARBER** promoted to copy and media director at latter agency.

ELIZABETH H. RICE, manager of promotion department of Ellington & Co., and **C. J. La ROCHE Co.** awarded certificates of merit by Advertising Council for respective work on council's Women in the Armed Forces Campaign.

MILTON SAMUEL, West Coast publicity manager, Young & Rubicam, Hollywood, recovering from cardiac condition at Hollywood Leland Hospital.

BENJAMIN D. WALDIE, president of Waldie & Briggs Agency, Chicago, honored by agency personnel at dinner party marking his 25th year with company.



ADMIRAL CORP. was one of three electronic firms which received a Sylvania Television Award for sponsorship of the Republican and Democratic national political conventions last summer. Accepting award for Admiral is Seymour Mintz (extreme r), its vice president and advertising director. (L to r): George Bayard, executive vice president of Russel M. Seeds Co., agency handling account; Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC, which carried Admiral coverage, and Deems Taylor, chairman of Sylvania Television Awards Committee. Award was one of 13 made at special dinner for "outstanding contributions to creative television technique" [B•T, Dec. 15, 1952].

for a happier sales picture in 1953 get that

PERSONAL-ITY TOUCH...

on WMAL SPOT PARTICIPATION PROGRAMS



RUTH CRANE, THE MODERN WOMAN
AM-FM 11:30 AM Daily
TV 3:30 PM Daily



JERRY STRONG SHOWS
AM-FM 4 to 6 PM Daily
AM-FM 11:15 PM to 12:30 AM Daily



THE JIM GIBBONS SHOWS
AM-FM 6:15 PM Daily
TV 7 PM Daily



MISS RUTH ANNE
Popular Children's Show
TV 4 to 5 PM Daily



SHERMAN BUTLER SHOWS
AM-FM 2 to 4 & 8 to 9 PM Daily
TV 1 to 2 PM Daily



HOST, MILTON Q. FORD
Feature Films
TV 5 to 6 PM Daily

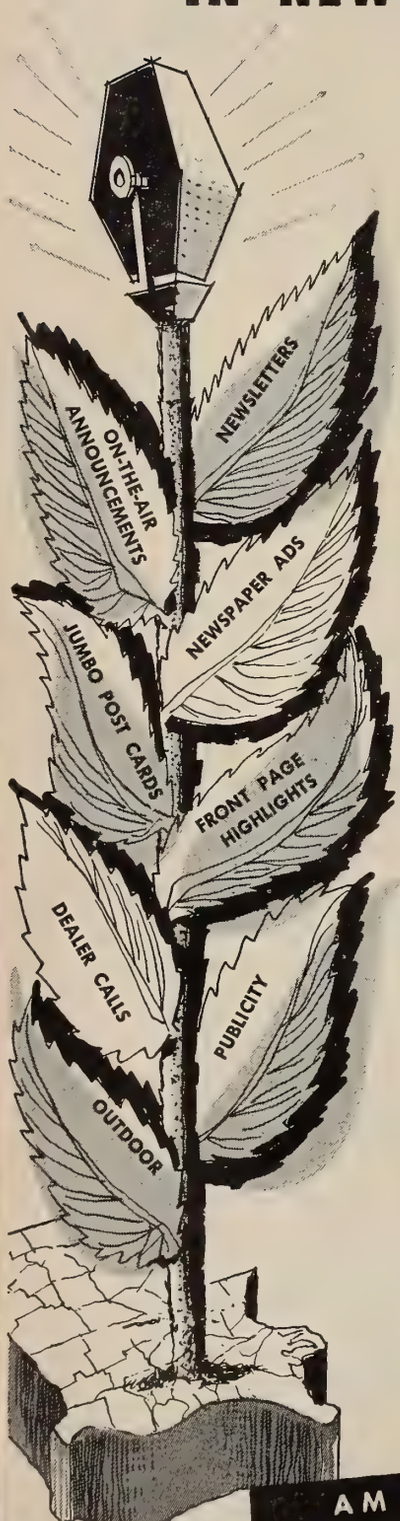
featuring popular LOCAL personalities whose personal endorsement of your product gives it that BONUS acceptance needed for MAXIMUM sales results.
Let WMAL's PERSONAL-ITY TOUCH "touch off" GREATER SALES for YOU!

Call or wire The Katz Agency, Inc.
or WMAL Sales Department.

WMAL AM FM TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

HERE'S A PLANT THAT GROWS ALL YEAR 'ROUND IN NEW ORLEANS!



- Way down yonder in the land of cotton . . . merchandising is not forgotten! With a sales climate that is favorable the whole year 'round, WDSU has developed a merchandising plan-t that covers our "Billion Dollar New Orleans Market".
- The formula for the healthy growth of our merchandising plan-t is no secret . . . it is a matter of year 'round attention. WDSU's merchandising knows *no* season! Week in, week out, our well-coordinated merchandising is working for our sponsors.
- Briefly, our plan-t includes:
  NEWSLETTERS
  ON-THE-AIR ANNOUNCEMENTS
  NEWSPAPER ADS
  JUMBO POST CARDS
  FRONT PAGE HIGHLIGHTS
  DEALER CALLS
  PUBLICITY
  and a 1953 addition
  OUTDOOR SPECTACULAR
- Why not let us put our merchandising plan-t to work for you?
- Phone, write or wire your JOHN BLAIR Man!

AM • TV • FM
WDSU
NEW ORLEANS
CBS

new business



Network • • •

ECKO PRODUCTS Co., Chicago, renews first segment of *Welcom Travelers* on NBC-TV for 26 weeks from Jan. 5 on 45 live stations an on 11 by kinescope. Ecko-sponsored portion is aired 2:30-3:45 p.m. C alternate Mondays. Agency: Dancer-Fitzgerald-Sample, Chicago.

BLOCK DRUG Co., Jersey City, N. J. (Amm-I-Dent tooth paste an Green-Mint mouth wash), starts twice weekly quarter hour news broad cast featuring Cecil Brown on 45 Don Lee radio stations for 26 week from Jan. 6. Agency: Cecil & Presbrey, N. Y.

Agency Appointments • • •

CASCADE RESEARCH LABS., Los Gatos, Calif. (electronic equipment) appoints Clayton Bane Adv., S. F.

WESTERN EMPIRE DISTRIBUTORS, S. F. (Sylvania radio-TV sets) appoints Roy S. Durstine Inc., that city.

BENNETT LABS Inc., Redwood City, Calif., appoints Harrington-Rich ards, S. F., for new type of TV filter.

McCOLPIN-CHRISTIE Corp., L. A. (battery servicing equipment, heavy duty electrical rectifiers), appoints Len Woolf Co., that city.

WESTERN INDUSTRIAL Assoc., L. A. (West Coast distributor, Talka tron), appoints Beckman, Hamilton & Assoc. Inc., that city.

HUDSON SALES Corp., Berkeley, Calif. (Hudson motor cars), appoints Vernor Adv., S. F.

H. V. CARTER Co., S. F. (distributors, farm and garden equipment), appoints Wyckoff & Downard Adv., that city.

ANDREE'S FOOD PRODUCTS, L. A. (salad dressings, barbecue sauce), appoints Philip J. Meany Co., that city. **MAL McCRADY** is account executive.

E-Z-EST PRODUCTS Co., Oakland (Steellustre Speedip and silver polish), appoints Beaumont & Hohman Inc., San Francisco.

SCALA RADIO Co., S. F. (electronic equipment), and **MORNING GLORY SANDWICH Co.**, that city (caterers), appoint Robert L. Pickering Adv. Agency, that city.

JACKSON & PERKINS, Newark, N. Y. (flower growers), appoints Maxwell Sackheim Inc., N. Y. Radio and TV will be used.

Adpeople • • •

DAVID P. SIEGEL to Radio Electric Supply Co., Phila., as assistant advertising manager.

TONI STANFIELD, account executive, Theo. H. Segall Adv. Agency, S. F., to Schwabacher-Frey, that city (stationery), as advertising manager.

HAROLD W. KLING, production manager, Theo. H. Segall Adv. Agency, S. F., to Artvogue of California, that city (men's sportswear), as advertising manager.

LLOYD C. HILSZ, food products executive, United States Products Corp., San Jose, Calif., elected vice president in charge of sales. He succeeds **W. D. HOOPER**, resigned.

RENA LYNN, copy chief, Daly & Richardson, S. F., to Twisto Container Corp., Redwood City, as sales and promotion director.



in RADIO and TELEVISION

daytime audience

UP 30%

Neilsen Coverage Service, May, 1952, shows 410,570 daytime radio homes . . . 30% more than comparable 1949 BMB figures.

nighttime audience

UP 11%

Neilsen Coverage Service, May, 1952, shows 364,320 nighttime radio homes . . . 11% more than comparable 1949 BMB figures.

TV audience

UP 94%

Total TV sets in area on January 1, 1953

225,000

an increase of 94% over set count on January 1, 1952.

KPRC HOUSTON

NBC and TQN on the Gulf Coast

JACK HARRIS
Vice President and
General Manager

•

Nationally Represented by
EDWARD PETRY AND CO.

KPRC-TV

NBC • CBS • ABC • DUMONT

Here's Archer!



GENE ARCHER

WRC's Gene Archer, to be exact. With the individual music of the Cliff Quartette, plus Gene's own brilliant baritone style, "Here's Archer" is the only radio program in Washington regularly featuring live music.

Participation in this choice time period (1:45 - 2:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots, including Cuticura, Sunbeam Bread, Hal's Beer simply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the nation's Capital, for Gene is known about town not only as a radio artist but as a featured star in theatres and supper clubs.

There's a lot of SELL in a $22.50 participation on "Here's Archer" . . . Contact the WRC Sales Department or NBC Spot Sales for the few remaining availabilities.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

980 KC • 93.9 FM

Represented by NBC Spot Sales

feature of the week

FURTHER proof that daytime television packs a selling wallop is provided by KPRC-TV Houston with its program, *Coffee at 9*.

Originally, the show was designed primarily to make friends and only secondarily to sell. The institutional value is still of prime importance but the show's selling impact no longer is underestimated.

Mrs. Sue Jones, housewares buyer for Good Housekeeping Inc., of Texas, attests to month after month of sustained high level success from the two shows sponsored weekly by her firm (Tuesday-Thursday, 9-9:15 a.m.).

Mrs. Jones not only stars in the show but buys merchandise for Good Housekeeping's five Texas stores and is charged with the responsibility of getting it on the air and selling it. And she is thoroughly convinced that "in Houston, daytime television sells housewares."

Featured along with Mrs. Jones on the show is Ted Carr, announcer, who spices the commercials with humor but who also sells with conviction and enthusiasm.

Inasmuch as the audience for *Coffee at 9* is almost exclusively composed of non-working housewives, the sales pitch is tailored specifically for that group.

With that design in mind, *Coffee at 9* aims at softening any feelings of guilt the housewife might harbor over spending family money for products advertised or perhaps taking up time watching television.

This is accomplished by pointing up valuable housekeeping hints and offering products considered chiefly for the benefit of the family.

Proof of the sales impact of *Coffee at 9* is the volume of store traffic on Tuesdays and Thursdays and the large telephone business those days. Some of Good Housekeeping Inc.'s competitors report dramatic sales from *Coffee at 9*—a result that is not unwelcome because the program is heavily co-oped.

Mrs. Jones, executives of KPRC-TV and Gregory-Giezendanner Co., advertising agency which produces the show, all agree that there's only one possible reason for the success of *Coffee at 9*: Housewives like to sit at home and shop.

strictly business

ALTHOUGH O. R. (Jim) Bellamy, general manager, WPTR Albany, N. Y., has increased sales 200% at his station in the past six months, he feels that only the surface of the market has been scratched.

Despite strong competition, Mr. Bellamy also has, in six months of personal guidance, increased ratings 250%.

Mr. Bellamy believes radio is stronger today than ever, because of its spontaneity and adaptability.

Confidence in himself and the medium and cooperation with sponsors are the keys to success for this scrappy ex-marine.

The importance of doing a job well is placed ahead of financial gains in Mr. Bellamy's approach. His chief complaint is that the business day is too short.

Mr. Bellamy entered broadcasting in 1927 as an announcer for WPAY Portsmouth, Ohio. Moving on, Mr. Bellamy joined WSAZ Huntington, W. Va., as a singer. Then, as the urge to get into the selling end of the industry mounted, he became a time salesman for WFBE Cincinnati (now WCPO).

Impressed with his abilities as a



Mr. BELLAMY
. . . scrappy ex-marine wins with radio.

* * *

salesman, the Kroger Grocery & Baking Co., large midwestern chain, offered Mr. Bellamy the position of managing one of its stores. He was the youngest manager in the chain.

A more lucrative post beckoned

(Continued on page 20)

SELL MORE IN THE SOUTH'S No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem is the home of R. J. Reynolds Tobacco Co.

WSJS

1/5th* of all FOODS Sold in North Carolina ARE SOLD IN WINSTON-SALEM'S

WSJS

15-COUNTY MARKET

*$113,945,000

S.M. 1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

KPHO tv

MEREDITH STATIONS

am

PHOENIX, ARIZONA

announce
the appointment of

THE KATZ AGENCY, INC.

as national
advertising
representatives
effective
January 1, 1953

open mike



Faithful Readers

EDITOR:

Thanks . . . for the story in . . . your "Respects" column.

It is not surprising to me that I have had a number of letters and telephone calls from friends all over the United States as a result of this story.

They do as I do—read BROADCASTING • TELECASTING from "kiver to kiver."

Alex Keese
Manager
WFAA Dallas

* * *

Interim Affiliation

EDITOR:

. . . Your article on page 59 of the Dec. 22 issue erroneously reports that WSBA-TV is a DuMont affiliate. The arrangement between WSBA-TV and DuMont certainly does not constitute an affiliation. WNOW-TV is the signed DuMont affiliate for the York-Harrisburg-Lancaster area.

WSBA-TV will carry certain programs from DuMont as ordered by national advertisers. These and other programs from DuMont will be switched to WNOW-TV when the station begins operation with 100 kw (ERP) early in 1953. . . .

Edwin L. Jay
Television Coordinator
WNOW-TV York, Pa.

* * *

Far-Flung Audience

EDITOR:

In your Dec. 8 . . . "Open Mike" you carried a letter from a Mr. Ripple of WBKV, a 500 watter in West Bend, Wis., under the heading of "Distance Record?"

I think you can add another question mark to this. We have in our files . . . five letters from New Zealand. I've taken the trouble to list the name of one New Zealand listener who heard our station. His name is W. J. Marsh of 429 Elles Rd., S. Invercargill, N. Z., who heard WPTW during a test broadcast at 2:11 a.m. reporting an R4 QSA3 report on a nine tube Sky Challenger receiver. WPTW was also heard that same date at 265 Nelson St., also in S. Invercargill. The other three letters are from members of the New Zealand D.X. Club who have heard WPTW during early morning test broadcasts at various other dates.

WPTW is a 250w station. . . . This station operates non-directional. . . .

Norbert C. Poeppelman
Engineer
WPTW Piqua, Ohio

* * *

Promotion Pays

EDITOR:

. . . What I believe to be one of the finest promotions I have yet seen in the radio business . . . is the recent Ralston-Purina bowl promotion contest in which radio stations and Purina dealers were spurred on to a new degree of cooperation by a trip to a major bowl game as the bait.

Of course I am quite sold on their plan because we here in Pendleton won the contest for the North Pacific Sales Division of Purina . . . The advertising manager of the local Purina dealer, the Pendleton Grain Growers, his wife, myself and my wife leave for the Rose Bowl Dec. 28, all expenses paid by Purina.

More than the trip, however, is the lasting effect. During the contest the Pendleton Grain Growers spent additional money on radio, and now are completely sold on a planned-out promotion and its potential. Radio advertising is now tops on their list. . . .

Ted A. Smith
Station Manager
KWRC Pendleton, Ore.

* * *

Christmas & Choirs

EDITOR:

We recently completed our third annual Christmas program that we think is a great public service and interesting programming. . . .

The week before Christmas we visit the various churches in our city and record a Christmas song of their choosing, sung by their choir. We do this on the night of their regular choir practice. After we have the selections from the individual churches, we construct the program as a unit with narration to cover identification of choir, church, director, organist, etc. . . .

We do the same thing and program it a different night from the churches in our immediate area for [other] communities served by our station. . . .

Bud Suter
Program Director
KGLO Mason City, Ia.

Weir to Speak

WALTER WEIR, Donahue & Coe, will be guest speaker Jan. 16 at the second annual dinner of the League of Advertising Agencies, to be held at the Advertising Club of New York at 6:30 p.m.

"Are you looking for markets prolific?

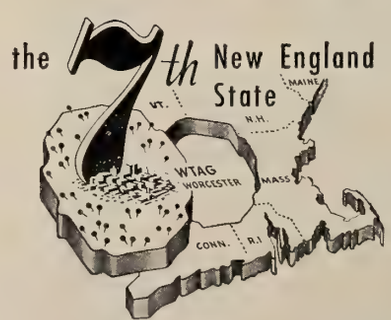
Here is one that should certainly rate.

Get the figures and facts specific*

In the 7th New England State."

WTAG

AND WTAG-FM BASIC CBS



WORCESTER, MASS.

Represented by Raymer

*FACT NO. 1

WTAG—tops them all in the 3rd largest market in New England.

Celebrating 30 Years

of fitting a medium to a market

Serving ...

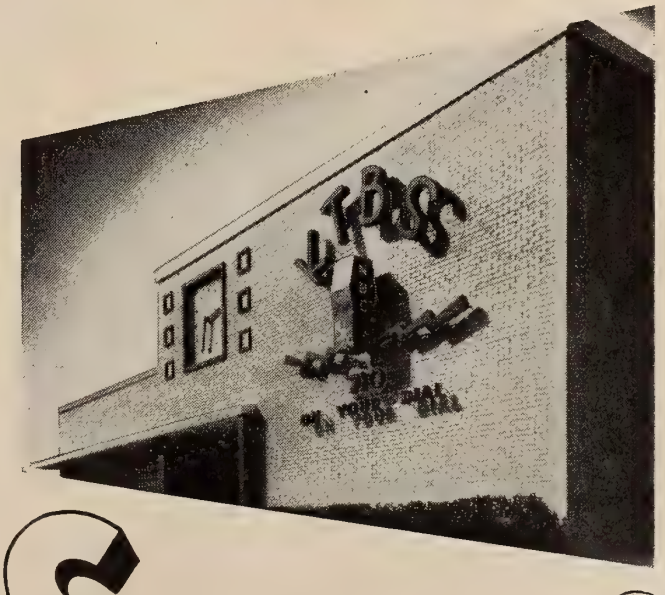
NORTH LOUISIANA

SOUTH ARKANSAS

EAST TEXAS

SHREVEPORT

This year KTBS goes into its 31st year of adapting a strong selling medium to a rich agricultural and industrial market. Shreveport's LEADING station . . . 30-years-wise in the way of PROGRAMMING, PROMOTION and MERCHANDISING . . . gives you the coverage and listenership needed to do a real selling job.



KTBS

AM-FM SHREVEPORT

10,000 WATTS

NBC

E. NEWTON WRAY — PRESIDENT

EDWARD PETRY — NATIONAL REPRESENTATIVE

in the public service . . .

NEARLY $6,000 was raised in December by WROL Knoxville in behalf of two public causes—a milk fund and a fight-polio drive. Station raised more than $3,100 for the *Knoxville Journal* Milk Fund, with appeals on Cas Walker's regular programs. The U. of Tennessee football team also bid for funds. Second project was WROL's "Give a Hand to Polio Campaign" which urged farmers to donate tobacco to the local polio chapter. Drive netted $2,546.07 in the first two weeks tobacco was sold and is being continued.

* * *

KHJ-TV's 'Milkathon'

SAINTS & SINNERS "Milkathon," telecast on KHJ-TV Hollywood Dec. 20-21, is expected to gross $45,000 of the $52,000 pledged, according to top producer Sam Mannis. An estimated $8,000 will go for talent fees.

Stopping Streamliner

THANKS in large measure to FCC's editorializing privileges, WEEB Southern Pines, N. C., has managed to stop a streamliner dead in its tracks. Jack Younts, WEEB president, waged a vigorous air campaign for a scheduled stop of the Seaboard Airline's Silver Comet in Southern Pines. The train now debarks passengers at the resort town. Concession was granted by the railroad after conferences with Mr. Younts and station had sent scripts and tape recordings of its editorials to Seaboard. Local newspaper, the *Pilot*, commended Mr. Younts for his efforts and welcomed the innovation in an editorial.

WARA Aids Boy

WARA Attleboro, Mass., reported last week that a seven-hour broadcast Dec. 21, and other repeated pleas, brought nearly $5,000 in contributions from listeners to aid a badly-burned boy. The marathon broadcast included appearances by Santa Claus, community entertainers, city officials and the boy's nurses and family. Volunteers, led by Jo Sherman, WARA women's director, were kept busy "on their day off" taking phone pledges.

* * *

Gas Emergency

KRES St. Joseph, Mo., played an important part in a gas emergency Dec. 20 and continuing for three days in that city. KRES cancelled all regularly scheduled programs devoting time to special bulletins. Station also made available to the city's Gas Service Co. the three phone lines to the station. Gas service employe aided by KRES staff answered listener queries.

* * *

KGAE Gets Toys

SATURATION spot campaign was used by KGAE Salem, Ore. to collect toys for the Exchange Club of that city. Drive netted four times as many items as in past years. Up to 15 announcements per day were aired by KGAE. No other medium was used.

Strictly Business

(Continued from page 16)

when the Airway Co. asked him to be branch manager. Mr. Bellamy led branches in Toledo and Cincinnati to top honors in sales. But Mr. Bellamy had never gotten broadcasting out of his blood.

He joined WKRC Cincinnati in the sales department. After a short period there, he joined WSAI Cincinnati. Then came World War II.

As an officer in the Marine Corps, Mr. Bellamy served with honors in the Pacific. He was honorably discharged in 1945 with combat awards and the Purple Heart.

As an account executive for the Frederic Ziv Co., he resumed association with broadcasting. Shortly thereafter, he became general manager of WWSO Springfield, Ohio. Later he accepted the general managership of WPGH Pittsburgh, Pa., where he increased business by 300%. He then moved to WPTR.

Mr. Bellamy is 44 years old, is married and has two sons: James, 24, a sergeant in the U. S. Air Force, and Joseph, 11. He is active in the Chamber of Commerce, the Masons, Shrine and the American Legion. Not the least of his prides —he was chosen to be scoutmaster of a local troop.

CHICAGO FAIR

Equipment Display Planned

AMERICAN and foreign high fidelity and audio-video equipment are expected to attract more than 20,000 visitors at the combined International Sight and Sound Exposition and Audio Fair in Chicago Sept. 1-3. The event, described as the only public show of its kind to be held in the Midwest in 1953, will take place at the Palmer House Hotel.

The three-day public and trade display will show new developments in "the three-quarter billion dollar blue ribbon hobby" which is winning a following of millions, in the opinion of Harry N. Reizes, manager of Audio Fairs. He is working on exposition plans with S. I. Neiman, president of the combined show.

Mr. Neiman is handling the show in Chicago, while Mr. Reizes is in charge of exhibit space sales and promotion in the east. His headquarters is in New York.



Sheet Music Courtesy of Leo Feist Inc.

DO YOU REMEMBER ?

25th ANNIVERSARY

When the strains of this catchy, heart-pulling melody was on everyone's lips. The "and baby makes three" touched young hearts everywhere . . . and thus a song was born that is still played and replayed . . . and will ever be. Yes . . . do you remember? We do . . . for that was the year WWNC was born. Just as the sweet notes of "My Blue Heaven" have echoed thru the years . . . the voice of Western Carolina has become an accepted member of our 12-county family of radio-listeners. When 84% of all radio listeners (50-100% BMB penetration) over this area prefer WWNC . . . the reason is simple. WWNC, with its experienced "know-how" provides entertainment, service and news. Twenty-five years of operation deserves—and gets—recognition.

5000 WATTS WWNC DAY AND NIGHT

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C.

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

Revealed by
the Dr. Forest L. Whan survey
of the Boston Trade &
Distribution Area



New Englanders listen even more than they look --in the morning, for instance

Here's the "share of audience" – radio vs. television – as briefed from page 14 of the Whan Survey (the survey actually reveals the situation by quarter-hours):

	Radio	Television
7 AM	93.3%	6.7%
8 "	91.9	8.1
9 "	94.5	5.5
10 "	92.5	7.5
11 "	88.0	12.0

.. and for their morning listening New Englanders prefer Station WBZ

	% of Homes Tuned In	
	WBZ	Next Nearest
7 AM	26.1	12.4
8 "	17.4	12.4
9 "	16.0	11.5
10 "	16.9	9.0
11 "	16.5	10.0

(Whan Survey, page 26)

If you're selling in New England the Dr. Whan survey is a MUST !

This is a MUST report, because its 70 pages constitute the most thorough audience survey ever completed in New England. From no other source that we know of can you learn the best hours, the best programming, the best station – complete with proof. With the Whan report at your elbow, you can plan with certainty the most effective spending of your appropriation. If you don't have a copy, get in touch with WBZ or with Free & Peters.

WBZ BOSTON
50,000 WATTS 1030 KC
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WOWO • KEX • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Why did WCCO Radio get more Advertising Dollars from more Advertisers in 1952?

. . . because no other medium or combination of media in the Northwest can match WCCO's low cost

WCCO Radio 830 KC

CBS affiliate

MINNEAPOLIS - ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES

BROADCASTING

Vol. 44, No. 1 JANUARY 5, 1953

30 LEADING AGENCIES IN RADIO-TV BILLING

a B•T SPECIAL

In 1952 these were the 30 most active agencies in radio-TV. Together they handled broadcast billings of $448.9 million, $182.9 million in radio and $266 million in TV.

By FLORENCE SMALL

BBDO, with broadcast billings of $40 million, in 1952 was the leading radio and television agency in the country, on the basis of a just-completed B•T survey directed at determining the nation's top 30 advertising agencies for the past year in radio and TV.

While BBDO also led in TV billings alone with $26.5 million, Dancer - Fitzgerald - Sample was the ranking agency for radio alone with $17.5 million expended in that medium.

Estimated total radio and TV billings among the leading 30 agencies came almost $449 million, with television accounting for about $266 million and radio $182.9 million.

Young & Rubicam ranked second to BBDO in combined radio and television outlay with expenditures of $36 million, followed by Benton & Bowles and the Biow Co., each with billings of $30 million.

The figures represent the expenditures for time and talent in both network and spot throughout the survey. In almost all cases they are based directly on informtion received from officials of the agency involved. Where agency sources did not supply their broadcast expenditure data, the figures were estimated by BROADCASTING • TELECASTING on the basis of the best information available.

The First Ten

Completing the list of 10 leaders were: William Esty, $28 million; J. Walter Thompson Co., $27 million; Dancer-Fitzgerald-Sample, $26 million; McCann-Erickson, $25 million; Foote, Cone & Belding, $20 million; and Leo Burnett, $18 million, all figures representing combined radio-TV billings.

The smallest among the remaining 20 billed more than $3.4 million in a year of rising advertising outlays attributable somewhat equally to the increasing cost of television and to the nonetheless growing appeal of that medium to advertisers.

A significant development in 1952 was the trend toward merger of agencies with some emphasis on the alliance of smaller firms with their larger brethren, an effect of the increasingly onerous cost of doing business in a television era.

In the following complete listing of the top 30 AM-TV agencies in the order of their billing, B•T includes in each case a capsule profile of the agency drawn from the record of its activity over the past year. Recorded also in each instance is a breakdown of billings between radio and television as well as percentage expression of the agency's AM-TV total in relation to its overall billing for the year.

BATTEN, BARTON, DURSTINE AND OSBORN: Radio-TV billing, $40 million; $13.5 million in radio, $26.5 million in TV. Radio-TV share of agency's overall billing, 33%.

Leader among the agencies in the survey, BBDO has long been a champion of the medium responsible for its ascendancy, television. In 1952 the agency introduced DuPont to TV (*Cavalcade*, NBC-TV), enlisted the Hamilton Watch Co. with a regional alternate-week TV show, *Your Jewelers Showcase*, took over Fred Waring and the General Electric account, from Young & Rubicam, started the *Keep Posted* program on DuMont for Curtis Publishing, and for General Baking began sponsorship of the *Hopalong Cassidy* TV show on a regional basis.

Its radio additions, all on behalf of Wildroot and placed exclusively on Mutual, were: *Twenty Questions, Titus Moody,* and *The Shadow.* One BBDO account, American Tobacco Co., last year dropped its *Meet The Champ* show on ABC-TV but took on *Biff Baker —USA* on CBS-TV. Minnesota Mining and Mfg. cancelled *Juvenile Jury* on CBS-TV. The impressive outlay of BBDO in 1950 was due in no small measure to the high cost of the talent on the shows.

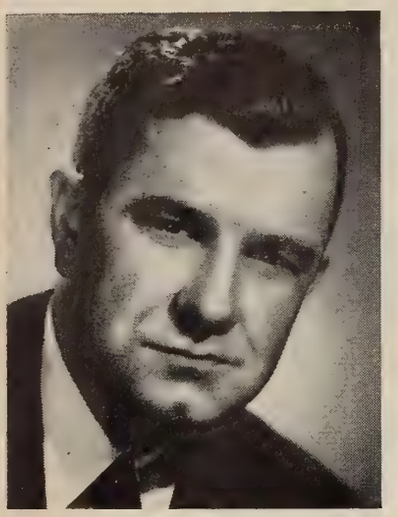
Its regular casts included, among

(Continued on page 28)

HOW LEADERS RANKED IN 1952

Position & Agency	AM-TV Billing (In Millions)	Radio Only (In Millions)	TV Only (In Millions)	AM-TV Share of Overall Billing
1. BBDO	$40	$13.5	$26.5	33%
2. Young & Rubicam	$36	$12	$24	35%
3. Benton & Bowles	$30	$10.5	$19.5	60%
4. Biow Co.	$30	$10.5	$19.5	50%
5. William Esty & Co.	$28	$10	$18	50%
6. J. W. Thompson Co.	$27	$13.5	$13.5	24%
7. Dancer-Fitzgerald-Sample	$26	$17.5	$8.5	55%
8. McCann-Erickson	$25	$8.7	$16.3	40%
9. Foote, Cone & Belding	$20	$10	$10	30%
10. Leo Burnett Co.	$18	$9	$9	50%
11. Lennen & Newell	$15	$3	$12	50%
12. Ted Bates Inc.	$15	$6	$9	50%
13. Kenyon & Eckhardt	$14.5	$5.5	$9	27%
14. N. W. Ayer & Son	$12	$6	$6	14%
15. Maxon Inc.	$11	$4.4	$6.6	40%
16. Sullivan, Stauffer, Colwell & Bayles	$10	$4	$6	50%
17. Cunningham & Walsh	$10	$4	$6	33%
18. Needham, Louis & Brorby	$8	$3	$5	40%
19. Cecil & Presbrey	$8	$3.6	$4.4	50%
20. Compton Adv.	$8	$4.5	$3.5	26%
21. Sherman & Marquette	$7.5	$2.5	$5	50%
22. Ruthrauff & Ryan	$7.5	$3.2	$4.3	25%
23. Campbell-Ewald	$7	$1.8	$5.2	25%
24. D'Arcy Adv.	$7	$3.5	$3.5	25%
25. Warwick & Legler	$7	$3	$4	50%
26. Ward Wheelock Co.	$6	$3.5	$2.5	50%
27. Harry B. Cohen Co.	$4.5	$1.8	$2.7	60%
28. William Weintraub	$4	$2	$2	40%
29. Erwin, Wasey & Co.	$3.5	$1.5	$2	11%
30. Fuller & Smith & Ross	$3.4	$0.9	$2.5	15%

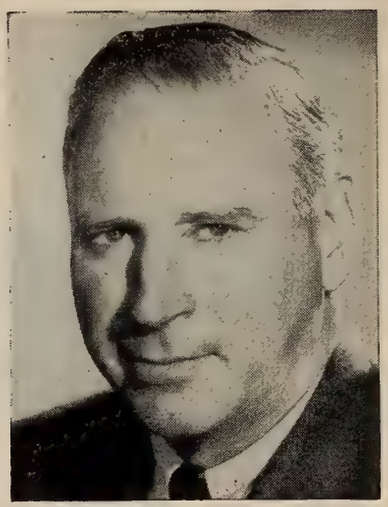
Key Figures Involved in NBC Reorganization



Mr. WHITE



Mr. WEAVER



Mr. HERBERT

FRANK WHITE who on Friday was elected NBC president to succeed Joseph H. McConnell, thereby gained the unique distinction of having been president of two nationwide networks—and within the span of less than a year. He joined NBC last summer, following his resignation as president of MBS on May 31, and has been vice president and general manager of NBC's radio and TV networks.

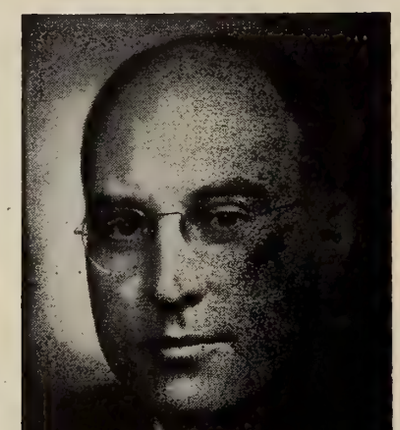
Born in Washington, where he attended George Washington U. but interrupted his schooling in 1918 for service in the Navy as an aviation cadet, he combined education and business until 1921, when he joined the accounting firm of Lybrand, Ross Brothers & Montgomery. In 1924 he became assistant to the president of Union News Co., leaving that post after five years to join the Literary Guild of America, which he served as treasurer for six years.

In 1937, after two years as treasurer of Stage Publishing Co., Mr. White moved into radio as treasurer of CBS, where in 1942 he was named vice president and director as well. Late in 1947 he was elected president and director of Columbia Records Inc., a CBS subsidiary. On May 1, 1949, he resigned this post to become president and board member of Mutual, serving in those capacities until last May.

* * *

SYLVESTER L. (PAT) WEAVER, just appointed to the newly created position of vice chairman of the NBC board, has been active in advertising and broadcasting ever since his graduation from Dartmouth in 1930, when he landed a copywriting job in his home city of Los Angeles.

During the early 30s he was a writer-actor-producer for the Don Lee Network and was program manager of Don Lee's KFRC San Francisco before moving to New York in 1935.



Mr. McCONNELL

Joining Young & Rubicam, where his initial assignment was producing the Fred Allen show, Mr. Weaver by 1936 had been made manager of the agency's radio department. In 1938, he moved to American Tobacco Co., subsequently becoming advertising manager of the company, one of the nation's largest advertisers. During the war he served with the office of the Coordinator of Inter-American Affairs and later as commander of an escort ship in the South Atlantic.

After the war, Mr. Weaver returned to American Tobacco but shortly thereafter he rejoined Young & Rubicam as vice president, playing a major part in getting the agency's clients started in television. In August 1949 he joined NBC as vice president in charge of television and last June was named vice president in charge of both the radio and TV networks. He also has been a member of the NBC board.

JOHN K. HERBERT, newly named NBC vice president in charge of the radio and TV networks, joined NBC in September 1950 as assistant to the president. In November he was appointed general sales manager of the NBC radio network and in January 1951 became vice president in charge of radio network sales. Last July, when NBC reintegrated its radio and TV sales activities, he was named vice president in charge of all network sales, both radio and TV.

A native of Winthrop, Mass., Mr. Herbert attended Holy Cross College before entering the business world with Socony Vacuum Oil Co. After a term as a cotton broker with Jones, Gardner & Beal, he broke into advertising in 1932 with *Esquire* magazine and six years later joined Hearst magazines, where he rose to the post of vice president and general advertising manager, which he left to join NBC.

During World War II, Mr. Herbert served in the Marine Corps from January 1943 to October 1945, when he left the corps with the rank of captain.

* * *

JOSEPH H. McCONNELL, born in South Carolina and reared in North Carolina, first won fame as a football star at Davidson College and, after his graduation in 1927, taught chemistry and coached football at Woodberry Forest School in Virginia for a year before entering the U. of Virginia Law School, where he won his law degree and a Phi Beta Kappa key in 1931.

After practicing law in West Palm Beach and Charlotte, Mr. McConnell joined the legal staff of the NRA in Washington, serving as director of one of the agency's three legal divisions until the NRA was dissolved in 1935. He then moved to New York with the firm of Cotton, Franklin, Wright & Gordon (now Cahill, Gordon, Zachry & Reindel) and, after working largely on RCA business, in 1941 became a member of the legal department of RCA Mfg. Co. (now RCA Victor Division).

The following year he was named general counsel and three years later was elected vice president and general attorney of RCA Victor. From April 1947 to January 1949 he served the division as vice president in charge of law and finance, then becoming vice president in charge of finance for the parent company, RCA. In July 1949 he was named RCA's executive vice president, and on Oct. 7 of that year he was elected president of NBC.

SACKS, STRAUSS

Elected to New Posts

ELECTION of Emanuel (Manie) Sacks, staff vice president of RCA, to the additional function of vice president and general manager of RCA Victor Record Dept. was announced last Friday as a sequel to top-level appointments to the NBC board at RCA and NBC board meetings.

Simultaneously announced was the election of Lewis L. Strauss, consultant and financial advisor to the Messrs. Rockefeller, as a member of both the RCA and NBC boards, filling vacancies created by the resignation Dec. 8 of Niles Trammell, who became president of Biscayne Television Corp. Mr. Strauss served from 1946 to 1950 as a member of the Atomic Energy Commission.

He succeeds Paul A. Barkmeier who was elected vice president and director of the regional offices of RCA Victor Div. Mr. Sacks joined RCA as director of artists relations for the Victor Div. and for NBC on Feb. 1, 1950. His background includes a quarter of a century of experience in music, recording and talent.

Mr. Barkmeier joined Victor in 1948 as general manager of the Record Dept. and in Jan. 1950 was

(Continued on page 36)



Mr. SACKS

WHITE NEW NBC PRESIDENT

McConnell Slated for C-P-P Slot; Weaver Moves Up; Herbert Succeeds

TOP-LEVEL realignment of the leadership of NBC was announced Friday, with Frank White elevated to the presidency as Joseph H. McConnell quit that post to become president of Colgate-Palmolive-Peet Co.

Sylvester L. (Pat) Weaver Jr., who has been vice president in charge of the radio and TV networks, with Mr. White serving as vice president and general manager, was elected vice chairman of the NBC Board of Directors, a new position, and John K. Herbert, vice president in charge of network sales, was advanced to the post vacated by Mr. Weaver.

Brig. Gen. David Sarnoff, RCA and NBC board chairman, announced the changes after a meeting of the board.

"We are fortunate in having within the NBC organization an executive so uniquely qualified to assume the presidency of NBC as is Mr. White," Gen. Sarnoff said. "He brings to his responsibility the practical experience of a long and distinguished career in broadcasting, and unusual executive ability, and a great talent for human relationships which is so important in any business, and particularly in the business of broadcasting. I know that the whole NBC organization, its affiliated stations and its advertisers and their agencies will share our pleasure and confidence in this new appointment.

"During the past three years in which Mr. McConnell has been president, the NBC has grown in stature and strength and has further enlarged the scope of its service to the American people. The great strides which NBC has made in speeding the development of television and maintaining the strength of radio are in themselves the greatest tributes to Mr. McConnell's leadership. Our appreciation for a job well done and our best wishes go with him as he leaves to assume his new responsibilities."

Unexpected Changes

The choice of executives for the key posts in the wake of Mr. McConnell's resignation, which came with a suddenness that stunned the industry, was looked upon by observers as evidence that NBC intends to put fundamental emphasis on business.

The 53-year-old Mr. White, who a year ago was president of Mutual and before that held key executive posts with CBS, has a reputation for getting things done. His choice of a chief lieutenant—Mr. Herbert, a salesman who grew up with the Hearst organization and other publishers—underscored the basic-business approach. The appointment of Mr. Herbert was President White's first in his new role.

Mr. McConnell's forthcoming affiliation with C-P-P—which was not announced officially but is expected to be after the company's board meets this week—similarly was startling, not only to the radio industry but to C-P-P personnel as well as its rivals.

E. H. Little, present president, issued a statement saying reports of "any change in the management" were "premature," that he had been president since 1938 and that it was contemplated he will "continue indefinitely as active head of the business."

Observers noted, however, that this would not preclude Mr. Little's advancement to the C-P-P board chairmanship, the post he is expected to take with Mr. McConnell's assumption of the presidency.

No Action Yet Says Little

Mr. Little conceded in his statement that "various changes have been under consideration" but noted that "no action has been taken by the board of directors." He said "an announcement will be made by the company if and when any changes are made."

NBC's announcement, so far as it concerned Mr. McConnell's plans, said only that he "has resigned from NBC to join a company in another industry, and his new position will be announced by that company in the near future."

It was reported that Mr. McConnell would take up his new duties about March 1, at a base salary estimated unofficially at about $150,000 a year, plus generous benefits.

Changes in the NBC-RCA executive lineups had been widely anticipated for some time—but not in the form they took. Mr. McConnell had been expected to return to a key role at RCA, where he was executive vice president before assuming the NBC presidency in October 1949. The original plan, it was understood, was for him to aid RCA President Frank Folsom.

Mr. White's successor as vice president and general manager of the radio and TV networks was not announced, and spokesmen declined to indicate whether the office will be continued. It was said that Edward D. Madden, vice president and assistant to the president, would remain in that post in Mr. White's administration.

Creation of the vice chairmanship of the board, which went to Mr. Weaver, was prompted by the expansion of NBC's activities, Gen. Sarnoff explained. He said:

"We believe that progress in broadcasting is never-ending, and that new ways of using the power of radio and television, new forms of programming, and new opportunities for the broadcast media can and must be developed. Under Mr. Weaver, NBC television had led the way in creating many of the new concepts which have become part of the pattern of television.

"In his new position as vice chairman, Mr. Weaver will be enabled to concentrate on the problems of long-range development, both in radio and television, and will fill a vital function in a rapidly expanding industry."

Lauds Herbert's Record

President White, in designating Mr. Herbert as vice president in charge of the radio and television networks, said: "As vice president in charge of radio sales and more recently as vice president in charge of sales for the radio and television networks, Mr. Herbert has demonstrated not only great sales leadership but a grasp of our overall network problems and an ability to deal effectively with them.

"I am delighted to announce his appointment as vice president in charge of both our networks. In this position, he will serve as the chief executive of the networks division of NBC and in addition will continue to exercise general supervision over our network sales department."

KMPC SALE OKAYED

FCC Also Grants KSWB

APPROVAL was granted by FCC last Wednesday to sale of KMPC Los Angeles by the Estate of the late G. A. (Dick) Richards and others for nearly $800,000 to cowboy star Gene Autry and associates, including Robert O. Reynolds, KMPC general manager [B•T, Nov. 24, 1952].

Concurrently, the Commission authorized assignment of the construction permit for KSWB Yuma, Ariz., from Henry C. Darwin and Robert Henry Armstrong doing business as Southwestern Broadcasting Co. to Maricopa Broadcasters Inc., licensee of KOOL Phoenix. Mr. Autry is 85% owner of Maricopa Broadcasters. Messrs. Darwin and Armstrong were reimbursed at cost, $26,000.

The KSWB grant clears allegations presented to FCC in a protest contending that Charles H. Garland, KOOL general manager, in behalf "of himself and others," had purchased KSWB without Commission approval.

Other station sales approved by the Commission Wednesday included KCHS Truth or Consequences, N. M., WOHP Bellefontaine, Ohio, and WMOD Moundsville, W. Va. (see FCC Roundup, page 87).

The actions were taken by Chairman Paul A. Walker and Comrs. Rosel H. Hyde, E. M. Webster, George E. Sterling, Robert T. Bartley and Eugene H. Merrill. Comr. Merrill dissented from the majority ruling in the KSWB case.

KMPC for several years was the initial subject of a controversial FCC investigation into the news policies of Mr. Richards and also involved the two other Richards' stations, WJR Detroit and WGAR Cleveland. Mr. Richards suffered a fatal heart attack during the pendency of the litigation which subsequently concluded in license renewal for all three outlets.

He had purchased KMPC in 1937 for $125,000 after managing the station for about a year, during which time he succeeded in transforming the property from a losing to a profitable operation. The Richards' estate now owns 25.95% of WJR and 40.5% of WGAR.

The license of KMPC in the instant action is transferred from KMPC, The Station of the Stars Inc. to KMPC Inc., a new corporation, for $799,986.19.

KMPC Inc. is owned 51% by Melody Ranch Enterprises Inc., wholly-owned by Mr. Autry. Mr. Autry is president of KMPC Inc. and will vote the Melody Ranch stock.

Mr. Reynolds, vice president and general manager of KMPC Inc., holds a 40% interest in the new licensee. He formerly was 7% owner of the station.

Other officers and stockholders in KMPC Inc. include Wesley L. Nutten Jr., secretary and 4% owner; Lloyd C. Sigmon, vice president and assistant general manager and 3⅓% owner, and Oren G. Mattison, treasurer and 1⅔% owner. Messrs. Nutten, Sigmon and Mattison in effect retain their previous holdings in KMPC, receiving an exchange of stock. Mr. Nutten is an attorney. Mr. Sigmon has been vice president-assistant manager as well as chief engineer and Mr. Mattison is KMPC's auditor.

KMPC's former licensee had outstanding 240,525 shares of $1.50 par value stock. The Richards' estate held 133,700 shares, for which it was paid a total of $444,-686.24.

Rozene Moore held 44,860 shares, purchased for $44,000 cash and 5% note for $105,204.36.

Frank E. Mullen, TV consultant and former NBC executive vice president, received $36,000 cash and 5% note for $85,482.15 for his 36,-525 shares while Harry L. (Bing) Crosby was paid $12,306.20 for his 3,700 shares in KMPC.

The notes given Rozene Moore and Mr. Mullen were personally

(Continued on page 32)

TAPE-RECORDED TV
BCE Shows Improvements

HAVING improved picture quality "more than 20 fold" since the first sight and sound magnetic tape recording system demonstration a year ago [B•T, Nov. 19, 1951], the electronics division of Bing Crosby Enterprises, as part of an "interim report," demonstrated Tuesday to the press its VTR (Video Tape Recorder) with showing of live telecasts and motion pictures taken off the air.

The demonstration was clear and sharp, except for occasional "ghost" images and an overriding diagonal weave. According to Executive Director Frank Healey, this represents a minor imperfection to be corrected with about another five months' work. Among subjects shown were an audio and video recording of the CBS-TV *Jack Benny Show* and *Carson's Cellar*, taken Dec. 28 from a monitor at BCE.

Reaction to the showing was varied. Press in general agreed with Mr. Healey that quality was "more than 20 fold" better than the first showing. Some compared it favorably with quick kinescopes.

John T. Mullin, chief engineer, and Wayne R. Johnson, TV project engineer of the company, who have been working on the system for approximately three years, have immediate technical answers to these imperfections or defects. Mr. Healey stated they will be incorporated in the next recorder, to be ready about May 1.

Work on the VTR system is now more than 80% completed and Mr. Healey expects that production models will be ready for the trade late this year or in early 1954. It is planned that Ampex Electric Corp., Redwood City, Calif. will handle production. The VTR equipment, including recorder and playback, will cost around $50,000, but it was pointed out that savings in time and tape will more than compensate.

Cost of the magnetic tape, made by Minnesota Mining & Manufacturing Co., is said to be approximately one-fourth that of motion picture film. Although one-inch wide tape was utilized in Tuesday's demonstration, a one-half inch wide tape is planned for final usage.

The VTR system will reproduce both sight and sound simultaneously with 100% fidelity in one-100th of a second following the live action. Besides eliminating need for motion picture film by recording electronic impulses directly on the magnetic type, the system further completely eliminates film processing and the separate sound track, it was explained.

Because the information which constitutes the picture is recorded magnetically on the tape, no image is visible on the tape itself, Mr. Healey said. "To our knowledge, this is the first time in history that motion pictures have ever been produced from a medium other than strip of film containing a series of actual photographs."

Details of the VTR system are being closely guarded because of the strong competition among electronic companies working on similar projects. They will be revealed after the first production recorder is in operation.

Engineers associated with Messrs. Mullin and Johnson on the project are Edward J. Corey, assistant TV project engineer, Dean DeMoss, Chester Shaw, Eugene Brown and Robert Phillips.

CBS RADIO GAINS
19 Sponsors in '52

CBS Radio registered a net gain of 19 sponsors of its network programs in 1952, reaching a total of 122, the network reported last week in a year-end review which said radio today is "bigger, more ubiquitous, more effective" than ever.

The number of CBS Radio affiliates went up during the year, gaining 10 for a total of 216 to start 1953. The review also noted CBS Radio newscasts reached a new peacetime high of 91 a week, and, with respect to programming generally, cited figures released in December (for the week of Oct. 19-25) to show the network "had 21 of the 29 most-listened-to programs." It also was stated 415 speakers were heard on CBS Radio during the year.

The report also called attention to figures showing that in New York, "the city that has had the most television the longest time," evening radio listening in TV homes increased 107% in the three years between October 1949 and October 1952.

MBS' 'Heatter' Sold

UNION Pharmaceutical Co., N. Y., (Saraka and Inhiston), to sponsor *Gabriel Heatter—News* on Mutual, Friday, 7:30-45 p.m. EST, effective Jan. 16. Grey Adv., N. Y., is agency. With addition of this sponsor, the Heatter show, five times weekly, is completely sold. Other sponsors are Noxzema Chemical Co., Beltone Hearing Aid Co., Motor Products Corp., and Credit Union National Assn.

Shulton Spot Drive

SHULTON INC., manufacturers of Early American Old Spice toiletries for women and Old Spice for men, New York, announced last week its 1953 advertising will include a heavy year-round campaign for Old Spice men's products. For the first time in its radio advertising, Shulton will use daily spot radio year-round in major markets for Old Spice men's line. Wesley Assoc., New York, is the agency.

Sealy Spot Campaign

SEALY Mattress Co., Chicago, will use scattered spots in Chicago, Indianapolis, Grand Rapids and Milwaukee during its two-week anniversary sale beginning Jan. 12. Agency is Olian & Bronner.



Drawn for BROADCASTING • TELECASTING by Bud Kling

Congratulations, Parsnip! . . . a whole New Year's Eve show . . . and you didn't miss one commercial!

Baby for a Day

THOUGH every child born in the U. S. on New Year's Day will not have a silver spoon in its mouth, MBS' *Queen for a Day* program (Mon.-Fri., 11:30 a.m.-12 noon EST) has come up with a solution. It is offering a silver fork and spoon set for all New Year's children. Last year m.c. Jack Bailey gave away about 300 such sets to families who had notified him of the event.

EUGENE KATZ
Heads Representative Firm

EUGENE KATZ, executive vice president of the Katz Agency Inc., national advertising representative firm, was elected president of the company at the annual stockholders meeting last week, succeeding his father, G. R. Katz, who was named chairman of the board.



Mr. Katz

The elder Mr. Katz had been president of the firm since 1912, assuming the post at the death of his father, E. Katz, who founded the company in 1888.

Eugene Katz joined the company in 1930 as a salesman and was elected secretary in 1944 and executive vice president several years ago. During World War II, he served with the Office of Facts and Figures, Office of War Information, and Office of Price Administration.

Other Katz Agency officers include: S. L. Katz, G. W. Brett, and G. H. Gunst, vice presidents; Abe Doris, vice president and secretary; M. J. Beck, treasurer, and J. J. Grenthot, assistant treasurer.

CITIES SERIES
Planned by NBC, 'Life'

NBC-TV and *Life* magazine will collaborate in launching a television series based on the economic idea of "more of everything for everybody," picturing the American cultural, social and economic way of life, on a number of stations (including the owned and operated NBC-TV stations). These will be available for sponsorship on a local basis.

Details of the programs still are being worked out by James Gaines, NBC vice president in charge of owned and operated stations, and Richard Krolik, director of television for *Life*.

Life will provide a researcher in each city, in addition to lending promotional and editorial support.

The series, to be produced locally in each city, will kick off in Cleveland with a dinner to be attended by 200 Cleveland leaders who will see the first program Jan. 26, Monday, 7-7:30 p.m., via NBC's WNBK (TV). Each station will provide its own staff for the program.

MARKETING MEET

Cone Hits Media 'Propaganda'

BUSINESSMEN should sell their ideas as well as their products with advertising, using paid advertising instead of propaganda, in the opinion of Fairfax M. Cone, board chairman of Foote, Cone and Belding, Chicago.

Mr. Cone, speaking Dec. 27 at the opening session of the American Marketing Assn. conference in Chicago's Palmer House, asserted that the function of newspapers and other mass communications media is to report events and developments rather than to "sell" a businessman's ideas for him.

Business firms wishing to put over their point of view should reach consumers via paid advertising rather than propaganda, Mr. Cone said, with an approach similar to that used in the sale of tangible products. The highest degree of integrity needs to be maintained in the "sale" of both ideas and products, he said.

Businessmen "have fallen into disfavor" in the past two decades because nobody told their approach to current problems, and they were "under constant attack from politicians," Mr. Cone charged.

The National Conference of the AMA, meeting for three days after Christmas, touched all phases of marketing, from the psychological to the statistical. On the financial side, Secretary of Commerce Charles Sawyer outlined prospects for a good business year in 1953, saying that capital investment plans by industry for the next three years are "much higher" than anticipated.

Commerce Survey

A U. S. Dept. of Commerce survey among 2,000 business firms shows that the 1953 investment program will cost $26.5 billion, compared with $27 billion in 1952. Another survey of 80 large companies covering a third of American industry showed that these business concerns are budgeting capital investment volume in 1954 and 1955 equal to that of 1950.

Mr. Sawyer said that, assuming maintenance of present tax rates and a minimum of economic fluctuation, the gross national production in 1955 could be $365 billion, an increase of 8% over 1951. If this figure were realized, usable personal income that year would be $240 billion, an increase of 7%, he said.

Imagination and aggressive personality are needed for marketing success, in the opinion of John E. Jeuck, dean of the School of Business at the U. of Chicago, who spoke at the concluding luncheon session. He said success in marketing depends more on these factors in a person who, "in the process of development, may make errors, than it does upon the careful collation of facts and the cautious investigation of alternatives that are the hallmark of research operations."

Researchers in concentrating on the direct influence of such media as radio and television on listeners and viewers, often overlook the fact that "people do not live in isolation," said Dr. Paul Lazarsfeld, professor of sociology at Columbia U., New York.

Dr. Lazarsfeld stressed the importance of personal influence on consumers by their friends and business associates. The extent and quality of this influence should be measured and correlated with listening and viewing habits, in an effort to determine how these personal pressures "might modify the effect of mass media in marketing and in other spheres of life."

A major problem in advertising is that most advertising material is one-way communication, said Harold J. Leavitt, vice president of Nejelski Co., management consultant firm, New York. Because "I don't think you can get much across without feed-back," Mr. Leavitt suggested there is a future in market research which looks like "advertising's feedback channel."

Cliff Samuelson, advertising manager of General Mills's grocery products division, discussed new products, saying that unless a new item does a better job, does the job easier or does the job cheaper, it should be reviewed before it is introduced.

Dr. Burleigh Gardner, executive director of Social Research, Chicago, outlined his mental images and word association tests that he said can be useful in advertising content. Noting that in advertising "we use symbols that have a common meaning to a selected group of people with a similar culture," Mr. Gardner pointed out the hazard of upper middle class advertising people talking to the same kind of consumers, to the exclusion of lower middle class consumers.

Gordon A. Hughes, AMA president and director of market analysis, General Mills, presided at the meetings.



TAYLOR GRANT (l), who Dec. 22 gave his 2,000th broadcast of *Headline Edition* on ABC, receives toast from R. J. Schaefer, president, F. & M. Schaefer Brewing Co., which is sponsoring the series on WJZ New York during 1953.

NEW CONGRESS

Sec. 315 High on Agenda

IF the 82nd Congress was known to broadcasters as the Congress which finally passed the McFarland Bill revising the Communications Act extensively for the first time since 1934, the 83d Congress which convened Saturday may become known to the radio-TV industry as the Congress which did something about Sec. 315 of the Communications Act.

This is the section which forbids broadcasters from censoring the speeches of political candidates—and which has put station operators between the devil of libel suits and the sea of law-breaking.

Recent election ordeal, which saw all House members and one third of the Senate use radio extensively and "meet up with" TV for the first time to any great extent, is believed certain to result in some activity on the subject during the next two years of the 83d Congress' life.

But Sec. 315 is not the only issue of broadcasting importance bound to come up in the new, GOP-dominated Congress.

Anti-Liquor Bills

Many observers also see a resurgence of anti-liquor bills, which reached their highest level—from a broadcasting viewpoint—early last year when the Case-Johnson Bill to prohibit the advertising of hard liquor on the air came within one vote of being reported out of the Senate Interstate & Foreign Commerce Committee.

In a Congress which is certain to see investigations of previous administration agencies and officials, the investigation of the FCC promised by Sen. Joseph R. McCarthy (R-Wis.), due to become chairman of the Senate Committee on Government Operations, is sure to loom large.

In the same vein, although he refuses to call it an investigation, is the meeting with all regulatory agency officials, proposed by Rep. Charles A. Wolverton (R-N. J.), due to become chairman of the House Interstate & Foreign Commerce Committee.

Undoubtedly, too, any reorganization of the Executive Office, which has been given a high place on the agenda of President-elect Eisenhower's administrative officials, will have an effect on the FCC.

The 83d Congress is not likely to see the recrudescence of former Sen. William Benton's (D-Conn.) campaign for a National Citizens Advisory Council on radio and TV programs. It is felt that this crusade has gone the way of Sen. Benton, who was defeated in the last election.

However, broadcasters should not be lulled by this favorable end to the ex-advertising executive's battle. Educational TV still remains on the agenda of some legislators, notably Sen. John W. Bricker (R-Ohio) and Rep. James I. Dolliver (R-Iowa). Both introduced bills to require the FCC to promote non-commercial TV during the last session of Congress.

Not so new to the agenda of Congress will be, it is presumed, the question of licensing of networks. This has been proferred by Rep. Harry R. Sheppard (D-Calif.) in previous Congresses, but this time it bears the endorsement of FCC Chairman Paul A. Walker. Mr. Walker recommended that action when he appeared before the House Commerce subcommittee investigating radio and TV programs [B•T, Dec. 8, 1952].

Still uncertain is the continuance of the program probe by the FCC subcommittee of the House Commerce Committee [B•T, Dec. 22, 1952]. Rep. Wolverton, the new chairman of the Commerce Committee, has not indicated what his attitude will be on this subject.

ABC-UPT Merger

Interest of congressmen in FCC and industry matters is due to continue, most observers believe. Sen. Edwin H. Johnson (D-Col.), when chairman of the Senate Commerce Committee, took a direct and partisan part in the FCC deliberations on color TV and uhf wavelengths. Chairman-to-be Charles A. Tobey (R-N. H.) already has injected himself in the pending ABC-United Paramount Theatres merger case [B•T, Dec. 8, 1952].

Another powerful Senate leader Sen. William Langer (R-N. D.), due to be chairman of the powerful Senate Judiciary Committee, [B•T Dec. 8, 1952] also interceded in the ABC-UPT merger case.

Both Sens. Tobey and Langer protested the examiner's initial decision proposing that the FCC approve the merger.

Another Congressman who has indicated he intends to play a part in FCC rule-making is Rep. Carl Hinshaw (R-Calif.). During the House debate on the McFarland Bill, Rep. Hinshaw stated he wanted to revise the definition of broadcasting to exclude subscription radio or TV. He said he would introduce a bill to make those services, commo

(Continued on page 36)

30 LEADING AGENCIES IN RADIO-TV BILLING

(Continued from Page 23)



others: Jack Benny, Robert Montgomery, Burns and Allen, Groucho Marx and Fred Waring. There were no client losses during the year. Total of 32% of the agency's AM and TV billing was in spot broadcasting.

* * *

YOUNG & RUBICAM: Radio-TV billing, $36 million; $12 million in radio, $24 million in TV. Radio-TV share of agency's overall agency billing: 35%.

In 1952 Y&R added Singer Sewing's sponsorship of the Kate Smith daytime show, alternate weeks; the Piel's beer's radio and TV budget, which includes *Dangerous Assignment*, placed on a regional basis, and Kent cigarettes with *The Web* on CBS-TV. The agency's casualties in radio and TV: Arrow Shirts dropped Herb Shriner on ABC-TV; Jello released the *Young Mr. Bobbin* show on NBC-TV; and the entire Schlitz account (half-hour TV show) was withdrawn, going to Lennen & Newell.

* * *

BENTON & BOWLES: Radio-TV billing, $30 million; $10.5 million in radio, $19.5 million in television. Radio-TV share of agency's overall billing, 60%.

Benton & Bowles in 1952 gained one new account, Camay, which sponsors *The Doctor*, half-hour on NBC-TV, in association with Cheer. Key account at this agency is Tide, another Procter & Gamble product, whose radio-TV business is estimated at $8 million a year. The agency experienced no client casualties in 1952. It achieved additional billing with the placement for General Foods of *Luigi* on CBS-TV and *Pepper Young's Family* on NBC radio.

* * *

BIOW Co.: Radio-TV billing, $30 million; $10.5 million in radio, $19.5 million in TV. Radio-TV share of agency's overall billing, 50%.

In addition to handling its established network and spot activities for Philip Morris, Bulova, Procter & Gamble and Pepsi-Cola, this agency in 1952 also placed the TV and radio campaign for Dunhill cigarettes. There were no significant defections during the year.

* * *

WILLIAM ESTY: Radio-TV billing, $28 million; $10 million in radio, $18 million in TV. Radio-TV share of agency's overall billing, 50%.

In this agency, Camels continued its extensive radio and TV coverage and added yet another program to its list with *My Friend Irma* on CBS-TV. Another agency addition was sponsorship of *M & M Candy Carnival* on CBS-TV by the M & M Candy Co. Esty also held firmly to its sizeable portion of the Colgate-Palmolive-Peet business. Shows being placed for the account are *The Big Payoff* on CBS-TV, part of the *Comedy Hour* on NBC-TV, and *Strike It Rich* on CBS-AM-TV. Another client, Coca-Cola bottlers, also is sponsoring local TV strips. No client desertions.

* * *

J. WALTER THOMPSON Co.: Radio-TV billing, $27 million; $13.5 million in radio, $13.5 million in TV. Radio-TV share of agency's overall billing, 24%.

JWT in 1952 proceeded solidly with its solid duo in television, Lux and Kraft. It also gained Scott Tissue as sponsor of the Patti Page show, twice a week on CBS-TV. Other important clients include: Ford Dealers, Ford Motor Co., RCA Victor, Florida Citrus Commission, Ford Motor Co., Johns-Manville, Swift & Co. and Libby, McNeill & Libby.

* * *

DANCER - FITZGERALD - SAMPLE: Radio-TV billing, $26 million; $17.5 million in radio, $8.5 million in TV. Radio-TV share of agency's overall billing, 55%.

DF&S held its traditional lead in radio during 1952. The agency secured three new accounts during the year: Bab-O, a heavy spot advertiser, from William Weintraub; Army and Air Force Recruiting from Grant Adv., and American Chicle from SSC&B. Principal advertisers are General Mills, Procter & Gamble, Nestle and Sterling Drug.

* * *

McCANN - ERICKSON: Radio-TV billing, $25 million; $8.7 million in radio, $16.3 million in TV; Radio-TV share of agency's overall billing, 40%.

The agency last year serviced a part of the Republican Party campaign and also handled its usual Westinghouse sponsorship of special events, plus Westinghouse's *Studio One* on CBS-TV. In addition, Chesebrough's Borax in 1952 brought its *20 Mule Team* to television on a regional basis. The remainder of the agency's accounts, which include principally National Biscuit Co., Westinghouse, Gruen Watch, Chesebrough, Lever Brothers and SOS continued much as previously.

* * *

FOOTE, CONE & BELDING: Radio-TV billing, $20 million; $10 million in radio $10 million in TV. Radio-TV share of agency's overall billing, 30%.

The history of FC&B in 1952 is this: Rheingold increased its radio-

TV budget, and Hallmark continued to sponsor it's NBC-TV show; the agency lost the Prom Home permanent account *(Fun For All* on CBS Radio) to Weiss & Geller, and additionally, a few weeks ago, it resigned the entire Toni business. The latter, however, would not affect the 1952 billing since the agency continued to service the account through the end of the year.

* * *

LEO BURNETT Co.: Radio-TV billing, $18 million; $9 million in radio, $9 million in TV. Radio-TV share of agency's overall billing, 50%.

Burnett in 1952 took over from Kenyon & Eckhardt the balance of the Kellogg account and Prom Shampoo from FC&B. It also placed Pillsbury as a new starter on the Arthur Godfrey early morning simulcast on the CBS networks. Other major accounts: Pure Oil, Bauer & Black, Brown Shoes, Durkee Foods and Green Giant products. No client losses in 1952.

* * *

LENNEN & NEWELL: Radio-TV billing, $15 million; $3 million in radio and $12 million in TV. Radio-TV share of agency's overall billing, 50%.

This new agency is the result of one of the important mergers of the year. H. W. Newell resigned from Geyer, Newell & Ganger to join forces with Phil Lennen, head of what was formerly Lennen & Mitchell. Besides increasing in 1952 its radio-TV business, the agency, as a result of the merger, gained the Embassy cigarette account and its sponsorship of *The Web* on CBS-TV. L & N also acquired from Young & Rubicam the Schlitz TV business for the last six months of the year. No losses in 1952.

* * *

TED BATES: Radio-TV billing, $15 million; $6 million in radio, $9 million in TV. Radio-TV share of agency's overall billing, 50%.

Bellwether business at this agency is its heavy allotment of the Colgate - Palmolive - Peet accounts. Shows placed for that company include a portion of *Colgate Comedy Hour* and *Howdy Doody* on NBC-TV and *Strike It Rich* and *Our Miss Brooks* on CBS-TV. In addition, for Carter Products, it placed the Drew Pearson show on ABC-TV (later on DuMont) and ABC radio and part of *City Hospital* on CBS-TV. No losses last year.

* * *

KENYON & ECKHARDT: Radio-TV billing, $14.5 million; $5.5 million in radio, $9 million in TV. Radio-TV share of agency's overall billing, 27%.

K & E suffered two major reverses in 1952 with the loss of the Kellogg and Piels accounts. However, as a consequence of its absorption of the Chappell & Owen agency it retrieved a measure of its losses, though little of the gain was reflected in radio and TV. The agency continued in 1952 to place the Lincoln - Mercury business, which is represented principally by the Ed Sullivan *Toast of the Town* program on CBS-TV.

* * *

N. W. AYER & SON: Radio-TV billing, $12 million; $6 million in radio, $6 million in TV. Radio-TV share of agency's overall billing, 14%.

This agency in 1952 continued to place its regular campaigns: Atlantic Refining's sport schedule; Lever Brothers' *Hawkins Falls* five times a week on NBC-TV, and *Houseparty* on CBS Radio and TV; Electric Light & Power Companies' *Meet Corliss Archer* on ABC radio; Bell Telephone Co.'s *Telephone Hour* on NBC radio, and the Sealtest *Big Top* show on CBS-TV.

* * *

MAXON Inc.: Radio-TV billing, $11 million; $4.4 million in radio, $6.6 million in TV. Radio-TV share of agency's overall billing, 40%.

In 1952 at this agency General Electric added to its schedule the *Ozzie and Harriet* show on ABC-TV. Otherwise the firm proceeded regularly with its client roster, which includes Gillette (sporting events), Snow Crop (Arthur Godfrey on CBS-TV), and Packard Cars (*Rebound* on DuMont).

* * *

SULLIVAN, STAUFFER, COLWELL & BAYLES: Radio-TV billings, $10 million; $4 million in radio, $6 million in TV. Radio-TV share of agency's overall billing, 50%.

At SSC&B in 1952 Pall Mall increased its radio-TV billing and Carter Products' Arrid added *City Hospital* on CBS-TV. The agency lost its portion of the American Chicle account to DF&S.



CUNNINGHAM & WALSH: Radio-TV billing, approximately $10 million; $4 million in radio, $6 million in TV. Radio-TV share of agency's overall billing, 33%.

As Chesterfield goes, so goes this agency; and last year Chesterfield cut its budget somewhat when it dropped the Bob Hope and Bing Crosby radio programs and took on instead the Dean Martin-Jerry Lewis show on NBC radio. Liggett & Myers continues with its *Gangbusters* and *Dragnet* TV shows and baseball and football sponsorship, the latter variously network, regional and local in both radio and TV.

* * *

NEEDHAM, LOUIS & BRORBY: Radio-TV billing, $8 million; $3 million in radio, $5 million in TV. Radio-TV share of agency's overall billing, 40%.

This Chicago-based agency last year placed its major account, Johnson's Wax, on two network television shows: the hour-long *Robert Montgomery Presents*, alternate weeks on NBC-TV, and the panel show *What's My Line* plus heavy newscast schedules on Mutual. It also added *Sky King* on DuMont for Derby Foods. Other major advertisers are Quaker Oats and Kraft Foods.

* * *

CECIL & PRESBREY: Radio-TV billing, $8 million; $3.6 million in radio, $4.4 million in TV. Radio-TV share of agency's overall billing, 50%.

Principal C & P clients are Electric Auto-Lite with *Suspense* on CBS Radio and CBS-TV; Sylvania Electric with its *Beat the Clock* on CBS-TV; and Block Drug Co. with *Danger* on CBS-TV. Agency during the latter part of the year negotiated a merger with J. D. Tarcher Agency; however, the full effect of this alliance will be felt next year with the added Benrus watch account. Tarcher brought in approximately $4 million in radio-TV billing.

* * *

COMPTON Adv.: Radio-TV billing; $8 million; $4.5 million in radio, $3.5 million in TV. Radio-TV share of agency's overall billing, 26%.

Last year Compton added the daytime serial, *Guiding Light*, on CBS-TV for Procter & Gamble. P & G, the big account here, continued in 1952 with *Fireside Theatre* on NBC-TV, Lowell Thomas on CBS Radio, and a portion of *Rocky King* on DuMont.

* * *

SHERMAN & MARQUETTE: Radio-TV billing, $7.5 million; $2.5 million in radio $5 million in TV. Radio-TV share of agency's overall billing, 50%.

Agency's No. 1 item is its goodly share of Colgate-Palmolive-Peet business. Last year CPP added *Mr. & Mrs. North* on CBS-TV to its list of TV and radio shows which had included portions of the *Colgate Comedy Hour* on NBC-TV and *Bob and Ray* on NBC radio. Quaker Oats, another agency client, sponsors *Sgt. Preston* and *Man on the Farm*, both radio shows, as well as *Gabby Hayes* twice weekly on NBC-TV.

* * *

RUTHRAUFF & RYAN; Radio-TV billing, $7.5 million; $3.2 million in radio, $4.3 million in TV. Radio-TV share of agency's overall billing, 25%.

R & R was the casualty of the year, suffering two major amputations that cut off the flow of perhaps five million in revenue, the effects of which will not be fully noted until next year's computation. Late in the year Lever Brothers withdrew both its Spi

(Continued on page 32)



WLEV-TV's Lehigh Valley, a tremendously potent 4-point market for advertisers: *Industry*—one of America's most important production centers; *Agriculture*—one of the richest producing farm areas in the country; *Education*—one of the country's leading centers of higher learning and culture; *Religion*—inhabitants of the Lehigh Valley have a very deep respect for religion—the backbone of community life.

Heralding

The Newest Profit Opportunity in Television

WLEV-TV

Bethlehem, Pennsylvania

First Television Station in the Lehigh Valley

WLEV-TV is the one medium which reaches the entire Lehigh Valley for you. WLEV-TV's market is long-known as a region of stable prosperity. The 481 million dollars spent by its half-million population in 1951 proves it is a region of tremendous sales response. It is a dynamic four-point profit opportunity.

INDUSTRY—Paid its Lehigh Valley employes $295,835,100 in 1951, manufactured products valued at $1,170,188,200.

AGRICULTURE—Its rich farm area grossed $34,391,000 in cash farm income in 1951—another great source of steady-buying income.

EDUCATION—Its 6 colleges and universities make it a forward-looking and informed area, giving advertising a highly receptive audience.

RELIGION—A basic part of the Valley's life since the first settlers. Community stability and family responsibility mean consistent, steady sales.

WLEV-TV is the Lehigh Valley's own television station—the only single medium reaching the entire Lehigh Valley. Initial telecast is scheduled for February 15, 1953. Top time available now. Write for information.

A Steinman Station

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

Leading Radio-TV Agencies

(Continued from page 29)

and Rinso accounts, channelling the former to FC&B and the latter to Hewitt, Ogilvy, Benson & Mather. Earlier in 1952 the agency lost the Dodge account to Grant Adv. R & R continues to place Wrigley's *Gene Autry* radio show, the Arthur Murray TV program; Clearsals' participation on *Today* and Elaine Curtis cosmetics on *Welcome Travelers.*

* * *

CAMPBELL-EWALD: Radio-TV billing, $7 million; $1.8 million in radio, $5.2 million in TV. Radio-TV share of agency's overall billing, 25%.

Agency services the Chevrolet dealers and the parent manufacturing company, both of which place much local radio and TV. The dealers, moreover, sponsor Dinah Shore on NBC-TV for a quarter-hour twice a week.

* * *

D'ARCY: Radio-TV billing, $7 million; $3.5 million in radio, $3.5 million in TV. Radio-TV share of agency's overall billing, 25%.

Gerber Products last year took over a portion of the *Kate Smith Hour* on NBC-TV, but this gain was more than offset when the agency lost the billing on the Ken Murray show on CBS-TV following Anheuser-Bush's decision to discontinue the program. Coca-Cola, another client, sponsors *Kit Carson* on a regional basis and uses spots extensively in both radio and television.

* * *

WARWICK & LEGLER: Radio-TV billing, $7 million; $3 million in radio, $4 million in TV. Radio-TV share of agency's overall billing, 50%.

In 1952 W & L took over from the Joseph Katz Co. the Ex-Lax radio business and continued heavily with its Pabst Blue Ribbon fights schedule in TV and radio. No losses.

* * *

WARD WHEELOCK Co: Radio-TV billing, $6 million: $3.5 million in radio, $2.5 million in television. Radio-TV share of agency's overall billing, 50%.

Campbell Soup Co. is this agency's major broadcast client. The firm sponsored *Club 15* on CBS Radio three times weekly, *Double or Nothing* on NBC radio five times weekly and on CBS-TV three times weekly, and the *Henry Aldrich Show* on NBC-TV.

* * *

HARRY B. COHEN: Radio-TV billing, $4.5 million; $1.8 million in radio, $2.7 million in TV. Radio-TV share of agency's overall billing, 60%.

The agency gained three new pot accounts in 1952: Airline Foods, Babbett's Glim, and Fitch Shampoo. It also placed the *Abbott & Costello* half-hour TV show for Utica Beer on a regional basis. Another Cohen client, Pearson Inc., sponsors *Hollywood Opening Night* on NBC-TV.

WILLIAM WEINTRAUB & CO.: Radio-TV billing, $4 million; $2 million in radio, $2 million in TV. Radio-TV share of agency's overall billing, 40%.

Blatz Brewing continued to be this firm's principal entry in 1952, represented on CBS-TV by *Amos 'n' Andy.* Other radio-TV clients include Henry Kaiser Cars and Seeman Brothers.

* * *

ERWIN, WASEY: Radio-TV billing, $3.5 million; $1.5 million in radio, $2 million in TV. Radio-TV share of agency's overall billing, 11%.

Last year Erwin, Wasey placed for Admiral the sponsorship of the national political conventions on ABC radio and TV while continuing that account's *World News* show on CBS Radio. Carnation, another client, carried on with its *Burns and Allen* show on CBS-TV on alternate weeks and *Stars Over Hollywood* on CBS Radio.

* * *

FULLER & SMITH & ROSS: Radio-TV billing, $3.4 million; $0.9 million in radio, $2.5 million in television. Radio-TV share of agency's overall billing, 15%.

This agency placed Owens-Corning sponsorship of the Godfrey show on CBS Radio and a portion of *Godfrey Time* on CBS-TV for the first time during 1952. It also added the Aluminum Co. of America's sponsorship of *See It Now* on CBS-TV. During the early part of the year its International Silver account sponsored Dave Garroway and Fiberglas sponsored Garry Moore.

PULSE GRANTED

Injunction in Hooper Spat

SUPREME COURT of New York on Dec. 29 granted Pulse Inc. a temporary injunction restraining C. E. Hooper Inc. from repeating statements contained in a letter written Oct. 7, 1952, describing what allegedly happened at a meeting in San Francisco of C. E. Hooper and a group of advertising agency executives.

Specifically, according to Sydney Roslow, director of Pulse, its legal action was to dispute a statement ascribed to Mr. Hooper that the agencies present at the San Francisco meeting had agreed there should be only one broadcast audience rating service and that this service should be Hooper's. This, Pulse claims, is not the truth.

Mr. Hooper last week declared, "Actually, the letter that is the subject of the dispute stated nothing but the truth and the whole truth. According to my attorney that is a complete defense to the charges. My own affidavit to that effect has been filed with the court and is supported by affidavits taken from individuals who, like myself, were at the meeting."

Coffee & Doughnuts

TO CALL attention to the debut of the early-morning *Bobby Sherwood Show* on ABC's WJZ New York last Monday, the network's promotion department sent a hot glass jar of coffee in an insulated bag, with doughnuts, to some 500 radio timebuyers at New York agencies. An accompanying card mentioned the *Sherwood* program (Monday-Friday, 6:30-8 a.m. EST) and also plugged the newscasts of Charles F. McCarthy (at 7:30 and 8 a.m. and 12:45 p.m. EST), which also started last Monday on WJZ.

KMPC Sale Okayed

(Continued from page 25)

guaranteed by Messrs. Autry and Reynolds.

KMPC reported current assets of $337,526.78 and current liabilities of $73,348.70 as of Sept. 30, 1952, while total assets and liabilities as of Oct. 31 were given as $573,953.38. KMPC showed a profit, after federal income tax, of $3,276.96 for October 1952 and $52,436.23 for the year 1952 to Oct. 31, the transfer application disclosed. Profit, after tax, for October 1951 was $8,235.81 and for year 1951 (to Oct. 31, 1951) was $44,039.70. KMPC staff totals 47 persons.

Depreciated cost of tangible property devoted to broadcasting, including land and buildings, as of Dec. 31, 1951, totaled $254,372.99, the application said. Replacement value was given as $894,966.

Mr. Autry, in addition to his 85% holding in KOOL, is 48% owner of Old Pueblo Broadcasting Co., licensee of KOPO Tucson. Old Pueblo Broadcasting also is 100% owner of KNOG Nogales.

In the KSWB action, FCC approved the assignment following Mr. Garland's satisfactory reply to allegations made in a protest filed by Dwight Harkins, secretary of Harkins Broadcasting Co., onetime applicant for KSWB's assignment of 250 w on 1240 kc.

Harkins Broadcasting protested FCC's failure to grant comparative hearing on its new-station application and the request of KSWB for reinstatement of its permit which had expired. FCC denied the Harkins petition on the ground that the application was filed Oct. 24, 1952, the same day the Commission had approved reinstatement of the KSWB permit, hence not entitled to comparative consideration under the Commission's 24-hour rule.

In his explanation, Mr. Garland related that on last Oct. 1 he was telephoned by William Conn, manager of Yuma's Bank of Douglas, suggesting Maricopa Broadcasters might be interested in buying KSWB, then in financial straits and not yet on the air. Conversations were held but when it was learned the permit had expired, Maricopa filed its own application for the channel, withdrawing it within a few days when it was learned KSWB had asked reinstatement.

Mr. Garland related Maricopa took an option to purchase KSWB and offered advice and limited financial aid, but never took part in station management nor prepared any part of the reinstatement request, which did not mention the option upon the advice of a local attorney. The KOOL manager emphasized that Maricopa was conscious of Communications Act requirements concerning transfers and had informed KSWB that all agreements would have to be subject to FCC approval. He also informed the KSWB principals that the permit could be acquired only at cost, the letter explained.

The KSWB files at FCC disclosed that Mr. Darwin has filed with a local court a damage suit for nearly $100,000 against Dwight Harkins Amusement Enterprises Inc. in which he charges that failure by defendent to consummate a transfer approved by FCC and involving KCLF Clifton, Ariz. [B•T, June 16, 1952], as well as certain other matters, resulted in financial difficulties preventing his completion of KSWB's construction.

Mr. Darwin and Dwight Harkins Amusement Enterprises Inc. were each to hold 50% in KCLF through Saguaro Broadcasting Co.

Mr. Darwin further contended he was unjustly dismissed last September as KCLF general manager. The defendent's reply to the suit asserted Mr. Darwin was fired because he devoted time when he should have been at KCLF to his Yuma interest and alleged Mr. Darwin used KCLF employes and fixtures for KSWB.

NARTB DIRECTORS

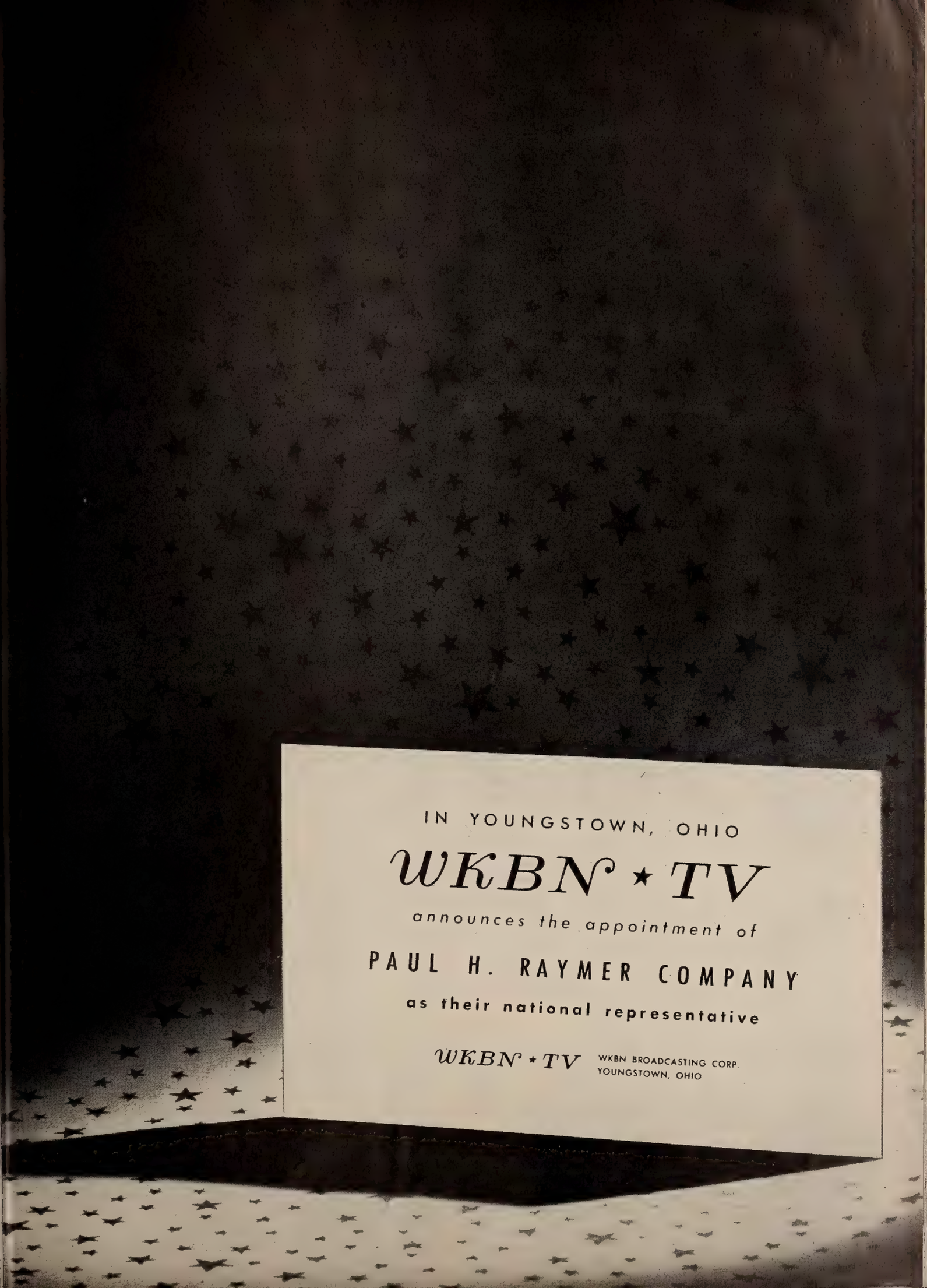
Election Forms Readied

THIRTEEN vacancies on the NARTB Radio Board of Directors will be filled under election procedure that gets underway this week. Nominating forms, along with a list of broadcasters eligible to run, will be mailed next Friday to member stations.

Vacancies will occur in 1953 in the nine odd-numbered districts. One each of the four at-large directorates (large, medium and small stations, and FM) will become vacant at the same time, with all newly elected directors taking office at the time of the annual convention April 29-May 1.

Nominations for the vacancies must be returned to NARTB headquarters by Jan. 26. Those nominated will be notified Jan. 27 and given until Feb. 3 to accept or decline, or to select which post to run for if nominated for more than one. Final election ballots will be mailed Feb. 6, returnable Feb. 23. Results will be given Feb. 26.

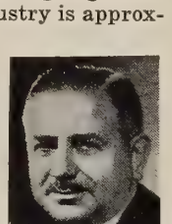
Currently NARTB members are voting by referendum on the revised by-laws unanimously approved by the full board last Dec. 3 [B•T, Dec. 8, 1952]. Ballots are due Jan. 16. If revision is approved, new by-laws go into effect Feb. 1.


IN YOUNGSTOWN, OHIO
WKBN ★ TV
announces the appointment of
PAUL H. RAYMER COMPANY
as their national representative
WKBN ★ TV
WKBN BROADCASTING CORP.
YOUNGSTOWN, OHIO

FOLSOM '53 VIEW: 150-200 New TV Outlets

FROM 150 to 200 new television stations are expected to commence operation in 1953 and some 6,250,000 new TV sets probably will be distributed during the year, RCA president Frank M. Folsom said in a year-end statement issued Friday.

He said the annual "going rate" of the radio-TV industry is approximately $5 billion now and is expected to approach $6 billion during the latter part of 1953. The anticipated 150 - 200 new stations, including both vhf and uhf, will bring about 5 million families into TV's service range for the first time, he said.



Mr. Folsom

Overall, Mr. Folsom said, "the radio-television industry operating throughout 1952 under the impetus of ever-growing demands for both the government and the general public, achieved new all-time records in production, merchandising, and servicing of electronics equipment. . . .

"Equipped with the greatest production capacity in its history, the radio-television industry is successfully meeting the dual requirements of manufacturing for the national defense and the domestic market."

Defense production formed the bulk of the industry's 1952 output, while TV remained the major factor in the civilian field, with the year's 6-million-set production total adding more than $1 billion to the industry's gross income, he asserted.

$9 Billion Investment

Reviewing "America's overwhelming acceptance of television as one of our most powerful mediums of entertainment, culture, and news," Mr. Folsom noted that the public had invested more than $9 billion in TV receivers during the past six years. He called this "an unparalleled achievement," involving "the manufacture and distribution of approximately 23 million television sets, of which nearly 21 million are in use today."

Turning to radio, he continued:

"Along with television's growth, the public's interest in radio broadcasting continues firm. The industry distributed more than 9 million radio sets in 1952, and expects to produce a similar number in the coming year."

Mr. Folsom said RCA Victor produced in 1952 as many radio and TV instruments as government allocations of materials would permit. In TV the greatest demand was for 21-inch receivers, he reported, adding that the preference trend toward larger screen sizes probably will result in "substantial sales" of 27-inch sets by the end of 1953.

In radio, he continued, "the trend is to small sizes with high performance"—a trend which is being met with the help of miniaturization of component parts and tubes.

The growing interest in larger TV screen sizes is contributing to a rapid development of the set replacement market, Mr. Folsom asserted. He also noted that "there is a growing number of television families with two or more receivers in their homes."

The expansion of uhf, he said, is "a direct outgrowth" of RCA's experimental uhf station at Bridgeport, Conn., whose equipment was used in the first commercial uhf station at Portland, Ore. It was "largely as a result" of the Bridgeport experiments that the freeze on new-station construction was broken during the year, he declared.

Contributions of RCA and RCA Victor engineers in launching the Portland uhf station, and also the first post-freeze vhf outlet (in Denver), "included not only the design and construction of these transmitters, but advances in receiver design and the design and installation of new combination uhf-vhf antennas by the RCA Service Co."

In the manufacture of combination vhf-uhf sets and uhf converters, RCA's objective "is to continue to provide excellent reception in the home at all stages of television's growth," Mr. Folsom asserted. "In this connection, RCA has continued its engineering development of compatible color television as a future additional service to the public."

Led in Business Volume

The RCA president said NBC, an RCA service, led all other networks in volume of business, with radio-TV sales totaling $92,093,592 for the first nine months of 1952. The TV sales figure was placed at $57,793,752 at the end of the third quarter.

Appraising the electronics industry's outlook, he said "one of the most significant things" about this field "is its long-range capacity for expansion and diversification." He called attention to past predictions that the non-entertainment phases of electronics some day would produce a greater volume of business than radio and television, and said that high on the list of potentially important non-entertainment developments were the following:

1. Electronic business systems. Among the activities in this field, RCA Victor Div. currently is constructing an electronic inventory control system under government order for the U. S. Army Ordnance Corps.

2. Medical instruments. Already, he said, the RCA Lab. Div. has developed an electronic viscometer that determines the rate at which an individual's blood coagulates.

3. Personal services. Miniaturization

(Continued on page 36)

Folsom, DuMont Differ

SOME divergent viewpoints cropped up in the year-end statements of Frank M. Folsom, RCA president, and Dr. Allen B. DuMont, DuMont Labs. president, as often happens in the case of forecasts. Where Mr. Folsom placed the "going rate" of current industry production at about $5 billion, Dr. DuMont placed it at about $4 billion. Dr. DuMont predicted some 75 new TV stations would take the air in 1953; Mr. Folsom predicted 150 to 200. They agreed pretty closely, however, on estimated total public investment in TV sets over the past six years—Mr. Folsom said more than $9 billion, Dr. DuMont about $9.5 billion—and were in close harmony on 1953 TV set sale predictions: 6.25 million, according to Mr. Folsom, and "between 6 and 6.5 million" according to Dr. DuMont.

DuMONT EYES '53 And TV's Continued Growth

THE ELECTRONICS industry, "the basis for what can be realistically termed the second industrial revolution," is facing "its brightest year in 1953," Dr. Allen B. DuMont, president of Allen B. DuMont Labs, said in an annual business review and forecast released Friday.

"The most spectacular facet of the electronics industry—television—will continue its sensational growth pattern, which is one of the fastest-moving industrial developments on record," he declared. "From a $50 million manufacturing industry in 1947, television in only three years became a billion-dollar industry. This dynamic growth far outstrips the record of the automotive field, which took 10 years to achieve billion-dollar status."

Production Rate

Dr. DuMont said the electronics industry was producing at a "going rate" of $4 billion at the end of 1952, compared with $3 billion in 1951, and that "increasing applications of electronics in commercial and military fields during 1953 should run the volume even higher to new industry peak levels."

He offered this point-by-point estimate of "what 1953 can mean to the industry, barring some unforeseen circumstance or worsening of the international situation:

"New stations—upwards of 75 new television stations on the air with approximately 50 of this total in the uhf. This increase of stations will, of course, mean wide increase in present coverage by the networks.

"An interesting development recently announced is that of a new coaxial cable system, capable of handling simultaneously 600 telephone conversations plus one television program in each direction it travels. Widespread use of this revolutionary coaxial cable could conceivably help to cut present line costs appreciably.

"Transmitting equipment—Transmitter manufacturers, hampered during the three and one-half years of the 'freeze,' now look forward to a possible volume of $50 million for transmitting and studio equipment. Increasing uses of television for industrial purposes also present an attractive market for equipment manufacturers.

"Television receivers—The opening of new television areas and emphasis on the 'second set' in the home and replacement of small-screen sets in older markets cues manufacturers to plan for 1953 their biggest production year since 1950. Present indications are that the industry will make and sell between six and six and one-half million receivers in 1953. And at average factory price of $180 this can amount to a total volume of well over $1 billion. There is no indication that receiver prices will be reduced, because of rising labor and material costs.

"Cathode-ray tubes — With this huge anticipated receiver production the cathode-ray industry will be asked to produce more than eight million picture tubes in 1953. Of these, approximately two million will be for replacement and service purposes. The most popular tube size will be the 21-inch rectangular type with 17-inch running second in popularity. The 24-, 27- and 30-inch sizes will be produced in small quantities in 1953.

"Cathode-ray instruments — Oscillographs and other instruments, little publicized offshoots of the development of the cathode-ray tube, are taking a major role in industry wherever precision measurements are required. Manufacture and sale of these units is another segment of the electronics industry which should see great expansion in 1953."

Dr. DuMont said he felt that "good commercial color transmission, comparable to black-and-white, is still five to ten years away," although "there have been advances in research on color television."

He said research and development of transistors "is presently going at a steady pace but their applications in television receivers

(Continued on page 36)

TIPS ON A "SLEEPER"

from Zenith, to radio time buyers

New facts on FM make it a smart buy to round out your radio coverage

A tip on FM Station growth

Contrary to general belief, the number of licensed FM stations has steadily *increased*. There are nearly 100 more than in 1950.

A tip on programming

More and more FM stations are programming events and music not available to the AM audience. Local sports broadcasts are proving of high interest. Recorded programs of classical music are attracting large audiences, and are being expanded to include popular music and good special events.

A tip on static and "white spots"

There are hundreds of static and "white spot" areas all over the country where listeners rely on FM broadcasts, for good local reception free from "cross-talk" and static.

A tip on sales of FM sets

Zenith, the largest manufacturer of FM-AM radio sets, has had the biggest FM sales in its history. New competition is entering the field, for the first time. According to the NARTB, there are approximately 9 million AM-FM sets in use.

Don't overlook FM for complete coverage

SPECIAL TO BROADCASTERS

Your local Zenith dealer will gladly help promote your station and program in his newspaper ads and displays. Get in touch with him today.

ZENITH

The royalty of television and RADIO®

ZENITH RADIO CORPORATION, Chicago 39, Illinois

COPR. 1953

Folsom's View

(Continued from page 34)

of tubes and parts and the development of tiny transistors "hold great promise for the advancement of personal service devices in radio and recording."

4. Industry. Electronic devices of detection, control, inspection, and automatic operation are now in "substantial" use by manufacturers, and "can be expected to find increasing application in the next few years."

5. Printing. All-electronic color correction instruments are being developed to provide "the first economical means of achieving quick and accurate color reproduction in magazines and daily newspapers." RCA has one "in an advanced stage of development."

Mr. Folsom said the "growth and expansion of the radio-television and electronics industry is an outstanding example of American industry's capacity for teamwork." He continued:

"For our civilian population, this teamwork meant more and better television and radio sets, records, transmitting and industrial equipment, and all the other products that have enabled the people of our country to achieve their high standard of living.

"For our Armed Forces, it meant military equipment for technical assistance to help keep our country strong and free.

"Big companies and small companies worked together to make the products needed for our civilian use and defense. At RCA, for example, nearly 5,000 independently owned companies helped supply the materials and services needed to manufacture finished products. Three-fourths of these suppliers are classified by the government as small business firms, and they receive approximately half of the dollar volume of all RCA purchases.

"The electronic symbol is a bright and guiding star that challenges science and industry to advance into new fields of endeavor, to create, and to improve with quality and efficiency as the standards."

SET PRODUCTION

RTMA Lists for 11 months

OUTPUT of radio receivers totaled 8,386,076 for the first 11 months of 1952, with 5,175,194 TV sets produced in the same period, according to Radio-Television Mfrs. Assn. figures covering the entire manufacturing industry. Comparable figures in 1951 for 11 months were 1,701,115 radios and 4,798,056 TV sets.

Home radios having FM tuners totaled 33,200 units in November, 355,249 FM or FM-AM radios turned out in the 11 months. FM circuits were included in 7,603 TV sets in November, bringing the 11-month total of TV sets having FM tuners to 87,285.

Following are radio-TV production totals for the first 11 months of 1952:

* * *

	Television	Home Sets	Portables	Auto	Clock	Total Radio
nuary	404,933	288,723	68,433	195,147	80,152	632,455
bruary	409,337	312,705	72,866	267,779	106,103	759,453
rch (5 weeks)	510,561	357,689	99,720	343,314	175,169	975,892
ril	322,878	286,164	110,529	275,250	176,003	847,946
y	309,375	288,927	128,351	215,470	115,588	748,344
ne (5 weeks)	361,152	297,669	205,186	246,909	124,489	874,253
y	198,921	203,868	81,353	95,220	61,295	441,736
gust	397,769	235,728	105,006	94,315	108,753	543,802
ember (5 weeks)	755,665	324,786	126,666	230,706	183,496	865,654
tober	724,117	314,459	113,552	163,494	180,841	772,346
vember	780,486	389,853	153,503	195,200	185,639	924,195
TAL	5,175,194	3,300,571	1,265,165	2,322,812	1,497,528	8,386,076

SMITH, JUSTER

In NBC Changes

APPOINTMENT of Carleton D. Smith, NBC station relations vice president, as general manager of the network's Washington, D. C., outlets, WRC-AM-FM and WNBW (TV), was announced last Wednesday by James M. Gaines, NBC vice-president in charge of O & O stations.

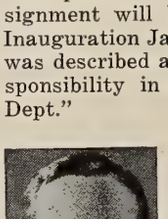
Mr. Smith has accepted his new duties effective Jan. 1. He succeeds Eugene E. Juster, who transfers to NBC Public Affairs Dept. in New York City.

In his new position, Vice President Smith will assume management of NBC Washington radio-TV operations which have expanded appreciably the past year—and particularly since 1948 when he relinquished managerial reins at the same NBC outlets in the nation's capital.

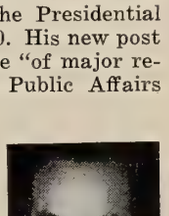
In the intervening years, Mr. Smith was named, first, NBC director of TV operations, an NBC vice president in charge of station relations and, finally last March, director of operations for NBC's owned-and-operated stations division.

The shift was viewed as a bid by the network to strengthen its O & O stations by delegating major responsibility to vice presidents in the field.

Mr. Juster's precise duties were not spelled out, but his first assignment will be the Presidential Inauguration Jan. 20. His new post was described as one "of major responsibility in the Public Affairs Dept."



Mr. Smith



Mr. Juster



Mr. BARKMEIER

* * *

Sacks, Strauss

(Continued from page 24)

named vice president and general manager.

Mr. Strauss, who has served as director of a number of the nation's largest corporations, was a former partner of Kuhn-Loeb & Co. He is president of the board of the Institute for Advanced Study at Princeton and is a trustee of the Sloan-Kettering Institute and Memorial Hospital in New York. He entered the Naval Reserve as a lieutenant-commander in 1926 and rose through the ranks, becoming a rear admiral in 1945. He holds the Distinguished Service Cross and the Legion of Merit for service during World War II.

ABC-UPT MERGER

Landon Urges Approval

MERGER of ABC and United Paramount Theatres should be approved, Alf M. Landon, ex-governor of Kansas and 1936 Republican candidate for President, has urged the FCC in a letter released last week.

Oral argument on the initial decision favoring the merger and other applications in the Paramount case [B•T, Nov. 17, 1952] is scheduled to be heard by the Commission *en banc* today (Monday).

Speaking as president and 16⅔% owner of WREN Topeka—an ABC affiliate—Mr. Landon held that approval of the merger would aid competition, not reduce it. This was, he said, a reference to the objections raised by Sens. Charles W. Tobey (R-N. H.), scheduled to be chairman of the radio-powerful Senate Interstate & Foreign Commerce Committee, and William Langer (R-N. D.), due to head the powerful Senate Judiciary Committee [B•T, Dec. 8, 1952].

In addition to WREN, which operates on 1250 kc with 5 kw, Mr. Landon is president and 65% owner of KSCB Liberal, Kans., on 1270 kc with 1 kw, daytime.

DuMont Eyes '52

(Continued from page 34)

will probably not become a reality in production sets for some time to come, because of the cost factor involved."

Finding "little wonder television is called America's fastest growing industry," Dr. DuMont said "an all-time cumulative total of television receiver production since 1946 runs to 23.6 million units, making an aggregate public total investment at retail level of $9.5 billion. And this figure is apart from the investments averaging $500,000 each in approximately 120 telecasting plants."

He said his own organization "is looking forward to more than a 25% increase in dollar volume in 1953, which will be the greatest year, sales-wise, in the company's history."

He noted that billings of the DuMont TV Network passed $10 million in 1952 and "are expected to be upped appreciably in 1953." The network's $4 million new Telecentre in New York will be the origination point for most DuMont programming in 1953, he asserted.

DuMont TV set production "is expected to follow the 1952 trend which saw production hard pressed to keep up with expanding sales." he said, while sales of oscillographs and cathode-ray tubes "will show major advances" and "the transmitter division should show a sharp rise in sales of transmitting and studio equipment."

New Congress

(Continued from page 27)

carrier systems or contract systems.

A plus for broadcasting in the new Congress is the succession by Rep. Joseph W. Martin Jr. (R-Mass.) to the post of Speaker. Rep. Martin already has declared he did not favor Speaker Sam Rayburn's (D-Tex.) ban on radio-TV coverage of House committees [B•T, Nov. 24, 1952].

In fact, Rep. Harold H. Velde (R-Ill.), scheduled to head the House Un-American Activities Committee, already has announced he intended to permit radio microphones and TV cameras to cover some of his committee's hearings. And last week, Sen. McCarthy announced that he also favored radio and TV coverage of the investigations subcommittee of the Government Operations Committee.

Undoubtedly, also, there will be the usual several bills to give the FCC power to police interstate communications so they may not be used for gambling—all an outgrowth of the Kefauver Crime Committee hearings of two years ago.

And without a question there will be again, as there has been in the last several Congresses, Rep. Sheppard's proposal that the FCC revise its network rules to encourage the rebroadcast of stations' signals.



It's EASY to pick the winner in Kentucky radio!

55.3% of Kentucky's total retail sales are made in the area covered by WAVE *alone.* To cover the people who make the rest of the State's retail purchases, you have to use many of the State's 46 *other* radio stations.

An impressive number of leading advertisers buy WAVE exclusively in Louisville. There must be a reason. Ask Free & Peters for all the facts. You might be surprised!

WAVE

5000 WATTS • NBC • LOUISVILLE



Free & Peters, Inc., *Exclusive National Representatives*

WSFA INTEREST

Pill Sells for $100,000

HOWARD E. PILL, president and general manager of Montgomery Broadcasting Co., licensee of WFSA Montgomery, Ala., and applicant for vhf Ch. 12 in that city, is selling his 25% interest in the firm for $100,000, subject to customary FCC approval.



Mr. Pill

Mr. Pill said he intends to retire from WSFA managerial duties, but will retain his 50% interest in WDAK Columbus, Ga. He also owns Alabama Gulf Radio, applicant for an AM station in Foley, Ala., on the Alabama Gulf Coast, where Mr. Pill says, "I have done my fishing for 30 years."

A veteran of 24 years at WSFA, Mr. Pill, with Gov. Gordon Persons, founded the station in 1929.

Largest of three purchasers of Mr. Pill's interest is R. F. Hudson Jr., son and business associate of R. F. Hudson, owner of 75 of 300 shares, or 25%. The younger Mr. Hudson is buying 50 shares for $66,666.67. This will give the Messrs. Hudson and the elder Mr. Hudson's son-in-law, Sebrie B. Smith, who owns 25 shares, 50% control of WSFA.

The other purchasers of Mr. Pill's interest are H. S. Durden, present owner of 100 shares, who buys an additional 15 shares from Mr. Pill for $20,000 to give him a total of 115 shares. David E. Dunn is purchasing 10 additional shares for $13,333.33 to give him a total of 35 shares.

The application for transfer of Mr. Pill's stock was filed Tuesday at the FCC, according to John Spearman, of Spearman & Roberson, Washington attorneys representing WSFA. Mr. Spearman said plans call for W. W. Hunt, present station sales manager, to succeed Mr. Pill as general manager.

CHICAGO STRIKE

WLS, WGN AFTRA Agree

WEEK-LONG strike of American Federation of Television & Radio Artists against WGN Inc. and WLS Chicago came to an end Tuesday.

The strike was called off at WGN, WGNB (FM) and WGN-TV at 6 a.m. Tuesday morning, one week to the minute from the time it started. It was the first such strike in AFTRA's 15-year Chicago history. At WLS, owned by the Agricultural Broadcasting Co., the strike concluded at 6 p.m. Tuesday.

The new contracts, signed by union officials and management at both stations the same day, reflected the give-and-take discussions which have been carried on for several weeks, with both parties taking and giving concessions in an effort to halt the strike of announcers and performers.

WLS General Manager Glenn Snyder signed the standard Class A station agreement Tuesday afternoon, agreeing to the $150 weekly salary base for announcers, as prevails for the other Class A stations there. WLS, which sought separate classification from the stations which are on the air fulltime and have television interests, gained a discount on the unit system.

Schreiber Signs Pact

According to provisions of the contracts at other Class A stations, an announcer gives 12 commercials free, and then gets an $11 fee per commercial.

Under the WLS contract the station will get the first 12 commercials free, pay $6 for the 13th and the standard $11 for all commercials starting with the 14th.

Frank P. Schreiber, general manager and treasurer of WGN Inc., signed the radio and television contracts with union representatives, who included Raymond A. Jones, executive secretary of AFTRA in Chicago; Sanford I. Wolff, Chicago attorney for the local; George Heller, AFTRA national executive secretary; Henry Jaffe, national legal counsel, and Ed Schlesinger, national field representative.

WGN Inc. and WLS were the only stations struck, as they were the stations which declined earlier to sign new contracts. Other Chicago stations had signed previously, agreeing to the $150 weekly minimum salary, upped from $135, and to fringe benefits. They were ABC, WENR and WENR-TV; NBC, WMAQ and WNBQ (TV); CBS, WBBM and WBKB (TV).

Principal issue involved at WGN was the union's claim on newsmen not described as commentators or analysts. The union disclaimed authority in the final contract, providing that newsmen were restricted to fulltime news duties and not permitted to handle straight commercial assignments. In exchange, the station agreed to keep a minimum staff of 14 commercial announcers, the current number.

As Mr. Schreiber said during the strike, "the difference lies in the term news announcer as opposed to news commentator, analyst or reporter. Our newsmen edit and write their own ideas and interpretation. News announcers merely read what is handed to them as written by our news staff, and when used are accorded whatever 'dignity, standing and prestige' that accrues therefrom. Our newsmen have not been used as announcers, and only Robert F. Hurleigh and Spencer Allen, the heads of our news departments on radio and television, have stepped out of their normal routine during the strike to offer aid."

Mr. Hurleigh added, "WGN and WGN-TV newsmen are members of no union, and never have been approached or invited to join one, including AFTRA. Futhermore, they have expressed no interest whatsoever in becoming union members."

The union relinquished its petition for the checkoff, by which WGN Inc. would collect union dues from paychecks, and the station, in turn, agreed to the union's request for unlimited severance pay. This provides for one week of pay for every year of service if an announcer or performer is laid off or fired.

Other points successfully arbitrated included sick leave, retroactive pay under the new contract, and an 18% salary increase for sound-effects men. One sound-effects man was dismissed, leaving one man on the staff.

Brown Shoe Buys

BROWN Shoe Co., St. Louis, for its Buster Brown shoes, will sponsor *Smilin' Ed McConnell* on the full ABC Radio Network Saturdays, 10 to 10:30 a.m. CST from Jan. 17. Contract for 52 weeks was placed through Leo Burnett, Chicago.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
Regular Week November 2-8, 1952

Current Rank	Program	Current Rating Homes %
	Evening, Once-a-Week (Avg.)	(5.3)
1	Jack Benny (CBS)	13.7
2	Amos 'n' Andy (CBS)	12.8
3	Charlie McCarthy Show (CBS)	11.3
4	Our Miss Brooks (CBS)	11.2
5	Lux Radio Theatre (CBS)	10.1
6	You Bet Your Life (NBC)	9.6
7	Great Gildersleeve (NBC)	8.1
8	Philip Morris Playhouse (CBS)	8.0
9	Theatre Guild on the Air (NBC)	8.0
10	Gangbusters (CBS)	7.2
	Evening, Multi-Weekly (Avg.)	(3.8)
1	News of the World (NBC)	7.0
2	One Man's Family (NBC)	5.8
3	Lowell Thomas (CBS)	5.8
	Day, Sunday (Avg.)	(2.3)
1	Martin Kane, Private Eye (NBC)	6.1
2	True Detective Mysteries (MBS)	5.3
3	Hollywood Star Playhouse (NBC)	4.7
	Weekday (Avg.)	(4.4)
1	Our Gal, Sunday (CBS)	7.3
2	Right to Happiness (NBC)	7.3
3	Eisenhower Speech	7.3
4	Romance of Helen Trent (CBS)	7.1
5	A. Godfrey (Liggett & Myers) (CBS)	7.1
6	Guiding Light (CBS)	7.1
7	A. Godfrey (Nabisco) (CBS)	7.1
8	Backstage Wife (NBC)	6.9
9	Wendy Warren and the News (CBS)	6.8
10	Ma Perkins (CBS)	6.8
	Day, Saturday (Avg.)	(2.9)
1	Theatre of Today (CBS)	6.9
2	Fun for All (CBS)	5.7
3	Stars Over Hollywood (CBS)	5.6

RADIO USAGE figures for the election returns, Nov. 4, 1952, which occurred during the period covered by this report are as follows:

For all networks, 20,565,000 Homes, or 46.9% of the total U. S. tuned to the returns at some time during the evening.

Homes Reached (000) by Half Hour:	
8:00 p.m.	9,866
8:30 p.m.	9,515
9:00 p.m.	11,576
9:30 p.m.	11,839
10:00 p.m.	11,971
10:30 p.m.	11,269
11:00 p.m.	9,998
11:30 p.m.	8,024
12:00 midnight	6,928
12:30 a.m.	5,700
1:00 a.m.	3,946
1:30 a.m.	3,639
2:00 a.m.	2,631
2:30 a.m.	1,315

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FM BUSINESS

Advertiser Trend Seen

TREND toward greater use of FM broadcast stations and their related services by major national advertisers was noted during 1952 by John H. Smith Jr., director of the NARTB FM Dept. More than 65 new accounts were listed in reports of FM broadcasters to the department, he said.

Listed among national advertisers entering the FM medium last year were these:

Food—Armour, Beech-Nut coffee, Borden's milk, Bunte Tangoes, Jell-O, Jewel tea, Libby baby food, Minute Maid rice, Reddi-Wip, Royal lemon, Swans-Down, Swift baby meat, Fanny Farmer candy.

Electronics — Concord, Motorola, Philco, RCA, Raytheon, Muntz, Zenith, Pilot.

Appliances—Hotpoint, Norge, Hobart, General Electric.

Pharmaceutical — Rem, BiSoDol, Anacin, Trokels.

Automotive—DeSoto, Lincoln-Mercury, Dodge, Chrysler, Pontiac, Hudson, Studebaker, Chevrolet.

Miscellaneous — American Airlines, Firestone, Ben Franklin Stores, Cameo cleanser, Pfeiffers beer, Decca Records, State Farm insurance, Washington National insurance, Longines watches, Heet, Freezone, Kolynos, Middleton tobacco, Coca Cola, Family Circle, Holiday magazine, Atlantic Monthly, Pepsi Cola, Hammond organs, Amoco gas and oil, Bell Telephone, S. S. Kresge stores.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200


what would a display like this do for you!
FROZEN FISH
RUPPERT
Knickerbocker BEER
IN BOTTLES
SERVE YOURSELF
RUPPERT
Knickerbocker Beer
IT'S LESS FILLING"!
RUPPERT
Knickerbocker Beer
EXTRA LIGHT.. FROSTY-DRY!
Now 13
Now 15
Best Beer You Ever Drank ...and Its Less Filling!
RUPPERT
Knickerbocker Beer
Extra Light, Frosty-Dry
Now 31
Read how WNBC Increased Knickerbocker Beer Sales 300%
(please turn page)

In one week, WNBC Spot Radio announcements combined with CHAIN LIGHTNING displays increased the sale of Knickerbocker Beer by an average of 300%.

Quote from the feature article on Knickerbocker's CHAIN LIGHTNING success in the October 20, 1952, issue of *Sponsor Magazine:*

". . . Ruppert bought time on WNBC, New York, in order to get in on that station's [unique*] "CHAIN LIGHTNING" merchandising plan . . . Under this arrangement Ruppert was guaranteed exclusive displays in 1,600 chain stores accounting for 62% of the retail food business in the vital New York market . . .

"The value of this type of merchandising is attested to by Ruppert Merchandising Manager Ted Brady, who says, 'During the week in which we are permitted our extra display, sales for Knickerbocker increase on an average of 250 to 300%. A 700% increase was experienced in a store in Astoria, L. I.'"

At the end of the first cycle, Ruppert signed a 52-week contract with WNBC and increased their original expenditure by 428% in 1952.

Today the most successful radio advertisers buy more than time . . .
They buy Radio time that works in the home, as well as at the point of sale. CHAIN LIGHTNING is Radio at work where desire is created and where sales are made . . . in the home *and* in the store. It provides you with 1,600 'special display' stores in the New York market, and the plan will soon be extended to include 3,000 cooperating independent supermarkets.

CHAIN LIGHTNING is also available at WMAQ Chicago, WTAM Cleveland, and KNBC San Francisco, through NBC Spot Sales. If you are an advertiser with 'food store' distribution, you can get the same sensational sales results as Knickerbocker Beer. Call your NBC Spot Salesman or WNBC directly for details on CHAIN LIGHTNING in New York.

WNBC

REPRESENTED BY NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.
Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta**
**Bomar Lawrance Associates*

*No other radio station can offer advertisers merchandising support in as many chain and independent supermarkets as WNBC.

Young's Radio Yen

CAUGHT in a conflict between his starring roles on NBC radio *Father Knows Best* and in legitimate road company tour of "Country Girl," actor Robert Young decided in favor of his radio show. Practice of tape recording the program in various cities or flying back to Los Angeles for sessions proved too much.

'MORALS' INQUIRY

Future up to New Group

HOUSE Interstate & Foreign Commerce Committee accepted unanimously last week the report of the FCC subcommittee investigating radio and TV programs [B•T, Dec. 22, 1952] and ordered it filed with the Clerk of the House.

No indication was given whether the full committee viewed with favor the subcommittee's recommendation that the morals probe be continued [B•T, June 2, 1952, et seq.].

Whether it is continued will be up to the new leadership of the House Commerce Committee. Scheduled to be chairman of the committe is Rep. Charles W. Wolverton (R-N. J.). Rep. Wolverton could not be reached last week for his comment.

The subcommittee, which was headed by Rep. Oren Harris (D-Ark.), suggested that the investigation be continued to permit a study to be made of radio and TV programs in other parts of the country (the committee had concentrated on the East Coast during the six-month-long hearings) and also on the relationship of the motion picture industry to television.

Anti-Censorship Sentiment

Out-and-out opposition to any legislation smacking of censorship was the nub of the subcommittee's report. It held that self-regulation was making progress and that more time should be permitted to see how the industry handles its own problems.

In answer to several statements that Congress has no power to censor programs, the committee held that Congress has the right to legislate in this field. It cited the Supreme Court verdict in "The Miracle" motion picture case *(Burstyn v Wilson)*.

The report also emphasized that ultimate responsibility for program content rested with the licensees.

The subcommittee's investigation was based on a resolution by Rep. E. C. Gathings (D-Ark.), calling for a study of broadcasting "to determine the extent to which radio and television programs currently available . . . contain immoral or offensive matter, or place improper emphasis upon crime, violence and corruption. . . ."

OGILBY, CHAFFEE

Receive New Philco Posts

DUAL appointments of Frederick D. Ogilby as vice president and general manager of Philco Corp's Television Div. and of William H. Chaffee as Radio Div. vice president and general manager were announced last week by Larry F. Hardy, president of both divisions.

Mr. Ogilby, vice president in charge of the Philco TV Div.'s product design and sales for the past three years, now has full responsibility for all division operations, including engineering, product design, production, purchasing and sales. Mr. Chaffee has the same overall responsibilities in the Radio Div., Mr. Hardy said.

The promotions, according to Mr. Hardy, reflect Philco's increasing activities in radio and TV, and place into effect a new divisional policy.

Mr. Ogilby started with Philco 20 years ago as a salesman in the New York division of Philco Distributors, became general manager of the Philadelphia branch in 1938 and in 1945 returned to New York as branch general manager. In May 1947 he became sales manager of Philco's Radio Div. and TV sales manager in May 1948.

Mr. Chaffee joined Philco's purchasing department in 1934, served in the Air Force from 1942 to 1945, and received a Legion of Merit award for radar and radio operations planning. In 1949 he was named vice president and director of purchases of Philco and was elected to the board of directors in 1950. He became vice president of the newly-created Radio Div. last September.

METALS EASED

During 1952, Listed by DPA

IN the past year 13 materials, including basic metals used in radio-TV receivers and components and broadcast station construction, have been removed from the Defense Production Administration's "most critical" category, the DPA said last week, reporting "continued progress" in expansion of materials output in a compilation by its Conservation Div.

Among the metals are aluminum, selenium, copper, lead, zinc and tungsten. Still critical are cobalt, molybdenum and nickel, used in loudspeakers and other parts.

Heads ARF Committee

ROBERT M. GRAY, advertising and sales promotion manager, Esso Standard Oil Co., has been named chairman of a special Advertising Research Foundation committee to supervise a Buying Habits study, newest ARF project.

GENERAL Electric Co., Syracuse, N. Y., will double its production of germanium diodes during 1953 to meet the rising demand of TV manufacturers.

Advertisement



From where I sit *by* Joe Marsh

Chip Pulls a "Pip"

Chip Hanson is a clever commercial artist. Besides doing cartoons on our paper, he picks up a lot of "free lance" drawing jobs.

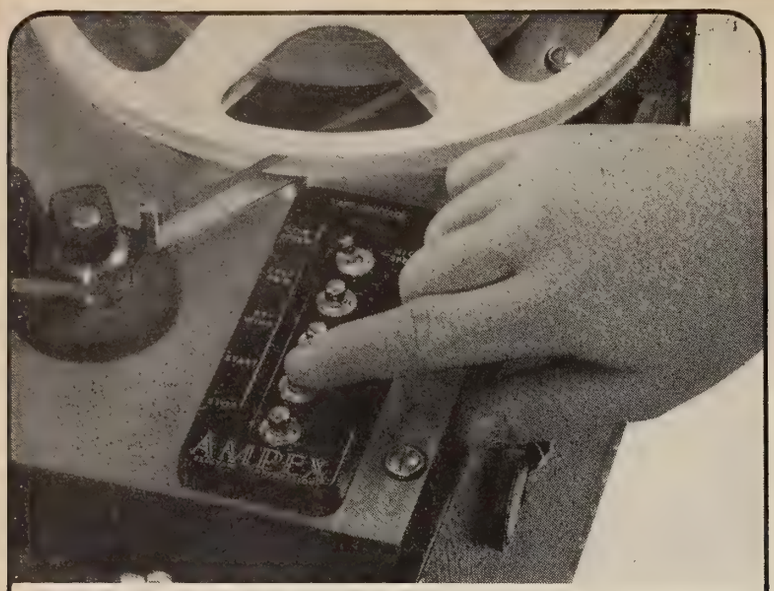
Right now he's whipping up posters for the Safety Campaign. They all have big headlines like "PLAY IT SAFE!" . . . or, "A LIVE WIRE CAN START A FIRE!" Things like that.

Chip looked sheepish yesterday. Didn't want to tell me why at first. Finally he blurted out, "I feel like a dope. Here I am working on this safety program and the fire inspectors tell me my own studio's a fire trap. I've been storing paint there for years and never thought . . ."

From where I sit, what happened to Chip could happen to anyone. He was just too busy keeping everyone else informed about safety—not realizing his own safety was threatened. Like those who fret about their neighbors—whether they can afford a new house, whether they should have coffee or a glass of beer with lunch—Chip simply forgot to "draw" some obvious conclusions about himself!

Joe Marsh

Copyright, 1953, United States Brewers Foundation



An AMPEX is always ready to go

— Even after thousands of hours of service

Supreme reliability is the most important quality your tape recorder can have — whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments and the uncertainty they had previously suffered in using tape recorders that were "built to a price."

The AMPEX 400 Series Recorder is the one outstanding bargain in tape recorder service. It costs least per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failure; and its reliability frees your engineer's attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:

- *When you press the button, it operates*
- *Program timing stays accurate*
- *Starting, stopping and rewind will operate smoothly*
- *Fidelity will still be high*
- *Maintenance costs will still be low*

If you plan for tomorrow, buy an AMPEX today.



For new broadcast application bulletin, write Dept. D-1041B

AMPEX

MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION
934 CHARTER STREET • REDWOOD CITY, CALIF.

CHRISTMAS ECHOES

Further Special Yuletide Programs Reported

THOUGH Santa was well on his way back to the North Pole, further reports of stations' Christmas programming [B•T, Dec. 29, 1952] were received last week.

WFIL Philadelphia arranged a special series of Yuletide choral music programs which began Dec. 17 and continued through Dec. 24. Groups heard included the Haddonfield Choral Society.

WBAL Baltimore announced, with a note of pride, that its campaign to raise food for the Salvation Army brought not only more than 300 pounds of tinned foods, but also 15 Christmas trees, a considerable amount of cash and one gas stove.

WMAL Washington's Harold Stepler, for the fourth time, interpreted the role of Scrooge in a radio adaptation of Charles Dickens' *Christmas Carol.* WMAL's Jackson Weaver was heard Dec. 23 on the ABC network in a narration of *Peter & the Wolf* during *The Navy Hour.*

KWJB Globe, Ariz., presented Pedro Oviedo, veteran Spanish announcer, in Mr. Oviedo's 13th consecutive Christmas Eve program.

WEBJ Brewton, Ala., was host to more than 2,000 children at a Christmas party. The entire staff of WEBJ aided in arranging and staging the yuletide event.

More than 100 employes of the four stations owned and operated by E. D. Rivers Jr. were presented with Christmas cash bonuses at special parties. Stations were listed as KWEM West Memphis-Memphis; WEAS Decatur-Atlanta; WJIV Savannah, and WGOV Valdosta, Ga.

NBC REALIGNS

Western Div. Operations

COMPLETING integration of NBC radio and TV operations, John K. West, Western division vice president, has announced realignment and expansion of duties for three top executives in Hollywood.

Thomas C. McCray, director of radio and TV network program operations, also will serve as division assistant director, heading program activities, TV news and TV directors and producers.

H. Earl Rettig, director of finance and operations, also will direct communications, plant maintenance and operations, staging services, staging arts, comptroller's office, technical operations, film operations and operations office.

As public relations director, Lewis S. Frost will supervise personnel and labor relations in the departments of continuity acceptance, guest relations, press, publicity, advertising and promotion.

Reporting directly to New York divisions will be John Williams, radio and TV network sales; Clifford Ogden, TV film syndication sales; Walter B. Davison, national spot sales; Richard H. Graham, legal department; James Sandner, merchandising; Paul Gale, station relations and traffic; Henry Maas, sales and program services; Don Norman, general manager, KNBH (TV), and Sam Fuller, executive producer of *All Star Revue* and *Colgate Comedy Hour* TV units.

SAFETY AWARDS

Entries Invited to March 15

BROADCAST stations and networks have been invited by the National Safety Council, Chicago, to petition for that group's noncompetitive public interest awards and for the competitive Alfred P. Sloan foundation highway safety awards. Citations are given annually by both groups.

Public interest awards are given by NSC to radio and television stations and to networks for exceptional service to safety.

Judges for the radio, TV and advertising section for the NSC awards include Norman Damon, vice president, Automotive Safety Foundation; Arthur F. Harre, general manager, WCFL Chicago; Wesley Nunn, advertising manager, Standard Oil Co. of Indiana, Chicago, and coordinator of the "Stop Accidents" campaign of the Advertising Council; Robert K. Richards, director of public affairs, NARTB, Washington, and Judith Waller, director of public affairs and education at NBC Chicago.

Nominations for both the NSC and Sloan awards may be made on blanks obtainable from Council headquarters at 425 N. Michigan Ave., Chicago, before March 15.

Sloan judges include Mrs. Oscar A. Ahlgren, president, General Federation of Women's Clubs; Kenneth G. Bartlett, dean, University College, and a director of the radio workshop at Syracuse U.; Ned H. Dearborn, NSC president; George Jennings, radio and television director, Chicago Board of Education; Don McClaugherty, president, American Assn. of Motor Vehicle Administrators, and Dr. John W. Studebaker, chairman, National Committee for Traffic Safety.

Sarnoff Broadcast

WORK of the new Citizens Advisory Commission on Manpower Utilization in the Armed Services was outlined in a news broadcast Dec. 28 by Brig. Gen. David Sarnoff, head of the 11-man group. The RCA board chairman reviewed objectives of the task force and its inquiry into communications, accounting, transportation and other aspects touching on use of military manpower. Gen. Sarnoff appeared on *Capitol Memo,* a 15-minute transcribed news program distributed by Gannett Newspapers Inc.



Revlon's Treasurer and General Manager, Joseph Revson, with "Fire and Ice" girl Dorian Leigh

He kept 7,235 dates with this girl!

Five months ago she was just an idea. Today, as the temptress who sells Revlon's new "Fire and Ice" Lipstick and Nail Enamel, she's America's most talked-about glamour girl!

"She created the greatest shipping problem we ever had," says Joseph Revson. "7,235 stores wanted 'Fire and Ice' merchandise and displays – to be delivered *before* the promotion date of November 1.

"There was only one way to keep all those dates! And as heavy re-orders flooded in, we continued to fill them via Air Express. Volume is now the heaviest in our history! In maintaining that momentum—and keeping the goodwill of the stores—Air Express service has been invaluable.

"We don't overlook costs, either. Air Express rates are the lowest in the field on practically every shipment we make. With a volume like ours, those savings add up to a very substantial figure!"



AIR EXPRESS

GETS THERE FIRST

Division of Railway Express Agency

RADIO HOMES COUNT

Issued for Texas and Virginia

NUMBER of radio homes in Texas and Virginia is shown in official figures just released by the U. S. Census Bureau. Figures show the official tabulation of radio homes as determined by the 1950 decennial census.

Television homes also are shown but TV circulation is based on April 1950, when fewer than 5 million TV receivers had been manufactured and stations were just coming on the air in most areas. Present TV circulation for the nation as a whole is nearing 20 million sets.

Official census data for the states follow:

STATISTICS in adjacent tables are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 43 for Texas and 46 for Virginia, and will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at $1.75 and 70 cents per copy, respectively.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, Nos. 43 and 46, now available from the Superintendent of Documents at 30 and 20 cents a copy, respectively. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-B, Nos. 43 and 46, available from the Superintendent of Documents, at $1.50 and 65 cents per copy, respectively. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

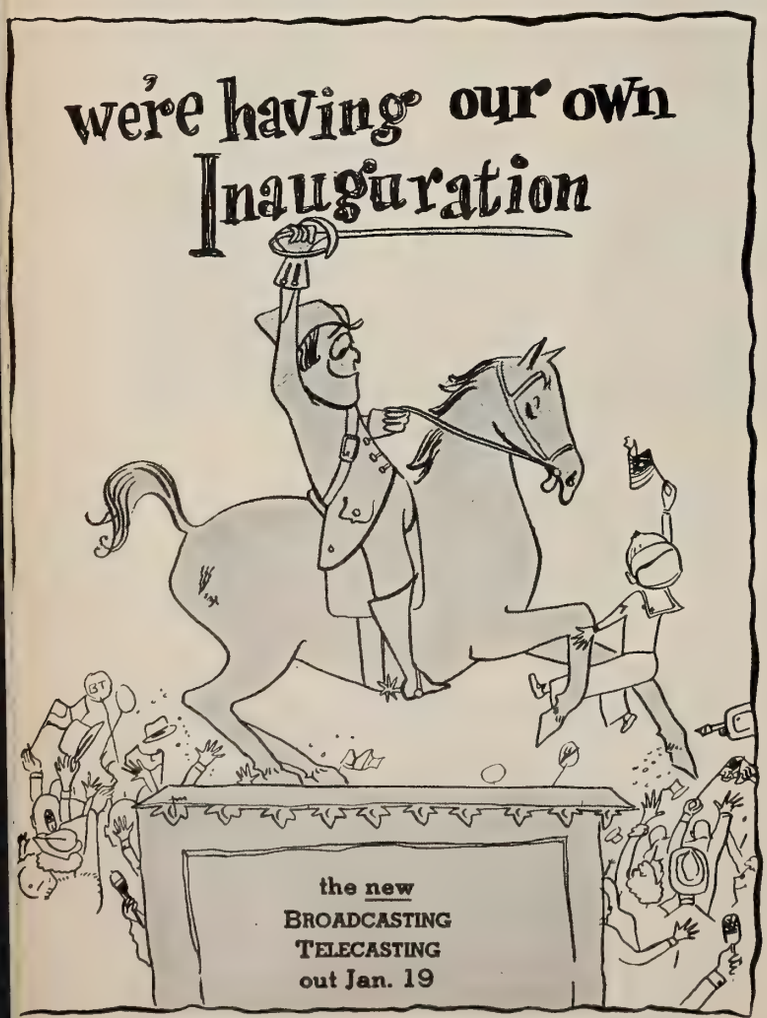
A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—TEXAS

Area	Total Population	Total occupied dwelling units	RADIO: With Radio 1950: Number reporting	With Radio 1950: Number	With Radio 1950: Per Cent	With Radio 1950: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV: Number	With TV: Per Cent
The State	7,711,194	2,189,178	2,158,380	2,000,025	92.7	1,090,206	2,148,825	68,885	3.2
S.M.A.									
Amarillo	87,140	26,805	26,165	25,425	97.2	15,090	25,840	175	0.7
Austin	160,980	42,508	42,110	39,745	94.4	20,170	42,030	250	0.6
Beaumont-Port Arthur	195,083	56,776	56,345	53,775	95.4	30,298	56,125	380	0.7
Corpus Christi	165,471	43,918	43,585	39,660	91.0	15,366	43,510	295	0.7
Dallas	614,799	187,172	184,965	178,370	96.4	93,564	184,290	17,405	9.4
El Paso	194,968	47,975	46,990	43,785	93.2	22,696	46,870	310	0.7
Fort Worth	361,253	109,175	108,410	104,230	96.1	52,082	108,195	13,175	12.2
Galveston	113,066	33,191	32,870	31,160	94.8	18,060	32,785	720	2.2
Houston	806,701	240,392	236,260	225,705	95.5	116,300	234,585	13,100	5.6
Laredo	56,141	12,823	12,630	10,585	83.8	4,349	12,530	85	0.7
Lubbock	101,048	28,230	27,620	26,555	96.1	11,007	27,525	145	0.5
San Angelo	58,929	16,973	16,825	15,795	93.9	7,770	16,805	50	0.3
San Antonio	500,460	130,959	129,735	120,765	93.1	63,406	129,020	7,740	6.0
Waco	130,194	37,680	37,375	35,160	94.1	18,734	37,240	240	0.6
Wichita Falls	98,493	26,173	26,050	25,125	96.4	15,845	25,945	155	0.6
URBANIZED AREAS									
Amarillo	74,443	23,241	22,690	22,035	97.1	*	22,365	165	0.7
Austin	135,971	36,350	35,985	34,230	95.1	*	35,940	220	0.6
Beaumont	94,169	27,830	27,650	26,215	94.8	*	27,560	215	0.8
Corpus Christi	122,956	34,018	33,935	31,500	92.8	*	33,905	215	0.6
Dallas	538,924	166,031	164,085	158,345	96.5	*	163,485	15,600	9.5
El Paso	136,918	35,731	35,245	33,120	94.0	*	35,100	245	0.7
Fort Worth	315,578	96,082	95,410	91,685	96.1	*	95,230	11,660	12.2
Galveston	71,527	21,242	21,135	20,020	94.7	*	21,105	425	2.0
Houston	700,508	210,383	206,975	198,230	95.8	*	204,405	11,850	5.8
Port Arthur	82,150	24,035	23,860	23,050	96.6	*	23,770	110	0.5
San Antonio	449,521	118,977	117,940	109,980	93.3	*	117,255	7,095	6.1
Waco	92,834	27,005	26,880	25,415	94.5	*	26,805	195	0.7
URBAN PLACES									
Abilene	45,570	13,624	13,660	13,100	95.9	6,148	13,608	105	0.8
Alice	16,449	4,129	4,070	3,580	88.0	1,187	4,065	25	0.6
Amarillo	74,246	23,188	22,635	21,985	97.1	12,914	22,315	165	0.7
Austin	132,459	35,485	35,145	33,495	95.3	17,374	35,100	205	0.6
Baytown	22,983	6,972	6,830	6,675	97.7	*	6,815	260	3.8
Beaumont	94,014	27,822	27,640	26,205	94.8	12,023	27,550	215	0.8
Bellaire	10,173	2,976	2,890	2,880	99.7	*	2,870	295	10.3
Big Spring	17,286	5,167	4,990	4,665	93.5	2,653	4,980	25	0.5
Borger	18,059	5,482	5,465	5,325	97.4	2,339	5,465	10	0.2
Brownsville	36,066	8,889	8,685	7,160	82.4	2,492	8,685	60	0.7
Brownwood	20,181	6,460	6,190	5,815	93.9	3,033	6,195	75	1.2
Bryan	18,102	5,601	5,535	4,985	90.1	2,340	5,495	50	0.9
Cleborne	12,905	4,266	4,215	4,065	96.4	2,510	4,195	310	7.4
Corpus Christi	108,287	30,461	30,445	28,175	92.5	11,063	30,430	185	0.6
Corsicana	19,211	6,099	6,005	5,580	92.9	3,225	5,980	110	1.8
Dallas	434,462	135,240	133,695	129,665	97.0	71,117	133,170	12,165	9.1
Del Rio	14,211	3,550	3,505	2,955	84.3	1,583	3,445	10	0.3
Denison	17,504	5,759	5,730	5,470	95.5	3,755	5,735	35	0.6
Denton	21,372	5,332	5,300	5,125	96.7	2,756	5,275	335	6.4
Edinburg	12,383	3,017	2,885	2,475	85.8	863	2,900	10	0.3
El Paso	130,485	34,229	33,730	31,700	94.0	18,918	33,590	245	0.7
Fort Worth	278,778	85,538	84,870	81,415	95.9	42,750	84,720	10,300	12.2
Gainesville	11,246	3,722	3,680	3,510	95.4	2,084	3,680	50	1.4
Galveston	66,568	19,707	19,645	18,645	94.9	13,751	19,625	405	2.1
Garland	10,571	3,077	3,070	2,990	97.4	*	3,060	370	12.1
Grand Prairee	14,594	4,308	4,175	4,010	96.0	*	4,165	600	14.4
Greenville	14,727	4,826	4,825	4,685	97.1	3,269	4,825	150	3.1
Harlingen	23,229	6,327	6,180	5,420	87.7	2,305	6,190	15	0.2
Highland Park	11,405	4,174	4,165	4,100	98.4	3,058	4,050	670	16.5
Houston	596,163	180,852	178,235	170,395	95.6	88,782	176,770	9,895	5.6
Kingsville	16,898	4,314	4,200	3,785	90.1	1,323	4,175	50	1.2
Lamesa	10,704	3,050	2,990	2,780	93.0	1,143	2,965	10	0.3
Laredo	51,910	11,810	11,590	9,900	85.4	3,800	11,500	70	0.6
Longview	24,502	7,555	7,310	6,610	90.4	2,996	7,335	75	1.0
Lubbock	71,747	20,603	20,150	19,415	96.4	7,145	20,075	120	0.6
Lufkin	15,135	4,773	4,670	4,395	94.1	1,931	4,695	20	0.4
McAllen	20,067	5,217	5,225	4,610	88.2	1,702	5,185	55	1.1
McKinney	10,560	3,420	3,370	3,245	96.3	1,920	3,370	130	3.9
Marshall	22,327	6,651	6,490	6,020	92.8	3,410	6,490	75	1.2
Mercedes	10,081	2,427	2,455	1,845	75.2	681	2,440	20	0.8
Midland	21,713	6,568	6,005	5,700	94.9	2,068	6,005	30	0.5
Mission	10,765	2,624	2,665	2,090	78.4	610	2,650	5	0.2
Nacogdoches	12,327	3,561	3,540	3,235	91.4	1,506	3,515	10	0.3
New Braunfels	12,210	3,484	3,485	3,285	94.3	1,408	3,455	60	1.7
Odessa	29,495	9,076	8,880	8,515	95.9	2,259	8,830	120	1.4
Orange	21,174	5,965	5,805	5,460	94.1	1,345	5,790	80	1.4
Palestine	12,503	4,139	3,985	3,630	91.1	2,465	4,005	55	1.4
Pampa	16,583	5,307	5,275	5,135	97.3	3,299	5,220	60	1.1
Paris	21,643	7,054	7,110	6,640	93.4	3,853	7,105	35	0.5
Pasadena	22,483	6,377	6,190	6,095	98.5	894	6,155	415	6.7
Plainview	14,044	4,180	4,120	3,930	95.4	1,946	4,130	15	0.4
Port Arthur	57,530	17,025	16,905	16,220	95.9	10,129	16,855	100	0.6
San Angelo	52,093	15,307	15,150	14,205	93.8	5,653	15,130	45	0.3
San Antonio	408,442	111,960	111,025	103,410	93.1	49,752	110,425	6,465	5.9
San Benito	13,271	3,264	3,215	2,585	80.4	990	3,220	20	0.6
Sherman	20,150	6,534	6,430	6,170	96.0	4,205	6,420	50	0.8
Snyder	12,010	3,556	3,480	3,145	90.4	814	3,450	15	0.4
Sweetwater	13,619	4,125	4,070	3,880	95.3	2,065	4,020	35	0.9
Temple	25,467	7,482	7,310	6,860	93.8	3,241	7,300	70	1.0
Terrell	11,544	3,017	3,000	2,825	94.2	1,579	2,995	125	4.2
Texarkana	24,753	7,915	7,830	7,250	92.6	3,647	7,820	45	0.6
Texas City	16,620	4,834	4,760	4,525	95.1	1,343	4,755	95	2.0
Tyler	38,968	11,881	11,785	11,005	93.4	6,373	11,765	70	0.6
University Park	24,275	7,625	7,500	7,455	99.4	4,362	7,490	1,050	14.0
Vernon	12,651	3,983	3,920	3,775	96.3	1,991	3,900	40	1.0

(Continued on page 50)




HERE THEY COME!
ZIV brings you a
basketful of beautiful new
WATCHES
for you to give away
FREE!

WATCHES, WATCHES AND MORE WATCH

IMAGINE! OVER

$2,500.00

WORTH OF 17-JEWEL CURVEX WATCHES

... 52 BRAND NEW GRUENS FOR YOU TO GIVE AWAY

FREE!



The Most Exciting

GIVE-AWAY DEAL

Ever to Hit Radio!



You get a

★ **STAR-STUDDED SHOWCASE**

of musical entertainment!

Featuring Guy, the Lombardo Trio, the Twin Pianos, the Picture Story, Lombardo vocalists Kenny Gardner and Don Rodney, and announcer David Ross.

You get all the elements for a

★ **SMASHING SALES-SUCCESS!**

Exciting, colorful displays, productive point-of-sale material, magnetic merchandising and newspaper ad mats, power-packed publicity, listeners' Clue Book. All assure an aware and ever-increasing audience.

You get

★ **MORE SALES—MORE PROFITS!**

as the No. 1 advertiser in your market!

AMERICA'S NO. 1 FAVORITE!

THE GUY Lombardo SHOW

"The Sweetest Music This Side Of Heaven"

THE SWEETEST, SMOOTHEST, SUREST SALES-MAKER EVER SPONSORED!

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

editorial

Stalin's Gobbledegook

WHILE listening to a newscast the other night, we realized how deft is the Soviet propaganda machine, even to its choice of names for governments, armies and party functions.

The newscaster, whom we know to be irreproachable, read an item about the "People's Court" of Czechoslovakia, and somehow we were reminded of other such uses of "people" in Red operations, the "Chinese People's Army," "East German People's Government," "Mongolian People's Republic."

To Americans, the word "people" has a special significance since their own government is of, by and for the people—in the pre-Soviet and pure sense of the word. How many Americans, subconsciously perhaps, may react less critically than they should to another government which is also said to be the "people's"?

In print, these Red terms may be placed in quotation marks, but the newscaster has no such easy device at hand when delivering them on the air. Spoken straight, without some sort of qualification, the words "World Peace Congress," for example, do not evoke suspicion except to the sophisticated.

We have no newsroom rules to propose on the treatment of these propaganda euphemisms, but we would urge all who appear on the air to consider their responsibilities. One way to help stop a Soviet "Peace Offensive" is to report it for what it really is. In the curious language of the Communists, "peace" can mean almost anything except that.

Life Under Ike

THIS MONTH life under Ike begins. Congress has convened, with mere razor-edge majorities for the GOP in each House. The President-elect, between now and Jan. 20, is expected to name his new FCC Chairman and one or possibly two new GOP members of the FCC.

These are the two keystones in the new communications regulatory arch under Ike. So far, there is every indication that the new FCC Chairman will be Rosel H. Hyde, who has served as a Republican member of the FCC with distinction since 1946. He has been in radio regulation longer than any other FCC official. There are no other active candidates for the chairmanship. Yet there is some talk about a "new broom" for Chairman—one that will sweep clean and have no compunctions about rooting out the arch New Dealers.

We can understand why, after 20 years of Democratic rule, the political leaders are anxious to clean out the Federal establishment of "undesirable elements." At the FCC the changes must be deeper than a job or two in the law department or in the secretary's office. But who would know better where those bodies are buried than a career executive like Mr. Hyde?

The FCC hasn't been a political dumping ground. Quite a few of its more radical minions, having seen the hand-writing, left months ago. Mr. Hyde knows that considerable money can be saved through the appointment of one or two efficient administrators, and the elimination of budget, personnel, economic and efficiency "experts."

We hope Mr. Hyde will be promoted. We feel that he can do the job because he has demonstrated his administrative prowess and has a quiet sternness that gets things done.

In the appointments thus far announced, President-elect Eisenhower has not yielded to political considerations above others. He has selected men and women well qualified for their assignments. It thus can be expected that his new FCC appointees will be men well qualified by background and experience to participate in the important work ahead.

What Congress will do under the GOP insofar as it affects communications can't be foretold. That it will be a hot topic is preordained. Sen. Tobey, as chairman of the Interstate & Foreign Commerce Committee, isn't one to let a noteworthy or newsworthy event go by without comment or deed. He will succeed to the toga of his Democratic predecessor, Sen. Johnson of Colorado, who ensconced himself as "super-Chairman" of the FCC. Indeed Messrs. Tobey and Johnson are disposed to think alike on matters pertaining to radio and TV.

There's unfinished FCC business on the House side too, stemming from the Gathings resolution on TV and radio programming. Incoming Chairman Wolverton of New Jersey of the House Interstate & Foreign Commerce Committee proposed an inventory of all agencies subject to its legislative jurisdiction. Almost anything could happen.

But before Congress gets investigating again, it's to be fervently hoped that it will give the new President a chance to set up his new Republican majority on the FCC and the new GOP majority a chance to reorganize.

TV Outposts

NOW that television has begun its development into a truly national service, it is time for telecasters to reappraise the usefulness, or lack of it, of community TV systems.

There can be no question that such systems have served an interim purpose in extending TV service to areas that would otherwise have been without it during the FCC freeze. We wonder, however, if in the long run community systems will do more harm than good.

Is it not conceivable that they will discourage the construction of television stations in areas of relatively small population where commercial applicants might take a chance if wired TV service, relayed from distant stations, were not already installed?

It will be argued, of course, that there are areas where no television station could ever make its way and where community services can provide a means of delivering television. But there is another way to deliver TV to outlying areas.

It is technically and economically possible for a television station to establish satellite or booster stations at remote points from its main transmitter. Legally, of course, such operations would require approval of the FCC.

The advantages of that technique over the technique of wired community TV are several. For the audience, subscription or rental fees are eliminated, with the removal of the middleman who operates community TV. For the broadcaster, coverage and audience are enlarged to dimensions that can be computed in his rate card. And, as important as any, the principles of U.S. broadcasting are observed.

The FCC must eventually be called upon to deal with this question.

Meanwhile, telecasters have it within their power to decide whether they do or do not want to go on living with community TV systems, since such systems cannot exist without the program supply that is obtainable only from operating stations. In Asheville, N. C., the city council refused to approve a community system after WBTV (TV) Charlotte denied the system permission to relay its programs and the holder of a CP for a uhf station threatened to turn back his grant.

our respects to:



FRED LOUIS BERNSTEIN

AT 28, Fred Louis Bernstein, general manager of WTTM Trenton, N. J., can look back on a 15-year business career. He was managing a radio station at 23.

Mr. Bernstein got his first taste of advertising and merchandising at 13 when he became a part-time clerk in a chain grocery store in Charleston, S. C. Turning his technique to other retail selling activities, he worked in a pawn shop, a uniform store, a clothing store, and in the summer of 1940, he became at 16 the manager of a Charleston shoe store, handling all the buying and advertising. As a sideline he took on the additional chores of emceeing at high school events and community functions.

There never seems to have been any doubt in Mr. Bernstein's mind that he would end up in the broadcasting industry, although his college career doesn't indicate it. He studied agriculture, engineering, pre-dentistry, psychology and business administration.

About these diverse studies, Mr. Bernstein says only this:

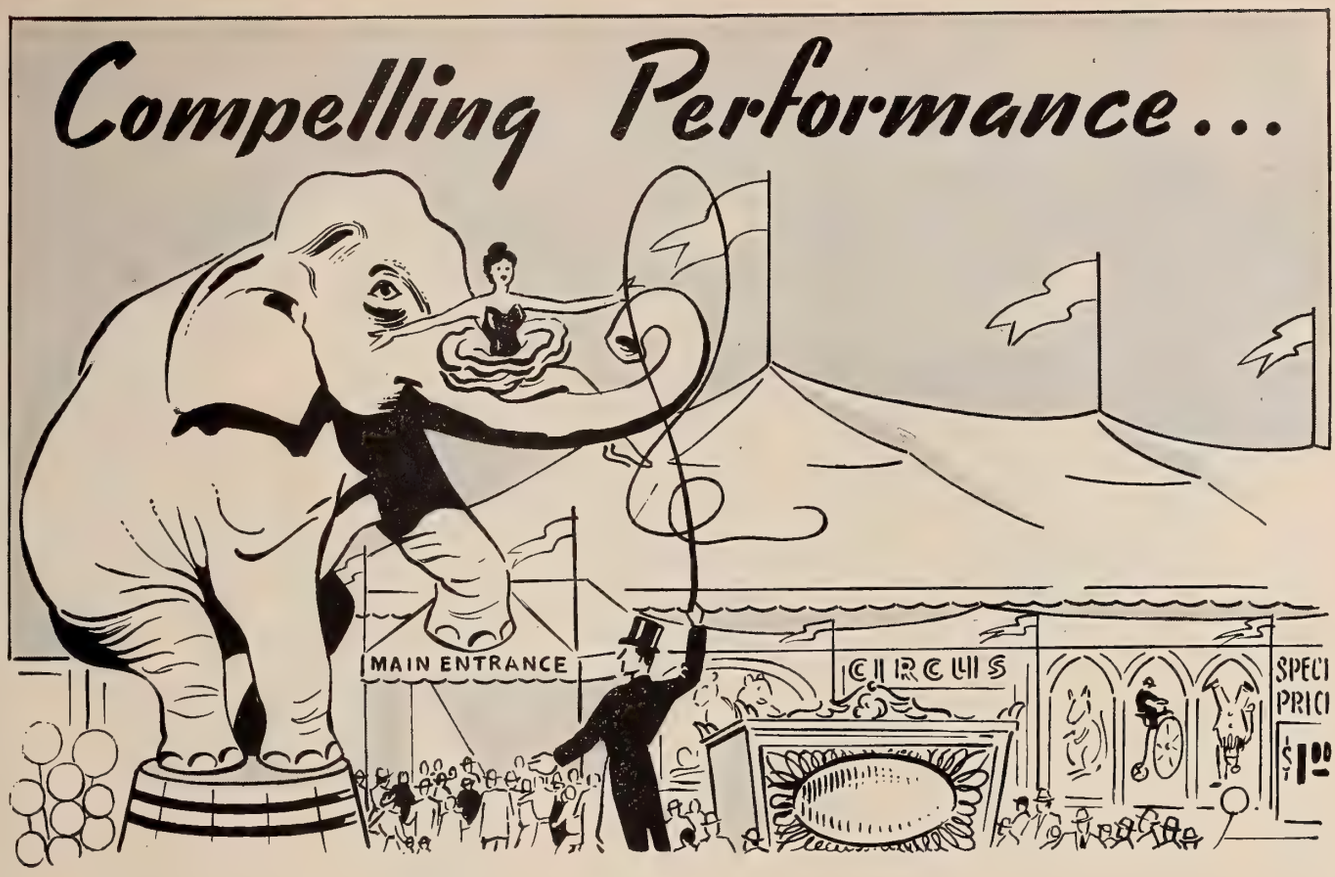
"Engineering taught me to press the button on a console; agriculture taught me that even farmers listen to the radio; psychology that there are no temperamental people — particularly in the broadcasting business; pre-dentistry taught me to look out for cavities in programming; and business administration taught me that you can't make a profit without a sale."

Serving three years in the Armed Forces where he was awarded the Purple Heart, Mr. Bernstein returned to Charleston in 1946 and completed his studies at the College of Charleston. During this time, as stage manager for the Footlight Theatre Group, he struck up a nodding acquaintance with show business.

Then for six months afterward he tried to get into radio, to no avail, until one day he answered a help-wanted ad seeking an engineer for a new station opening in Charleston. After two weeks of camping on the doorstep, Mr. Bernstein was hired—not as an engineer—but as the station's first and only salesman.

Three months later WFAK (now WPAL) was on the air and in the black—and Mr. Bernstein was puffing slightly from a three-month schedule during which he had worked an average of 18 hours a day, seven days a week. During the following nine months he was successively, salesman - copywriter - announcer, program director, sales manager and

(Continued on page 81)



in the BIGGER and BETTER memphis market

In selling as in showmanship, it's the quality of the performance that determines the interest of the audience. In the greater Memphis Market, comprising 76 rich counties with a buying potential of over $2 Billion, you'll always find the greatest audience tuned to WREC. HERE'S WHY: High quality programming and engineering perfection insure good reception and a compelling performance of interest to your best customers. WREC prestige adds believability to your message, too! The cost is another pleasant surprise . . . 10% LESS per thousand listeners than in 1946!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

Radio Homes Count for Tex., Va.

(Continued from page 44)

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV: Number	TELEVISION: With TV: Per Cent
Victoria	16,126	4,722	4,695	4,350	92.7	2,347	4,565	10	0.2
Waco	84,706	24,619	24,485	23,195	94.7	12,033	24,410	175	0.7
Waxahachie	11,204	3,393	3,370	3,225	95.7	1,871	3,370	135	4.0
West University Place	17,074	5,106	5,020	5,005	99.7	2,747	5,005	465	9.3
White Settlement	10,827	2,854	2,870	2,840	99.0	*	2,860	340	11.9
Wichita Falls	68,042	17,883	17,830	17,210	96.5	10,644	17,785	105	0.6
COUNTIES									
Anderson	31,875	9,405	9,085	8,160	89.8	4,958	9,095	105	1.2
Andrews	5,002	1,414	1,470	1,385	94.2	264	1,465	—	0.0
Angelina	36,032	10,493	10,430	9,595	92.0	4,818	10,420	80	0.8
Aransas	4,252	1,307	1,220	1,090	79.3	553	1,215	10	0.8
Archer	6,816	2,008	2,065	1,960	94.9	1,405	2,045	10	0.5
Armstrong	2,215	689	665	650	97.7	576	665	—	0.0
Atacosa	20,048	4,859	4,795	4,170	87.0	1,609	4,785	120	2.5
Austin	14,663	4,525	4,515	3,985	88.3	2,012	4,520	60	1.3
Bailey	7,592	2,093	2,035	1,950	95.8	1,030	2,040	10	0.5
Bandera	4,410	1,449	1,490	1,380	92.6	717	1,480	45	3.0
Bastrop	19,622	5,716	5,660	4,810	85.0	3,290	5,660	35	0.6
Baylor	6,875	2,107	2,020	1,925	95.3	1,350	1,995	—	0.0
Bee	18,174	4,865	4,735	4,090	86.4	2,210	4,730	45	1.0
Bell	73,824	18,865	18,460	17,270	93.6	7,833	18,385	160	0.9
Bexar	500,460	130.959	129,735	120,765	93.1	63,406	129,020	7,740	6.0
Blanco	3,780	1,194	1,100	1,065	95.9	730	1,100	20	1.8
Borden	1,106	296	295	275	93.2	211	300	5	1.7
Bosque	11,836	3,892	3,910	3,710	94.9	2,795	3,920	55	1.4
Bowie	61,966	18,092	17,810	16,330	91.7	7,626	17,790	90	0.5
Brazoria	46,549	12,735	12,460	11,590	93.0	4,086	12,410	265	2.1
Brazos	38,390	10,246	10,150	9,120	89.9	3,871	9,975	90	0.9
Brewster	7,309	1,945	1,950	1,720	88.2	848	1,910	5	0.3
Briscoe	3,528	1,024	1,050	995	94.8	695	1,055	10	0.9
Brooks	9,195	2,272	2,250	1,820	80.9	467	2,240	10	0.4
Brown	28,607	9,098	8,750	8,265	94.5	5,073	8,750	90	1.0
Burleson	13,000	3,815	3,780	2,990	79.1	1,633	3,785	25	0.7
Burnet	10,356	3,023	2,815	2,640	93.8	1,788	2,820	25	0.9
Caldwell	19,350	5,373	5,415	4,795	88.6	3,110	5,375	130	2.4
Calhoun	9,222	2,729	2,755	2,490	90.4	780	2,685	10	0.4
Callahan	9,087	2,882	2,830	2,695	95.2	1,901	2,825	40	1.4
Cameron	125,170	30,429	29,945	24,270	81.0	9,368	29,885	140	0.5
Camp	8,740	2,605	2,650	2,310	87.2	1,285	2,630	35	1.3
Carson	6,852	1,974	1,895	1,850	97.6	1,506	1,885	5	0.3
Cass	26,732	7,314	7,195	6,240	86.7	3,564	7,140	40	0.6
Castro	5,417	1,473	1,370	1,335	97.4	840	1,370	15	1.1
Chambers	7,871	2,262	2,245	2,000	89.1	1,343	2,215	60	2.7
Cherokee	38,694	10,267	10,170	9,100	89.5	5,116	9,775	145	1.5
Childress	12,123	3,686	3,565	3,400	95.4	2,382	3,255	20	0.6
Clay	9,896	3,045	2,975	2,815	94.6	2,121	2,965	40	1.3
Cochran	5,928	1,580	1,550	1,475	95.2	543	1,550	10	0.6
Coke	4,045	1,198	1,170	1,060	90.6	711	1,180	10	0.8
Coleman	15,503	4,881	4,840	4,685	96.8	3,608	4,835	25	0.5
Collin	41,692	12,472	12,345	11,810	95.7	8,749	12,250	565	4.6
Collingsworth	9,139	2,656	2,650	2,445	92.3	1,808	2,655	20	0.8
Colorado	17,576	5,279	5,045	4,515	89.5	2,078	5,180	70	1.4
Comal	16,357	4,664	4,650	4,325	93.0	2,084	4,620	75	1.6
Comanche	15,516	5,014	4,925	4,745	96.3	3,389	4,915	35	0.7
Concho	5,078	1,480	1,435	1,280	89.2	1,003	1,425	15	1.1
Cooke	22,146	6,696	6,605	6,295	95.3	4,607	6,590	130	2.0
Coryell	16,284	4,872	4,710	4,525	96.1	3,064	4,840	20	0.4
Cottle	6,099	1,799	1,750	1,640	83.7	1,245	1,660	15	0.9
Crane	3,965	1,163	1,205	1,135	94.2	624	1,195	20	1.7
Crockett	3,981	1,099	1,095	960	87.7	441	1,100	5	0.5
Crosby	9,582	2,758	2,800	2,645	94.5	1,845	2,805	40	1.4
Culberson	1,825	514	500	430	86.0	234	485	5	1.0
Dallam	7,640	2,291	2,260	2,185	96.7	1,292	2,270	10	0.4
Dallas	614,799	187,172	184,965	178,370	96.4	93,564	184,290	17,405	9.4
Dawson	19,113	5,172	5,095	4,745	93.1	2,694	5,035	20	0.4
Deaf Smith	9,111	2,634	2,575	2,515	97.7	1,272	2,510	25	1.0
Delta	8,964	2,663	2,635	2,545	96.6	2,224	2,630	20	0.8
Denton	41,365	11,424	11,405	10,925	95.8	6,646	11,370	760	6.7
De Witt	22,973	6,785	6,775	5,985	88.3	3,185	6,740	70	1.0
Dickens	7,177	2,014	2,010	1,870	93.0	1,334	2,010	75	3.7
Dimmit	10,654	2,320	2,240	1,755	78.3	692	2,270	35	1.5
Donley	6,216	1,903	1,835	1,780	97.0	1,479	1,875	25	1.3
Duval	15,643	3,715	3,730	3,000	80.4	2,325	3,710	30	0.8
Eastland	23,942	7,855	7,835	7,475	95.4	5,423	7,590	85	1.1
Ector	42,102	12,514	12,225	11,580	94.7	3,459	12,165	165	1.4
Edwards	2,908	848	850	715	84.1	482	850	....	0.0
Ellis	45,645	13,304	13,105	12,140	92.6	8,112	13,050	495	3.8
El Paso	194,968	47,975	46,590	43,785	93.2	22,696	46,870	310	0.7
Erath	18,434	5,974	5,795	5,495	94.8	3,511	5,810	100	1.7
Falls	26,724	7,631	7,630	6,555	89.1	4,093	7,480	65	0.9
Fannin	31,253	9,731	9,820	9,250	94.2	7,439	9,765	120	1.2
Fayette	24,176	7,201	7,240	6,325	87.4	3,142	7,230	30	0.4
Fisher	11,023	3,152	3,070	2,850	92.8	2,013	3,075	65	2.1
Floyd	10,535	3,144	3,090	2,995	96.9	2,088	3,070	25	0.8
Foard	4,216	1,249	1,210	1,090	90.1	887	1,210	15	1.2
Fort Bend	31,056	7,952	7,585	6,735	88.8	3,319	7,545	195	2.6
Franklin	6,257	1,939	1,905	1,830	96.1	1,342	1,895	10	0.5
Freestone	15,696	4,554	4,535	3,960	87.3	2,238	4,485	90	2.0
Frio	10,357	2,507	2,375	1,930	81.3	819	2,385	40	1.7
Gaines	8,909	2,501	1,910	1,805	94.5	1,507	2,075	10	0.5
Galveston	113,066	33,191	32,870	31,160	94.8	18,060	32,785	720	2.2
Garga	6,281	1,774	1,745	1,640	94.0	1,085	1,705	35	2.1
Gillespie	10,520	3,221	3,190	3,135	98.3	1,614	3,285	55	1.7
Glasscock	1,089	322	265	235	88.7	259	265	....	0.0
Goliad	6,219	1,725	1,730	1,475	85.3	777	1,735	15	0.9
Gonzales	21,164	5,825	5,775	5,145	89.1	2,805	5,715	70	1.2
Gray	24,728	7,727	7,720	7,530	97.5	5,740	7,655	90	1.2
Grayson	70,467	21,690	21,650	20,545	94.9	14,505	21,605	240	1.1
Gregg	61,258	18,427	18,025	16,505	91.6	11,118	17,990	170	0.9
Grimes	15,135	4,465	4,100	3,370	82.2	2,086	3,955	50	1.3
Guadalupe	25,392	6,956	6,870	6,255	91.0	3,038	6,890	230	3.3
Hale	28,211	8,084	7,930	7,560	95.3	3,879	7,930	35	0.4
Hall	10,930	3,109	3,045	2,880	94.6	2,025	3,035	25	0.8
Hamilton	10,660	3,488	3,385	3,240	95.7	2,326	3,375	40	1.2
Hansford	4,202	1,231	1,220	1,195	98.0	583	1,215	10	0.8
Hardeman	10,212	3,138	3,100	2,910	93.9	2,092	3,095	40	1.3
Hardin	19,535	5,495	5,475	4,940	90.2	2,295	5,455	40	0.7
Harris	806,701	240,392	236,260	225,705	95.5	116,300	234,585	13,100	5.6
Harrison	47,745	12,938	12,565	10,925	86.9	5,556	12,560	135	1.1
Hartley	1,913	551	500	435	87.0	387	500	....	0.0
Haskell	13,736	4,013	3,905	3,590	91.9	2,600	3,935	15	0.4
Hays	17,840	4,547	4,460	4,050	90.8	1,990	4,445	45	1.0
Hemphill	4,123	1,217	1,165	1,110	95.3	820	1,155	5	0.4
Henderson	23,405	6,889	6,860	6,265	91.3	4,208	6,840	125	1.8
Hidalgo	160,446	36,827	36,300	28,025	77.2	10,231	35,980	205	0.6
Hill	31,282	9,697	9,680	9,085	93.9	6,347	9,510	185	1.9
Hockley	20,407	5,620	5,590	5,285	94.5	2,236	5,570	25	0.4
Hood	5,287	1,734	1,715	1,600	93.3	994	1,720	50	2.9
Hopkins	23,490	7,220	7,145	6,840	95.7	5,010	7,130	60	0.8
Houston	22,825	6,348	6,140	5,250	85.5	2,740	6,050	160	2.6
Howard	26,722	7,568	7,330	6,840	93.3	4,143	7,300	25	0.3
Hudspeth	4,298	1,046	1,085	885	81.6	352	1,080	5	0.5
Hunt	42,731	13,104	13,030	12,365	94.9	9,587	12,990	295	2.3
Hutchinson	31,580	9,106	9,155	8,975	98.0	4,527	9,145	20	0.2
Irion	1,590	485	460	400	87.0	354	470	25	5.3
Jack	7,755	2,462	2,445	2,295	93.9	1,652	2,425	20	0.8
Jackson	12,916	3,481	3,370	3,090	91.7	1,551	3,375	40	1.2
Jasper	20,049	5,433	5,350	4,675	87.4	1,903	5,330	30	0.6
Jeff. Davis	2,090	526	530	450	84.9	275	525	....	0.0
Jefferson	195,083	56,776	56,345	53,775	95.4	30,298	56,125	380	0.7
Jim Hogg	5,389	1,315	1,240	1,050	84.7	564	1,240	15	1.2
Jim Wells	27,991	6,874	6,765	5,840	86.3	2,340	6,750	65	1.0
Johnson	31,390	9,764	9,560	9,155	95.8	5,988	9,520	690	7.2
Jones	22,147	6,701	6,630	6,290	94.9	4,078	6,620	40	0.6
Karnes	17,139	4,163	4,280	3,685	86.1	1,722	4,245	40	0.9
Kaufman	31,170	8,585	8,470	7,775	91.8	5,306	8,455	315	3.7
Kendall	5,423	1,760	1,715	1,550	90.4	862	1,695	50	2.9
Kenedy	632	127	110	75	68.2	31	110	....	0.0
Kent	2,249	660	670	630	94.0	497	675	20	3.0
Kerr	14,022	4,167	3,795	3,585	94.5	2,225	3,765	35	0.9
Kimble	4,619	1,411	1,420	1,240	87.3	871	1,415	....	0.0
King	870	236	250	230	92.0	209	250	10	4.0
Kinney	2,568	740	730	615	84.2	426	730	5	0.7
Kleberg	21,991	5,509	5,470	4,815	88.0	1,950	5,335	90	1.7
Knox	10,082	2,831	2,660	2,480	93.2	1,582	2,620	45	1.7
Lamar	43,033	13,008	13,000	11,995	92.3	7,816	12,970	85	0.7
Lamb	20,015	5,605	5,545	5,210	94.0	3,141	5,415	30	0.6
Lamposas	9,929	3,151	3,190	2,995	93.9	1,770	3,195	25	0.8
La Salle	7,485	1,812	1,755	1,430	81.5	554	1,755	35	2.0
Lavaca	22,159	6,554	6,380	5,685	89.1	2,799	6,350	65	1.0
Lee	10,144	2,908	3,025	2,645	87.4	1,180	3,010	50	1.7
Leon	12,024	3,458	3,455	3,005	87.0	1,542	3,420	15	0.4
Liberty	26,729	7,539	7,475	6,480	86.7	3,267	7,435	105	1.4
Limestone	25,251	7,156	7,090	6,400	90.3	4,491	7,000	35	0.5
Lipscomb	3,658	1,128	1,100	1,035	94.1	794	1,095	10	0.9
Live Oak	9,054	2,247	2,245	2,005	89.3	1,128	2,230	40	1.8
Llano	5,377	1,762	1,725	1,595	92.5	1,144	1,715	15	0.9
Loving	227	66	70	60	85.7	68	70	....	0.0

(Continued on page 52)

The TOP STATION in a TOP MARKET –

will keep favorable TRADE WINDS blowing your way!

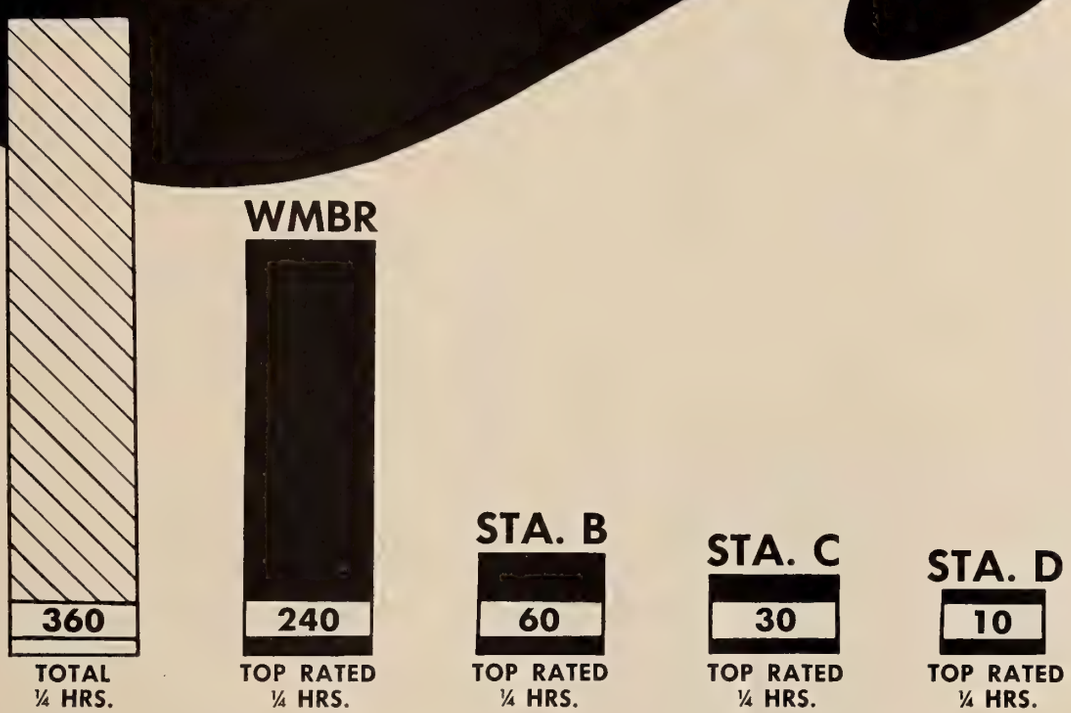


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Jacksonville Florida

Represented By AVERY-KNODEL, Inc.

WMBR

5,000 Watts • CBS

Radio Homes Count for Tex., Va.

(Continued from page 50)

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
				With Radio 1950				With TV	
			Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
Lubbock	101,048	28,230	27,620	26,555	96.1	11,007	27,525	145	0.5
Lynn	11,030	3,087	3,065	2,880	94.0	2,183	3,050	35	1.1
McCulloch	11,701	3,526	3,500	3,290	94.0	2,334	3,485	40	1.1
McLennan	130,194	37,680	37,375	35,160	94.1	18,734	37,240	240	0.6
McMullen	1,187	351	320	260	81.3	198	320	15	4.7
Madison	7,996	2,375	2,430	2,155	88.7	944	2,420	5	0.2
Marion	10,172	2,792	2,790	2,400	86.0	950	2,785	10	0.4
Martin	5,541	1,434	1,380	1,260	91.3	827	1,370	....	0.0
Mason	4,945	1,582	1,505	1,410	93.7	1,033	1,480	5	0.3
Matagorda	21,559	6,287	6,090	5,465	89.7	2,575	6,095	70	1.1
Maverick	12,292	2,672	2,730	2,215	81.1	872	2,725	15	0.6
Medina	17,013	4,446	4,350	3,795	87.2	1,949	4,345	175	4.0
Menard	4,175	1,240	1,225	1,130	92.2	816	1,215	10	0.8
Midland	25,785	7,648	6,770	6,415	94.8	2,430	6,770	35	0.5
Milam	23,585	6,945	6,930	6,120	88.3	3,873	6,915	90	1.3
Mills	5,999	1,926	1,920	1,855	96.6	1,319	1,920	20	1.0
Mitchell	14,357	4,060	3,970	3,640	91.7	2,175	3,945	20	0.5
Montague	17,070	5,436	5,455	5,060	92.8	3,424	5,450	85	1.6
Montgomery	24,504	7,017	6,960	5,930	85.2	2,899	6,925	135	1.9
Moore	13,349	3,724	3,635	3,530	97.1	1,048	3,630	35	1.0
Morris	9,433	2,629	2,620	2,410	92.0	972	2,600	30	1.2
Motley	3,963	1,186	1,145	1,070	93.4	856	1,145	20	1.7
Nacogdoches	30,326	8,441	8,365	7,525	96.0	4,207	8,315	35	0.4
Navarro	39,916	12,016	11,850	10,980	92.7	7,789	11,810	210	1.8
Newton	10,832	2,776	2,780	2,325	83.6	1,156	2,800	65	2.3
Nolan	19,808	5,912	5,825	5,485	94.2	3,218	6,225	50	0.8
Nueces	165,471	43,918	43,585	39,660	91.0	15,366	43,510	295	0.7
Ochiltree	6,024	1,811	1,820	1,755	96.4	966	1,810	35	1.9
Oldham	1,672	421	380	365	96.1	307	380	5	1.3
Orange	40,567	11,393	11,180	10,450	93.5	2,838	11,175	140	1.3
Palo Pinto	17,154	5,703	5,570	5,220	93.7	3,327	5,535	105	1.9
Panola	19,250	5,124	5,085	4,640	91.2	2,051	5,075	40	0.8
Parker	21,528	6,657	6,670	6,390	95.8	3,455	6,615	340	5.1
Parmer	5,787	1,650	1,590	1,555	97.8	1,141	1,575	....	0.0
Pecos	9,939	2,662	2,640	2,275	86.2	1,239	2,625	25	1.0
Polk	16,194	4,565	4,565	3,890	85.2	2,374	4,500	20	0.4
Potter	73,366	22,771	22,195	21,510	96.9	13,388	21,870	160	0.7
Presidio	7,354	1,896	1,900	1,400	73.7	792	1,895	10	0.5
Rains	4,266	1,262	1,260	1,175	93.3	953	1,260	40	3.2
Randall	13,774	4,034	3,970	3,915	98.6	1,702	3,970	15	0.4
Reagan	3,127	919	910	850	93.4	477	910	....	0.0
Real	2,479	714	715	650	90.9	332	680	....	0.0
Red River	21,851	6,367	6,365	5,700	89.6	3,711	6,365	65	1.0
Reeves	11,745	3,182	3,185	2,730	85.7	1,203	3,170	5	0.2
Refugio	10,113	2,754	2,770	2,430	87.7	1,628	2,765	25	0.9
Roberts	1,031	331	320	320	100.0	293	320	....	0.0
Robertson	19,908	5,599	5,460	4,685	85.8	2,496	5,355	25	0.5
Rockwall	6,156	1,788	1,745	1,570	90.9	1,148	1,745	50	2.9
Runnels	16,771	5,028	4,790	4,720	98.5	3,337	4,955	20	0.4
Rusk	42,348	11,942	11,775	10,635	90.3	7,200	11,730	90	0.8
Sabine	8,568	2,335	2,250	1,960	87.1	1,032	2,230	15	0.7
San Augustine	8,837	2,356	2,310	1,815	78.6	867	2,300	25	1.1
San Jacinto	7,712	1,942	1,915	1,420	74.2	459	1,915	25	1.3
San Patricio	35,842	8,828	8,780	7,415	84.5	4,028	8,790	65	0.7
San Saba	8,666	2,607	2,625	2,525	96.2	1,768	2,600	30	1.2
chleicher	2,852	841	850	720	84.7	518	835	10	1.2
curry	22,779	6,550	6,360	5,700	89.6	2,051	6,335	30	0.5
hackelford	5,001	1,610	1,580	1,530	96.8	1,256	1,580	30	1.9
helby	23,479	6,767	6,730	5,985	88.9	3,131	6,695	40	0.6
herman	2,443	712	735	720	98.0	435	730	....	0.0
mith	74,701	21,407	21,085	19,230	91.2	11,230	21,025	195	0.9
omervill	2,542	840	850	790	92.9	432	850	30	3.5
tarr	13,948	2,975	2,970	2,215	74.6	630	2,975	10	0.3
tephens	10,597	3,425	3,370	3,195	94.8	2,439	3,370	15	0.4
terling	1,282	375	380	355	93.4	264	375	5	1.3
tonewall	3,679	1,039	1,015	925	91.1	807	1,025	15	1.5
utton	3,746	1,007	990	845	85.4	572	975	....	0.0
wisher	8,249	2,440	2,465	2,375	96.3	1,399	2,465	5	0.2
arrant	361,253	109,175	108,410	104,230	96.1	52,082	108,195	13,175	12.2
aylor	63,370	18,481	18,485	17,645	95.5	9,023	18,420	155	0.8
errell	3,189	875	865	730	84.4	392	860	....	0.0
erry	13,107	3,636	3,285	3,135	95.4	1,951	3,380	30	0.9
hrockmorton	3,618	1,149	1,095	1,065	97.3	737	1,090	10	0.9
itus	17,302	5,189	5,190	4,805	92.6	2,748	5,175	25	0.5
om Green	58,929	16,973	16,825	15,795	93.9	7,770	16,805	50	0.3
ravis	160,980	42,508	42,110	39,745	94.4	20,170	42,030	250	0.6
rinity	10,040	2,968	2,900	2,435	84.0	1,387	2,905	55	1.9
yler	11,292	3,076	3,025	2,655	87.8	1,381	3,020	70	2.3
Upshur	20,822	5,876	5,725	5,280	92.2	3,344	5,705	70	1.2
Upton	5,307	1,576	1,485	1,360	91.6	1,013	1,480	....	0.0
Uvalde	16,015	4,323	4,225	3,750	88.8	1,786	4,200	35	0.8
Val Verde	16,635	4,217	4,145	3,450	83.2	1,874	4,085	20	0.5
Van Zandt	22,593	6,932	6,850	6,430	93.9	4,892	6,815	80	1.2
Victoria	31,241	8,573	8,555	7,840	91.6	3,756	8,455	60	0.7
Walker	20,163	4,807	4,775	4,095	85.8	1,951	4,775	40	0.8
Waller	11,961	3,001	2,935	2,475	84.2	976	2,930	80	2.7
Ward	13,346	3,747	3,680	3,470	94.3	1,801	3,675	15	0.4
Washington	20,542	6,096	6,060	5,015	82.8	2,318	5,980	55	0.9
Webb	56,141	12,823	12,630	10,585	83.8	4,349	12,530	85	0.7
Wharton	36,077	9,887	9,605	8,575	89.3	4,687	9,505	165	1.7
Wheeler	10,317	2,979	2,960	2,820	95.3	2,246	2,940	25	0.9
Wichita	98,493	26,173	26,050	25,125	96.4	15,845	25,945	155	0.6
Wilbarger	20,552	6,102	5,990	5,700	95.2	4,012	5,955	75	1.3
Willacy	20,920	4,865	4,865	3,755	77.2	1,322	4,840	5	0.1
Williamson	38,853	11,259	11,110	10,200	91.8	6,380	11,090	115	1.0
Wilson	14,672	3,724	3,590	3,120	86.9	1,477	3,700	75	2.0
Winkler	10,064	2,905	2,950	2,750	93.2	1,348	3,100	20	0.6
Wise	16,141	5,051	4,995	4,760	95.3	3,043	4,985	270	5.4
Wood	21,308	6,308	6,195	5,785	93.4	3,579	6,175	75	1.2
Yoakum	4,339	1,201	1,165	1,080	92.7	987	1,150	5	0.4
Young	16,810	5,312	5,245	5,045	96.2	3,685	5,230	25	0.5
Zapata	4,405	958	920	685	74.5	170	885	....	0.0
Zavala	11,201	2,549	2,450	1,880	76.7	721	2,440	40	1.6

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—VIRGINIA

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
				With Radio 1950				With TV	
			Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
The State S.M.A.	3,318,680	845,259	833,875	767,255	92.0	409,978	828,350	55,555	6.7
Norfolk-Portsmouth	446,200	113,532	112,610	106,015	94.1	49,556	112,130	4,395	3.9
Richmond	328,050	90,987	90,140	85,270	94.6	57,821	89,775	10,045	11.2
Roanoke	133,407	36,660	36,020	34,685	96.3	23,422	35,205	265	0.8
Urbanized Areas									
Norfolk-Portsmouth	385,111	98,577	97,935	93,015	95.0	*	97,675	3,725	3.8
Richmond	257,995	72,911	72,330	68,590	94.8	*	72,010	8,195	11.4
Roanoke	106,682	30,562	29,080	28,145	96.8	*	28,595	225	0.8
Urban Places (10,000 or more)									
Alexandria	61,787	18,351	18,100	17,680	97.7	7,931	17,995	5,640	31.3
Bristol	15,954	4,120	4,065	3,955	97.3	1,902	4,040	20	0.5
Charlottesville	25,969	7,074	7,075	6,655	94.1	4,034	7,025	70	1.0
Danville	35,066	10,004	9,845	9,145	92.9	5,936	9,855	65	0.7
Fredericksburg	12,158	3,248	3,250	3,115	95.8	2,331	3,240	305	9.4
Harrisonburg	10,810	2,908	2,865	2,800	97.7	1,940	2,860	30	1.0
Hopewell	10,219	2,823	2,770	2,645	95.5	1,873	2,745	205	7.5
Lynchburg	47,727	13,466	13,165	12,270	93.2	8,795	13,010	110	0.8
Martinsville	17,251	4,430	4,420	4,140	93.7	1,655	4,380	45	1.0
Newport News	42,358	11,727	11,475	10,550	91.9	7,439	11,260	240	2.1
Newsome Park-Hilton Park									
Norfolk (unincorporated)	213,513	54,034	53,700	50,750	94.5	30,085	53,555	1,935	3.6
Petersburg	14,960	3,926	3,875	3,745	96.6	*	3,840	90	2.3
Portsmouth	35,054	9,985	9,880	8,745	88.5	5,648	9,850	615	6.2
Richmond	80,039	20,065	19,945	18,720	93.9	10,200	19,915	585	2.9
Riverview (unincorporated)	230,310	65,049	64,515	60,870	94.4	43,084	64,215	6,815	10.6
Roanoke	14,215	4,300	4,305	4,225	98.1	*	4,305	210	4.9
South Norfolk	91,921	26,476	26,120	25,300	96.9	15,386	25,775	190	0.7
Staunton	10,434	2,977	2,950	2,775	94.1	1,604	2,940	95	3.2
Suffolk	19,927	4,867	4,755	4,560	95.9	2,393	4,740	35	0.7
Waynesboro	12,339	3,565	3,520	3,310	94.0	2,240	3,430	105	3.1
Winchester	12,357	3,418	3,365	3,210	95.4	1,429	3,375	50	1.5
	13,841	4,204	4,120	3,955	96.0	2,897	4,100	640	15.6
COUNTIES									
Accomack	38,832	9,965	9,755	8,435	86.5	5,013	9,535	110	1.2
Albermarle	26,662	6,348	6,295	5,410	85.9	2,723	6,275	65	1.0
Alleghany	23,139	5,861	5,610	5,350	95.4	3,709	5,465	25	0.5
Amelia	7,908	1,829	1,750	1,390	79.4	635	1,735	30	1.7
Amherst	20,332	4,251	4,030	3,480	86.4	2,112	4,020	15	0.4
Appomattox	8,764	2,099	2,075	1,850	89.2	931	2,070	5	0.2
Arlington	135,449	40,127	39,640	39,230	99.0	15,059	39,465	14,085	35.7
Augusta	34,154	8,221	8,020	7,425	92.6	6,747	7,900	60	0.8
Bath	6,296	1,544	1,555	1,420	91.3	950	1,555	....	0.0
Bedford	29,627	7,267	7,250	6,435	88.8	3,462	7,045	70	1.0
Bland	6,436	1,478	1,445	1,285	88.9	841	1,430	5	0.3
Botetourt	15,766	3,915	3,965	3,700	93.3	2,308	3,965	40	1.0
Brunswick	20,136	4,410	4,430	3,800	85.8	1,608	4,435	40	0.9
Buchanan	35,748	7,237	7,245	6,470	89.3	3,112	7,215	35	0.5
Buckingham	12,288	2,841	2,845	2,320	81.5	995	2,845	50	1.8
Campbell	28,877	7,090	7,030	6,310	89.8	3,195	6,985	65	0.9
Caroline	12,471	2,845	2,740	2,310	84.3	1,308	2,740	110	4.0
Carroll	26,695	6,577	5,765	5,340	92.6	2,814	5,760	65	1.1
Charles City	4,676	962	970	770	79.4	312	955	5	0.5
Charlotte	14,057	3,330	3,280	2,730	83.2	1,161	3,245	35	1.1
Chesterfield	40,400	9,957	9,835	9,245	94.0	5,716	9,820	1,035	10.5
Clarke	7,074	1,887	1,895	1,795	94.7	1,099	1,880	125	6.6
Craig	3,452	912	885	810	91.5	577	880	10	1.1
Culpeper	13,248	3,446	3,525	3,120	88.5	1,788	3,515	125	3.6
Cumberland	7,252	1,711	1,675	1,305	77.9	547	1,655	10	0.6
Dickenson	23,393	4,899	4,800	4,160	86.7	2,282	4,780	....	0.0
Dinwiddie	18,839	3,310	3,195	2,720	85.1	1,173	3,205	65	2.0
Elizabeth City	55,028	13,806	13,695	13,215	96.5	4,537	13,600	585	4.3
Essex	6,530	1,640	1,625	1,380	84.9	667	1,575	45	2.9
Fairfax	98,557	24,317	24,045	23,175	96.4	6,308	23,990	8,460	35.3
Fauquier	21,248	5,268	5,335	4,420	82.8	2,763	5,315	400	7.5
Floyd	11,351	2,918	2,950	2,720	92.2	1,312	2,930	5	0.2
Fluvanna	7,121	1,852	1,745	1,435	82.2	729	1,735	55	3.2
Franklin	24,560	5,791	5,745	5,125	89.2	2,588	5,685	60	1.1
Frederick	17,537	4,636	4,550	4,260	93.6	2,320	4,545	390	8.6
Giles	18,956	4,578	4,415	4,095	92.8	2,048	4,400	30	0.7
Gloucester	10,343	2,908	2,940	2,440	83.0	1,221	2,900	40	1.4
Goochland	8,934	1,812	1,775	1,485	83.7	695	1,780	55	3.1
Grayson	21,379	5,443	5,365	4,975	92.7	2,777	5,330	40	0.8
Greene	4,745	1,056	1,050	835	79.5	324	1,045	10	1.0
Greensville	16,319	3,758	3,710	3,095	83.4	1,263	3,680	55	1.5
Halifax	41,442	9,681	9,560	8,000	83.7	3,494	9,515	35	0.4
Hanover	21,985	5,402	5,230	4,675	89.4	2,045	5,210	430	8.3
Henrico	57,340	15,981	15,790	15,155	96.0	9,021	15,740	2,195	13.9
Henry	31,219	7,346	7,135	6,310	88.4	3,177	7,085	30	0.4
Highland	4,069	1,033	1,075	985	91.6	686	1,065	5	0.5
Isle of Wight	14,906	3,633	3,600	3,125	86.8	1,234	3,595	30	0.8

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

Area	Total Population	Total occupied dwelling units	RADIO				TELEVISION	
				With Radio 1950			WITH TV	
			Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
James City	6,317	1,417	1,430	1,225	85.7	569	1,430	35	2.4
King and Queen	6,299	1,490	1,500	1,175	78.3	588	1,485	20	1.3
King George	6,710	1,732	1,690	1,545	91.4	553	1,675	165	9.9
King William	7,589	1,948	1,995	1,680	84.2	908	1,975	55	2.8
Lancaster	8,640	2,374	2,390	2,060	86.2	1,079	2,390	20	0.8
Lee	36,106	8,182	8,150	7,275	89.3	4,056	8,110	65	0.8
Loudoun	21,147	5,301	5,110	4,615	90.3	3,204	5,130	630	12.3
Louisa	12,826	3,229	3,255	2,740	94.2	1,395	3,265	100	3.1
Lunenburg	14,116	3,480	3,465	3,005	86.7	1,316	3,455	65	1.9
Madison	8,273	2,004	1,965	1,680	85.5	846	1,965	15	0.8
Mathews	7,148	2,077	2,040	1,820	89.2	1,017	2,015	15	0.7
Mecklenburg	33,497	7,820	7,705	6,545	84.9	2,600	7,625	80	1.0
Middlesex	6,715	1,885	1,830	1,490	81.4	683	1,835	15	0.8
Montgomery	29,780	7,186	7,010	6,415	91.5	3,257	6,930	40	0.6
Nansemond	25,238	6,020	5,880	5,010	85.2	2,138	5,845	60	1.0
Nelson	14,042	3,385	3,355	2,790	83.2	1,601	3,375	25	0.7
New Kent	3,995	962	945	790	83.6	368	945	15	1.6
Norfolk	99,937	26,589	26,370	24,900	94.4	6,297	26,150	1,235	4.7
Northampton	17,300	4,771	4,745	4,020	84.7	2,401	4,735	80	1.7
Northumberland	10,012	2,686	2,685	2,345	87.3	1,292	2,685	60	2.2
Nottoway	15,479	3,906	3,900	3,405	87.3	1,737	3,905	75	1.9
Orange	12,755	3,302	3,295	2,830	85.9	1,647	3,290	3,910	118.8
Page	15,152	3,997	3,960	3,615	91.3	2,083	80	75	93.8
Patrick	15,642	3,680	3,485	3,030	86.9	1,337	3,460	45	1.3
Pittsylvania	66,096	15,064	14,790	13,230	89.5	6,771	14,695	130	0.9
Powhatan	5,556	1,294	1,245	1,035	83.1	488	1,220	40	3.3
Prince Edward	15,398	3,717	3,605	2,985	82.8	1,524	3,590	95	2.6
Prince George	19,679	3,537	3,450	3,135	90.9	1,497	3,445	295	8.6
Princess Anne	22,612	9,863	9,645	8,870	92.0	2,974	9,570	545	5.7
Prince William	42,277	5,206	5,205	4,740	91.1	1,939	5,185	1,085	20.9
Pulaski	27,758	7,001	6,930	6,340	91.5	3,410	6,780	75	1.1
Rappahannock	6,112	1,456	1,440	1,190	82.6	614	1,455	50	3.4
Richmond	6,189	1,596	1,530	1,285	84.0	710	1,530	25	1.6
Roanoke	41,486	10,184	9,900	9,385	94.8	8,036	9,430	75	0.8
Rockbridge	23,359	5,686	5,580	5,055	90.6	3,449	5,520	45	0.8
Rockingham	35,079	8,933	8,845	8,030	90.8	4,588	8,805	95	1.1
Russell	26,818	6,018	5,920	5,280	89.2	3,023	5,880	40	0.7
Scott	27,640	6,481	6,310	5,680	90.0	2,716	6,320	60	0.9
Shenandoah	21,169	5,804	5,635	5,300	94.1	3,677	5,600	130	2.3
Smyth	30,187	6,928	6,890	6,375	92.5	3,342	6,810	50	0.7
Southampton	26,522	6,180	6,155	5,140	83.5	2,240	5,980	120	2.0
Spotsylvana	11,920	3,039	3,065	2,710	88.4	1,301	3,060	195	6.4
Stafford	11,902	3,110	3,095	2,780	89.8	1,350	3,090	345	11.2
Surry	6,220	1,536	1,450	1,260	86.9	674	1,450	30	2.1
Sussex	12,785	2,940	2,945	2,475	84.0	935	2,935	25	0.9
Tazewell	47,512	10,943	10,945	10,185	93.1	6,292	10,905	65	0.6
Warren	14,801	3,944	3,925	3,680	93.8	1,828	3,895	80	2.1
Warwick	39,875	9,751	9,575	9,190	96.0	1,722	9,520	365	3.8
Washington	37,356	8,791	8,590	7,965	92.7	4,931	8,530	55	0.6
Westmoreland	10,148	2,589	2,585	2,050	79.3	885	2,565	145	5.7
Wise	56,336	13,276	13,055	11,795	90.3	6,770	13,035	80	0.6
Wythe	23,327	5,638	5,475	5,015	91.6	3,322	5,430	35	0.6
York	11,750	3,042	3,000	2,665	88.8	1,188	3,000	50	1.7
Independent Cities									
Alexandria	61,787	18,351	18,100	17,680	92.7	7,931	17,995	5,640	31.3
Bristol	15,954	4,120	4,065	3,955	92.3	1,902	4,040	20	0.5
Buena Vista	5,214	1,320	1,335	1,260	94.4	744	1,335	5	0.4
Charlottesville	25,969	7,074	7,075	6,655	94.1	4,034	7,025	70	1.0
Clifton Forge	5,795	1,716	1,735	1,675	96.5	1,410	1,735	....	0.0
Colonial Heights	6,077	1,810	1,795	1,765	98.3	808	1,770	200	11.3
Danville	35,066	10,004	9,845	9,145	92.9	5,936	9,855	65	0.7
Falls Church	7,535	2,111	2,025	2,000	98.8	630	2,015	710	35.2
Fredericksburg	12,158	3,248	3,250	3,115	95.8	2,331	3,240	305	9.4
Hampton	5,966	1,867	1,865	1,760	94.4	1,262	1,865	50	2.7
Harrisonburg	10,810	2,908	2,865	2,800	97.7	1,940	2,860	30	1.0
Hopewell	10,219	2,823	2,770	2,645	95.5	1,873	2,745	205	7.5
Lynchburg	47,727	13,466	13,165	12,270	93.2	8,795	13,010	110	0.8
Martinsville	17,251	4,430	4,420	4,140	93.7	1,655	4,380	45	1.0
Newport News	42,358	11,727	11,475	10,550	91.9	7,439	11,260	240	2.1
Norfolk	213,513	54,034	53,700	50,750	94.5	30,085	53,560	1,935	3.6
Petersburg	35,054	9,985	9,880	8,745	88.5	5,648	9,850	615	6.2
Portsmouth	80,039	20,069	19,945	18,720	93.9	10,200	19,915	585	2.9
Radford	9,026	2,367	2,315	2,215	95.7	1,429	2,295	5	0.2
Richmond	230,310	65,049	64,515	60,870	94.4	43,084	64,215	6,815	10.6
Roanoke	91,921	26,476	26,120	25,300	96.9	15,386	25,775	190	0.7
South Norfolk	10,434	2,977	2,950	2,775	94.1	1,604	2,940	95	3.2
Staunton	19,927	4,867	4,755	4,560	95.9	2,393	4,740	35	0.7
Suffolk	12,339	3,565	3,310	3,310	100.0	2,240	3,430	105	3.1
Waynesboro	12,357	3,418	3,365	3,210	95.4	1,429	3,375	50	1.5
Williamsburg	6,735	1,130	1,130	1,080	95.6	576	1,120	55	4.9
Winchester	13,841	4,204	4,120	3,955	96.0	2,897	4,100	640	15.6

It's Happening in NEW HAVEN

ON WNHC

Ladies Clothing Shops *believe* in WNHC Radio. Strickler's is one of *two* women's apparel houses now into the *seventh year* of uninterrupted *selling* to New Haveners over WNHC . . . with *sixteen* spots per week!

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

front office



BILL FRIDAY, commercial manager, KMAN Manhattan, Kan., to WONE and WTWO (TV) Dayton, as account executive.

IRVING E. ROGERS Jr. and **ALLAN B. ROGERS,** members of board of Hildreth & Rogers Co., owners of WLAW-AM-FM Lawrence, Mass., promoted to assistant business manager and assistant treasurer, respectively, of Eagle & Tribune Pub. Co.

W. C. BLANCHETTE, secretary to governor of Montana, to KFBB Great Falls, as assistant manager.

ARNOLD STARR, WMCA New York salesman, to sales staff, WPAT Paterson, N. J.

EDWARD PETRY & Co. appointed national sales representative for KMTV (TV) Omaha.

ROBERT P. MEYERS, former assistant general counsel, NBC, admitted into partnership in Lillick, Geary & McHose, law firm. He continues to head firm's Hollywood office.

SHERMAN D. GREGORY, former Westinghouse radio executive and afterward with Schenley and Campbell Soup Co., returns to U. S. after year-and-half in Munich with Radio Free Europe. He plans to re-enter radio-TV management field.

Personals . . .

TED COTT, vice president of NBC and general manager of WNBC-WNBT (TV) New York, named chairman of Radio Div. of 1953 Easter Seal Appeal in New York state, sponsored by New York State Assn. for Crippled Children. . . . **BENEDICT GIMBEL Jr.,** president, WIP Philadelphia, will be among judges who will name city's outstanding advertising man. . . . **BUZZ HASSETT,** account executive, WFMY-TV Greensboro, N. C., father of boy, Jeffrey James, Dec. 17. . . . **ARNOLD JOHNSON,** network radio and TV sales service manager, NBC Chicago, has adopted girl, Laurel Lee.

MUTUAL
CKLW
LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA

Compare—the Coverage with the Cost and you'll discover why this greater "dollar distance" buy is ringing more cash registers than ever before for advertisers.

CKLW covers a 17,000,000 population area in five important states!

50,000 WATTS 800 KC.

Adam J. Young, Jr., Inc., National Rep.

Guardian Building J. E. Campeau, Pres. Detroit 26, Mich.

ATAS ELECTIONS

Ruggles Elected President

CHARLES RUGGLES, star of KECA-TV Los Angeles' *The Ruggles*, has been elected president of the Academy of Television Arts & Sciences. Mr. Ruggles will take office Feb. 5, succeeding Hal Roach Jr., vice president of Hal Roach Studios Inc.

Other officers are Guy Thayer, vice president of Roland Reed Productions, Culver City, elected first vice president; Hal Hudson, CBS Hollywood network program TV manager, second vice president; Robert Cummings, star of NBC-TV's *My Hero*, secretary; Ernest Felix, business manager, John I. Edwards & Assoc. agency, treasurer; Isabelle Pantone, free lance TV publicist and packager, recording secretary; Robert Pelgram, manager of press information, KNBH (TV) Los Angeles, corresponding secretary, and Mildred Beach, free lance TV producer, secretary to treasurer.

Tax Writeoffs

ELECTRONICS firms are listed by the Defense Production Administration as among recipients of speedy tax writeoffs during December. Receiving certificates of necessity for quick tax amortization on new or expanded plant facilities were: General Electric Co., Bridgeport, Conn.; Keystone Electronics Co., Stamford, Conn.; Peerless Instrument Co., New York; Radio Condenser Co., Camden, N. J.; Technical Appliance Corp., Sherburne, N. Y.; Western Electric Co., Forsyth County, N. C.; Hobart Mfg. Co., Dayton, Ohio.

air-casters



BILL RUFF, sports and news editor, KOLO Reno, Nev., to KWRN same city, as program director.

DAVID PARKER and **JOAN MURPHY** to NBC Chicago, as associate TV director and TV program assistant, respectively.

CHUCK THOMPSON returns to WFOR Hattiesburg, Miss., as disc jockey.

FRED W. FOERSTER Jr., production staff, WDEL-TV Wilmington, Del., to WBRE-TV Wilkes-Barre, Pa., in same capacity.

JINI O'CONNOR to WIP Philadelphia, as continuity writer, replacing **MAGGIE BURNETT.**

WARREN BOOROM appointed director of sales promotion, WTOP-AM-FM-TV Washington, succeeding **HAYWOOD MEEKS**, who transfers to WMAL-AM-FM-TV that city.

RALPH YOUNG to WHIZ-TV Zanesville as film director. **ARTHUR SPRING** named art director of station.

ART SCHREIBER, WHOI East Liverpool, Ohio, announcer, to similar post at WHIZ.

DON PARKER, WLYN Lynn, Mass., to announcing staff, WKXL Concord, N. H.

JERRY SACHS and **ROLAND REED** to announcing - engineering staff, KCOW Alliance, Neb.

MIKE ROSS, regular member of NBC-TV *Red Skelton Show*, assigned role in Paramount Pictures feature film, "Here Come the Girls."

JOE FORTE, who portrays Horwitz on CBS Radio *Life with Luigi*, assigned role in Warner Bros. feature film, "The Grace Moore Story."

CATHY and **ELLIOTT LEWIS**, co-star of CBS-AM-TV *My Friend Irma* and director on CBS Radio *Suspense*, respectively, co-star on new CBS Radio *On Stage with Elliott and Cathy Lewis* series, starting Jan. 1.

SPADE COOLEY, star of KTLA (TV) Hollywood *Spade Cooley Show*, will be featured in untitled western feature film to be produced by Nunes-Cooley Productions. **LES ATKINS**, program staff writer, is writing script.

GEORGE WALSH to WFIL-AM-TV Philadelphia, as sportscaster.

HAL SWANEY, disc jockey, WIDE Biddeford, Me., and Jean Lajoie were married Dec. 6.

***News* • • •**

ART SMITH, news director, WNAX Yankton, S. D., named to advisory board of Briar Cliff College, Sioux City, Iowa.

BILL WHITLEY, director of news, public affairs and special events, KNX Hollywood, transfers to CTPN and KNXT (TV) that city, in same capacity.

LOU CIOFFI, CBS Radio correspondent in Korea, awarded Purple Heart medal for wounds received while covering Second Div. last October.

MBS Buys Mysteries

HARRY S. GOODMAN Productions, New York, announced last week it has sold to Mutual, for more than $150,000, a series of mystery programs titled, *Crime Files of Flamond*. The program, to be broadcast with a live cast from WGN Chicago, will begin on MBS Wednesday, 8-8:30 p.m. The production company said MBS has sold participating spots to national advertisers.

DENVER U. ARTS

Unit Includes Radio, TV

A SCHOOL of Communication Arts coordinating radio, television, the theatre and journalism programs has been set up at the U. of Denver, with Dr. Campton Bell as director. Communication unit will function within the university's College of Arts and Sciences.

Objective is to ground students more fully in academic and professional training needed for the four arts, Dr. Bell explained. School will call on leaders of each profession to conduct special short courses, seminars and workshops. Dr. Bell, who heads DU's Theatre School, also noted the "rapid growth" of radio, television and other arts in recent years and stressed need of qualified personnel.

'Barn Dance' Sales

FIVE more video stations have bought the syndicated film, *Old American Barn Dance*, produced by Kling Studios, Chicago, and sold by United Television Programs. The stations are KKTV (TV) Colorado Springs, KHQ-TV Spokane, KGNC-TV Amarillo, KDUB-TV Lubbock and WEEK-TV Peoria, Ill., bringing the total number of station purchasers to 37, according to Fred Niles, vice president in charge of TV and motion pictures for the studio. The series stars Bill Bailey and such musical performers as Tennessee Ernie, Pewee King and Tex Williams.

Literary Woof

BOOKS by men about dogs are not unusual but it's sensational news when a dog writes about men. That was the reaction to a new book by Delmar W. Beman Sr., public relations director of Langhammer & Assoc. Adv., Omaha. Mr. Beman, in his book, *And I Learn About People*, gives a "pup's view" of life while wandering through a world of humans.

IN SYRACUSE . . .

TELEVISION SUPPLEMENTS RADIO

. . . Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate *surveys of television homes* (October and December 1951) show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request.) Here are the combined results:

Number of Homes Called	Number of TV Homes	TV Homes Only Average Hours per Day		
		Radio	TV	Both
1467	986	3.07	4.52	7.59

The Survey Also Showed:

1 - An average of 2.4 radios per TV home.

2 - 61 radios purchased *after* the homes had television.

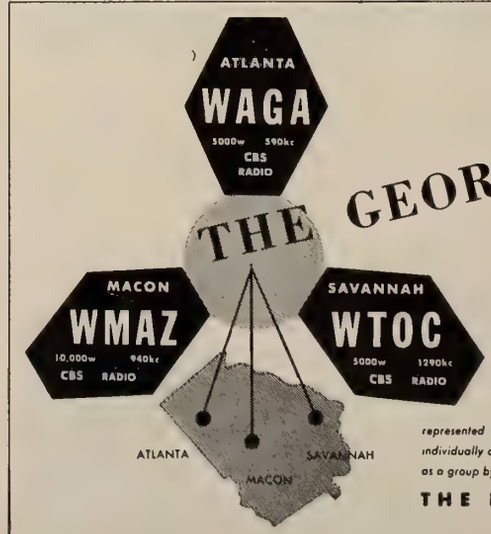
3 - Average of 4.4 hours per day of radio listening in non-TV homes.

Comparative loss of radio-listening time in TV homes — only 30%. Here is PROOF that TV has NOT replaced radio in Central New York — merely provides another means of reaching this rich market.

WSYR ACUSE 570 KC

WSYR-AM-FM-TV — the Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives



ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

JANUARY 5, 1953

TELECASTING

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in our 8th year

The Big Idea in Television



Watch the birth of new industries.

Here is a new, *big idea* in television — an idea that offers your company a unique opportunity to use television successfully and economically. This concept is embodied in a new Du Mont Network program appropriately titled "THE BIG IDEA"— a program with an enviable record for the past four years as a local show.

"THE BIG IDEA" is a program of ideas — of new inventions to better our way of life, our industrial methods. It is a program dedicated to free enterprise, to the growth of America. If your company is similarly dedicated, if your company actually benefits from the development and expansion of industry, "THE BIG IDEA" can serve you as no other television program can. It can be your dramatic way of talking to the many important business leaders and executives who are numbered among the large audience of this program.

Call Du Mont today and learn more about the *big idea* in television. It is your idea—and your opportunity.

DU MONT
TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. MU 8-2600
A Division Of The Allen B. Du Mont Laboratories, Inc.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

KHQ-TV STARTS AT 100 KW ERP CHANNEL 6

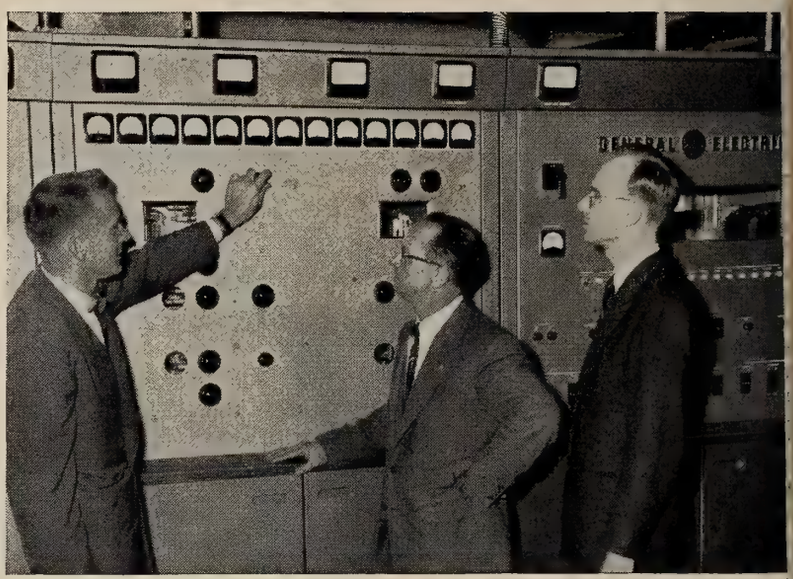
New Spokane, Wash., Station on the Air Dec. 8 at Maximum Allowable Power

KHQ-TV became the first VHF television station in the nation to go on the air with maximum allowable power when it started operations at 100 kw on Dec. 8, 1952 in Spokane. The station also established a local first by being the first TV outlet on the air in Spokane and the Inland Empire and the first with programming during an hour-long show Dec. 15.

"Our staff, after thorough research, chose General Electric transmitting equipment to make this historic event possible," said Dick Dunning, KHQ-TV president and general manager. Both the station's transmitter and five-bay bat-wing antenna were designed and fabricated by G.E.

The station followed its first test pattern with programming each evening on Dec. 15 and planned commercial programming beginning Dec. 20. KHQ-TV, an affiliate of the National Broadcasting Co., has also signed an affiliation with the American Broadcasting Co.

The initial telecast from KHQ-TV flooded the station's switchboard with calls from towns in Washington, Oregon, and Idaho. Community reaction has been terrific in the entire market area—an area which is completely isolated from any other TV outlet.



KHQ-TV Chief Engineer, A. G. Sparling, center, shown above with General Electric engineers R. E. Utterback and D. O. Martin checking the station's giant G-E transmitter.



Four and a half tons of steel start their way upstairs to the top of KHQ-TV's 826-foot tower. The five-bay bat-wing antenna rests atop the tower used jointly by KHQ-TV and KHQ-AM.

NEW STATION COST $332,000



Richard O. Dunning KHQ-TV

Richard O. Dunning, President and General Manager of KHQ-TV, estimates the total station cost at $332,000.

Equipment delivered by G.E. included a 5-kilowatt transmitter, 35-kilowatt amplifier, and a five-bay antenna. The combined 35-kilowatt output of transmitter and amplifier will be multiplied five times by the antenna, to produce 100 kilowatts of effective radiated power.

KHQ-TV's chief engineer, A. G. Sparling, did an outstanding job in solving the many technical problems connected with putting a station of this magnitude on the air.

John H. Painter



John H. Painter, special representative for General Electric broadcast equipment, with headquarters in the Wyatt Building, Washington, D.C., is responsible for liaison between all G-E broadcast equipment personnel and broadcast consulting engineers.

A native of Dover, N. J., and a graduate of Newark College of Engineers, Painter has been with the General Electric Company since 1945. Following assignments in manufacturing and field engineering, he became engaged in application engineering work on television broadcasting systems in 1950.

GENERAL ELECTRIC

TELECASTING

JANUARY 5, 1953

COLOR TV QUANDARY

CBS Reopens Controversy

CBS last week called upon "all elements in the industry and in the government" to settle the color television issue "as soon as possible in 1953," for the public's sake.

The company which developed the so-called CBS field-sequential color system—and won FCC approval of it over the vigorous and continuing opposition of most of the industry—issued a statement reiterating that it, like other members of the industry, thinks a "compatible" color system is "extremely desirable."

But, the statement continued, CBS also still believes its own system, although not compatible with existing black-and-white standards, is "the only practical, workable and inexpensive color system." The statement said:

"The manufacturing industry, broadcasters and the FCC owe the public the obligation of promptly considering whether it still remains true, as CBS believes on the basis of information currently available to it, that the present field sequential system is the only practical, workable and inexpensive color system or whether this approved system is to be replaced by a compatible system which must be equally practical, workable and inexpensive."

Long History

The color TV battle has been in progress for years. CBS won FCC approval of its system in 1950 after protracted hearings in which its chief opponent was RCA, which offered a compatible system. Since the hearings, the National Television System Committee, an industry-wide group including RCA, has been continuing work on the development of a compatible technique. CBS, meanwhile, broadcast via its system for a few months, stopping when the National Production Authority halted manufacture of color TV equipment.

A CBS official later explained that, while CBS would like to pursue the colorcasting issue with the FCC, it could see no procedure for doing so, inasmuch as the Commission already has approved its system. He expressed hope NTSC would go to FCC fairly soon.

Even if the ban on materials is lifted and the CBS system is still the official one, CBS will not resume color broadcasting unless it gets industry support, the official predicted. CBS found in its earlier experience, he said, that it is difficult to buck the entire industry.

There has been some speculation that restrictions on vital controlled materials—and thus on manufacture of color TV equipment—may be lifted by mid-1953, barring unforeseen international developments. Such an eventuality at least would remove the barrier in the path of mass production of color TV equipment.

Reluctant to Reply

Manufacturers have been reluctant to apply for materials since color TV went to war late in 1951 at the request of former Defense Mobilizer Charles E. Wilson who conferred with industry leaders. Loosening of overall restrictions by NPA last year had no practical effect on manufacturing plans, merely setting up certain stringent criteria.

CBS, which also is represented on the NTSC, reported that in its own work during 1952, conducted by the CBS Labs. Division in conjunction with Hytron Radio & Electronics Co., another CBS division, "substantial progress" was made in the development of a tri-color tube which would replace the disc used in CBS-type color receivers in the past. It also singled out Chromatic Labs. as having made "important progress" on tri-color tubes usable with the CBS system.

(RCA also is developing a tri-color tube which CBS contends can be used with the CBS as well as the RCA or other compatible systems.)

Text of the CBS statement:

In the spring of 1951 regular commercial color television broadcasting under field sequential standards developed by CBS were finally approved, and shortly thereafter, CBS began such broadcasting.

Late in the fall of 1951, just as the CBS color program schedule was beginning to expand and some progressive manufacturers were preparing to enter into production of color receiving equipment, the National Production Authority issued an order which prevented further manufacturing activity in this field. As a result, CBS necessarily ceased its color broadcasting.

Although the NPA, in 1952, modified the terms of its ban, the modification was not significant in practical effect and precluded that substantial degree of color receiver manufacturing which would have warranted re-institution of regular color broadcasting by CBS.

Although, therefore, 1952 was a period of complete quiescence so far as regular commercial color broadcasting was concerned, there was nevertheless activity and progress in the field of color television.

The CBS Laboratories Division, with Twentieth Century-Fox, developed and successfully demonstrated the Eidophor method of large screen color television, which should see important fruition in 1953. The field sequential color system came into increasing use for industrial purposes and for use in the field of medical education, with a number of medical schools installing the CBS equipment for such purposes.

The CBS Laboratories Division continued its work in improving and simplifying receiving equipment and

(Continued on page 89)

SIX NEW GRANTS

FCC Actions at Yearend

FIRST television station for Maine —vhf Ch. 5 to WABI Bangor—was included in last week's half-dozen new television grants by FCC, winding up post-thaw TV actions for 1952.

The six authorizations boosted the post-thaw total of new station construction permits to 175, of which 10 are for noncommercial, educational outlets. Total number of TV stations authorized in the U. S. now stands at 283, of which 126 are on the air.

The Commission ranged through both its Group A and Group B processing lines in last week's actions in an effort to catch up on uncontested applications in cities passed over earlier in the year.

Processing in the Group A-2 line (cities without service) ranged from No. 15, El Paso, Tex., where Franklin Broadcasting Co. was advised that its uncontested bid for uhf Ch. 20 involves questions which indicate necessity of a hearing, to No. 159, New London, Conn., where WNLC was granted a permit for uhf Ch. 26.

On the Group B lines (cities with service, local or nearby), FCC action extended from Harrisburg, Pa., No. 8 under Group B-1, where Donald E. Newhouse's Harrisburg Broadcasters Inc. received uhf Ch. 71, to Altoona, Pa., No. 176 under Group B-3, where WFBG received vhf Ch. 10.

The final six TV construction permits of 1952 are as follows:

- **Bangor, Me. (City priority Group A-2, No. 153)—Community Telecasting Service (WABI), granted construction permit for vhf Ch. 5, effective radiated power of 1.9 kw visual and 0.95 kw aural, antenna height above average terrain 670 ft.**
- **Lakeland, Fla. (Group A-2, No. 157) — WONN-TV Inc. (WONN), granted uhf Ch. 16, ERP 85 kw visual and 43 kw aural, antenna 730 ft.**
- **New London, Conn. (Group A-2, No. 159)—The Thames Broadcasting Corp. (WNLC), granted uhf Ch. 26, ERP 105 kw visual and 54 kw aural, antenna 500 ft.**
- **Harrisburg, Pa. (Group B-1, No. 8) — Harrisburg Broadcasters Inc., granted uhf Ch. 71, ERP 220 kw visual and 110 kw aural, antenna 990 ft. Authorized earlier: WHP-TV, uhf Ch. 55.**
- **Festus, Mo. (Group B-1, No. 72)—Ozark Television Corp., granted uhf Ch. 14, ERP 170 kw visual and 89 kw aural, antenna 870 ft.**
- **Altoona, Pa. (Group B-3, No. 176) — The Gable Broadcasting Co. (WFBG), granted vhf Ch. 10, ERP 316 kw visual and 160 kw aural, antenna 990 ft.**

In other television actions last week, the Commission approved the application of KPRC-TV Houston, Tex., operating on vhf Ch. 2, to increase effective radiated power from 15 kw to full 100 kw and to change antenna height from present 500 ft. to 630 ft.

The Commission postponed to Jan. 19 the deadline for filing comments on its proposed amendments to Part 4 of the FCC rules governing television auxiliary broadcast stations, previously set for Dec. 19. The proposed changes were announced by the Commission Nov. 19.

FCC also proposed to add uhf Ch. 75 to Patchogue, N. Y., and set Jan. 26 as deadline for comments. The proposed change in the TV allocation table was requested by

(Continued on page 69)

television grants and applications

Digest of Those Filed with FCC Dec. 26 Through Dec. 31

Grants Since April 14:

	VHF	UHF	Total
Commercial	47	118	165
Educational	2	8	10
Total	49	126	175
Commercial television stations on the air	121[1]	6	127[1]

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	656	323	551	427	979[2]
Educational	19	...	5	14	19
Total	675	323	556	441	998[3]

[2] One applicant did not specify channel.

[3] Includes 175 already granted.

* * *

Processing on city priority status Gr. A-2 line has extended to city number 159.
Processing on city priority status Gr. B-4 line has extended to city number 181.

NEW STATION GRANTS

Listed by States

NEW LONDON, Conn.—The Thames Bcstg. Corp. (WNLC). Granted uhf Ch. 26 (542-548 mc); ERP 105 kw visual, 54 kw aural; antenna height above average terrain 500 ft., above ground 211 ft. Engineering condition. Estimated construction cost $161,430, first year operating cost $104,000, revenue $77,000. Post office address 281 State St., New London, Conn. Studio location Mohican Hotel. Transmitter location atop Richmond Hill on Rt. 61, 10.5 mi. NW of center of New London. Geographic coordinates 41° 29′ 42″ N. Lat., 72° 11′ 35″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. (Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President and Treasurer **Gerald J. Morey** (50.4%), Vice President and Secretary **Roderick L. Morey** (49%) and (Mrs.) **Mary L. Morey** (0.6%). [For application, see TV Applications, B•T, July 21.] City priority status: Gr. A-2, No. 159.

LAKELAND, Fla.—WONN-TV Inc. (WONN). Granted uhf Ch. 16 (482-488 mc); ERP 85 kw visual, 43 kw aural; antenna height above average terrain 730 ft., above ground 653 ft. Engineering condition. Estimated construction cost $153,800, first year operating cost $80,000, revenue $120,000. Post office address P. O. Box 2038, Lakeland, Fla. Studio and transmitter location Lakeland Highlands Road at Seward Lake Drive, 3.5 mi. S. E. of Lakeland. Geographic coordinates 27° 57′ 31″ N. Lat., 81° 55′ 31″ W. Long. Transmitter Dumont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Robert S. Taylor** (5.8%), president, general manager and 33⅓% owner of WONN Lakeland; Vice President **E. D. Covington Jr.** (5.8%), vice president, program director and 33⅓% owner of WONN; Secretary **Duane F. McConnell** (5.8%), secretary-treasurer, chief engineer and 33⅓% owner of WONN; Treasurer **Dr. Winburn A. Shearouse** (5.8%), dentist; **Dr. Morris B. Pickens** (5.8%), dentist; **Dr. J. Frank Hawkins** (5.8%), dentist; **Dr. Robert F. Vason** (5.8%), dentist; **Dr. Samuel J. Clark** (5.8%), physician; **Dr. Dodge D. Mentzer** (5.8%), physician; **Dr. Ralph B. Hanahan** (5.8%), radiologist; **Dr. F. Stuart Roux** (5.8%), dentist; **Dr. William P. Logan** (5.8%), physician; **Dr. Luther M. Beal** (5.8%), dentist; **Dr. James T. Shelden** (5.8%), radiologist; **Dr. John E. Daughtrey** (2.9%), physician; **Dr. S. L. Watson** (2.9%), physician; **Dr. John H. Miller** (5.8%), physician, and **Dr. Roger Prosser** (5.8%), dentist. [For application, see TV Applications, B•T, June 3.] City priority status Gr. A-2, No. 157.

BANGOR, Maine—Community Telecasting Service (WABI). Granted vhf Ch. 5 (76-82 mc); ERP 1.9 kw visual, .95 kw aural; antenna height above average terrain 673 ft., above ground 620 ft. Engineering condition. Estimated construction cost $122,000, first year operating cost $86,850, revenue $96,220. Post office address 57 State St., Bangor, Me. Studio location 57 State St. Transmitter location at Holden, Me., on Copeland Hill. Geographic coordinates 44° 44′ 16″ N. Lat., 68° 41′ 54″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Horace A. Hildreth,** 50% stockholder in WABI; Vice President **George F. Eaton,** partner in Bangor law firm of Eaton, Peabody & Veague; Treasurer **Murray Carpenter,** 50% stockholder in WABI, and Secretary **Arnold L. Veague,** partner in Bangor law firm of Eaton, Peabody & Veague. **Community Bcstg. Service,** licensee of WABI, owns 95% of stock in grantee. [For application, see TV Applications, B•T, July 14.] City priority status: Gr. A-2, No. 153.

FESTUS, Mo. — Ozark Television Corp. Granted uhf Ch. 14 (470-476 mc); ERP 170 kw visual, 89 kw aural; antenna height above average terrain 870 ft., above ground 644 ft. Engineering condition. Estimated construction cost $279,694, first year operating cost $206,316, revenue $218,400. Post office address 702 Louderman Bldg., 317 North Eleventh St., St. Louis 1, Mo. Studio and transmitter location 3.5 mi. west of Kimmswick, Mo., about 20 mi. SW of St. Louis, Mo. Geographic coordinates 38° 22′ 21″ N. Lat., 90° 25′ 47″ W. Long. Transmitter and antenna GE. Legal counsel George M. Moore, Washington, Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **John T. McKenna** (36%), Clayton Mo., tax consultant and CPA; Vice President and Secretary **Carl G. McIntire** (46%), 50% owner of GMB Productions (television film production), St. Louis; Treasurer **George Menos** (9%), from 1945 to 1952 sole proprietor of Mississippi Valley School of Aeronautics, St. Louis, and **Raymond W. Karst** (9%), general counsel for Economic Stabilization Agency, Washington. City priority status: Gr. B-1, No. 72. [For application, see TV Applications, B•T, Nov. 17.] City priority status: Gr. B-1, No. 72.

ALTOONA, Pa.—The Gable Bcstg. Co. (WFBG). Granted vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 990 ft., above ground 174 ft. Engineering condition. Estimated construction cost $386,132, first year operating cost $182,499, revenue $255,883. Post office address 1320-22 11th Ave., Altoona, Pa. Studio location 1321 11th Ave. Transmitter location Wopsononock Mountain, 5 mi. NW of Altoona. Geographic coordinates 40° 34′ 01″ N. Lat., 78° 26′ 31″ W. Long. Transmitter and antenna GE. Legal counsel George O. Sutton, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **George P. Gable** (20%), Vice President **W. S. Truby** (20%) and Secretary-Treasurer **E. C. Callaway** (20%). [For application, see TV Applications, B•T, July 7.] City priority status: Gr. B-3, No. 176.

HARRISBURG, Pa. — Harrisburg Bcstrs. Inc. Granted uhf Ch. 71 (812-818 mc); ERP 220 kw visual, 110 kw aural; antenna height above average terrain 990 ft., above ground 439 ft. Engineering condition. Estimated construction cost $767,263, first year operating cost $575,990, revenue $385,000. Post office address: 11 North Second St., Harrisburg. Studio location 911 Market St. Transmitter location 5.75 mi. North of East Pennsboro in Cumberland County, Pa. Geographic coordinates 45° 19′ 03″ N. Lat., 76° 56′ 50″ W. Long. Transmitter and antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Sole owner is **Donald E. Newhouse,** ⅓ owner of KGW Portland, Ore., and Vice President of The Evening Journal Assn., Jersey City, N. J., Long Island Daily Press Pub. Co., Jamaica, N. Y., and Newark Morning Ledger Co., Newark, N. J. [For application see TV Applications, B•T, July 21.] City priority status: Gr. B-1, No. 8.

EXISTING STATION CHANGE GRANTED

KPRC-TV HOUSTON, Tex. Granted ERP 100 kw visual, 50 kw aural; antenna height above average terrain 630 ft.

TRANSFER OF CONTROL REQUESTED

WMBR-AM-FM-TV JACKSONVILLE, Fla.—Florida Bcstg. Co. Transfer of control to **Washington Post Co.** through sale of 100% interest for $2,470,000 cash. Principals in transferee include Chairman of the Board **Eugene Meyer,** President and Publisher **Philip L. Graham** and Vice President **John S. Hayes,** who also is president of WTOP-AM-FM-TV Washington, and which is owned by WTOP Inc. (Washington Post Co. owns 55% of WTOP Inc., and CBS owns 45%.) Transferee is publisher of *The Washington* (D. C.) *Post* (daily morning newspaper), and is borrowing $2 million from Riggs National Bank, Washington, D. C., in order to effect cash purchase of WMBR-AM-FM-TV.

WLTV (TV) ATLANTA, Ga.—Broadcasting Inc. Transfer of control to **Crosley Bcstg. Corp.** through sale of 100,820 shares of common stock and 72,000 shares of preferred stock (100%) for $1,500,000. Principals of Crosley Bcstg. Corp. include Chairman of the Board **James D. Shouse,** President **R. E. Dunville,** Secretary **R. S. Pruitt,** Vice President and Treasurer **K. T. Murphy,** Vice President **R. J. Rockwell,** Vice President **Harry M. Smith,** Vice President **William P. Robinson** and Vice President **John T. Murphy.** Sole owner of 100% of stock of Crosley Bcstg. Corp. is **Avco Mfg. Corp.,** New York. Transferee is the licensee of WLW WLWT (TV) Cincinnati, WINS New York, WLWD (TV) Dayton and WLWC (TV) Columbus, and applicant for new TV stations in Indianapolis and Toledo.

ASSIGNMENT OF CP REQUESTED

WGBI-TV SCRANTON, Pa.—Scranton Bcstrs. Inc. Assignment of construction permit to **MCL Telecasting Corp.** through relinquishment of 66⅔% interest now held by Scranton Bcstrs. Inc. (WGBI) to *The Scranton Times* (WQAN) and the Meco Realty Co. Principals include President **Frank C. Walker,** Meco Realty Co., former postmaster general; Secretary **Edward J. Lynett,** co-publisher of *The Scranton Times* Treasurer **Mrs. M. E. Megaree,** president of WGBI-AM-FM-TV; **Elizabeth R. Lynett,** co-publisher of *The Scranton Times*; **Mrs. Madge Megargee Holcomb,** vice president of WGBI; **Vance L. Eckersley; Thomas L. Moran, Thomas P. Comerford,** and **J. J. O'Leary.** WGBI, WQAN and Meco Realty Co. each have ⅓ interest in MCL Telecasting Corp. Each ⅓ stockholder will contribute $50,000 to MCL Telecasting Corp., each agrees to loan $50,000 to MCL Telecasting Corp., and Meco Realty Co. and WQAN each agree to loan additional $50,000 if necessary. Studios and transmitter buildings will be leased from WGBI; in addition, WGBI receives credit of $25,000 for work already done on studios and transmitter buildings and for obtaining contract with CBS-TV for network program service. (Last July WQAN and Meco Realty Co., each owning 50% interest, filed for uhf Ch. 16 as Electric City Telecasting Co. [B•T, July 20], but application was set for comparative hearing with WARM. WGBI-TV was granted CP Aug. 14 [B•T, Aug. 18].)

EXISTING STATIONS CHANGES SOUGHT

WENR-TV CHICAGO, Ill.—American Bcstg. Co. CP to increase ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 731 ft.

KFDA-TV AMARILLO, Tex.—Amarillo Bcstg. Co. Mod. CP (which authorized new TV station) to change studio location from "to be determined" to 2.8 mi. north of Amarillo city limits on North Ong St. (extended) at SE corner of intersection of North Ong St. and West Cherry Ave.

NEW APPLICATIONS

Listed by States

PINE BLUFF, Ark.—Pine Bluff Television Co., vhf Ch. 7 (174-180 mc); ERP 50.5 kw visual, 27.2 kw aural; antenna height above average terrain 537 ft. above ground 574 ft. Estimated construction cost $350,500, first year operating cost $120,000, revenue $150,000. Post Office address 1407 South Akard St., Dallas, Tex. Studio and transmitter location at intersection of Bay St. and Seventh Ave. Geographic coordinates 34° 13′ 20″ N. Lat. 92° 02′ 28″ W. Long. Transmitter and antenna GE. Legal counsel Lee Shipp, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of application is **Burnett Estes,** general partner and 50% owner of Shaw & Estes (general construction contractors), Dallas, Tex. City priority status: Gr. A-2, No. 119.

MERIDIAN, Idaho — Boise Valley Bcstrs. Inc. (KDSH Boise), vhf Ch. 2 (54-60 mc); ERP 16.1 kw visual, 8.07 kw aural; antenna height above average terrain 2,480 ft., above ground 84 ft. Estimated construction cost $199,372, first year operating cost $135,000, revenue $135,000. Post Office address Radio Center Bldg., 311 North Tenth St., Boise, Idaho. Studio location to be determined. Transmitter location on Deer Point, within NW ¼ of the SE ¼ of Sec. 21, T. 5 N., R. 3 E., Boise Meridian, about 10¾ mi. NNE of Idaho State Capitol Bldg., Boise. Geographic coordinates 43° 45′ 12″ N. Lat., 116° 06′ 08″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Willis C. Moffatt, Boise, Idaho. Consulting engineer James A. Johntz Jr., Boise, Idaho. Principals include President **H. Westerman Whillock,** Treasurer **Earl Glade Jr.** and Secretary **Willis C. Moffatt.** City priority status: Gr. A-2, No. 506.

HUGHES APPOINTED

WOR-TV News Director

APPOINTMENT of John B. Hughes, for many years conductor of the *News and Views* program on MBS as director of news for WOR-TV New York, was announced last week by Warren Wade, station manager.



Mr. Hughes

Mr. Hughes joined WOR-TV Dec. 1, 1952, at which time John Wingate resigned as the station's news director to join WNBT (TV) New York. Prior to joining WOR-TV, Mr. Hughes handled special assignments for MBS' news department in addition to his *News and Views* show.

NBC-CBC Agreement

NBC and CBS-TV last week entered into an affiliation arrangement with the Canadian Broadcasting Corp. for television stations in Toronto and Montreal. CBLT (TV) Toronto will be interconnected with NBC-TV but CBFT (TV) Montreal will be non-interconnected for the present.

DuMONT ADDS

New Sponsors in '52

THE NUMBER of sponsors of DuMont TV Network programs went from 35 to 43 during 1952, carrying the network's gross billings "close to the $10 million mark for the year," Director and General Manager Chris J. Witting said last week in a year-end statement.

He said 20 new affiliates were signed during the last half of the year to bring the total to more than 80. Lifting of FCC's licensing freeze, coupled with rapid addition of affiliates, "will bring about the end of one of our principal impediments, lack of outlets," he asserted.

Mr. Witting cited the recent opening of its new $4 million TeleCentre in New York as "only one example of DuMont's confidence in the future of television and of New York City as the production capital of the growing industry."

The network has worked and will continue to work on the development of new shows and new programming techniques, and on "breaking of monopolies especially in the sports field," he declared.

Commercial shows and library of the DuMont Teletranscription Dept. represent more than 12,000 individual programs along the DuMont Network, he said.

Additionally, Mr. Witting reported, the network's closed circuit TV department had "outstanding success" in 1952 and anticipates a substantial increase in the use of this service by industrial organizations in 1953.

UTP EXPANDS

Plans Own Film Packages

WIDELY expanded sales organization and filming of its own video packages was planned by the newly-organized United Television Programs at a three-day post-Christmas meeting in Chicago. The sales operation, doubled in the past month, has been implemented with addition of Fred M. Kress as operations manager, headquartering in Chicago.

Mr. Kress is a former sales and accounting executive with various manufacturing representative concerns. Monroe Mendelsohn, formerly with Snader Telescriptions, joins UTP in New York as sales promotion manager. Several field representatives have been added, including C. Crenshaw Bronnar in Atlanta and Gordon Wiggin in Boston.

Although United Television Programs has completed plans for filming its own syndicated film packages at the Gross-Krasne Studios in Hollywood, no details on titles and formats will be released for several weeks.

The company plans heavy local promotion, merchandising and sales aids in cooperation with stations and advertisers who use UTP programs.

The New Grantees' Commencement Target Dates

‡ On the air, operating commercially. * Educational permittee.

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953	.....	Weed
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown	.....	.....
WFBG-TV	Altoona, Pa.	10	Dec. 31	Feb. 1	NBC	H-R Reps.
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March	.....	Branham
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April	.....	Taylor
WPAG-TV	Ann Arbor, Mich.	20	Sept. 25	March 15	.....	McGillvra
WCEE (TV)	Asbury Park, N. J.	58	Oct. 2	Late 1953	.....	.....
WISE-TV	Asheville, N. C.	62	Oct. 30	Unknown	.....	.....
WPTV (TV)	Ashland, Ky.	59	Aug. 14	Unknown	.....	.....
WFPG-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 21 ‡	NBC, ABC CBS, DuMont	Pearson
KCTV (TV)	Austin, Tex.	18	July 11	Unknown	.....	.....
KTBC-TV	Austin, Tex.	7	July 11	Nov. 27‡	CBS, ABC, NBC	Taylor
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown	.....	.....
KAFY-TV	Bakersfield, Calif.	29	Dec. 23	April 1	ABC, CBS DuMont, NBC	Forjoe
WITH-TV	Baltimore, Md.	60	Dec. 18	Unknown	.....	.....
WABI-TV	Bangor, Me.	5	Dec. 31	Jan. 31	.....	.....
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Jan. 15	CBS, DuMont, NBC, ABC	Adam Young
Capital Television & Bcstg. Co.,	Baton Rouge, La.	40	Dec. 18	Unknown	.....	.....
WBCK-TV	Battle Creek, Mich.	58	Nov. 20	August	.....	.....
WBKZ-TV	Battle Creek, Mich.	64	Oct. 30	May 15	ABC, DuMont	.....
KBMT (TV)	Beaumont, Tex.	31	Dec. 4	May	.....	.....
WTVI (TV)	Belleville, Ill.	54	Nov. 20	May 1	CBS	Adam Young
WLEV-TV	Bethlehem, Pa.	51	Oct. 30	Unknown	.....	Meeker
WQTV (TV)	Binghamton, N. Y.	*46	Aug. 14	Unknown	.....	.....
WJLD-TV	Birmingham, Ala.	48	Dec. 10	Unknown	.....	.....
WSGN-TV	Birmingham, Ala.	42	Dec. 18	Unknown	.....	.....
KIDO-TV	Boise, Idaho	7	Dec. 23	July 1	.....	Blair TV
WICC-TV	Bridgeport, Conn.	43	July 11	Jan. 15-31	ABC	Adam Young
WSJL (TV)	Bridgeport, Conn.	49	Aug. 14	Unknown	.....	.....
WTVF (TV)	Buffalo, N. Y.	*23	July 24	Unknown	.....	.....
Buffalo-Niagara Television Corp.,	Buffalo, N. Y.	59	Dec. 23	Unknown	.....	.....
WBUF (TV)	Buffalo, N. Y.	17	Dec. 18	April 1	.....	.....
WCSC-TV	Charleston, S. C.	5	Oct. 30	April 1	.....	Free & Peters
WOUC (TV)	Chattanooga, Tenn.	49	Aug. 21	Unknown	.....	McGillvra
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown	.....	.....
KKTV (TV)	Colorado Springs, Col.	11	Nov. 28	Dec. 7‡	ABC, CBS, DuMont	.....
KRDO-TV	Colorado Springs, Col.	13	Nov. 20	April	.....	McGillvra
WCOS-TV	Columbia, S. C.	25	Sept. 18	March	.....	Headley-Reed
WNOK-TV	Columbia, S. C.	67	Sept. 18	April	CBS, DuMont	Raymer
WDAN-TV	Danville, Ill.	24	Dec. 10	Unknown	.....	Everett-McKinney
WBTM-TV	Danville, Va.	24	Dec. 18	Unknown	.....	.....
WIFE (TV)	Dayton, Ohio	22	Nov. 26	July	.....	Headley-Reed
WTVP (TV)	Decatur, Ill.	17	Nov. 20	Unknown	.....	.....
KBTV (TV)	Denver, Col.	9	July 11	Oct. 2‡	CBS, ABC	Free & Peters
KDEN (TV)	Denver, Col.	26	July 11	Spring 1953	.....	.....
KFEL-TV	Denver, Col.	2	July 11	July 18‡	NBC, DuMont	Blair-TV Inc.
KIRV (TV)	Denver	20	Sept. 18	Unknown	.....	.....
WFTV (TV)	Duluth, Minn.	38	Oct. 24	March 1	.....	.....
WKAR-TV	East Lansing, Mich.	60	Oct. 16	September	.....	.....

(Continued on page 88)

CBS-TV BILLINGS

'52 a 'Record Year'

CBS Television's gross billings in 1952—"a record year"—showed an increase of 67.56% over those for 1951, the network said in a summary of its 1952 highlights.

The report listed 10 clients who entered network television via CBS-TV during the year, plus a score of others who were newcomers to that network. Additionally, it was noted, "practically all clients retained their time periods through the summer months."

CBS-TV, the summary noted, "extended interconnected network service to all remaining corners of the country in 1952," winding up the year with a network of 70 stations—63 interconnected and 7 non-interconnected. The report listed 14 stations which either joined CBS-TV during 1952 or are "coming on early in 1953."

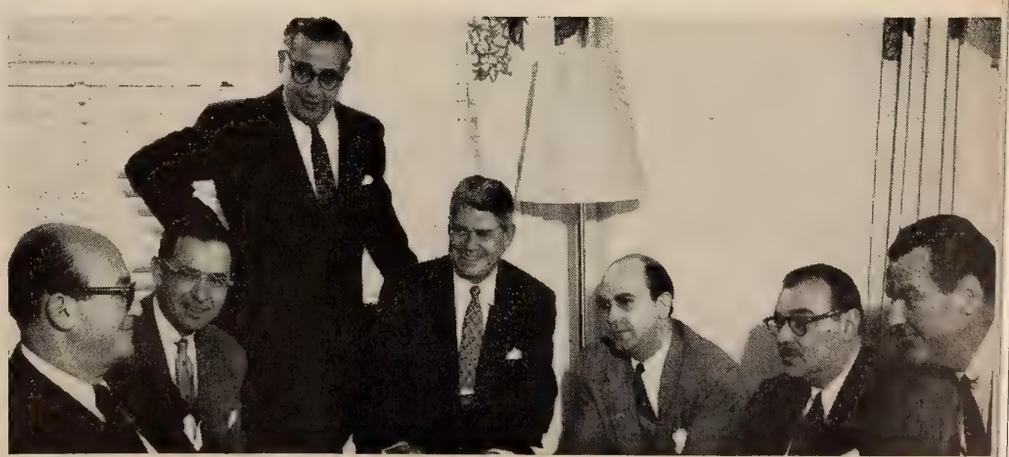
Other highlights of its expansion during the year were dedication of CBS Television City in Hollywood, acquisition of the Sheffield Farms Co. depot and office building in New York for conversion (already started) into "the largest television production center on the Atlantic seaboard," and acquisition of a part interest in a new corporation to operate WCCO and WCCO-TV (formerly WTCN-TV) Minneapolis-St. Paul.

NTFC OFFICERS

Mayers Elected President

ARCHE MAYERS, president of Unity Television Corp., New York, was elected and inducted as president of the National Television Film Council at a meeting in New York last Tuesday.

Other officers chosen were: Sally Perle, Mesal organization, New York vice president; William Van Praag president of Van Praag Productions New York, secretary; and Waldo Mayo, president of Mayo Productions New York, treasurer. Members of the board of directors elected were: Melvin L. Gold, Bill Holland, Henry Brown, Sidney A. Mayers, David Savage, Lou Feldman, Frank Bibas, Dr. Alfred N. Goldsmith, Andrew Jaeger, William Reddick and David Bader.



OUTLINING new sales and programming strategy at a three-day, post-Christmas meeting in Chicago [AT DEADLINE, Dec. 29, 1952] of United Television programs executives are (l to r) Jack J. Gross, former partner in Gross-Krasne which merged with UTP and Studio Films Inc. [B•T, Dec. 15, 1952]; Milton Blink, executive vice president and co-founder of the original UTP; Phil Krasne, former partner with Mr. Gross; Gerald King, board chairman who formerly was president and co-founder of UTP; Sam Costello, formerly president and founder of Stud Films Inc.; Ben Frye, vice president in charge of sales f UTP, and William M. Tuttle, who has been named president of the new firm.



REPRESENTING LEADING TELEVISION STATIONS:

WOC-TV	Channel 5 in DAVENPORT
KBTV	Channel 9 in DENVER
WBAP-TV	Channel 5 in FORT WORTH—DALLAS
KGMB-TV	Channel 9 in HONOLULU
WAVE-TV	Channel 5 in LOUISVILLE
WTVJ	Channel 4 in MIAMI
WCCO-TV	Channel 4 in MINNEAPOLIS—ST. PAUL
WPIX	Channel 11 in NEW YORK
KSD-TV	Channel 5 in ST. LOUIS
KRON-TV	Channel 4 in SAN FRANCISCO



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*Miami . . 232,617 phones
New Orleans 230,789 phones
Atlanta . 230,117 phones

SOUTHERN BELL TELEPHONE CO.
AS OF NOVEMBER 30, 1952

telestatus



Woodbury College Polls Coast Viewers

(Report 249)

A SIZABLE majority of TV set owners in Los Angeles, San Francisco and Salt Lake City, Utah, would not pay to see major sports or top variety shows at movie theatres, according to the eighth Tele-Census report prepared by Woodbury College, Los Angeles. Survey found a lesser majority (50% and up) would pay, however, to see the same events on home TV if not otherwise available. Percentages of "nos" on theatre TV ranged from 62.6% to 78%, with viewers balking mostly at major sports theatrecasts.

Other findings in the survey of some 3,000 set owners in 16 districts of the three cities were these:

(1) Television is the "most influential" media in purchase of advertised products, with highs of 45.3% in Los Angeles, 42.9% in San Francisco and 41.7% in Salt Lake City. Newspapers, magazines, radio and billboards ranked next in order.

(2) From 43.6% to 47.3% of viewers who have had sets over three months in the three cities are watching television less now than the first few months of ownership.

Additional TV Line Established by AT&T

AN additional westbound TV channel from Chicago to the West Coast was put into use Dec. 27 by Long Lines Division of AT&T, making two westbound and one eastbound video transmission circuits available on a regular basis, the company announced last week. On the same day, Pacific Telephone & Telegraph Co. announced that it had added two additional channels for TV service between Los Angeles and San Francisco, one northbound and one southbound, making two fulltime in each direction.

In a yearend statement, AT&T reported the installation of about 3,100 miles of coaxial cable and radio relay routes during 1952, with some 31,500 channel miles of circuits now available for transmitting network TV shows over the nationwide system, to which 14 cities were added last year.

* * *

Children Stimulate Set Purchases in Homes

CHILDREN will bring television into a home quicker than purchases in homes without children, and the more children, the more likelihood of TV. This was concluded by Bernard J. Fine, who wrote a thesis on set ownership for his Master of Science Degree from Boston U. last June. Report was released last week.

Mr. Fine found that if there was a video set under the Christmas tree this season, in a majority of cases it was because the children of the family were really the super TV salesmen.

* * *

Multipulse Trends Announced for November

THE PULSE Inc. announced its Multipulse TV program trends for November last week, noting the absence of political programs—after the elections—and decline in interviews and forum-discussion shows. Top 10 program types were:

	PROGRAM TYPE	AVERAGE RATING Percent
1	Comedy Variety	31
2	Talent	21.8
3	Boxing	19.6
4	Drama & Mysteries	19.2
5	Comedy Situation	17.3
6	Football	15 8
7	Westerns	13.5
8	Music	12.9
9	Musical Variety	12.8
10	Sports News	11.1

Weekly Television Summary—January 5, 1953—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	.....
Austin	KTBC-TV	12,200
Baltimore	WAAM, WBAL-TV, WMAR-TV	434,807
Binghamton	WNBF-TV	98,500
Birmingham	WAFM-TV, WBRC-TV	122,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	986,567
Buffalo	WBEN-TV	315,738
Charlotte	WBTV	280,499
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,290,287
Cincinnati	WCPO-TV, WKRC-TV, WLWT	391,000
Cleveland	WEWS, WNBK, WXEL	694,280
Colorado Springs	KKTV	.....
Columbus	WBNS-TV, WLWC, WTVN	268,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	196,985
Davenport	WOC-TV	156,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	264,000
Denver	KFEL-TV KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV	.....
Erie	WICU	175,550
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	196,985
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	141,215
Honolulu	KGMB-TV, KOMA	5,750
Houston	KPRC-TV	211,500
Huntington-Charleston	WSAZ-TV	127,904
Indianapolis	WFBM-TV	292,000
Jacksonville	WMBR-TV	88,900
Johnstown	WJAC-TV	534,982
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	253,253
Lancaster	WGAL-TV	177,313
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,457,058
Louisville	WAVE-TV, WHAS-TV	210,000
Lubbock, Tex.	KDUB-TV	12,000
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	168,493
Miami	WTVJ	159,700
Milwaukee	WTMJ-TV	386,021
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Nashville	WSM-TV	90,388
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	133,213
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	147,437
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,124,585
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Richmond	WTVR	145,954
Roanoke	WSLS-TV	30,700
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	156,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	96,750
San Antonio	KEYL, WOAI-TV	117,203
San Diego	KFMB-TV	158,050
San Francisco	KGO-TV, KPIX, KRON-TV	494,000
Schenectady-Albany-Troy	WRGB	244,300
Seattle	KING-TV	211,900
Spokane	KHQ-TV	.....
St. Louis	KSD-TV	468,000
Syracuse	WHEN, WSYR-TV	202,556
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	83,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	418,147
Wilmington	WDEL-TV	126,281

Total Stations on Air 125* Total Markets on Air 74* Total Sets in Use: 20,131,773

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulationn committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

available ***NOW***

26 brand-new half-hour films made expressly for local and regional television

GEORGE RAFT

in

I AM THE LAW



Local and regional advertisers! You can now enlist the dramatic appeal of George Raft to help sell for you, exclusively, in your own market. Skillfully written, superbly performed—these action-filled films bring a new intensity to television entertainment. For availability in your market, cost, audition screenings . . . contact the nearest MCA-TV office.

another advertising *SHOWCASE* by

MCA TV Ltd.

NEW YORK: 598 Madison Avenue—PLaza 9-7500
CHICAGO: 430 North Michigan Ave.—DElaware 7-1100
BEVERLY HILLS: 9370 Santa Monica Blvd.—CRestview 6-2001
SAN FRANCISCO: 105 Montgomery Street—EXbrook 2-8922
CLEVELAND: Union Commerce Bldg.—CHerry 1-6010
DALLAS: 2102 North Akard Street—CENtral 1448
DETROIT: 1612 Book Tower—WOodward 2-2604
BOSTON: 1044 Little Building—LIberty 2-4823
MINNEAPOLIS: Northwestern Bank Bldg.—LINcoln 7863

WKNX-TV PLANS
Given at Bentley Dinner

PLANS for WKNX-TV Saginaw, Mich., to start operating next March were outlined last Monday at a dinner honoring Congressman-elect Alvin M. Bentley, new vice president and director of Lake Huron Broadcasting Corp. (WKNX-AM-TV).

William J. Edwards, Lake Huron president, who introduced Mr. Bentley, announced the station's plans for a four-day TV Exposition, to be held at Saginaw's Civic Auditorium Jan. 13-16. WKNX-TV will operate on uhf Ch. 57.

Television receivers will be demonstrated by leading distributors and closed circuit live and film shows will be fed from a studio to exhibitors' booths. Fourteen receivers and Ch. 57 antennas will be awarded to persons attending the exposition. Professional acts also will be featured.

Shipley, Fox Named

JOHN SHIPLEY, formerly of the TV engineering staff of WTOP-TV Washington, has been named chief engineer of WKNB New Britain, Conn., and of WKNB-TV, which is slated to commence operations on Ch. 30 this month. In anticipation of its opening, WKNB-TV also has named Jack Fox, formerly of Pathe Film Labs., New York, and WJIM-TV Lansing, Mich., as its film director.

INTERFERENCE
All-Industry Session Called by RTMA

ALL-INDUSTRY conference on the problem of interference caused by spurious receiver and transmitter radiations will be held Friday at Biltmore Hotel, New York, under auspices of Radio-Television Mfrs. Assn. Dr. W. R. G. Baker, General Electric Co., called the meeting on behalf of the Engineering Dept. of Radio-Television Mfrs. Assn.

FCC Chairman Paul A. Walker recently suggested that a study of interference be undertaken by Joint Technical Advisory Committee, a group formed by RTMA and Institute of Radio Engineers to advise the government on technical radio and television matters [B•T, Dec. 15, 1952].

All engineering committees within RTMA have been invited to take part in the conference, if their activity involves interference. Invitations have been sent to manufacturing organizations and technical units in the industry, whether RTMA members or not, suggesting they participate. FCC and JTAC will participate.

Dr. Baker informed Chairman Walker RTMA is "deeply concerned" over the interference problem and desires "to cooperate fully with the Commission and JTAC both in developing and putting into operation effective solutions to the problems."

Further reply to FCC's warning on the radiation problem was sent to Chairman Walker last week by Ralph Bown, JTAC chairman, who said JTAC is studying the problem.

Mr. Bown explained to Chairman Walker that the subject of spurious radiations has been broken down into three parts by JTAC in its consideration.

"There exists a considerable amount of information on the principles and methods of dealing with spurious radiation problems which derives from experience in designing and operating radio and conducted and guided wave systems over the past few decades," Mr. Bown explained, stating, "It seems to us that an important contribution could be made to this subject which would be of aid particularly to those who do not have long experience with it, if this information were to be segregated and organized into a report or engineering reference handbook.

To Set Up Committee

"This would call for formulation of the guiding principles and factors which control engineering decisions in the solution of interference problems," he said. "Part of our plan is to set up a committee of engineers who are familiar with this kind of work acting directly as a subcommittee of the Joint Technical Advisory Committee to formulate such a report.

"Principles and methods, however sound, cannot be brought to bear upon practical situations without there being available quantitative information about the magnitudes of the factors which must be controlled or designed," Mr. Bown noted. "The physical measurement of these quantities has been the entering point for engineering handling of interference. A considerable body of information exists on measurement methods and for many purposes and in many frequency ranges apparatus is available. There are, however, some gaps.

"To deal with this problem," he said, "JTAC is requesting the Institute of Radio Engineers to set up a temporary committee which can work closely with JTAC to formulate and systematize the available information as it bears upon the spurious interference question and to point out clearly the gaps so that means can be considered for filling them.

"Principles and measurements do not solve problems," Mr. Bown said. "There remains the necessity for arriving at hard quantitative decisions in the many practical cases which exist in the radio operating field today. It is to this area of the subject that the five points made in the Commission's letter are primarily directed.

"We note further from the letter that one of the problems of this kind, which is pointed to as particularly urgent and important, is that of spurious radiation from transmitters and receivers in television broadcasting. Our initial step in considering this has been to ask the television equipment manufacturing industry, as represented by the Radio-Television Manufacturers Assn., to supply us with a statement of their view of the situation on this problem and any plans or program which they have, or may propose, to cope with it.

"We do not intend to confine our study to the particular current difficulties of television broadcasting, but you will appreciate that the field is so broad that we must be selective at first if significant progress is to be made which will be of immediate value to the Commission."

Meanwhile, the Commission has instituted a proposed rule-making proceeding to amend Sec. 3.687 of its rules so as to specify 60 db as minimum for spurious emissions by TV broadcast transmitters for all frequencies at least 3 mc removed from the edge of the respective channel [B•T, Dec. 1, 1952]. The addition of a harmonic filter to transmitter designs is expected to be adequate protection on a temporary basis, it was noted.

The Commission also has lauded nearly 200 local committees for their work on the local level to track down and eliminate television interference [B•T, Dec. 22, 1952]. These local TVI groups include representatives of the military, Civil Air Patrol, civil defense, NARTB, American Radio Relay League, RTMA, power companies, local radio and TV stations, airways, distributors and service firms.

ZIV 'FAVORITE'
Top Sales Record Seen

PREDICTION that *Favorite Story*, new Ziv television program to be released in January, will be sold in more markets than any other Ziv TV show, was made last week by M. J. Rifkin, vice president in charge of TV sales for Ziv Television Programs Inc.

Mr. Rifkin reported that the series, starring Adolphe Menjou, already has been sold in more than 40 markets. He said the latest sale was to Drewry's Ltd., South Bend, which added Indianapolis to the market lineup (five stations) it previously had bought.

KBTV
TRANSMITTING
DENVER'S MOST POWERFUL SIGNAL
FROM ATOP LOOKOUT MOUNTAIN
to the Great Colorado Market
KBTV
CHANNEL 9
DENVER
CBS
ABC
Affiliate

To reach the rich, expanding Denver and Colorado market, specify KBTV . . for sales *results!* Check these facts and figures. Write for complete details on this productive, fast-growing market. KBTV . . . transmitting Denver's most powerful signal from atop Lookout Mountain . . assuring coverage of the Great Colorado Market!

THE GREAT COLORADO MARKET

Population	1,325,089
% Increase over 1940	18.0
Total Retail Sales	$1,257,095,000
Total Urban Population	831,318
Total Rural Population	493,771
TV Sets in Area	99,899

(Rocky Mtn. Elec. League—Dec. 1)

CHANNEL 9 DENVER
1100 CALIFORNIA • TAbor 6386
KBTV
Contact Your Nearest Free & Peters Representative

TOP QUALITY MOTION PICTURES
Since 1932

Up-to-date completely equipped New York studios of
VIDEO VARIETIES CORPORATION
Office: 41 E. 50th St., N.Y. 22 MU 8-1162



Within your grasp . . . with

Hollywood Playhouse

The Housewives of Baltimore . . . the little woman who picks the brands, who spends the money! She watches HOLLYWOOD PLAYHOUSE . . . she wouldn't miss it!

And here's what HOLLYWOOD PLAYHOUSE offers you . . . Five extra spots —in addition to your one minute commercial—and it costs nothing extra! More television advertising, for less money . . . selling your most important prospective customer . . . is within your grasp when you choose HOLLYWOOD PLAYHOUSE.

TELEVISION BALTIMORE

WBAL-TV

NBC IN MARYLAND

Nationally Represented by Edward Petry & Co.



ON THE listening end at a session of NBC's first national sales convention, held last Monday and Tuesday in New York, are these executives of the network: Front row (l to r) John K. Herbert, NBC vice president in charge of radio and TV networks; Ruddick C. Lawrence, director of promotion, planning and development; George H. Frey, vice president and sales director for radio and TV. Others were unidentified.

* * *



ABSORPTION in another session is reflected by these NBC officials. In front row are (l to r) Sylvester L. Weaver, new vice chairman of the NBC board; Thomas Coffin, research manager; Hugh M. Beville Jr., director of research and planning; Robert Elder, consultant. First two men in second row are Edward R. Hitz, manager of the Central Sales Div., and Fred N. Dodge, director of merchandising. Others were unidentified.

* * *

NBC SELLING

Weaver Sees New Radio-TV Plans

NBC sales and merchandising personnel were told last week that "NBC radio and television will come up with plans which will give the full two-edged power of broadcasting to all companies, large and small, in so wide a range of advertising techniques that all marketing plans can be absorbed."

This assurance was given by Sylvester L. Weaver Jr., who is vice chairman of the NBC board, at a two-day sales convention called to acquaint salesmen with details of their roles—and the assistance they will receive from other departments—under NBC's reintegration of radio and television operations. The meeting was held Monday and Tuesday in New York.

"Television and radio are two sides of one coin, the coin being America," Mr. Weaver said in a speech reiterating highest confidence in the future of radio and TV as an integral part of the home. "Picture America — 45 million homes. Half read magazines; a little more read newspapers. All have radios and use them. Nearly half now have television and use it heavily."

Plans under the reintegration of radio and TV, he said, form "the most exciting development ever in advertising. As we plan it, it will meet the growing marketing revolution and be geared to it."

'A Grand Design'

He told the sales and merchandising men that they were part of "a grand design" to make NBC the largest selling as well as social force in the nation, "a prosperous commercial operation giving advertisers a new conception of range and power in selling their goods and services, and supported by this advertising, a great program service with entertainment as its vitality-giving base.

"But along with this, coverage of the real world and the culture of mankind, presented adroitly and with showmanship, will be integrated into our schedule to make the impact of viewing and listening to NBC an impact for good, for maturity."

John K. Herbert, new vice president in charge of radio and television networks, told the group that "all of you here who constitute the selling force of the NBC network sales department—this includes merchandising, for if these men aren't part of sales, there is no reason for their being—should know that of all the departments or forces in our great institution yours is the most vital—for yours is the source of incoming dollars and revenue."

He predicted that "1953 will mark the start of truly serious concentration on salesmanship."

The salesmen heard top departmental and division executives throughout NBC outline the operations and policies of their respective units as they relate to the integrated sales staff. These included advertising and promotion, planning, research, programming, station relations, production and facilities, press, merchandising, and film syndication.

In addition to the New York sales and merchandising staffs, NBC salesmen and executives and merchandising district supervisors from throughout the U. S. who were on hand for the sessions included the following:

Walter Gross and Bob White, Detroit; John Williams and Wallace Hutchinson, Western Div.; Edward Hitz, Ed Stockmar, George Diefenderfer, Bud Swats, Dan McGuide, Arnold Johnson, Bob McKee, Gordon Mills, and Charles Standard, from the Central Div. The network's 12 merchandising districts were represented by Jim Sandner, Bud Odell, Sid Giles, Stewart Carr, Charles Garrison, Loy Lee, John Roepke, Ronald Jones, Matt Bajnett, Charles Wallace, and Fred Keefer.

$1.5 MILLION LOAN
Made by Western TV

WESTERN Television Corp., New York, a subsidiary of Motion Pictures for Television Inc., has completed arrangements for a $1,525,000 loan from the Amusement Industry Division of the Bankers Trust Co., New York, Matthew Fox, president and chairman of the board of Western Television, announced last week.

The loan, described as the first of such magnitude to be concluded between a commercial bank and a corporation distributing films for television, was negotiated by Harry Watkins, Ray Andersen and Herbert Golden of Bankers Trust, and Mr. Fox and Henry Zittau, treasurer of Western Television.

Purpose of the loan, according to Mr. Fox, is to acquire new products for Western Television and to expand the distribution facilities of MPTV. Mr. Fox also heads and owns MPTV.

156,000 TV SETS

IN THE QUAD-CITY AREA

•

Each month this TV set total is ascertained by Quad - City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Citians *well*—and advertisers *profitably.*

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel Inc.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION — LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.



From towers like this...

new concepts of service and entertainment

HIGH in the sky, reach towers with power to make people laugh, cry, go out and do things.

What a challenge this is. What a responsibility! No wonder television commands today's finest technical and creative ability . . . constantly strives to offer greater news and special events coverage . . . finer, more impressive shows.

Great progress may be credited to the use of film. For film provides infinite variety . . . shows are never confined to the four walls of a studio, never limited to boundaries of particular time zones.

Complete technical information concerning the use of film and its selection and processing is available . . . together with details concerning special Eastman services, equipment, and materials. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division, 342 Madison Avenue, New York 17, New York . . . Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois . . . West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.





PINPOINT YOUR PERSISTENT SALESMAN

HOOK ONTO THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET. WJAR-TV MEANS UNDUPLICATED COVERAGE IN 240,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 720,000 PEOPLE.

WJAR-TV
PROVIDENCE



Represented Nationally by
Weed Television
In New England — Bertha Brainard

TALL TOWERS

Cullum Charges CAA Bias on Radio-TV

BROADCAST interests are unable to obtain a fair hearing in competition with aeronautical groups in cases involving tall television towers, according to A. Earl Cullum Jr., consulting radio engineer.

Charging that present procedure is slanted in favor of aviation interests whereas broadcast applicants get scant consideration, Mr. Cullum suggested it may be necessary to ask Congressional action on the airport problem.

"It is becoming more difficult all the time to get aeronautical approval for suitable tall television towers and we cannot help feeling that this problem will come to a head in the not too distant future due to rather arbitrary decisions which the Civil Aeronautics Administration interests have made regarding tower proposals," Mr. Cullum told BROADCASTING•TELECASTING.

"Our contacts with CAA people lead us to believe that the agency is trying to avoid giving any consideration to the overall problem of tall towers. As matters stand now, the FCC has rules which can be used as a guide to determine whether a tower up to 500 feet would constitute an aeronautical hazard.

"Under those rules all tower proposals over 500 feet are referred to the Airspace Subcommittee of the Air Coordinating Committee. When we look into the activities of the ACC, we find that their prime objective is to protect the aviation interests above all else, and accordingly we may have been fortunate to obtain what tower approvals we have from this group."

Stresses Problems

Mr. Cullum said that while Airspace Subcommittees have indicated willingness to "compromise" on TV or radio proposals, the compromise is usually "from some theoretical limit up to the actual limit being flown in practice."

"We have never yet seen a plan presented where the CAA would rearrange its facilities so as to provide for the public service which would be rendered by television stations," Mr. Cullum continued. "We have made detailed studies of aeronautical problems in many communities and have never yet found a community where a suitable area could not be found for the erection of tall radio and television towers without undue aeronautical hazard if only the aeronautical interests would cooperate by modifying existing procedures in the area."

Criticizing hearing procedure, Mr. Cullum said that while anyone can attend Airspace Subcommittee hearings, only CAA, CAB, Air Force, Navy, Army and FCC representatives are allowed to vote. Non-voting associate members representing Air Transport Assn. and Airline Pilots Assn. are allowed to remain in the room but radio and TV representatives are asked to leave, he charged.

Only the FCC member in any way represents radio-TV, Mr. Cullum continued, but he is instructed by the Commission not to vote in these proceedings.

"It has been found in practice," he said, "that if any one of the five members representing aeronautical interests has an objection, the other members generally will vote with him so that action taken by the Airspace Subcommittees is taken by persons representing the aeronautical interests, and the television and radio interests are not represented.

"In simple justice we feel that there must come a time when the broadcasting interests will be able to get a fair hearing as to whether or not an aeronautical proposal would constitute a hazard. Furthermore, there should be a way of working out possible modifications of aeronautical facilities so that television facilities can be provided for in a way which will not increase hazards to air navigation."

SESAC Inc., N. Y., sending subscribers January shipment of its transcribed library including scripts of *American Folk Music*, *Music We Remember* and *Here Comes the Band*, which spotlights states of the U. S. and provinces of Canada.

N.Y. HEARINGS

On TV's Teaching Role

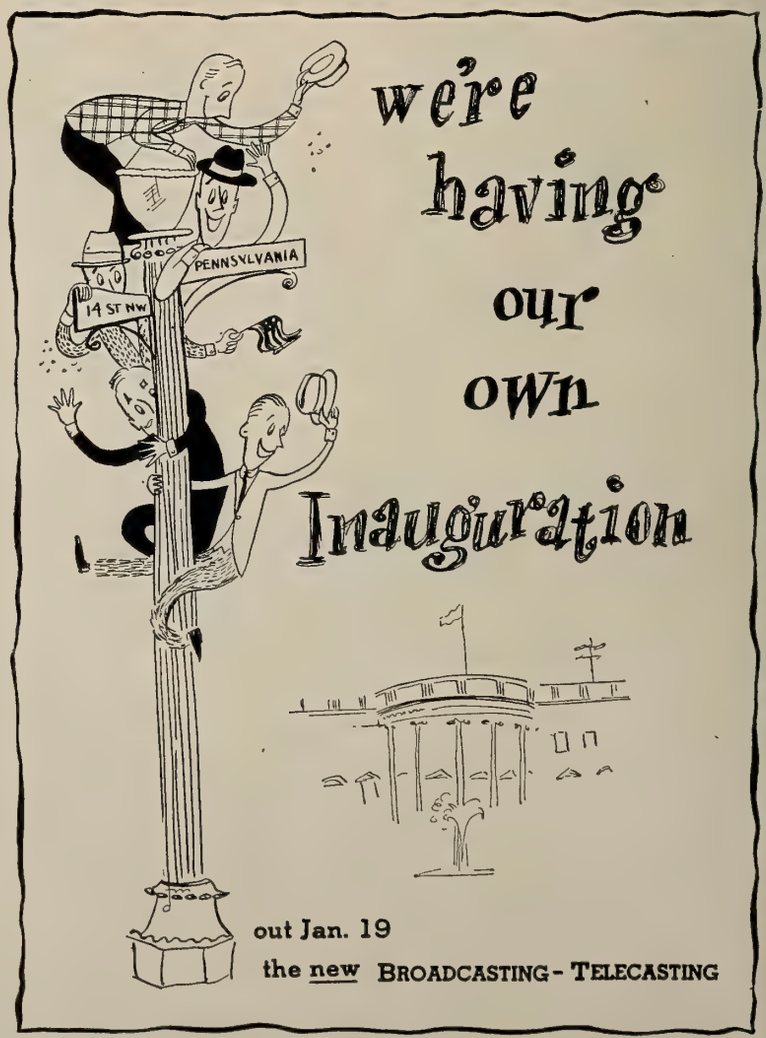
SERIES of public hearings by the New York State Temporary Commission on Educational Television will open at 10 a.m. EST, in Buffalo tomorrow (Tuesday) to explore the role of television as a teaching medium. Other sessions will be held in New York Jan. 1 and in Albany Jan. 21.

Douglas Moffat, chairman of the commission and Henry V. Poore, its counsel, both of New York, said they have scheduled the hearings in the hope they will be able to collect the viewpoints of civic and educational groups on the proposed network by the New York State Board of Regents and on possible alternative plans.

Charles E. Wilson, former Defense Mobilizer and ex-president of General Electric Co., has gone on record in favor of educational television and called on the public to support the movement.

In a statement released by the National Citizens Committee for Educational Television, Washington, D. C., said he felt that "nationwide educational television is economically sound" and that educators can "support" the operation.

JOHNNY OLSON, m.c. on WJZ-TV New York's *Homemaker's Jamboree*, has been signed to serve in same capacity in forthcoming WOR-Mutual show *Movie Quiz* starting Jan. 9.



Six New Grants by FCC

(Continued from page 57)

Suffolk Broadcasting Co., operator of WALK Patchogue.

Other television developments last week included announcement by Paul M. Segal, Washington counsel for WWSW Pittsburgh, that the station's appeal of the FCC's Sixth Report and Order now pending before the U. S. Court of Appeals at Philadelphia is going to be withdrawn in order to expedite new TV service for the Pittsburgh area. Mr. Segal noted that WWSW's complaint of the Commission's failure to allocate vhf Ch. 4 to Pittsburgh aroused public concern resulting in the allocation of Ch. 4 to Irwin, Pa., near Pittsburgh.

WSAL Logansport, Ind., which already has an appeal of the Sixth Report pending before the U. S. Court of Appeals for the District of Columbia [B•T, Nov. 17, 1952], last week presented another appeal to the court. WSAL's new complaint is directed against FCC's action of Dec. 2 granting without condition the bid of WHAS-TV Louisville for switch from vhf Ch. 9 to Ch. 11. WSAL charged the WHAS-TV grant, without condition to any action the court might take upon the WSAL appeal of the Sixth Report and involving Ch. 11 in that area, has the practical effect of negating the protest.

WSAL to File

WSAL also was expected to file a similar complaint on Friday with respect to FCC's unconditional grant to WTTV (TV) Bloomington, Ind., to switch from Ch. 10 to Ch. 4 [B•T, Dec. 8, 1952].

Motion by Missouri Broadcasting Corp. (WIL), St. Louis, last week asked the FCC to refuse to accept the uhf Ch. 42 application filed Dec. 15 by Belleville (Ill.) Broadcasting Co. (WIBV) for use in the latter city.

WIL claimed that the Belleville application was improper in that uhf Ch. 42 is assigned to St. Louis and cannot be moved to Belleville (even though it is 15 miles away) since uhf Ch. 54 was assigned to the Illinois city. Ch. 54 already has been granted.

If the Commission returns the Belleville application, WIL asked that it be granted a CP immediately, since it would leave the St. Louis uhf Ch. 42 applicant uncontested. WIL stated that the Commission reached St. Louis in the processing line but passed over its application because of the apparent conflict of applications.

Carl G. McIntire, president of Ozark Television Corp., uhf Ch. 14 grantee at Festus, Mo., near St. Louis, reported commencement target date of July 1 using GE equipment. Network and representative are unknown at this time, he said.

Murray Carpenter, vice president-general manager of WABI Bangor, Maine's first TV grantee with vhf Ch. 5, said it is hoped to get the station on the air by Jan. 31. Construction begins today (Monday), he said, and RCA equipment already is enroute from Camden, N. J. Network has not been set but George P. Hollingbery Co. will be national representative.

Gerald J. Morey, president and general manager of WNLC New London, granted uhf Ch. 26, hopes to be on the air by July with interim power of 20 kw ERP. An RCA antenna and DuMont transmitter are to be used.

Jack Snyder, managing director of WFBG Altoona, vhf Ch. 10 grantee, said the station plans to get on the air by Feb. 1 with GE equipment to be used throughout the station. The building originally designed for FM will be used for TV, he said. Network negotiations are underway with NBC and H-R Representatives Inc. will handle national sales.

KPRC-TV Houston, according to Jack Harris, vice president and general manager, hopes to go to full 100 kw ERP by mid-April using a new GE transmitter. Station will be in its new studios by March 1, he estimated.

Following is the text of Mr. Segal's statement in behalf of WWSW Pittsburgh:

WWSW Inc., of Pittsburgh, has filed in the Circuit Court of Appeals for the Third Circuit (at Philadelphia) appropriate litigation to challenge a decision of the FCC in which decision, last April, the FCC refused to allocate Ch. 4 to Pittsburgh or the immediate Pittsburgh area.

In our opinion, this action of the Commission was arbitrary and unjust, and we felt that it should be challenged.

Unless something had been done about the problem, Allegheny County would have but one additional vhf television channel for general-service use. This would have been intolerable. Moreover, from time to time there have been between six and nine applications pending for that one channel and it was clear that many years would be consumed in hearing and litigation over the channel.

Apparently the court case aroused considerable interest and brought Pittsburgh's plight to popular attention. Mayor David Lawrence filed a request with the FCC to assign Ch. 4 to Irwin. This was done.

As a result, three of the Pittsburgh applicants have filed for the Irwin channel, leaving three for the Pittsburgh channel. This promises a fair and orderly hearing without excessive delays, and the successful Irwin applicant will be able to render some measure of service to the people of Pittsburgh.

In the interest of bringing expeditious service to the people of Pittsburgh, I am about to dismiss the Circuit Court of Appeals case.

Richfield-KNBH Pact

RICHFIELD OIL Corp., Los Angeles, has signed a 26-week contract with KNBH (TV) Hollywood for blanket TV coverage of special and spot news events. No limit was placed on the number of events or cost. KNBH personnel will travel by air to disaster points. Coverage may be live or film. Contract negotiations were concluded by Fred Jordan, Richfield advertising manager; Kai Jorgensen and Dorr Walsh of Hixson & Jorgensen, and MacGregor Eadie, KNBH account executive.

Harrington, Righter & Parsons, Inc.

The only exclusive TV Station Representative

New York
Chicago
San Francisco

WLTV *Atlanta*
owned by Broadcasting, Inc.

WAAM *Baltimore*
owned by WAAM, Inc.

WBEN-TV *Buffalo*
owned by Buffalo Evening News

WFMY-TV *Greensboro*
owned by Greensboro News and Record

WDAF-TV *Kansas City*
owned by The Kansas City Star

WHAS-TV *Louisville*
owned by the Courier-Journal & the Louisville Times

WTMJ-TV *Milwaukee*
owned by the Milwaukee Journal

WTTG *Washington*
owned by Allen B. DuMont Labs., Inc.

WHEN
TELEVISION

gives
FULL COVERAGE
with its new
tower 1914 feet
above sea level
-and NOW with
50,000
WATTS!
THE MOST POWERFUL
TV STATION IN
CENTRAL NEW YORK
see your nearest
Katz Agency
WHEN
TELEVISION
SYRACUSE
CBS • ABC • DUMONT
A MEREDITH STATION

NCAA MEET

Will Tackle Problem Of Televised Football

NATIONAL Collegiate Athletic Assn. will wrestle with the controversial issue of college football and television this week.

The problem of framing a plan that will protect college football receipts from the alleged inroads of television and still pacify critics of the 1952 NCAA TV program rates a high spot on the agenda of NCAA's annual convention at the Mayflower Hotel, Washington, starting today (Monday) and continuing through Saturday.

Actual spadework on the 1953 plan will begin Tuesday and continue through Wednesday when the 10-man TV Committee will hold closed sessions. Its recommendations will be presented to the 372-member college representatives Thursday for discussion and vote.

The committee is reported as favoring a "restricted" telecasting program similar to the one in effect the past season. This prescribed one college football game to be telecast nationally each week. The contests were carried over NBC-TV.

One conciliatory gesture by the committee toward proponents of "unlimited" telecasting is reported to be an expansion of a policy permitting a game to be carried on video locally when it is a sell-out contest.

Report 'Satisfied'

The tip-off that the TV Committee probably will adhere to a "limited" program came early in December when it concluded a two-day meeting in New York and reported it was "satisfied" with the 1952 plan [B•T, Dec. 8, 1952]. Several days later, the Eastern Collegiate Athletic Assn., a powerful element within NCAA, supported NCAA's position on college football telecasting by a 48-2 vote [B•T, Dec. 22, 1952].

NCAA has relied upon surveys by the National Opinion Research Center, which has been studying the effects of television upon college football attendance since 1949, to bolster its contention unrestricted TV would harm college football [B•T, Dec. 29, 1952].

Most outspoken critics of NCAA's TV policy have been U. of Pennsylvania, U. of Notre Dame, and Dr. Allen B. DuMont, president of Allen B. DuMont Labs. and DuMont Television Network [B•T, Nov. 24, 1952, et seq.]. They have charged that the NORC studies cited by NCAA have not proved definitively that TV hurts the gate.

The controversy has prompted polls by at least two newspapers, the *Philadelphia Inquirer* and the *Chicago Herald-American*, inquiring into public preferences. Both newspapers reported fans in their areas are opposed overwhelmingly to NCAA's "limited program." But an NCAA spokesman last week said these polls reflect the opinions of the fans and not those of the colleges which NCAA is set up to protect.

In the second tabulation of votes in the *Herald-American* poll, the newspaper reported Dec. 28 that 45% of the ballots still favored unlimited television; 42% small fee TV; 10% regional TV, and only 3%, NCAA's limited TV.

One interesting sidelight to NCAA's convention is that DuMont Television Network, a determined opponent of "limited" telecasting, will carry the "coach of the year" ceremonies at NCAA's dinner in the Hotel Statler, Washington, Thursday at 9-9:30 p.m.

The NCAA TV Committee that will make recommendations to the convention consists of Robert S. Hall, 1952 chairman; Asa S. Bushnell, director; J. Shober Barr, Walter Byers, Keff C. Coleman, Howard Grubbs, Willis O. Hunter, Reaves E. Peter, E. L. Romney and Kenneth L. Wilson.

KNBH (TV) RATES

New Card Issued

KNBH (TV) Los Angeles' new Rate Card No. 6, with an hourly base rate of $1,700 for Class A program time and $350 for Class AA announcements, a new classification (Monday through Friday, 8-10 p.m.; Saturday, Sunday, 6-10 p.m.) effective Jan. 1, was announced last week by General Manager Donald Norman of the NBC-TV owned and operated station.

Class C hourly time rate of $600 remains the same, with Class B time reduced in station breaks and minute announcements only. Station now offers two separate discount plans, the first based on total weekly time volume or weekly frequency of announcements. The other is based on the number of consecutive weeks of telecasting. By virtue of these new discounts, station break advertisers now can earn up to 50% discount, it was explained.

UHF TRANSMITTERS

RCA Ships to WKBN, WFMJ

RCA VICTOR Div. last Wednesday shipped two new uhf TV transmitters—to WKBN-TV and WFMJ-TV—both in Youngstown, Ohio. The transmitters, 1 kw models capable of providing up to 27 kw ERP in 479-890 mc frequency, will provide Youngstown's first TV service, according to the firm's Engineering Products Dept. at Camden, N. J.

The transmitters were scheduled to arrive in Youngstown last Thursday, but station operation will be delayed for arrival of accessory equipment, to be shipped later by RCA. Antennas and monitoring equipment shipped by RCA already have been installed. WFMJ-TV, licensed to Vindicator Printing Co., will operate on Ch. 73, and WKBN-TV, licensed to WKBN Broadcasting Co., will be on Ch. 27.

BASEBALL STUDY

Frick Names Six-Man Unit

TO STUDY effects of radio and television upon baseball in general, and the minor leagues in particular, Baseball Commissioner Ford C. Frick last Tuesday named a six-man committee representing the American League, the National League and the minor leagues.

Selected by Mr. Frick were George M. Weiss of the New York Yankees and Frank C. Lane of the Chicago White Sox, American League; Charles Feeney of the New York Giants and Bill Walsingham of the St. Louis Cardinals, National League; Frank Shaughnessy, International League, and Sen. Edwin C. Johnson (D-Col.), president of the Western League.

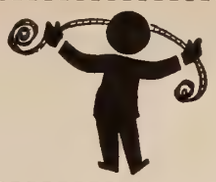
Mr. Frick's action followed a directive adopted at the annual baseball meetings in Phoenix [B•T, Dec. 8, 1952]. He emphasized to BROADCASTING • TELECASTING that the function of the committee is "purely exploratory."

He said it has been instructed to make an "intensive" survey of the radio-television picture and prepare a report not later than July 7 when the major leagues are scheduled to hold a joint meeting.

IMMEDIATE DELIVERY
RCA TUBES IN STOCK AT ALLIED!

RCA-7C24. POWER TRIODE—in stock for immediate delivery. RCA-7C24, $169
RCA-5762. POWER TRIODE—can be used with FCC approval as direct replacement for 7C24 in FM transmitters BTF-1C, BTF-3B, and BTF-10B. RCA-5762, $169
Our prices and conditions of sale are identical to those of the manufacturer. We ship from stock.

Refer to your ALLIED 236-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailng list.
ALLIED RADIO
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833 W. Jackson Blvd., Chicago 7,
Call: HAymarket 1-6800



film report

Sales . . .

General Electric has ordered seven more half-hour films for a new television series being filmed by **Sovereign Productions,** Hollywood, as replacements for the CBS-TV *Fred Waring Show* when it goes on tour. The new films will be telecast during the summer. **Reynolds Productions,** Beverly Hills, will distribute the programs. Agency for GE is **Young & Rubicam.**

* * *

Alexander Film Co., Colorado Springs, Col., announces recent TV commercial productions for the following organizations:

Beneficial Life Insurance Co., Salt Lake City, one 60-second film through **Featherstone Adv. Agency,** Salt Lake City. **Hill's Dog Food,** Topeka, Kan., one 60-second and one 20-second film through **Lago & Whitehead,** Wichita, Kan. **Aero Mayflower Transit Co.,** Spokane, Wash., one 60-second and one 20-second film through **Virgil A. Warren,** Spokane. **Elgin,** Elgin, Ill., thirteen 13-second films through **Young & Rubicam Inc.,** Chicago.

Production . . .

Bo-Mor Productions, Hollywood, has signed **Don Wilson,** radio-TV announcer, as star-commentator of a new half-hour television film series, tentatively titled *Hollywood Observatory.* Filming starts in January and format will utilize motion picture stars and stories from current outstanding feature films, according to **Richard Morley,** executive producer. **Edward Maxwell** is writing the scripts.

Availabilities . . .

Colson & Co., Dallas, Tex., will start releasing *The Roving Reporter* weekly beginning Jan. 19. The new quarter-hour TV film program centers around a reporter's interviews with persons in all walks of life and in all parts of the country. Thirteen programs are now ready and 39 more are in production, Harrison Colson, company's president, announced. Each program is open for three spot announcements. Firm's address is 1122 Jackson St., Dallas.

Random Shots . . .

Meridian Pictures, Hollywood, which films CBS-TV's *Schlitz Playhouse of Stars,* was paid $500 by **Stanley Kramer Co.** for motion picture rights to the title, "The Juggler." The television company had completed a video adaptation of **Arthur Stringer's** story of that name, which was registered in 1936. The motion picture firm is completing a feature in Israel, based on **Michael Blankfort's** novel published early in 1952. The television film has been labeled "The Playwright."

Academy Film Productions Inc., Chicago, is distributing cartoon-calendar and film editing and timing chart which aids film producers in planning the narration and editing of filmed commercials by giving the number of words and amount of film footage for any determined length of television commercial. Requests for the calendar and film timing chart should be addressed on company letterhead to Bernard Howard, Academy Film Productions Inc., 123 West Chestnut St., Chicago 10, Ill.

Film People . . .

Bert Somon, sales director and producer at **United Broadcasting Co.,** Chicago, outlined how radio and television "can live together" yesterday (Sunday) at a Chicago meeting of the Restonic Mattress Corp. He spoke to members of the sales force and franchise representatives.

* * *

Paul Weston, West Coast musical director of Columbia Records Inc., has been signed to score the CBS-TV *Alan Young Show,* which starts Feb. 15 on alternating sponsorship with CBS-TV's *Ken Murray Show* for **Bristol-Myers Co.**

* * *

Ernst Jaeger, production coordinator for Frank Wisbar Productions on NBC-TV's *Fireside Theatre,* has resigned.

* * *

Bernard Saber, director of music at **United Broadcasting Co.,** Chicago, is father of a son, Kenneth Louis.

NBC INSTALLATION

New Relay Equipment Used

NBC is using a new television master desk and control room combining the latest principles of relay and vacuum tube switching in its New York studios and theatres. They were designed by A. A. Walsh, John Lake, and Eric Burglund, working under Chester A. Rackey, manager of NBC's audio-video engineering department, the network said last week.

Features of the desk and control room include a precision time clock that automatically disconnects circuits from a studio at the end of a program and a unit that switches video and audio into action from one studio or theatre to another as programs change.

Only ALEXANDER FILM SHORTS Let You Feel As Free As THIS



Weary sponsors discover new life and zip when they start using Alexander film shorts. The outstanding reason is the superior support that Alexander shorts give the advertiser. (After all, no sponsor likes to spend money for television time, and then fail to realize full value because his advertising shorts fall down on him.)

Don't be half safe! You can make sure your television campaigns are effective beyond a shadow of a doubt with Alexander film shorts. So, do as more than 400 of the world's major advertisers have done . . . Select Alexander for your TV film commercial needs!

COMPLETE SERVICE FOR LOCAL, SECTIONAL AND NATIONAL ADVERTISERS! WRITE FOR DETAILS!

ALEXANDER FILM CO.

COLORADO SPRINGS

New York City • Chicago • Detroit • Dallas • San Francisco • Hollywood

TECHNICIAN AID
S. F. School Sets Pattern

THERE WILL be a reservoir of 85 TV-converted radio broadcast operators available to new television stations in late spring of 1953 —thanks to San Francisco's new J. A. O'Connell Trade & Technical Institute, which is doing something about the threatened video technical shortage.

The 85 journeyman operators were recruited from large and small stations in north California last October and enrolled for a two-hour lecture period each week, plus "crew" training sessions in studio and field pickup phases.

The course "Television Operations Training," stemmed from an advisory committee study of technical requirements of the TV industry. Plans were laid and budget set for the training project. Last fall RCA field pickup equipment was delivered. KALW (FM), educational outlet of San Francisco's Board of Education, was pressed into use. KALW claims to be the country's first FM educational station.

TV operations are quartered in temporary studio facilities adjoining the KALW plant in the Samuel Gompers Trade School Bldg. Assistance has been given by labor groups (IBEW and NABET), chief engineers, station supervisors and manufacturers.

Success of the training is ascribed to employment of industry instructors; interest and encouragement offered by school officials; formation of a special Trade Advisory Committee of labor, employer, employe and educational members; acceptance of trained personnel by industry.

Estelle Lutz

FUNERAL services were held for Miss Estelle Lutz, 60, owner of the Estelle Lutz Artists Bureau, in Chicago last Wednesday. Miss Lutz, a talent and musician's booker for radio and TV, died the previous Saturday in Presbyterian Hospital after an illness of several months. She is survived by three nieces and a nephew.



COURSE in "Television Operations Training" was the outgrowth of a study of TV technical field by a Radio-Television Operations Advisory Committee comprising number of fields. Members include clockwise: Standing, Dale Walfron, principal of O'Connell Trade & Technical Institute; Ken Nilsen, radio-TV instructor; Russ Pray, president of IBEW Local 202; Joe Clisham, vocational supervisor; Harry Jacobs, engineer-in-charge, KGO-TV San Francisco; seated, Jack Dunn, business agent, IBEW Local 202; Paul Williams, chief supervisor, KPIX (TV) San Francisco, and Ken Dragoo, radio-TV instructor. Equipment includes two 21-inch RCA 21T159 receivers, which serve as floor monitors. ←——

PHILCO TELECAST
Introduces New '53 Line

COAST-to-coast closed circuit telecast introduced Philco Corp.'s new 1953 line of radio and TV receivers to 10,000 Philco dealers last Monday. Dealers in 54 cities viewed the new sets and heard talks by Philco executives from Philadelphia headquarters.

Highlight of the new group was a 27-inch picture tube which will be marketed in only one console model. Also featured in the 1953 line is the all-channel uhf tuner available in all receivers. Featured radio is the multiwave receiver with special service band that, in addition to regular broadcast reception, brings in short-wave calls from ships at sea, amateurs and police.

WBZ-TV Boston has received Gold Medal Awards for *Fun With Food* and *Night Owl Theatre*. Awards were made last week by Thomas MacDonough, general manager of New England *TV Guide*.

MOTOROLA SETS
New Plant Ups Output

TELEVISION production of Motorola Inc. will be almost doubled with construction of a new $3 million plant in Franklin Park, a Chicago suburb. President Paul V. Galvin said construction, beginning immediately, is expected to be completed by mid-1953.

Details of the new plant facilities were released last week by Mr. Galvin in a message to a series of nationwide distributor meetings at which the new 1953 Motorola line was introduced. It included 30 TV models, five of which are entirely new. Ten have 17-inch screens and 21 feature the 21-inch size. Although prices were not announced, Edward R. Taylor, vice president and assistant to the president, said Motorola would hold the line on prices wherever possible.

The new plant will include a bulk assembly unit for final assembly, storing, packing and shipping of television sets. Some of these functions now carried out in Motorola's main plant on Chicago's West Side will be transferred to the Franklin Park site. The company also has three other plants in Chicago and one in Quincy, Ill.

The structure will be built on a 27½-acre plot, and will comprise some 278,000 feet in a one-story building 833 feet by 325 feet.

Production costs are expected to be lowered, Mr. Galvin said, with construction of the new plant, because production, increasing rapidly, suffered from overcrowding as it increased.

CANADIAN TV stations for the present will not carry the Bishop Fulton J. Sheen program which DuMont has wanted to bring to Canada. The National Religious Advisory Council of the Canadian Broadcasting Corp. recommended further study of the subject of commercially sponsored religious TV programs.

HALPIN TALK
Hits 'Saturation' Claim

NATION'S television receiver industry can tap a potential volume of more than $1.5 billion from sales of second and third sets in the home and replacements for old small screen sets, Dan D. Halpin, general sales manager of the receiver division, Allen B. DuMont Labs., declared last Tuesday.

He made this assertion at a dealer showing of five additions to the current line of DuMont TV sets held in New York by the DuMont New York factory distribution branch. The meeting was one of a nation-wide series held by DuMont distributors for dealers last week.

Mr. Halpin set out to back his statement with statistics showing that there are in American homes more than four million receivers that are three years old or more, many of which have screen sizes less than 12 inches. He asserted that in these homes another set could be sold by stressing to consumers the need for a second set, bigger screen, improved performance and technical advances in the newer sets and improved cabinet styling.

Mr. Halpin took issue with market statistics that point to "so-called high 'saturation' of receivers in present markets," declaring:

"These market figures do not consider the over all sensitivity and ambition of the American people to have the most modern and best of everything they have in their homes. Proof that scouts the idea of 'saturation' comes from the automobile industry which is still able to sell five to eight million new cars each year."

SOCIAL AWARD
WDSU's Beal Honored

ANNUAL "Achievement Award" for public service TV has been presented by the National Foundation for Social Integration to Joseph Carleton Beal, former television production manager at WDSU-TV New Orleans, which shared in the honor.

Mr. Beal was honored by the foundation's board of directors for a remote telecast from Dillard U. showing an art exhibition from the Metropolitan Museum of Art, New York City, and for an all-Negro dramatic presentation aired in WDSU-TV studios.

Mr. Beal commended Robert D. Swezey, WDSU general manager, for "his willingness and anxiety to give . . . public service programs of dramatic interest, deep sincerity and great educational value." He cited dramatic and musical programs telecast by WDSU-TV in cooperation with religious and community groups.

Recordings were used on the *WDSU-TV Playhouse* as the community project developed in New Orleans in cooperation with seven theatre organizations.

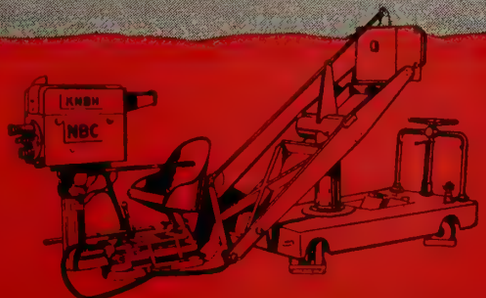


TERRIFIC!



NEW TV CRANE by *Houston-Fearless*

Extreme versatility, maneuverability and ease of operation are combined in the new Houston-Fearless TV Crane, model TC-1. It provides new convenience and comfort for the cameraman. It allows continuous shooting while raising or lowering camera boom from 9'-6" (lens height) high to 3'-6" low, two types of smooth panning, steady rolling-dolly shots or any combination of these actions. High Houston-Fearless quality for complete dependability. This is the perfect answer for top-flight television showmanship.



Write for complete information on the new Houston-Fearless TV Crane, model TC-1 and other television studio equipment.

The **HOUSTON FEARLESS** *Corporation*

• DEVELOPING MACHINES • COLOR PRINTERS • FRICTION HEADS
• COLOR DEVELOPERS • DOLLIES • TRIPODS • PRINTERS • CRANES

11807 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

FILM ANTI-TRUST

Justice Dept. Must Clarify

DEPT. of Justice was given 30 days last week in which to amend its anti-trust suit complaint against motion picture studios and distributing companies to force release of 16mm feature films to television and other outlets.

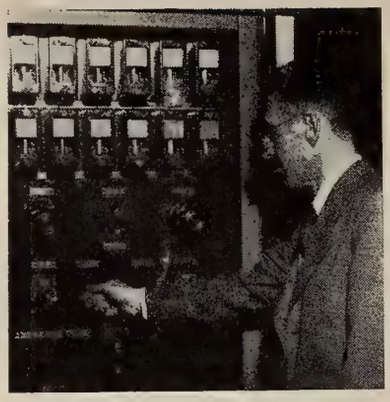
Federal Judge William Byrne in Los Angeles hearing arguments of government and defense counsel Monday, Dec. 29, granted the defendants only two of the 12 requests for clarification of the Dept. of Justice's complaint. He gave government attorneys William C. Dixon and James McGrath 30 days to amend the complaint. Companies being sued will have the same number of days in which to reply.

The defendants in mid-December petitioned Judge Byrne to order the government to give them a more definite bill of particulars and drop the "ambiguities" of the complaint. More specific information was requested to the government's accusation that the motion picture studios and distributing companies had conspired among themselves "by oral and written agreements" to withhold films from TV and other outlets, as charged in the suit filed in Los Angeles on July 22.

The court Monday ordered clarification of the phrase "among other things" in the government's charge that "during the period of the time covered by this complaint, and for the purpose of effectuating the aforesaid combination and conspiracy, the defendants did, among other things, enter into written and oral agreements containing restrictions hereinafter set forth, limiting the purposes for, locations at, times when, and conditions under which 16mm films may be exhibited."

The second phrase ordered clarified is "limiting conditions" in the charge that "the aforesaid restrictions on 16mm feature film exhibitions consist of the following: Limiting the conditions on which licenses for exhibition of 16mm feature films may be granted to churches, schools, clubs, hotels and drive-in theatres."

Named as defendants are 20th Century-Fox Film Corp., Warner Bros. Pictures Inc., Warner Bros. Pictures Distributing Corp., RKO Radio Pictures, Republic Pictures Corp., Republic Productions Inc.; Columbia Pictures Corp., and Subsidiary Screen Gems Inc., Universal Pictures Co. and subsidiary United World Films Inc., Films Inc., and Pictorial Films Inc. Theatre Owners of America is named as a co-conspirator but was not made a defendant.



WOW-TV Omaha Chief Engineer Bill Kotera turns switch sending station's power to 28 kw from 17.2 kw previously authorized, after quick FCC decisions two days apart, first authorizing station 28 kw and then 100 kw. Station expects to increase power to authorized 100 kw during January, when it receives additional technical equipment.

LeRoy Miller

LeROY MILLER, 39, disc jockey for WFIL Philadelphia for the past 15 years, died Dec. 28 in St. Joseph's Hospital, Lancaster, Pa., following a heart attack. For 13 years he was m. c. of the annual May Day ceremonies at Philadelphia's Fairmont Park Zoo. Survivors include his wife and two children.

THE LATEST WCKY STORY

When you buy W C K Y

YOU BUY SELLING POWER

When you buy W C K Y

YOU GET BUYING AUDIENCE

Fifty Grand in Selling Watts

WCKY

upcoming

Jan. 5-10: National Collegiate Athletic Assn. convention, Mayflower Hotel, Washington.

Jan. 8: NARTB Convention TV Subcommittee, NARTB Hdqrs., Washington.

Jan. 9: Washington Citizens' Committee for Educational TV meets, Seattle, Wash.

Jan. 9: All-Industry Conference, spurious emissions problems, Biltmore Hotel, N. Y.

Jan. 9-10: South Carolina Broadcasters Assn. annual meeting, Francis Marion Hotel, Charleston, S. C.

Jan. 12-13: NARTB Standards of Practice Committee, NARTB Hdqrs., Washington.

Jan. 12-Mar. 2 (each Monday): Eleventh Annual Advertising Conference series, sponsored by L. A. Advertising Women Inc., CBS Hollywood.

Jan. 14-15: NARTB TV Code Review Board, NARTB Hdqrs., Washington.

Jan. 14-16: Third Conference on High-Frequency Measurements, Washington, D. C. (Jointly sponsored by AIEE, IRE and National Bureau of Standards).

Jan. 15: Quarterly meeting of Steering Committee, National Advertising Agency Network, Hotel Muehlbach, Kansas City, Mo.

Jan. 16-18: Conference of Western Region, National Advertising Agency Network, Hotel Muehlbach, Kansas City, Mo.

Jan. 22-24: Canadian Broadcasting Corp. board of governors meets, Ottawa, Canada.

Jan. 23-25: Conference of Eastern Region, National Advertising Agency Network, Hotel Statler, Washington.

Jan. 24-25: Retail Advertising Conference, Conrad Hilton Hotel, Chicago.

Jan. 26: Continuance of Theatre-TV allocations hearings, FCC Hdqrs., Washington, D. C.

Jan. 26-27: Maritimes Assn. of Broadcasters annual meeting, Fort Cumberland Hotel, Amherst, N. S., Canada.

Jan. 26-27: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Jan. 28-30: Eighth Annual Georgia Radio and Television Institute, Henry Grady School of Journalism, U. of Georgia, Athens.

Feb. 2-6: NARTB Radio and TV Boards, Bellevue-Biltmore Hotel, Belleair, Fla.

Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

Feb. 6-7: Seventh Annual Radio Short News Course, sponsored by U. of Minnesota and Northwest Radio News Assn., University Campus Center of Continuation Study, Minneapolis. TV Workshop by same sponsors, at same place, tentatively set Feb. 7.

Feb. 12-14: Annual Convention, Southwest Assn. of Advertising Agencies, Texas Hotel, Fort Worth.

Feb. 16-17: Advertising Federation of America, New England District annual meetings, Springfield, Mass.

March 6: Eighth annual Michigan State Radio & TV conference, Michigan State College, East Lansing.

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 29-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.

June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.

CANADIAN RATES

Permit More U. S. Show

THE CANADIAN Broadcasting Corp. announced new rates for its TV stations at Toronto and Montreal Dec. 24.

Reasons underlying the change are attrition of commercial sponsors in TV noticeable after three months of telecasting, and a stalemate on the question of payment to American networks for commercial TV shows.

New rates are for station time only. Production costs are added on live shows where needed. In the past, CBC had lumped production and station time charges into a one rate on the premise that a sponsor using film should pay part of the production facilities for live shows, thereby helping develop Canadian talent.

CBC now is optimistic that it can quickly reach accord with NBC, CBS, ABC and DuMont to bring live TV shows via microwave from Buffalo to Toronto, and thence to Montreal. DuMont had been supplying CBC with film shows (sustaining). But other networks balked because of low percentages CBC was ready to pay.

New arrangements with the U. S. networks are being made, which will permit CBC to pay NBC and CBS 50% of the station time rate.

A number of Canadian advertisers, affiliated with American companies, have been waiting to bring in U. S. shows. It is expected such shows, including *Studio One, Aldrich Family* and *Robert Montgomery Presents,* may soon come to Toronto and Montreal.

New CBC TV rates have been divided into Class A and B times, with Class A time from 6-11 p.m. Monday to Friday, from 1-11 p.m. Saturday and Sunday. Remaining time is Class B time. CBLT Toronto, now starts at 5:30 p.m.; CBFT Montreal starts about 3:30 p.m.

At Toronto, where Canada's biggest TV audience is located, Class A rates start at $750 an hour for station time only, as against $1,600 an hour previously which included time and production facilities. Other CBLT Toronto rates are: 45 minutes, $600; 30 minutes, $450; 20 minutes, $375; 15 minutes, $300, and 10 minutes or less $262.50. Announcements are $200 for 1 minute, $150 for 20 seconds, $75 for 8 seconds.

At Montreal Class A rates now start at $375 an hour, as against $750 previously for time and facilities; $300 for 45 minutes, $225 for 30 minutes, $187.50 for 20 minutes, $150 for 15 minutes, $131.25 for 10 minutes or less. Announcements are $100 for one minute, $75 for 20 seconds, $37.50 for 8 seconds.

Class B rates start at Toronto at $450 for one hour, at Montreal $225 for one hour. An allowance of 10% is made if both stations are used. Microwave relay rates from Buffalo to Toronto are $150 for one hour, $100 for 30 minutes; from Toronto to Montreal $200 an hour, $135 for 30 minutes. The Buffalo-Toronto link is in operation. The Toronto-Montreal link is not quite ready yet.

There is a long list of production facilities rates for sponsors who wish live shows.

BEARDSLEY BACKS
Educational TV in Iowa

MOVEMENT for development of educational TV in Iowa, including 12-station network program service, has won the support of the state's Gov. William S. Beardsley.

Addressing the Governor's Conference on Educational Television in Des Moines a fortnight ago, Gov. Beardsley said there would be advantages gained from pooling the resources of Iowa's educational institutions, including privately-owned schools and colleges. TV's benefits would extend into adult and advanced education, he said.

Plans for the network developed earlier this winter were presented during the conference by representatives of the Iowa Joint Committee on Educational Television. Gov. Beardsley urged that citizens of the state be fully apprised of educational TV's promise.

WKNB-TV SIGNS
CBS-TV Affiliation Announced

PRIMARY affiliation of WKNB-TV Hartford-New Britain with CBS-TV was announced last week by Peter B. Kenney, station manager. WKNB-TV is scheduled to make its debut in late January, operating on Ch. 20.

The station transmitter is located atop Rattlesnake Mountain in Farmington, Conn. Station claims the antenna, located 970 feet above average terrain, will be one of the highest in the East.

NBC-NABET Hearing

NATIONAL Labor Relations Board has set NBC-NABET hearing for Jan. 19 in Los Angeles on NBC charges against the National Assn. of Broadcast Engineers & Technicians (NABET). The network seeks to enjoin the union from enforcing its claimed jurisdiction over the lighting on field and remote TV pickups. NBC awarded the work to IATSE, with NABET protesting and refusing to accept the network's decision. NABET officials claim the lighting work has been theirs historically. NBC appealed to NLRB.

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HIGH TV SALES
Seen in '53 by Craig, Cramer of Crosley

FULL production and steady sales at high levels for television end electronics manufacturers in 1953 were predicted in year-end statements released Friday by John W. Craig, vice president and general manager of Crosley Div. of Avco Mfg. Corp., and L. F. Cramer, vice president and assistant general manager of the company.

Mr. Craig believed opening of new television stations will create "a demand for television receivers that will exceed anything the industry has known to date." He said estimates indicate some two million TV homes already exist as a result of TV stations now under construction.

Adding to the bright picture, Mr. Craig said, are indications "governmental restrictions and materials shortages will be lessened to a large degree" in 1953. He voiced the opinion that by the end of 1953 "over-restrictive controls and regulations" will be abolished and "metals will be available in a more free supply."

Mr. Craig described 1952 as "a year of adjustment," noting the appliance and electronics industry began the year with high inventories. He added that mid-year inventories were brought back into balance by mid-year, and second-half year business rose sharply over the first six months.

Although supporting Mr. Craig's belief TV set sales would be high in 1953, Mr. Cramer warned that a shortage might develop in picture tubes, particularly in larger sizes. He also predicted an increase in receiver prices and a popular acceptance of the yet-to-be introduced 21- and 24-inch rectangular-spherical tubes.

Size of Screens

Mr. Cramer estimated there would be two million new TV homes in 1953 and total industry sales of approximately 6½ million sets. He felt 21-inch screens would lead all others in sales with approximately 4,335,000 sets (67%), followed by 17-inch, 1,300,000 (20%); 24-inch, 715,000 (11%), and 27-inch, 130,000 (2%).

In predicting a picture tube shortage, Mr. Cramer noted that in 1950 the industry had a capacity equivalent to approximately 18 million 17-inch tubes. Although tube manufacturing facilities have increased, he said, the industry's capacity has been lowered because it takes nearly twice as long to build a 21-inch tube as a 17-inch tube.

"Faced with a sales forecast of 6½ million new sets and with the growing replacement market for tubes, which is likely to exceed three million tubes in 1953, a tube shortage will begin to be seriously felt," Mr. Cramer declared. "Manufacturers without tube-making facilities and those who do not expand their tube operations are going to face urgent problems."

Mr. Cramer based his belief that receiver prices would rise in 1953 on the steadily increasing costs of labor, materials, component parts and selling expenses in the past year and a half. He said the "unhealthy inventory at the beginning of 1952 led manufacturers to bring out sets during the year at price margins far too low for economically sound business."

WROV-TV Studios

CONSTRUCTION of new studios at WROV-TV Roanoke, Va., has been completed, according to Frank E. Koehler, general manager. Mr. Koehler said installations are complete and "everything that has been installed operates satisfactorily." Station expects to receive its transmitter from RCA before Jan. 15, date set to begin operations.

HOFFMAN RADIO Corp., L. A., manufacturers of radio and television receiver sets, declared a dividend of 25 cents a share on the common stock, payable Dec. 31 to stock of record Dec. 23. This was first dividend on the stock since April 1951.

N. Y. Mayor's Talk

VINCENT R. IMPELLITTERI, New York mayor, was heard on two radio stations and one TV outlet Tuesday in Part Two of his "Report to the People on the Bus Situation," relative to a long-pending strike of Local Transport Workers Union. Part One originally was telecast live over WJZ-TV New York Sunday, after which WNYC, the city's municipally-owned radio station, recorded the sound portion and rebroadcast it as a radio address. Same process was used Tuesday, with WNBT (TV) carrying the mayor's original live address at 7-7:15 p.m. EST and WNYC's taped version was heard at 8:15-8:30 p.m. WMGM also carried the recorded speech at 7:30-7:45 p.m. the same night.

Paul O. Reehling

FUNERAL services were held last Wednesday with burial at Arlington Cemetery for Paul O. Reehling, 59, business accountant in the FCC at Washington, who was found dead the previous Monday at his home in nearby Alexandria, Va. Survivors are his wife, a brother and two sisters.

GREAT NEWS for NEWS MEN!
TRAVIS TAPAK at applied for

WHY be a weight lifter or a walking cord?
TAPAK WALKIE-RECORDER
(pronounced TAPE-PACK)
COMPLETELY self-powered and self contained. Spring-wound tape transport. No wet batteries, no charging.
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COMPARATIVE NETWORK SHOWSHEET

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TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*Strength For A Free World* F	*Man of the Week* L	*New York Times Youth Forum*	Revere Meet the Press L
6:15				
6:30	TBA	Alcoa See It Now L		Gen Foods Roy Rogers F
6:45	Gruen W. Winchell L			
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	P&G Red Skelton F
7:15				
7:30	*Enterprise USA* F	American Tobacco This Is Show Business L		Reynolds Metals Mr. Peepers L
7:45				
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L
8:15				
8:30				
8:45				
9:00	*Playhouse One* F	General Electric Fred Waring L	Clorets Chlorophyll Gum & P&G Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*This Is The Life* F	Bristol Myers Break the Bank L	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision & F	P. Lorillard The Web L	A. Murray Dance Studios Arthur Murray Show	P&G The Doctor F
10:15	*Film*			
10:30	"	Jules Montenier What's My Line L	Young People's Church of the Air *Youth On The March*	
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	
7:15				
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		P&G Those Two L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Sterling Drug Inspector Mark Saber Homicide Squad F	Lever Lux Video Theatre L	*Report Card for Parents*	Winchell-Mahoney Show L Crosley-Speidel alternating
8:15				
8:30		Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45	*The Hot Seat* L			
9:00		Philip Morris I Love Lucy F	*The Big Idea*	Pearson Pharm. Hollywood Opening Night L
9:15	*ABC All-Star News* L&F			
9:30		Gen. Foods Instant Maxwell Coffee L Gaines Dog Food, Life with Luigi	*Feature Boxing with Wismer*	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00				
10:15		Westing-house Studio One L		
10:30				Co-op Who Said That L
10:45				
11:00		Longines Chrono-scope	Bayuk Ringside Interviews	
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15				Pepsi-Cola Short Stories F
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L
7:45		*Jane Froman*		Camel News Caravan L
8:00			Admiral Corp Life Is Worth Living	
8:15		(8-8:30) *Film*		Texas Co. Milton Berle L *
8:30			Curtis Publishing Co. Keep Posted	
8:45				
9:00		Schick Crime Syndicated (alt.) L Carter Prod. City Hosptl.	Wine Corp. of America Where Was I?	P&G Fireside Theatre F
9:15				
9:30		Electric Auto-Lite Suspense L	*Wisdom of the Ages*	Armstrong Circle Theatre L
9:45				
10:00		Block Drug Danger L	*Meet the Boss*	P. Lorillard Two For The Money F
10:15				
10:30	Bendix Swanson (alt. wks.) The Name's The Same L			
10:45				P. Lorillard Embassy Club L
11:00				
11:15 PM				

WED

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00		
7:15		
7:30	*Film*	GM-Oldsmobi News
7:45		Chesterfie Perry Co
8:00		Pillsbur Toni (alt Godfrey His Frien L
8:15	*ABC All-Star News* L&F	
8:30		Liggett & Myer Godfrey His Frien L
8:45		
9:00	Playhouse Seven F	Colgate Strike It Rich L
9:15		
9:30	*Wrestling From Rainbo* L (9:30 to Midnite)	R. J. Reynold Man Agai Crime
9:45		
10:00		Pabst Sales Co Blue Ribbon Bouts L
10:15		
10:30		General Cigar Sports Sp
10:45		Longine Chrono-scope
11:00		
11:15 PM		

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30				
11:45		*In The Park*		
12:00 N	Kid's Kapers F			
12:15 PM	Sweets Co. Tootsie Hip-podrome L	Lionel Corp All Aboard L		
12:30	Voice of Prophecy Faith For Today L	Hawley & Hoops Candy Carnival L		
12:45				*The Nature of Things* L
1:00				*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
9:45				
10:00		Arthur Godfrey 10-10:45a.m. (See Footnote) *Wheel of Fortune* F. Only 10-10:45 a.m. S		*Ding Dong School* L
10:15				
10:30				*Prologue to the Future* F
10:45				
11:00		*There's One In Every Family*		*Ask Wash-ington* L
11:15				
11:30		C-P-P (MWF) Strike It Rich L		*Mrs. USA* F
11:45		Gen. Mills Bride & Gr'm L		
12:00 N		Amer. Home All Products Love of Life	*Take the Break with Don Russell*	
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light	*B'way. Mat. Colby*	
12:45			*Noontime News with Bill O'Toole*	
1:00			*Ladies Date with Bruce Mayer*	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	Johnson Candy Rootie Kazootie L			
10:45	*Scouting In Action* F			
11:00	Ralston-Purina *Space Patrol* F		Florida Citrus Corp. Happy's Party	
11:15				
11:30	Derby Foods Sky King; Amend Co. Hail The Champ (alt. wks.)	Brown Shoe Smilin' Ed McConnell F	International Shoe Co. Kids & Co.	
11:45				
12:00 N	TBA			
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00				
1:15				

DA

	ABC
1:30 PM	
1:45	
2:00	Standard Oil Pro. Football
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	Kellogg C Super Circ (5-5:30) L
5:30	Mars Can Co. (5:30-6)
5:45 PM	

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15		Amer. Cig. & Cig. Co. News 7:30-7:45 pm		Pepsi-Cola Short Stories L
7:30	General Mills Lone Ranger F	General Electric Jane Froman	Guide Right	Chevrolet Dinah Shore L
7:45				Camel News Caravan L
8:00	*The Greatest Man on Earth* L	Carnation Burns Allen (alt.) L Goodrich		DeSoto-Plymouth Groucho Marx F
8:15				
8:30	Lorillard Chance of a Lifetime L	Blatz Amos 'n' Andy (alt.) Singer Swng. 4 Star Plhs.	Tidewater Associated Oil Broadway to Hollywood	Borden Treasury Men In Action L
8:45				
9:00	*Perspective* L	American Tobacco Co. Biff Baker, U.S.A.	*Thrash? or Treasure!*	Fatima Dragnet F (alt. wks.) Chesterfield Gangbusters F
9:15				
9:30	Film	Lever Rinso Big Town F	*What's the Story Walter Kiernan*	Ford Ford Theatre F
9:45				
10:00	Co-op Pro-Football F	Philip Morris My Little Margie	*Author Meets the Critics*	U.S. Tobacco Martin Kane
10:15				
10:30		Carter I've Got A Secret (alt. wks.) Toni Racket Squad		Ethyl Corp. Ask Me Another L
10:45				
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30			General Foods Capt. Video	Gen. Cigar Co. Herman Hickman
6:45				No Network Service
7:00	General Mills Stu Erwin F	GM-Oldsmobile News		P&G Those Two L
7:15		Chesterfield Perry Como		Camel News Caravan L
7:30	Hotpoint & Lambert (alt. wks.) Ozzie & Harriet F	Gen. Foods Maxwell House Coffee Mama L	Dark of Night Jan. 9th alternating with "Rebound" Every Other Week	RCA Dennis Day L
7:45				
8:00	*ABC All-Star News* L&F	R. J. Reynolds My Friend Irma		Gulf Oil Life of Riley F
8:15				
8:30	"	Schlitz Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Big Story L
8:45				
9:00	Kreisler, (alt. wks.) Tales of Tomorrow L	General Foods Sanka Our Miss Brooks		Campbell Aldrich Family L
9:15				
9:30		Colgate Mr. & Mrs. North	Luden's Twenty Questions	Gillette Cavalcade of Sports L
9:45				
10:00			Carter Products & Toni Co. (Alternate Wks.) Down You Go	Chesebrough Greatest Fights F
10:15				
10:30		Longines Chronoscope		
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	*Seminar* L	6;30-7 p.m. TBA		
6:45				
7:00	Sweets Co. Whiteman TV Teen Club L	7-7;30 p.m. Gemex Liggett & Myers (alt.) Stork Club		*Mr. Wizard*
7:15				
7:30	Chas. Antell Live Like A Millionaire L	Sylvania Beat The Clock L	*Pet Shop*	Dunhill My Hero F
7:45				
8:00	*Feature Playhouse* F	Schick Inc. Amer. Chicle Leeming Co. (Co-Sponsorship) Jackie Gleason Show		Pet Milk Johnson & Johnson All Star Revue L
8:15				
8:30		*Red Buttons*		
8:45				
9:00		Meet Mollie S		Your Show of Shows R. J. Reynolds S.O.S. Benrus Griffin Prudential Lehn & Fink L
9:15				
9:30		Sealy Balance Budget (alt. wks.) Cats Paw Quiz Kids	Co-op Boyle-Midway Sports Showcase	
9:45				
10:00		Simmons Jergens (alt.) It's News To Me		American Tobacco Your Hit Parade L
10:15				
10:30				
10:45				
11:00			Wrestling Resumes	
11:15 PM				

SUNDAY

	CBS	DuMONT	NBC
6:00 PM			*Religious Hour Frontiers of Faith* L
6:15			
6:30			*American Inventory* L
6:45			
7:00			Bohn Alum. American Forum L
7:15			
7:30			*Victory at Sea* F
7:45			
8:00			*Juvenile Jury* L
8:15			
8:30			RCA (alt. wks.) Kukla, Fran Ollie L
8:45			
9:00			Zoo Parade Quaker Oats L
9:15			
9:30			Hallmark Hall of Fame L
9:45			
10:00			*The Week In Religion*
10:15			
10:30			TBA
10:45			
11:00			
11:15 PM			

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00		Garry Moore Show (See footnote)		
7:15				
7:30		Campbell Soup Double or Nothing M-W-F		
7:45				
8:00		*Mike & Buff*		
8:15				
8:30		Art Linkletter's House Party (See Footnote)		
8:45				
9:00		*Film*	*Paul Dixon Show*	
9:15				
9:30				
9:45				
10:00		Amer. Oil Co. Years of Crises 1/1/53 only 3:30-4:30 pm		
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00				The Big Payoff CPP (M-W-F)
7:15				
7:30				P&G Welcome Travelers L
7:45				
8:00				
8:15				
8:30				
8:45				Kate Smith L
9:00				
9:15				
9:30				
9:45				Lever Hwkns. Falls L
10:00				Gabby Hayes**
10:15				Mars, C-P-P Welch, Klog Int. Shoe
10:30				Bauer & Blk Standard Brands L
10:45				Howdy Ddy
11:00				
11:15 PM				

Explanation: Programs in italics, sustaining; Time, EST. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Fla. Citrus, 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.-Thurs.—Riggio, 8:15-20 Wed—Mystic, Tu.-Thurs.—Fla. Citrus, Fri.—Doeskin, 8:20-25 Mon.—Pure-Pak, Thurs.—"Time," Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5. Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:60-15, Fril Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

** Wednesdays, 8:30-9 p.m., Scott Paper for Scott Music Hall alternates with Du Pont for "Cavalcade of America."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—10:15—Mon.-Th.,—Star-Kist Tuna & Clinton Foods, alt. days.
10:15-30, Mon.-Th.—Frigidaire & Owens-Corning, Alt. Days.
10:30-45, M-Th.—Lever.
10:45-11, M-Th.—Pillsbury.
10:45-11 a.m.—Westinghouse-Betty Furness.
11:30-12 n, Tu. & Th., Strike It Rich, sustaining.
1:30-45 p.m. Mon.—Masland; Thu.—Deep Freeze.
1:45-2 p.m. Mon.—Duff; Tues., Ballard; Wed., Best Foods; Thurs., Stokley-Gary Moore; Fri., Kellogg.
2-2:30 p.m., Tu. & Th., Every Where I Go, sustaining.
2:45-3 p.m., Fri.—Green Giant Co.; 2:45-3 p.m., M-Th—Pillsbury; 3-3:15 p.m., M-W-Th—Lever Bros.; 3-3:15 p.m., Tu-Fri—Kellogg; 2:45-3:15 p.m.—House Party.
11:30 a.m.-12 n, 1:00-4:00 p.m. 11:30-12 mid., Packard Motor — Presidential Inauguration, Inaugural Ball, 1/20/53 only.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
January 5, 1953

TRANS. SALES

Taylor Sees $50 Million

PREDICTION that the sale of TV transmitters would top the $50 million mark in 1953 was voiced last Tuesday in a report by Herbert E. Taylor, manager of the television transmitter division of Allen B. DuMont Labs. (Also see DuMont statement this issue.)

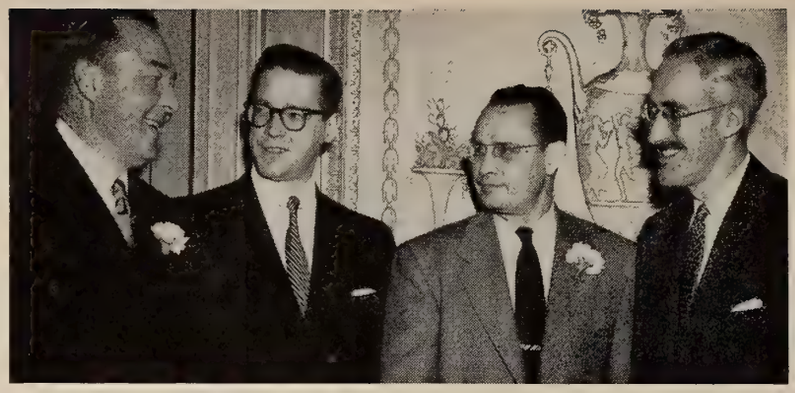
In making this forecast, Mr. Taylor noted that sale and shipments of DuMont television transmitters and associated station studio equipment in 1952 increased 200% over 1951. He added that in 1953 the transmitter manufacturing field would enter "the greatest growth period it has ever known."

Mr. Taylor said that he based the $50 million-plus figure on sales to some 75 new TV stations which will go on the air in 1953, on sales to another 75 stations during the next 12 months, plus new sales of transmitters and associated station and studio equipment.

Referring to the expected growth of uhf telecasting during 1953, Mr. Taylor said uhf will pose the problem of how much equipment should be manufactured and shipped. He said that at this time it is difficult to estimate closely production figures for uhf equipment.

Mr. Taylor said he based this uncertainty on the following considerations: The split production of plants as vhf manufacturers start to produce both uhf and vhf simultaneously; the speed with which uhf can be manufactured and tested, which will remain undecided until quantity production gets underway; the rapidity with which FCC concludes hearings and grants licenses and the comparative number of vhf and uhf construction permits granted.

Pointing out that TV is finally "coming into its own after three and one-half years of the 'freeze,'" Mr. Taylor predicted that enormous expansion in the manufacturing of broadcast equipment in 1953 would spur collateral activities in the industry. In this connection, he cited the introduction of new products, development of new plant equipment to turn out the products and the use of many time and money-saving methods that could not be introduced previously because of limited production during the "freeze."



CLOSED CIRCUIT showing in New York's Waldorf-Astoria Hotel of WWJ-TV Detroit's new building and facilities was attended by (l to r) George P. Hollingbery of the station representation firm bearing his name; Tom Carson, Benton & Bowles Inc. Adv.; Edwin K. Wheeler, WWJ-TV, and Chester Slaybaugh, Morse International Inc. Adv.

Crosley Sponsors

CROSLEY Div. of Avco Mfg. Corp. sponsored a five-minute warmup and five-minute summary of Gater Bowl game, New Year's Day, from Jacksonville, Fla. on the full MBS network. Mutual carried the game as a co-op program for Crosley's white goods division, through Benton & Bowles, and Crosley's electronics division, through BBDO.

J. Light's Estate

ENTIRE estate of $433,000 left by Joseph Light, owner of WCAV Norfolk, Va., and building contractor, who died last month [B•T, Dec. 22, 1952], will go to his wife Pauline, according to his will filed in U. S. District Court, Washington, D. C., last Monday.

HIGH school students from foreign lands visiting the U. S., are starred on *World We Want*, new weekly series which began Jan. 3 on WOR-TV New York. The *New York Herald Tribune* is cooperating on the show.

KLYSTRON TUBES

GE Adds Line for Uhf

SIX high-power klystron tubes have been added to General Electric Tube Dept.'s line of transmitting tubes. E. F. Peterson, manager of marketing for the Tube Dept., has announced that production of the new tubes will begin at the company's Schenectady plant early this year.

Tubes, rated for a maximum power output of 15 kw with a synchronizing peak level of 12 kw, reportedly are the most powerful yet developed for uhf telecasting. Each tube is rated for a specific uhf range. Together they cover all uhf channels from 470 to 890 mc. In size they vary in length from 4½ to 5 feet and in net weight from 180 to 280 pounds, with a maximum overall diameter of 21½ inches.

Each tube is tunable and contains three resonators. All six are integral cavity tubes which will mean that the transmitter manufacturer will not have to provide cavities for his final amplifier tubes.

N. Y. U. Courses

NEW YORK U. will offer seven courses in radio, television and electronics during the spring semester in its technical studies program, the university has announced. Among industry personnel slated to participate as instructors are Otis S. Freeman, WPIX (TV) New York assistant chief engineer; Louis J. Clement, WPIX operations supervisor, and Kerim Onder, consulting engineer and former RCA Labs. engineer. Topics include equipment maintenance, circuitry and other technical aspects. Registration will be held daily Jan. 19 through Feb. 6 at the Div. of General Education, Technical Studies Office, 3 Washington Square North, New York City.

JOSEPH H. McCONNELL, NBC president, was host to nearly 2,500 NBC employes and their families at network's annual Christmas party at the Center Theatre, New York, Dec. 24.

NEWS ASSN.

Opposes Union Contrac

ASSN. of Radio News Analyst is on record in New York with resolution which expresses the op position of its members "to bein compelled to join a labor union a the result of any agreement whic may be signed by any network o radio station."

The action apparently is aime at an agreement concluded by th major networks and the America Federation of Television & Radi Artists, calling for inclusion o news reporters and newscasters i a new pact. Though the pro posed contract would exempt new analysts and news commentator from membership in AFTRA, it in cludes a stipulation that arbitra tion will decide whether a newsma falls into the exempt categor [B•T, Dec. 15, 1952].

The resolution declares that as sociation members had always con sidered themselves "as independen contractors" and were "unwillin to authorize any union official t negotiate with any network or sta tion" on their behalf. It notes tha members believed that if they wer forced to join a union, they coul not report and analyze labor dis putes "without favor or prejudice."

Amateur Privileges

PROPOSAL to grant amateur op erators certain radiotelephon privileges has been adopted b the FCC. The Commission wil amend Part 12 of its rules o amateur service to permit Genera and Conditional operators to us the 3800-4000 kc and 14200-1430 kc bands for radiotelephone emis sions. Amendment becomes effec tive next Feb. 18. Previously thes privileges were granted only t holders of Advanced and Extra Classes of amateur licenses. FC also provided for additional radio telephone space for amateur us in the 7 mc band. Proposal tha such space be made available i the new 21 mc amateur band wil be acted upon in the immediat future, FCC said.

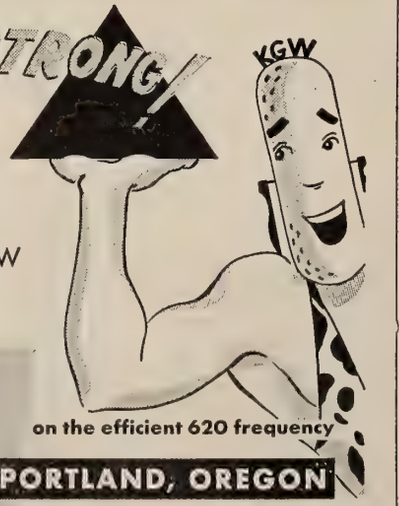
CHRISTMAS auction of the Advertis ing Men's Post No. 209 of the Amer ican Legion, New York, netted $7,015 according to Vice Commander Cyril L Ellison. Funds will be used to suppor the post's J. O. B. (Just One Break Wing, which attempts to place dis abled veterans in private industry.

Still Going STRONG!

A coffee account, using KGW, increased sales in this area 42 per cent.

For Sales Results Use KGW

Economical and efficient medium for covering the mass market.



KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.

® Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

35 West Fourth Street, New York 14, N. Y.

ANNUAL Mummers' Parade in Philadelphia on New Year's Day was presented for the third consecutive year over WFIL-TV by C. Schmidt & Sons Inc. Agency for the account is Al Paul Lefton Co. Highlights and background on the Mummers and on each group participating in the parade were handled by Phil Sheridan, Harry K. Smith and John Corcoran.

SIMULCAST GETS AWARD

EXECUTIVE board of the New Jersey Education Assn. has presented WATV (TV) and WAAT Newark with a special award for its educational program, *Junior Town Meeting*. Award was presented to Robert B. Macdougall, director of the stations' educational activities. Show enjoys the participation of 150 secondary schools and is used in numerous classrooms throughout the state.

CHRISTMAS COOKIE CONTEST

A DISC jockey's hunger for some home-baked Christmas cookies turned into one of the largest baking contests Cleveland ever had, according to reports from WERE in that city. Station's Bill Randle suggested that he would like some samples of Christmas cookies made by his listeners. Response was so enthusiastic that Mr. Randle decided to convert his request into a baking contest. Idea drew some 500 contestants whose samples were sent to three orphanages and a Marine hospital.

SAFE-DRIVING CAMPAIGN

SAFE-DRIVING campaign for the New Year holiday was broadcast for three days in advance of New Year's Eve by MBS. Network stations broadcast more than 200 five-word slogans alerting motorists to safe-driving practices.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

programs promotion premiums



BASKETBALL SCHEDULE

FULL schedule of collegiate basketball games will be carried by KROW Oakland, Calif., during the coming season. Series will be sponsored by Tide Water Associated Oil Co. Schedule includes games which will be played by U. of California, St. Mary's, U. of San Francisco, Fresno State College, Santa Clara, Stanford and College of the Pacific.

MOVIE-TV PROMOTION

MOTION picture theatre tie-in promotions put WTOP Washington stars on the screens of local theatres during the Christmas holidays. One trailer plugged Eddie Gallaher's *Sundial, Moondial* and *Moondial Matinee* shows. Signs in the theatre lobby also promoted Mr. Gallaher's programs. Other trailer plugged *Toast of the Town* variety show which recently saluted the film, "Stars and Stripes Forever." Film deals with the life of John Philip Sousa, who composed the "Washington Post March." *Washington Post* is 55% owner of WTOP.

WINTER RESORT COVERAGE

WGY Schenectady reports that its coverage area includes 126 ski resorts in upstate New York and western New England, according to information received at the station from the New York State Dept. of Commerce and the New England Council. Figures indicated that more than $130 million will be spent this winter at the resorts in the WGY listening area.

RADIO SCHOOL PROMOTION

MAILING piece stressing that you're "Never Too Old to Learn" has been sent out by Wisconsin State Broadcasting Service at U. of Wisconsin, Madison. Stations cooperating in the fall and winter adult education program are listed along with courses offered on the Wisconsin College of the Air.

MORNING FEATURE

NEW morning feature on WMAR-TV Baltimore thrice weekly is *This Is Edith Land*, program featuring songs, stories and interviews. Miss Land is a former New York fashion designer and has also been a school teacher. Participating sponsors on her program are Bryant Roofing & Home Improvement Co., Fromm Sales, The Dorman Electric Supply Co., Sun Furniture Co. and Appliance Center.

MORNING SEGMENT PLUGGED

PROMOTION piece has been prepared by WPEN Philadelphia plugging *Del Parks Treasure Club*, 6 a.m. daily show featuring music, news, sports, time signals and weather reports. Long list of sponsor classifications advertising on WPEN between 6-9 a.m. are included in the folder along with a description of the show's format and some details on Mr. Parks' background.

PIEL'S FIFTH BUY

PIEL Brothers, New York Brewery, has added a fifth TV program, *The First Show* on WPIX (TV) New York, to the four started earlier in 1952 to promote Piel's Light Beer in the metropolitan area. Thomas P. Hawkes, advertising and sales promotion manager, in announcing the new series, telecast Monday through Friday, 7:30-9 p.m., said: "This tremendous growth in Television advertising is designed to increase consumer recognition and acceptance of Piel's beer . . . Piel's stepped-up sales push through the TV medium, supported by our radio, newspaper and point-of-purchase advertising and merchandising, is reflected in current record-breaking sales in the New York area."

BOWLERS ON TV

RETURN of *Bowlers' Jackpot* to television in Cleveland took place Dec. 27 when the show was again seen by audiences there on WNBK (TV). Show originates from Shangs Recreation Center and is emceed by Sammy Levine. Six men and women bowlers from the WNBK viewing area will compete weekly for prizes. Bowling instructions, match games and popular rounds for the jackpot prizes are included in plans for the show which is now scheduled as a regular WNBK feature.

SYMPHONY PROJECT

TELEVIEWERS in the St. Paul-Minneapolis area saw the first of 10 hour-long Minneapolis Symphony Orchestra telecasts on WCCO-TV on Jan. 4. Station considers the project the most elaborate symphony telecasting experiment in the country to date. Main cash contribution for the series is from Fund for Adult Education. Theme of the project is "A Great Symphony Orchestra and the Region It Serves."

NBC Radio Sales

TABLE of network time sales for November and January-November, 1952, versus 1951 [AT DEADLINE, Dec. 29], erroneously reported NBC radio January - November 1951 gross time sales as totaling $40,980,710. Figure should be $49,980,710.



HEARING IS BELIEVING

Central Ohioans buy brand names associated with favorite radio personalities. Loyal, yet ever-ready to try something new, Central Ohioans, 1¼ million strong, make up a billion-dollar market for old and new products.

Reach this 24-county market area through WBNS Radio —Central Ohio's only CBS outlet. The top 20-rated programs round out a balanced schedule which attracts loyal listeners who *hear . . . believe . . .* and *buy!*

ASK JOHN BLAIR

WBNS RADIO

POWER WBNS — 5,000 WELD-FM—53,000 COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

KODI'S SIMPSON

May Be in GOP Post

MILWARD L. SIMPSON, part owner of KODI Cody, Wyo., was reported last week to have accepted a post as assistant secretary to Oregon Gov. Douglas McKay, Interior Dept. Secretary-designate, when the Eisenhower Administration takes office Jan. 20.

Mr. Simpson, a Cody attorney, is associated with his family (Lorna and Peter Simpson, not further identified) in ownership of KODI, licensed to Absaroka Broadcasting Co. According to FCC records, the attorney held 10 of 19 shares as of Dec. 12, 1951. Total of 190 shares were reported to be outstanding at that time when the family obtained control of the station in a stock transfer.

Mr. Simpson also is part owner of a weekly newspaper and chairman of the U. of Wyoming Board of Regents.

Appointment of Robert Cutler, trust executive and lawyer, as administrative assistant to President-elect Eisenhower also was announced. Mr. Cutler was the third named to such a position, joining Emmet Hughes and Dr. Gabriel Hauge in the Executive Office.

CBS RADIO press information dept. has moved to 49 East 52d St., New York. Mailing address: 485 Madison Ave., New York 22. Telephone is Plaza 5-2000.

allied arts



M. ROBERT WILSON elected vice president in charge of sales, Hallicrafters Co., Chicago.

L. G. HAGGERTY elected vice president in charge of manufacturing for Capehart-Farnsworth Corp., South Bend, Ind.

ARTHUR L. CHAPMAN elected vice president in charge of electronics operations at Sylvania Electric Products Inc., N. Y.

BERT COLE appointed eastern regional manager headquartered in N. Y., for Servel Inc., Evansville, Ind. **WILLIAM K. GRUBE** named to head firm's midwest region with headquarters in Chicago.

JAMES S. COHAN, advertising manager of factory sales branch of Allen B. DuMont Labs.' TV Receiver Div., named cooperative advertising manager.

JOSEPH R. MATTHEWS, manager, Weed & Co., S. F., to Nielsen Coverage Service, that city, as western sales manager.

JAMES M. CRAWFORD, general manager of Motor and Generator Div., General Electric Co., Schenectady, N. Y., elected vice president of company. Other division general managers elected to same office: **FRANCIS E. FAIRMAN,** Transformer and Allied Products Div., Pittsfield, Mass.; **CRAMER W. LaPIERRE,** Aircraft Gas Turbine Div., Evendale, Ohio; **CLARENCE H. LINDER,** Major Appliance Div., Louisville, Ky.; **HAROLD A. MacKINNON,** Component Products Div., Ft. Wayne, Ind.; **CHARLES K. RIEGER,** Small Appliance Div., Bridgeport, Conn.; **GLENN B. WARREN,** Turbine Div., Schenectady; **WILLIAM C. WICHMAN,** Industrial Power Components Div., Plainville, Conn.

TOWER LIGHTING Div., Hughey & Phillips, L. A., moves general offices to Encino, Calif. Firm's engineering and production plant relocates at 3300 N. San Fernando Blvd., Burbank.

TERRENCE O'FLAHERTY, radio-TV columnist, *San Francisco Chronicle,* appointed a member of advisory board of George Foster Peabody Radio and Television Awards.

UNITED CATALOG PUBLISHERS Inc., N. Y., announces publication of cross-indexed, illustrated buying guide and reference book containing 80,000 items of current electronic products. Book gives descriptions of all items as approved by each manufacturer.

Technical . . .

AL KEISELBACH, engineering staff, WSRS Cleveland, to WGAR same city, in same capacity. **BILL MARTIN** named chief engineer at WSRS.

TERRELL KIRKSEY, sales engineering consultant in Southwest for Transmitter Div., Allen B. DuMont Labs., appointed chief engineer, KDUB-TV Lubbock, Tex.

ROBERT BROWN to engineering staff, WIBX Utica, N. Y.

BYRON DIDLO to NBC Chicago, as TV studio enginer.

ARMED Forces contest awarding $1,000 to each best march composed by service man or service woman in the Army, Navy, Marine Corps and Air Force, has been announced by ASCAP. Prizes will be known as the ASCAP-John Philip Sousa Awards.

JUMP AT MAJESTIC

Predicted by Ashbach

FORECAST of a 50% increase in production of Majestic radio and television receivers and tightening of raw materials in 1953 was made in an announcement for release today (Monday) by Leonard Ashbach, board chairman of the Majestic Radio & Television Div. of Wilcox-Gay Corp.

At the same time Mr. Ashbach announced enlargement of the company's Brooklyn factory.

This plant addition, together with the main Brooklyn and Charlotte, Mich., plants, are calculated to raise Majestic's current production figure of 800 TV sets daily to about 1,200 units a day by the end of 1953, Mr. Ashbach reported.

Taking cognizance of newly opened television areas, Mr. Ashbach said Majestic added approximately 40 new distributors in such areas in 1952 and plans to acquire 150 new distributors in 1953. He said Majestic is conducting dealer meetings in prospective TV areas stressing sales, merchandising and advertising suggestions.

"We anticipate," declared Mr. Ashbach, "a normal distribution pattern by the end of 1953, free from the 'ups and downs' which for the past few years have raised havoc in our business. We are now at the threshold of a new industrial development, making television one of the nation's leading economic forces. We predict that television production will be increased 25% in 1953 with almost the same rate of growth straight through to 1958."

CBS 20-Year Club

FORMATION of a CBS 20-year club, comprising 141 employes in the company's service that length of time, was announced last week by the network. The 92 New York employes with CBS since 1932 were presented $100 savings bonds and pins by CBS President Frank Stanton, CBS-TV President J. L. Van Volkenburg, and CBS Radio President Adrian Murphy at a party last Monday. Those in other cities have received them or will receive them later [B•T, Dec. 29, 1952].

Radio Station

KFMB

Is

Now

CBS

Radio Network

in

San Diego, Calif.

550 On Dial

John A. Kennedy, Board Chairman
Howard L. Chernoff, General Mgr.

Represented By The BRANHAM CO.

the NBC *station serving greater* YOUNGSTOWN, O.

30th population area in U.S.

5,000 WATTS

WFMJ

Duplicating on 50,000 Watts FM

Our Respects To

(Continued from page 48)

general manager.

One of the youngest general managers in the country at 23, Mr. Bernstein promptly created a full-time merchandising department: "I have always felt that to sell a product successfully, whether over the radio, TV, or newspaper, that product must be carefully and individually merchandised."

In May 1948 he joined Forjoe & Co., national radio and television representative, as Philadelphia district office general manager. Here he put his knowledge of local radio to work in the national agency field. In a five-month period he wrote more business for Forjoe than any other man in the office had written within a year, it has been claimed.

In Philadelphia he became friendly with S. Carl Mark, then owner of WTTM Trenton, who asked Mr. Bernstein to serve as a consultant for WTTM besides his regular duties with Forjoe.

In February 1949 he joined WTTM as sales manager and program consultant, later taking over additional duties as station manager.

Record of Success

WTTM's net profit has almost quadrupled since Mr. Bernstein joined the station. "Our successful sales picture," he says, "can be attributed directly to an aggressive selling force, a hard-hitting merchandising department, outstanding local programming and a record of public service second to none."

The station has been praised for presentation of news on governmental affairs and public service programming by New Jersey's Gov. Alfred E. Driscoll.

A fortnight ago FCC approved sale of WTTM to Peoples Broadcasting Co., wholly owned subsidiary of Farm Bureau Mutual Automobile Insurance Co. [B•T, Dec. 29, 1952]. Mr. Bernstein became general manager under Herbert E. Evans, vice president.

In 1951, under Mr. Bernstein's sales leadership, WTTM received seven BAB awards, a record which it claims no other station has equaled. Mr. Bernstein's comment: "Our advertisers are considered as part of our family, and they are asked continually to make suggestions, criticisms, and to give their thoughts on how to make a successful operation more successful. This makes the advertiser feel that he is personally a part of station management."

Mr. Bernstein for the past four years has been a radio and TV consultant to the National Democratic Club of New Jersey and is a consultant for Forjoe. His wife is the former Anita Kahn of Trenton. They live in Glen Afton. His day runs from 8:30 a.m. to nearly midnight.

Other Activities

These long hours are caused in part by his civic activities. He is a member of the Masons, Elks, Junior Chamber of Commerce, chairman of the mayor's Citizens' Committee for Radio & Television, member of the National Sales Executives Club, Trenton Chamber of Commerce, president of the Advertising Club of Trenton, executive director of the New Jersey Broadcasters Assn. and a member of the board of governors of the Advertising Club of New Jersey.

A member of college varsity basketball and track teams and of Tau Epsilon Phi fraternity, Mr. Bernstein now confines his athletics to golf, shooting in the middle to low 80s. He belongs to the Greenacres Country Club in Lawrenceville, N. J.

His daughter, Lynn Frances, 1, already is in the radio business. He has recorded her crying and has used it for sound effects on several station programs. "She's the best darn cryer I know," he says.

He plans eventually to invest in radio and television properties. He has full faith in radio and believes that with aggressive selling and programming, radio will continue as the number one advertising medium today per dollar spent. He believes television is a natural complement to radio.

At KLIL Opening

MORE THAN 3,500 persons toured the new studios and building of KLIL Estherville, Iowa, during a two-day open house. A 100-w station, it took the air Dec. 10. Station officials served as hosts to listeners in the area the following Saturday and Sunday. The eight-room structure is painted in a variety of pastel colors. Eighteen hours of programming are beamed daily to "the entire Iowa lakes area." Shows also originate at nearby studios in Spirit Lake, Ia., and Jackson, Minn. William E. Schons is president of the station, operating on 1340 kc and owned by the Estherville Broadcasting Corp.

WRTA

Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by
Robert Meeker Associates



You buy

Performance Security

when you buy RCA Tubes

AS A RESULT OF progressive and continuing development at the RCA Tube Department, electron tubes are steadily being improved to provide better performance.

Take the 892-R, for instance. By using a stronger, more efficient radiator and an improved grid support structure, RCA has reduced operating temperatures, increased tube strength, and appreciably extended average life expectancy. The results of these improvements are lower operating costs and reduced maintenance.

Take advantage of the latest advances in tube development. Rely on RCA Tubes for *Performance Security.*

Your local RCA Tube Distributor can make quick delivery on your RCA Tube requirements. Call him.

RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

IRE CONVENTION

NTSC Color TV Leads Mar. 23-26 Slate

COLOR TV system being developed by the National Television System Committee, cooperative enterprise embracing engineers from all phases of TV—research, manufacturing and broadcasting—will be the prime subject of discussion at the technical sessions on television to be given at the 1953 convention of the institute of Radio Engineers, March 23-26 in New York [B•T, Dec. 29, 1952].

Opening TV session, scheduled for Monday afternoon (March 23), will include the following speakers and topics: Donald Richman, Hazeltine Corp., "Theory of Synchronization Applied to NTSC Television"; W. E. Wood, General Electric Co., "Color Synchronization in the NTSC Color TV Receiver by Means of the Crystal Filter"; Mr. Richman, "Automatic-Phase-Control Color Synchronization for NTSC Color TV"; J. S. S. Kerr, General Electric Co., "Transient Response in a Color Carrier Channel With Vestigial Side Band Transmission"; P. W. Howells, General Electric Co., "Transients in Color TV."

Tuesday morning TV technical session agenda includes: W. F. Schreiber, Harvard U., "Probability Distribution Measurements of TV Signals"; D. C. Livingston, Sylvania Electric Products, "Colorimetric Properties of Gamma-Corrected Color TV Systems"; A. P. Stern, General Electric Co., "Phase Measurements at Sub-carrier Frequency in Color TV"; I. C. Abrahams and R. C. Thor, General Electric Co., "A Precision Line Selector for TV Use"; C. E. Page, Hazeltine Corp., "A Monitoring System for NTSC Color TV Signals."

Two symposia on TV broadcasting are scheduled for Wednesday. Morning session program comprises: Robert H. Tanner, Northern Electric Co., "The Design of Speech Input Consoles for TV"; Allen R. Kramer and Edwin R. Kramer, Kramer, Winner & Kramer, "Building TV Broadcast Facilities for Growth, Flexibility and Economy"; Frank G. Kear, Kear & Kennedy, and John G. Preston, ABC, "Fashions in TV Transmitting Antennas"; John Ruston, DuMont Labs, "High Gain Amplifiers for High Power TV Transmitters"; Ray D. Kell and A. C. Schroeder, RCA, "Optimum Utilization of the Radio Frequency Channel for Color TV."

Afternoon Session

Afternoon symposium on videocasting includes a paper on "A Flexible TV Studio Intercommunication System," by R. D. Chipp and R. F. Bigwood, DuMont TV Network, and one on "CBS Hollywood TV City's Video, Audio and Intercommunication Facilities," by Richard O'Brien, Robert Monroe and Price Fish, CBS, as well as five papers on uhf telecasting equipment: Jess Epstein and Donald W. Peterson, RCA, "An Experimental Study of Wave Propagation at 850 mc"; W. H. Sayer Jr., DuMont Labs., "A Typical Uhf Installation"; A. E. Rankin, General Electric Co., "High Power Uhf Klystron Application"; N. P. Hiestand, Varian Assoc., "High Power Klystron Amplifier Design;" H. M. Crosby, General Electric Co., "High Power Uhf TV Broadcasting Systems."

Receivers for color TV via the NTSC system will be discussed by Kenneth E. Farr, Westinghouse Electric Corp., and Will M. Quinn, General Electric Co., at the two Thursday sessions on receivers, which will also include other papers on various phases of receiver design.

The growing interest in transistors, tiny semi-conductors which are expected to take over many functions performed today by vacuum tubes, is reflected by the inclusion of 18 papers on transistors in the IRE agenda of 220 technical papers in 43 sessions. Most of the technical sessions will meet at the Waldorf-Astoria Hotel, convention headquarters, but some will be held at the Belmont Plaza Hotel and at Grand Central Palace, scene of the Radio Engineering Show where some $10 million worth of radio-electronic equipment will be shown in 400 exhibits.

Keynoted with the theme: "Radio-Electronics, A Preview Of Progress," the IRE convention will cover the full range of electronic science in its technical sessions, which for the first time this year will include a seminar on "Acoustics for the Radio Engineer," an all-day tutorial discussion between a six-member panel and the audience.

KGST Representation

KGST Fresno, Calif., reported last week it expects to name a new national representative firm in the near future. The station announced last Monday termination of its exclusive national contract with Forjoe & Co.

FCC actions



DECEMBER 26 THROUGH DECEMBER 31

CP-construction permit **ant.-antenna** **cond.-conditional**
DA-directional antenna **D-day** **LS-local sunset**
ERP-effective radiated power **N-night** **mod.-modification**
STL-studio-transmitter link **aur.-aural** **trans.-transmitter**
synch. amp.-sychronous amplifier **vis.-visual** **unl.-unlimited hours**
STA-special temporary authorization **CG-conditional grant**
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 87.

December 29 Applications . . .

ACCEPTED FOR FILING

Change Type Transmitter

WEHR Hamilton, Ala.—Mod. CP, as mod., which authorized power increase, to change type trans.

KVSM San Mateo, Calif.—Mod. CP, which authorized power increase, to change type trans.

Modification of CP

KGRO Malvern, Ark.—Mod. CP, replacing expired CP, which authorized new AM, for approval of ant., trans. and studio location.

AM—1540 kc

KPOL Los Angeles—CP to increase power from 5 to 10 kw.

Extension of Completion Date

WKBZ Muskegon, Mich.—Mod. CP, as mod., which authorized power increase and change in ant. system, for extension of completion date.

KALM Alton, Mo.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

License for CP

KFMJ Tulsa, Okla.—License for CP, which authorized change in trans. location.

WPRE Prairie du Chien, Wis.—License for CP, as mod., which authorized new AM.

License Renewals

Following stations request renewal of license:

WKUL Cullman, Ala.; KVKM Monahans, Tex.

TENDERED FOR FILING

AM—1420 kc

KTOE Mankato, Minn.—CP to change N power from 1 to 5 kw.

Replaced Expired CP

WAGS Bishopville, S. C.—CP to replace expired CP for new AM to be operated on 1380 kc, 1 kw-D.

APPLICATIONS DISMISSED

Modification of CP

WKSB Milford, Del.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio locations.

APPLICATIONS RETURNED

License for CP

WCEH Hawkinsville, Ga.—License for

A New Year means New Plans IN TOWER ERECTION include . . .

ETS
ELECTRICAL TOWER SERVICE

HERE'S WHY ETS MERITS YOUR CONSIDERATION:

EXPERIENCE ETS has years of experience . . . has erected hundreds of AM, FM and TV towers throughout the United States. ETS has the engineering skill and ability to competently handle a job in its entirety—from beginning to end.

EQUIPMENT ETS has a complete line of equipment to handle your job, manned by skilled workmen with proper engineer supervision. This assures you satisfaction, speed, and highest quality workmanship.

DEPENDABILITY ETS has an enviable record for dependability, integrity, and competence. Proof of this is gladly furnished at anytime. Write, phone, or wire direct or have your contractor or supplier contact us when the need arrives.

FREE brochure on request.

Electrical Tower Service, Inc.

P. O. BOX 1205 • PEORIA, ILL. • PH. 3-9846

Installation and erection of all type towers —No finer service available—anywhere.

Merle V. Watson, Inc.

Over $5,000,000.00 in successful sales campaigns that grossed from $5,000 to $150,000 for some 400 radio and TV stations from coast-to-coast since 1931. Phone 26239 or 48440.

411 AVALON PLACE, PEORIA, ILL.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

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Since 1932

Member AFCCE

CP, which authorized new AM.

Extension of Completion Date

WSLM Salem, Ind.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

December 30 Decisions . . .

By BROADCAST BUREAU

Stations Deleted

Following stations were deleted as of Dec. 1, 1952, at request of stations, and no renewal applications were filed:

KSTP-FM St. Paul, Minn.; WEXI St. Charles, Ill.; WKID-FM Urbana, Ill.

Following station was deleted for lack of prosecution 12-24-52:

KAKC-FM Tulsa, Okla.

License Granted

WPRT Prestonsburg, Ky. — Granted license for AM 960 kc, 1 kw-D.

KICA Clovis, N. M.—Granted license covering changes in DA.

WFUM (FM) Flint, Mich.—Granted license for FM; Ch. 296, 400 w-unl., ant. 175 ft.

Granted CP

WBAC Cleveland, Tenn.—Granted CP to change trans. location and make changes in ant. system.

Modification of CP

KVSM San Mateo, Calif. — Granted mod. CP to change type trans.

WPEL Montrose, Pa.—Granted mod. CP for approval of ant., trans. location, and specify studio location.

WGEA Geneva, Ala.—Granted mod. CP for approval of ant., trans. and studio location.

KBHS Hot Springs, Ark. — Granted mod. CP to change trans. location,

(Continued on page 87)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Opportunity to purchase all or part and manage independent radio station in fast growing industrial and agricultural market of 75,000 in state of Washington. Deal directly with owner by writing in care of Box 355S, BROADCASTING • TELECASTING.

Salesmen

Top Illinois small market. Salesman-announcer who expects to increase income through sales and commission. $240 guarantee to start. Box 383S, BROADCASTING • TELECASTING.

1000 watt, East, fulltime needs experienced salesman with salable ideas. Car essential. Salary plus commission. Box 394S, BROADCASTING • TELECASTING.

Experienced local salesman wanted by 5000 watt CBS New England affiliate tops in its field. Salary and commission. Earning power excellent and advancement assured to steady, reliable, persevering man. If applicant is TV-minded will have opportunity in not too distant future. Applications confidential. Send full details to Box 397S, BROADCASTING • TELECASTING.

Salesman—thoroughly experienced, aggressive man can make 8 to 12 thousand yearly. Competitive, but excellent market. Thousand watt independent with very salable programming. Must have proven record of selling and stability. Draw and liberal commission. Air mail complete detail. Radio Manager, P. O. Box 120, Lexington, Kentucky.

Need ambitious young man anxious to develop into selling and/or production. Would start servicing accounts and writing continuity. NBC affiliate, Box 1056, Twin Falls, Idaho.

Announcers

Announcer-engineer, 250 watt Virginia station. Box 300R, BROADCASTING • TELECASTING.

Somewhere there is an announcer-copywriter working for a 250 watt station who is ready to advance in his radio career. We are looking for such a man to work for a 5,000 watt CBS affiliate which takes special pains to provide advanced training. If you are the man write giving full details first letter. Box 264S, BROADCASTING • TELECASTING.

Two announcers preferably combo. Forty-hour week. Northwest. Box 316S, BROADCASTING • TELECASTING.

Top flight DJ to take over morning spot. Pay is dependent on ability to build and maintain audience. Box 361S, BROADCASTING • TELECASTING.

Staff announcer, needed by Southern network affiliate with TV plans. Must be conscientious and versatile. Salary commensurate with ability. Box 364S, BROADCASTING • TELECASTING.

Combo man, emphasis on announcing 1 kw Midwest independent—permanent. 40 hours, employees insurance. Send photo, tape, resume. Box 385S, BROADCASTING • TELECASTING.

Announcer. Straight staff. Old, established Midwest 250 watt ABC in 25,000 city. Only station. Best working conditions including forty hour week. Submit complete details except audition tape or disc. No West or East Coast applicants please. Box 386S, BROADCASTING • TELECASTING.

Wanted — Experienced announcer for 1 kw independent. Please, no beginners. Box 395S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Sportscaster and a news writer—progressive Midwestern regional station. Good working conditions. Send complete information. Box 396S, BROADCASTING • TELECASTING.

Southern full time regional network affiliate needs good announcer. Excellent working conditions and hours. Apply by letter only. Box 418S, BROADCASTING • TELECASTING.

Regular staff announcing position open. George Overton, Radio Station KMUS, Muskogee, Oklahoma.

Good combo man needed by Southwest CBS affiliate, $91.50 for 6-day week if you know your business. Mail complete qualifications, references and disc to Jim Duncan, KSIL, Silver City, New Mexico.

Experienced announcer, Southwest network affiliate. Top salary. Give details in writing. Audition, disc or tape required. KTBS, Shreveport, Louisiana.

Newsman to handle major newscasts on air. Stress is on reporting ability. Newspaper background will be given preference. We will work with you on air style. Our preference is for man with basic ability, desire to learn, mature, cooperative. Contact: KWKH News Bureau, (CBS 50 kw) P. O. Box 1387, Shreveport, Louisiana.

WDOB, Canton, Mississippi needs three announcer-engineers. $1.60 per hour plus time and half all over forty hours. Rush audition, photo, and resume.

Want experienced combination announcer-engineer. WFRX, West Frankfort, Illinois.

Competent announcer with air personality and civic consciousness. Well paying job for experienced man. WMIX, Mt. Vernon, Illinois.

Announcer-engineer, first class ticket. Experience desired but not necessary. $70.00 to start. Permanent job. Mail qualifications, tape or disc to WSAL, Logansport, Indiana.

Announcers, opportunity this station which polishes announcers for the big-time. Sends two more to network and television. Will replace with good voices if English acceptable. Rush tapes and background for consideration. Station WSDR, Sterling, Illinois.

Live wire independent needs personality staff announcer. Pay commensurate with ability. Contact WVSC, Somerset, Pennsylvania.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Immediate opening, first phone engineer, inexperienced applicants considered, 1000 watt daytime station, give full resume first letter. Write WWYO, Pineville, West Virginia.

Wanted—One announcer-engineer with first class ticket for new kilowatt daytimer in Louisville, Mississippi. Position open about February 1st. Good pay, good future for right man. Air mail audition, photo, full particulars including salary requirement to Box 111, Louisville, Mississippi.

Technical

Engineer by station in large Texas city. Experience unnecessary. Box 329S BROADCASTING • TELECASTING.

Engineer with first class license. Box 399S, BROADCASTING • TELECASTING.

First class engineer-announcer emphasis on announcing. Afternoon daytime shift. Farm station. Send full information including audition and picture. Immediate opening. Box 413S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Virginia net station needs first-class engineer. Must do some announcing and work control board. Box 419S, BROADCASTING • TELECASTING.

First class engineer, no experience necessary. Write or wire Harland Nifong, Chief Engineer, KAVE—CBS affiliate, Carlsbad, New Mexico.

Engineer announcer, first class ticket, capable taking over chief within 90 days, CBS affiliate. Send audition and qualifications, Radio Station KEEP, Twin Falls, Idaho.

Wanted—chief engineer with announcing experience, 250 watt full-time Mutual outlet. Start $80.00 a week. Excellent living conditions. KTNM, Tucumcari, New Mexico.

Engineer, some announcing. Good pay, KWAD, Wadena, Minnesota.

Engineer for regional 5 kw with 50 kw FM. Must enjoy studio control work as well as transmitter operation. Salary range from $75.00 to $92.50. Write or wire William Murphree, Chief Engineer, WABB, Mobile, Alabama.

Engineers needed for WACL and WJAZ. Contact Lloyd McKinney, Waycross, Georgia.

First class engineer studio transmitter. Work $57.50, 40 hour week. Experience desirable, not necessary. WCEM, Cambridge, Md. Phone 1580.

First class transmitter engineer, car necessary. Phillip R. Hurlbut, WCSI, Columbus, Indiana.

Wanted engineer with first class license. WGRM, Greenwood, Mississippi.

Engineer with experience . . . Would consider a combo man. WKRM, Columbia, Tennessee.

Engineer for year round opening. Start January-February, as desired. Some announcing depending upon ability. Send details, WLPO, La Salle, Illinois.

Immediate opening for transmitter operator. Must have first phone license and broadcasting experience. Well paying job with good hours. Must have car. Call or wire WMIX, Mt. Vernon, Illinois.

First class engineer-announcer. Immediate opening. $300 per month plus extras. Wire WMVO, Mount Vernon, Ohio.

Engineer studio transmitter operator. Send photo and resume of experience to WSRS, Cleveland, Ohio.

Wanted: combination engineer-announcer. Looking for first class man to take over chief engineer and pull announcing shift. Announcing must be good, prefer ad lib experience. Excellent town to settle down and be part of community. If you've got what it takes, we will pay. Joe Phillips, WSSO, Starkville, Mississippi, The Home of Mississippi State College.

First phone; transmitter operator, WSYB, Rutland Vermont.

Production-Programming, Others

Wanted:-news man with good announcing voice to gather, write and edit local news. Must be experienced or must have background for position. Job requires some announcing, news casting, and use of tape recorder. Station has contacts, part time reporter and excellent local cooperation. Only live wire male will be considered. Ability more important than experience for this kilowatt Eastern Pennsylvania daytimer. Write Box 351S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Continuity writer. Woman. Old, established 250 watt ABC station. 40 hour week. Best working conditions. Box 387S, BROADCASTING • TELECASTING.

Copy-writer experienced. Good position with 1,000-watt Midwest station. Good salary, based on experience, for man or young woman who can produce live-wire commercial copy. Send full particulars, photo and sample scripts with first letter. Box 417S, BROADCASTING • TELECASTING.

Television

Announcers

Excellent opportunity progressive TV station for announcers, air personalities. Send photo, tape, background to Michael C. Fusco, General Manager, WKTV, Utica, New York.

Situations Wanted

Managerial

Successful local station manager desires new opportunity. Employers will recommend. Age 33. Box 294S, BROADCASTING • TELECASTING.

Program manager: Station experience from 250 to 50,000 watt as program manager, manager, announcer, continuity director. Network and agency experience over NBC and ABC—also television production and writing. Will furnish highest references from past and present affiliations. Presently program manager for leading station and regional network. Contact Robert D. Williams, 2128 Lakeshore Drive, Birmingham, Alabama.

Managed two local stations to high profits and community acceptance. Box 295S, BROADCASTING • TELECASTING.

Don't tolerate break-even operation. Will manage small station for draw against percent of net. Net and independent experience. Married, settled, progressive. Owner-manager successful station. Moving for wife's health. Available immediately. Box 408S, BROADCASTING • TELECASTING.

Salesman

Sales, announcing—ten years experience. Want to grow with your station. Honest, single, veteran, non-high pressure. Don't know it all; can follow "orders". Like to work; no desk jockey. Originated, sold, promoted hundreds of remotes successfully. Not afraid long hours or interested temporary employment. All experience away from home. Worked 250 to 5,000 watts, independents, network. Radio main interest. Prefer Illinois. Ed Woodmansee, 860 S. Lincoln Avenue, Springfield, Illinois, 7406.

Announcers

Experienced announcer—network, independent, college, young, draft exempt. Desire permanent relocation. Tape, photo. Box 380S, BROADCASTING • TELECASTING.

Announcer. Desires staff position. Veteran. 28. Single. Free to travel. Prefer small community. References, resume, disc on request. Box 384S, BROADCASTING • TELECASTING.

"TFMSL—To feature more sales, look": Personality deejay, proven success with own shows; copywriter, intelligent, imaginative; four years experience. Married, no children, veteran; 24. Box 389S, BROADCASTING • TELECASTING.

Available March 1st. A-1 morning air salesman. Mature, experienced, versatile, reliable. Can really sell early morning rural or urban audience. Excellent news and commercial delivery. No over yakkity yak. Now employed major network station. Prefer North Central or Eastern states. Climate change desired. Family man, excellent health. Box 390S, BROADCASTING • TELECASTING.

Announcer, draft exempt. General staff opening. Specializing news and sports play-by-play. Prefer New England New York, New Jersey, Pennsylvania or Maryland. Audition, resume on request. Box 391S, BROADCASTING • TELECASTING.

Help! Box 392S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Southern style, all-round staff work. Smooth, friendly commercial. Easy, relaxed DJ. Married, vet, 24. Audition disc on request. Box 393S, BROADCASTING • TELECASTING.

Established top hooper newscaster-announcer. Dozen years experience among country's best voices. Box 403S, BROADCASTING • TELECASTING.

Time to move ahead! Four years experience. Now working as combination chief announcer-program director. Like to work! Good references. Salary must be good. Box 404S, BROADCASTING • TELECASTING.

Announcer—two years experience in all phases including play-by-play little league baseball for two seasons. One year college football. Want to join station that needs play-by-play man for 1953 baseball season. Available immediately. Box 409S, BROADCASTING • TELECASTING.

Staff announcer—two years experience. News, farm news, sportscasts, DJ, interviews, baseball color, some play-by-play. Also programming. Presently employed. Want to take root in fair size city in nice station with advancement opportunities. Prefer West Coast but will conscientiously consider all offers. $75.00 weekly. Want permanent change. Box 411S, BROADCASTING • TELECASTING.

Announcer-salesman, 2 years experience. Both selling and announcing. Metropolitan market or near. Car, 26, aggressive, married. Looking for a future not a fortune. Qualifications and disc forwarded if interested. Box 412S, BROADCASTING • TELECASTING.

All-phases. Midwest radio school graduate, veteran. Light experience. Travel "anywhere". Box 415S, BROADCASTING • TELECASTING.

Young executive, sales, promotion, program-minded. Two degrees. Scotch ancestory. Experienced day-time full-time independent network. Excellent references present employer. Looking for greater opportunity. Box 423S, BROADCASTING • TELECASTING.

Announcer, newscaster, disc jockey, control board operator. Age 26, two years, university of London (England) one year London School of Journalism. Newscaster, director, disc jockey, on a series of broadcasts over station WLIB and WGHF, New York City. Operator all types of tape recorders. Expert control board operator. Slight foreign accent. Free to travel. Serious and responsible worker. Draft exempt. Reggie Dwyer, 933 St. Marks Avenue, Brooklyn, New York. Telephone Pr 8-5314.

Announcer, 5 years experience all types programs. Excellent, deep, resonant voice. B. A. degree. Board operation. Desire permanent position with well-managed station. Veteran, 27, single. Jack Edwards, 1309 Idlewood Avenue, Lakewood 7, Ohio.

Announcer, 26, news, sports, disc jockey-control board operator. Some experience—versatile, capable and reliable. Married, draft exempt, free to travel. Wants to settle small community. Resume, photo, disc on request. Peter Franklin, 73 Propp Avenue, Franklin Square, Long Island, New York, Floral Park 2-6286.

Singer, entertainer, announcer. TV-radio operation. Two years radio-college graduate. Will furnish recording. Available January 15. Pete Langston, Box 457, Danville, Virginia.

Three announcers for Southeast, two Midwest, one Northeast; all well trained for board work, newscasting and commercial work. Pathfinders School of Radio, 737 11th Street, N. W., Washington, D. C. Me 8-5255.

Mr. Station Manager; see for yourself what a lucrative investment this man can be for your TV or radio station. Clear deep voice that sells. Personable, diligent. 4 years experience plus AFRS (network). Being released from army soon. Commendable references. College. Midwest preferred. Travel anywhere. For disc or personal interview contact Announcer, 2616 Lansing Drive, S. W., Roanoke, Virginia.

Technical

First phone available immediately. Reliable, conscientious. 1½ years transmitter, studio, remote, tape. 1 year radar. 20 years amateur. Prefer Missouri, Illinois, Kansas. Other locations considered. Box 402S, BROADCASTING • TELECASTING.

Present chief 7 years in AM and FM with TV planning experience, B. S. Degree. Radio engineering seeking supervisory placement in new or expanding TV. Box 414S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Technical school graduate, first phone license, desires radio/TV broadcast studio position. Training included TV studio operation. Box 416S, BROADCASTING • TELECASTING.

Combination man . . . First phone. Training. Two years experience, wants to locate within 250 miles of San Antonio permanently. Draft exempt. Send for tape. Walter Herbort Jr., Fredericksburg, Texas.

Transmitter operator. License plus broadcast experience. Please specify requirements. Lewis Sherlock, Box 891, Denver, Colorado.

Production-Programming, Others

Build top audience for you. Aggressive promotion, presentation major sports. Box 354S, BROADCASTING • TELECASTING.

Money-maker available. Profit sharing basis only. Built two money-makers stations. Box 296S, BROADCASTING • TELECASTING.

Small modern station's dream come true! A fellow who can handle all copy, traffic, and programming! Two years experience. $75.00. Prefer North Carolina or Florida Coast. Box 400S, BROADCASTING • TELECASTING.

Girl with limited experience in copy and traffic desires chance to learn! Box 401S, BROADCASTING • TELECASTING.

Veteran, 26, married. Desires radio career, small station. Radio-TV school graduate, third phone, good voice. Box 406S, BROADCASTING • TELECASTING.

Program director or announcer—air quality, deep voice, college, married, sincere, dependable, hard worker. Box 420S, BROADCASTING • TELECASTING.

Program director. Looking for manager who wants salable programs, improved production, better public relations. In return, manager must offer opportunity intensive work, responsibility. Seven years radio-television. Box 421S, BROADCASTING • TELECASTING.

Copy chief and/or PD . . . selling commercials, scripts, what have you! Experienced AM, FM, indie and net. Some newscasting. Prefer Great Lakes, consider any place with good future. Single, draft exempt. No floater or prima donna. Box 422S, BROADCASTING • TELECASTING.

Assistant farm director, 10 years radio, wants good TV opportunity. Box 425S, BROADCASTING • TELECASTING.

Television

Technical

35 years old, 15 in AM, 10 as chief engineer. Want to learn television in station now operating or constructing. Box 357S, BROADCASTING • TELECASTING.

Want TV cameraman and folk DJ jobs about March 1st. SRT trained. Dunlap Sims, 21 Prince St., New York 12, N. Y.

Production-Programming, Others

TV or radio news/special events editor. Solid background network TV, independent and network radio. Know programming. Family man wanting responsible position. Box 359S, BROADCASTING • TELECASTING.

Producer-director-writer. Successful presentations demonstrate originality-showmanship. Exceptional commendations. Box 410S, BROADCASTING • TELECASTING.

For Sale

Stations

Only radio station Northwestern town 8,000 population. Grossing $72,000.00 annually, netting $22,000.00. Confidential. Box 247S, BROADCASTING • TELECASTING.

Southern, 250 w affiliated. Gross $75,000. Only $65,000 terms. Box 381S, BROADCASTING • TELECASTING.

Equipment, etc.

Two Dayton Acme TV 16 mm projectors, new, original cost, $4,000 each, will be sold at good discount. Make offer. Box 382S, BROADCASTING • TELECASTING.

For Sale—(Cont'd)

Gates 250 watt FM transmitter; H-P monitor; Gates consolette; 2-bay Andrew antenna; 2—sets tubes. Excellent condition, very limited use. Package only $1,975.00. Coax cable and other equipment also available at money saving prices. Box 388S, BROADCASTING • TELECASTING.

For sale. Make offer. Raytheon, RA-1000, transmitter. Used three years. WHAK, Rogers City, Michigan.

Equipment for sale—W. E. Co. 506 B-2 10 kw FM transmitter; on air 17,000 hours, 3 years. Spare tubes and parts: G. E. Co. BM-1-A freq. and mod. monitor; 1000 ft. 3 in. transmission line and air supply and circulator. 2000 CFM, electrostatic filter, heat coils. A. P. Frye, WMBI transmitter, R. 1, Elmhurst, Illinois, Phone Elmhurst 180J.

AMPEX tape recorders, two demonstrators. A real bargain at $695.00 each. 18 months to pay on approval of your credit. Radio engineering Company, 908 Kansas Avenue, Topeka, Kansas.

Miscellaneous

Engineer will invest $5,000.00 in small station. Send complete station and contract information. Box 405S, BROADCASTING • TELECASTING.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio. License School, 6064 Hollywood Blvd., Hollywood 28, California.

Situations Wanted

Managerial

DO YOU NEED A PROGRAM MANAGER?

After 6 years in my present job I want to relocate. Solid background, radio & TV, top references. Box 424S, BROADCASTING • TELECASTING.

Announcers

TOPNOTCH MORNING MAN-DJ

11 years radio know-how—lively, original, friendly, clever-show-that entertains and sells. Have been successful against good competition in two major markets. I've covered all phases of radio, including staff, program, copy and specialize as MC. I work at promoting station and myself. No pitch artist—use personal touch. Write or wire. BOX 407S, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

TRANSMISSION LINE and FITTINGS

at a fraction of their cost

Because the FCC assigned us a UHF-TV frequency, we have a quantity of type 506 and 505, 50.5 ohm transtype 506 and 505 50.5 ohm transmission line, originally installed for VHF which had to be replaced. It has never been in use and is in top condition, other than having weathered on the tower durig the "freeze". Some of it is brand new, never out of the boxes. It's complete with "O" rings, bolts, connectors, etc. Clean as a whistle inside, carefully boxed for shipment and ready to go. We'll sell the lot at 50% of today's list price.
540 feet 3⅛" Type 101-506 (27-20 ft. lengths).
40 feet 1⅝" Type 114-505 (2-20 ft. lengths).
2-45° 3⅛" Type 73.506 Elbows.
3-90° 3⅛" Type 72-506 Elbows.
1-3⅛" to 1⅝" Type 85-506 Reducer Assembly.
2-45° 1⅝" Type 42-505 Elbows.

WKBN BROADCASTING CORP.

3930 Sunset Blvd., Youngstown, Ohio

THE 'UNWANTED' WGAR Wins Safety Award

WGAR Cleveland is the only Ohio organization to win more than one outstanding achievement award from the Ohio Safety Council, according to station.

Award was to the station's *Unwanted First* broadcast prepared by Jack Dooley and Charles Day, WGAR news editor.

Unwanted First attempted to impress listeners with the importance of traffic safety by "interviewing" victims in hospitals and morgues.

Amateur Rules Amended

FCC now has completed, with certain changes, its proposed rule-making of April 17, 1952 (Docket 10073) with respect to Amateur Radio Service Rules so as to: (1) Provide for use of radiotelephone emissions in the 72-7300 kc segment of the 7 mc amateur frequency band; (2) enable novice class amateur operators to use the 7175-7200 kc portion of the 7 mc amateur band; (3) establish standards for amateur radio teleprinter operation; (4) open up the non-radiotelephone segments of the 3.5, 7 and 14 mc amateur bands to F-1 (frequency shift telegraphy) emission, and (5) clarify requirements for the transmission of amateur call signs, including teleprinter operation. Changes are effective Feb. 20.

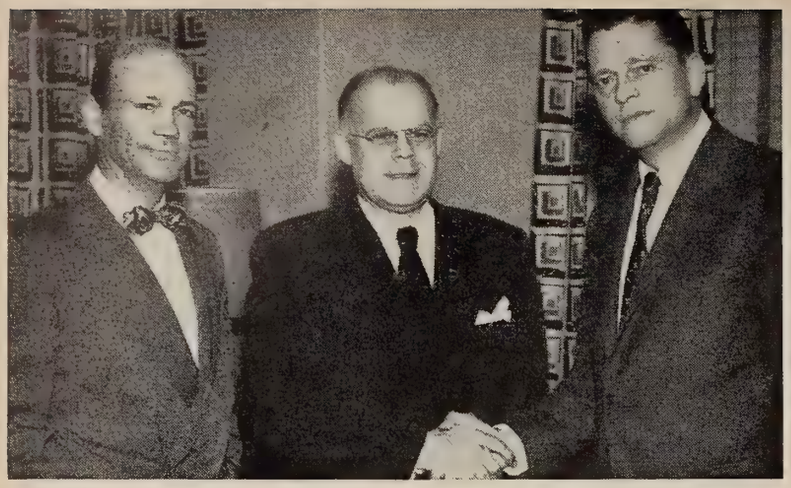
Miscellaneous

We are interested in working with some television production firms. If you have produced any TV commercials, for sectional breweries, that could be adapted for use in Michigan and Ohio without conflict and at a minimum expense to us, we are interested. Reply to Box 398S, BROADCASTING • TELECASTING.

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KENNETH CHURCH (c) receives congratulations on his appointment as vice president of WKRC-AM-FM-TV Cincinnati. Promotion was announced by Hulbert Taft Jr. (l), executive vice president of Radio Cincinnati Inc. Shaking hands with Mr. Church, who joined WKRC as sales manager in 1941, is David Taft, also vice president of licensee firm and managing director of Transit Radio operation (WKRC-FM) in Queen City. Mr. Church was with KMOX St. Louis before coming to Cincinnati.

ARENS TO HEAD

Good Music Sales Activity

APPOINTMENT of John E. Arens to the newly-created post of sales manager of Good Music Broadcasters was announced last week by Raymond S. Green, vice president and general manager of WFLN (FM) Philadelphia, and Norman S. McGee, vice president in charge of sales for WQXR New York.

Mr. Arens will resign as sales director of WFAS-AM-FM White Plains, N. Y., to assume the new GMB post today (Monday). In his new position Mr. Arens will supervise the sales activity of an organization of 13 radio stations founded in 1951 to sell programs of good music to national advertisers. Stations making up GMB are:

WQXR-AM-FM New York; WEAW (FM) Evanston, Ill.; KFAC-AM-FM Los Angeles; WFLN (FM) Philadelphia; WEW St. Louis; KEAR San Francisco; WGMS - AM - FM Washington; WXHR (FM) Cambridge, Mass.; KIXL Dallas; WBIB (FM) New Haven; WSNJ-AM-FM Bridgeton, N. J.; WDRC-FM Hartford, and WITH-FM Baltimore.

PUBLIC BUYING

Quantities of Radio-TV Sets

CONSUMERS who purchased more household goods than they needed during scare-buying periods in 1950 and early 1951 are now buying substantial quantities of radio-TV receivers and other products, the Commerce Dept. has reported.

Surveying business conditions during December, the department painted a glowing picture for the U. S. economy, with personal income and retail sales showing gains. Indication that the public is buying replacements for worn out radio-TV sets has been evident since January 1951 when scare-buying hit its peak, the Commerce Dept. added.

PROCTER & GAMBLE Co.'s *The Guiding Light* daytime show, switched to a new time period, 12:45-1 p.m. beginning last Monday on CBS-TV. Agency is Compton Adv., N. Y.

Television Investment

$200,000.00

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Appraisals • Negotiations • Financing

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Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

SUBSIDY FROM NAEB

WFMT Is an FM Outlet—And Commercial, Too

A COMMERCIAL frequency modulation station in Chicago has received a subsidy from the National Assn. of Educational Broadcasters to produce and broadcast high-quality dramatic and documentary shows in cooperation with the U. of Chicago. This is believed unusual, primarily because the station operates on an FM band and secondarily because it is commercial.

The outlet is WFMT Chicago (formerly WOAK), which has worked out an agreement with the U. of Chicago to broadcast an unlimited number of shows, all of which will be for sale. The grant from NAEB was made to the U. of C., and indirectly to WFMT, the only commercial station in 13 chosen for cooperative work in the broadcasting of quality productions from the U. S. and all parts of the world.

Although the arrangement has been effective since early December, WFMT began regular programming with NAEB features Jan. 1, and has scheduled the *Jeffersonian Heritage* and *Ways of Mankind*, 13 week series which have been praised highly.

Classical Emphasis

Managed and owned by Bernard Jacobs, WFMT will continue to place its programming emphasis on classical music, with the U. of C. and NAEB programming secondary. Shows will be chosen for their entertainment value, and "if they happen to be educational, that's fine, but that's not our purpose."

The new shows will be spotted irregularly in the station's nine hour daily schedule, which will probably be expanded to 10 shortly. It now takes the air at 3 p.m. and signs off at midnight.

Sponsors of the dramas, monologues, documentaries and narrations produced either live or on tape by faculty members and the U. of C., will be required to maintain WFMT's current standards for clients. These include two and one-half minutes of commercial per hour, presentation with no interruption of any kind, spots without any attention-getting tactics, unnecessary repetition and gimmicks, and broadcast of a selection in its entirety. In addition, Mr. Jacobs said, he will continue with the policy of accepting only clients whose merchandise he can vouch for and clients for whom he can do a selling job.

He has acquired numerous new sponsors of his classical FM music programming since the inception of these policies about a year ago.

Working with him and his staff on original productions will be Thomas D. Parrish and Jack E. Wallace of the U. of Chicago, assigned full-time to the WFMT plans. The radio board of the U. of C. is headed by Lawrence A. Kimpton, chancellor of the university and radio chairman, working with George E. Probst, executive director of the radio office; Cyril O. Houle, dean of the university college; George B. Bobrinskoy, chairman of the department of linguistics; Grosvenor W. Cooper, chairman of the department of music; Garfield Cox, Robert Law professor of finance; Kermit Eby, professor of social science; Andrew W. Lawson, chairman of the department of physics; Dr. George V. LeRoy, professor of medicine; Robert Redfield, professor of anthropology; Henry Sams professor of English; Alan Simpson professor of history; Sheldon Tefft, professor of law, and Dr. Paul A. Weiss professor of zoology.

The money allocated to the U. of C. by the NAEB came from an earlier grant of some $450,000 to NAEB from the Ford Foundation.

WFMT expects more extensive coverage in the Chicago area when it goes from an effective radiated power of 8.3 kw to 34 kw. Equipment will be installed shortly. FCC has given its approval of the petition.

STATION FREEZE

CBC Lifts on AM-FM Bids

FOR THE FIRST time in several years the board of governors of the Canadian Broadcasting Corp. will hear applications for new AM and FM stations when it meets at Ottawa Jan. 22-24. With the freeze lifted on steel for construction CBC again is considering applicants for broadcast stations.

Five applicants for new AM stations will be heard on Jan. 22, and one applicant (CFRC Kingston) for an educational FM station. Power increases will be requested by CKCW Moncton, N. B., and CKDA Victoria. AM frequency change is being asked by CHNC Sudbury, Ont., and FM frequency change is requested by CHML-FM Hamilton.

Three stations are asking for emergency transmitter licenses, CHML Hamilton, CHRC Quebec and CHLN Three Rivers. Fifteen stations are asking for permission for share transfers, recapitalization or change of licensee to another corporate licensee.

Hearings Jan. 23 will be devoted to revisions in the proposed new regulations for AM stations [B•T Oct. 13, 1952].

Scranton News Group

OFFICERS of the newly-formed Radio News Club of Northeastern Pennsylvania, organized by newsmen of four Scranton radio stations, are: President, Tom Powell, WGBI; vice president, Bob McHale, WSCR; secretary, William T. Cullen Jr., WQAN, and treasurer, Paul Brand, WARM. Membership is open to newsmen of all regional radio stations and eventually will be extended to TV newsmen.

NARTB MEMBERS

Drive Begins Today

TWO-MONTH campaign in which NARTB members take part in a concentrated drive to enroll new members will start today (Monday). It will conclude Feb. 28, according to William T. Stubblefield, director of station relations.

AM station membership of NARTB passed the 1,000-mark late last year, a figure it had not boasted since the post-war burst of new operations. As of last Nov. 30 there were 1,025 AM members and 370 FM members, plus two national networks (MBS, NBC). At that time there were 97 TV members and 78 associates, a grand total of 1,576. The figure has risen since that time.

Membership committees totaling 12 members have been formed to represent all 17 NARTB districts around the country. The campaign will be conducted at the district level, with each district having a quota. Those taking part in the contest will be given special recognition at the Los Angeles convention April 29-May 1.

Discussing the campaign, NARTB President Harold E. Fellows said, "We have had two happy years in NARTB's growth—during which time most of the television stations in the nation have become members of the association, and the radio representation has been stepped up markedly. This is the first campaign we have undertaken in that time. Obviously, our objective is to make 1953 even a happier new membership year."

Mr. Stubblefield has sent committee members packets of campaign materials and a plan to conduct the selling effort on an organized basis. If all districts reach their quotas, an increase of 28% in membership will be effected, bringing it close to the 1,300 mark.

WMBD SALE

John Fetzer Buying

SALE of WMBD-AM-FM Peoria, Ill., from Peoria Broadcasting Co. to Charles Caley and John Fetzer was announced last week. Application for FCC approval was filed Friday.

Quarter-century-old WMBD, which operates on 1470 kc with 5 kw, was bought by the two broadcasters from Mr. and Mrs. Carl P. Slane and Elizabeth P. Talbott for $225,000. Mr. Caley, president and general manager and 25% stockholder of Peoria Broadcasting Co., will be president and two-thirds owner of the new WMBD Inc. Mr. Fetzer will be vice president and one-third owner.

In addition to his holdings in WMBD, Mr. Caley is also president and one-fourth owner of WDZ Decatur, Ill. Mr. Fetzer owns and operates WKZO-AM-TV Kalamazoo and WJEF-AM-TV Grand Rapids, Mich. Mr. Fetzer also has a minor interest in KXEL-AM-FM Waterloo, Iowa.

FCC roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH DECEMBER 31

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,375	2,358	163	250	164
FM Stations	626	583	57	9	5
TV Stations	126	98	178	998*	242

* Filed since April 14, of which 175 have been granted.

FOR TELEVISION GRANTS AND APPLICATIONS, see page 58.

Non-Docket Actions . . .

TRANSFER GRANTS

KSWB Yuma, Ariz. — Southwestern Bcstg. Co. Granted assignment of construction permit to Maricopa Bcstrs. Inc. which is for new AM station on 1240 kc, 250 w fulltime. Principal (85%) owner of assignee is **Gene Autry**, owner of Melody Ranch Enterprises Inc., Los Angeles, 51% owner of KMPC Los Angeles (see KMPC Los Angeles assignment grant below), and is licensee of KOOL Phoenix, Arix., KOPO Tucson, Ariz., and KNOG Nogales, Ariz., and radio, television and motion picture actor. Comr. Eugene Merrill dissented. Granted Dec. 31.

KMPC Los Angeles, Calif.—KMPC: The Station of the Stars Inc. Granted assignment of license to KMPC Inc. for $799,986 (of which $536,992 is to be cash, $190,687 is to be notes and $73,307 through exchange of stock). Principals in assignee include President **Gene Autry**, licensee of KOOL Phoenix, Ariz., KOPO Tucson, Ariz., and KNOG Nogales, Ariz., 85% owner of KSWB Yuma, Ariz. (see KSWB Yuma assignment grant above), owner of Melody Ranch Enterprises Inc. (which is 51% owner of KMPC Inc., the assignee), and radio, television and motion picture actor; Vice President **Robert O. Reynolds** (40%), general manager of KMPC; Vice President **Lloyd Sigmon** (3.33%), assistant general manager of KMPC and radio engineer; Secretary **Wesley L. Nutten Jr.** (4%), Los Angeles (Calif.) attorney, and Treasurer **Oren G. Mattison** (1.66%), auditor and accountant for KMPC. **Melody Ranch Enterprises Inc.** owns 51% of assignee; this stock is and will be voted by Mr. Autry. Melody Ranch Enterprises Inc. schedules public performances, motion pictures, sound recordings, and AM and television broadcasting for actors and actresses. Granted Dec. 31.

KCHS Truth or Consequences, N. M.—Sierra Bcstg. Co. Granted assignment of license to **Ollie Louis Dennis** and **Gladys P. Dennis** for $10,000. Mr. Dennis is minister of First Baptist Church, Truth or Consequences, N. M. Granted Dec. 31.

WOHP Bellefontaine, Ohio — Charles H. Chamberlain. Granted assignment of license to **Lake Erie Radio & Television Corp.** for $30,000. Principals in assignee include President **Theodore M. Nelson** (27.5%), president and 25% stockholder of WIRO Ironton, Ohio, and general manager of WIKK Erie, Pa., from 1948 to 1952; Secretary-Treasurer **David S. Gifford** (27.5%), Erie (Pa.) attorney and secretary-treasurer and ⅓ owner of Nickle Plate Sand & Gravel Co., Erie; Vice President **William P. Shannon** (15%), vice president and 25% stockholder of WIRO Ironton, Ohio, and sales manager of WIKK Erie from 1949 to 1952; Vice President **Clinton E. McElroy** (15%), secretary and 25% stockholder of WIRO Ironton, Ohio, and assistant general manager of WIKK Erie from 1950 to 1952, and Vice President **Clarence A. Baker** (15%), treasurer, chief engineer and 25% stockholder of WIRO Ironton, Ohio, and chief engineer of WIKK Erie from 1949 to 1952. Granted Dec. 31.

WMOD Moundsville, W. Va.—James D. Sinyard. Granted assignment of license to **Robert W. Munn** for $10,000. Mr. Munn is sole owner of Grand Theatre (motion picture exhibition), Moundsville, W. Va. Granted Dec. 31.

FCC Actions

(Continued from page 83)

change studio location and change type trans.

WPID Piedmont, Ala.—Granted mod. CP for approval of ant., trans. and studio location and change type trans.

WAGG, Franklin, Tenn. — Granted mod. CP for approval of ant., trans. and studio location.

Extension of Completion Date

Following were granted mod. CP's for extension of completion dates as shown:

KLCN Blytheville, Ark., to 6-23-53; **KPIX San Francisco, Calif.**, to 3-25-53; **KROW Oakland, Calif.**, to 7-6-53.

Delete Application

WFMT Chicago, Ill.—Granted request to delete application to modify existing CP to change frequency from 105.9 mc to 103.5 mc and change ERP from 9.3 kw to 9.35 kw.

FCC POSTS

Minderman, Werner Quit

EARL MINDERMAN, assistant to the Chairman of the FCC since mid-1946 and former information director of the Commission, resigned last week to join the newly-formed National Citizens Committee for Educational Television [B•T, Dec. 1, 1952].

Mr. Minderman, who was with FCC since August 1943, will serve as field liaison officer with the citizens' group, according to Robert R. Mullen, executive director.

Also resigning from the FCC is Jack Werner, chief of the Common Carrier Bureau. Mr. Werner is joining the Washington law firm of Freedman & Levy.

During his tenure as assistant to the Chairman, Mr. Minderman worked under Charles R. Denny Jr., Wayne Coy and the present Chairman, Paul A. Walker, himself an ardent advocate of educational TV.

The exact nature of Mr. Minderman's duties with the citizens' committee was not known, but it was understood he would consult with community organizations and business groups in an effort to stimulate interest in TV. He will headquarter in Washington, D. C.

Assistant chief of the Common Carrier Bureau is Curtis Bushnell, who presumably will be acting chief until Mr. Werner's successor is appointed.



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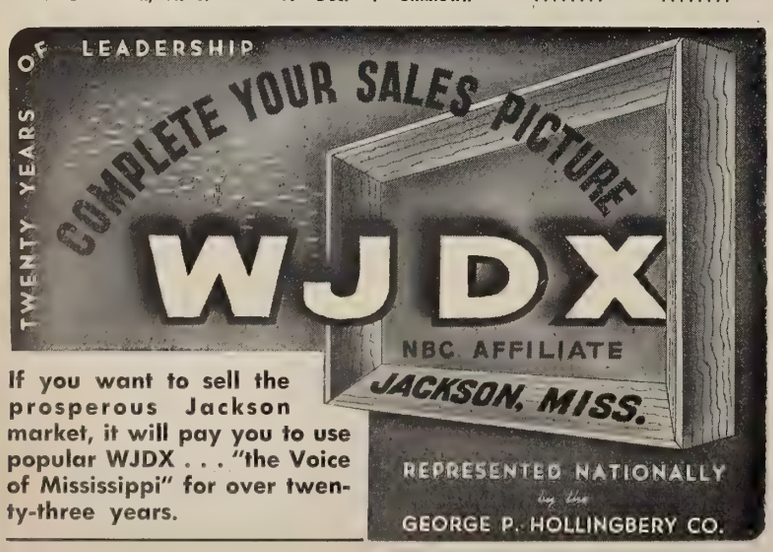
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New Grantees' Commencement Target Dates

(Continued from page 59)

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WEEX-TV	Easton, Pa.	57	Dec. 18	Spring 1953	.....	.....
WTVE (TV)	Elmira, N. Y.	24	Nov. 6	March	.....	Forjoe
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1953	.....	Avery-Knodel
KROD-TV	El Paso, Tex.	4	July 31	Dec. 14‡	CBS, DuMont	Taylor
KTSM-TV	El Paso, Tex.	9	Aug. 14	Jan. 4 ‡	NBC	Hollingbery
WSEE-TV	Fall River, Mass.	46	Sept. 14	May	.....	.....
Ozark TV,	Festus, Mo.	14	Dec. 31	July 1	.....	.....
WTAC-TV	Flint, Mich	16	Nov. 20	Unknown	.....	.....
WCTV (TV)	Flint, Mich.	28	July 11	Early 1953	.....	.....
WFTL-TV	Fort Lauderdale, Fla.	23	July 31	March 1	.....	Sears & Ayer
WITV (TV)	Fort Lauderdale, Fla.	17	July 31	Unknown	.....	.....
KFSA-TV	Fort Smith, Ark.	22	Nov. 13	May 1	.....	.....
WFMD-TV	Frederick, Md.	62	Oct. 24	Unknown	.....	.....
KMJ-TV	Fresno, Calif	24	Sept. 18	May 1	.....	Raymer
WTVS (TV)	Gadsden, Ala.	21	Nov. 6	April	.....	.....
KGUL-TV	Galveston, Tex.	11	Nov. 20	March 1	.....	.....
Rudman Television Co.,	Galveston, Tex.	41	Nov. 20	Unknown	.....	.....
WBAY-TV	Green Bay, Wis.	2	Nov. 13	March 1	.....	Weed
WCOG-TV	Greensboro, N. C.	57	Nov. 20	Unknown	.....	.....
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May	.....	Bolling
Harrisburg Bcstrs,	Harrisburg, Pa.	71	Dec. 31	Unknown	.....	.....
WAZL-TV	Hazleton, Pa.	63	Dec. 18	Unknown	.....	Meeker
WEHT (TV)	Henderson, Ky.	50	Nov. 20	Unknown	.....	.....
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953	.....	Branham
KGMB-TV	Honolulu, T. H.	9	Aug. 7	Dec. 1‡	CBS, ABC, NBC	Free & Peters
KONA (TV)	Honolulu, T. H.	11	Oct. 24	Nov. 22‡	DuMont	Forjoe
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown	.....	.....
WIBM-TV	Jackson, Mich.	48	Nov. 20	Unknown	.....	.....
WJTV (TV)	Jackson, Miss.	25	Sept. 11	Jan. 15	CBS, ABC, NBC, DuMont	Katz
WARD-TV	Johnstown, Pa.	56	Nov. 20	Unknown	.....	Weed
WKMI-TV	Kalamazoo, Mich.	36	Nov. 26	Unknown	.....	.....
WFAM-TV	Lafayette, Ind.	59	Dec. 23	May 1	.....	Rambeau
Southland Telecasters,	Lake Charles, La.	25	Dec. 18	April-June	.....	Adam Young
WONN-TV	Lakeland, Fla.	16	Dec. 31	Unknown	.....	.....
KSWO-TV	Lawton, Okla	7	Dec. 4	April	.....	Taylor
WIMA-TV	Lima, Ohio	35	Dec. 4	Unknown	.....	.....
WLOK-TV	Lima, Ohio	73	Nov. 20	March 15	.....	H-R Reps
KFOR-TV	Lincoln, Neb.	10	Oct. 16	April 1	.....	Petry
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Feb. 1	.....	Weed
KRTV (TV)	Little Rock, Ark.	17	Sept. 18	April 15	.....	Pearson
KETV (TV)	Little Rock, Ark.	23	Oct. 30	Unknown	.....	.....
KPIK (TV)	Los Angeles	22	Dec. 10	Sept. 1	.....	.....
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown	.....	.....
WKLO-TV	Louisville, Ky.	21	Nov. 26	Spring 1953	.....	.....
KCBD-TV	Lubbock, Tex.	11	Oct. 9	Spring 1953	.....	Pearson
KDUB-TV	Lubbock, Tex.	13	Oct. 9	Nov. 13‡	CBS, DuMont	Avery-Knodel
WLVA-TV	Lynchburg, Va.	13	Nov. 13	Feb. 15	.....	Hollingbery
WWOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown	.....	.....
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown	.....	.....
WMAC (TV)	Massillon, Ohio	23	Sept. 4	April 1	.....	.....
WCOC-TV	Meridian, Miss.	30	Dec. 23	Unknown	CBS	.....
WALA-TV	Mobile, Ala.	10	Nov. 26	Jan. 4‡	ABC, NBC	Headley-Reed
WKAB-TV	Mobile, Ala.	48	Aug. 7	Dec. 30‡	DuMont, CBS	Forjoe
KNOE-TV	Monroe, La.	8	Dec. 4	April 1	.....	H-R Reps
KFAZ (TV)	Monroe, La.	43	Dec. 10	April 1	.....	.....
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March	.....	Taylor
WLBC-TV	Muncie, Ind.	49	Oct. 30	March 8	.....	.....
Versluis Radio & Television Inc.,	Muskegon, Mich.	35	Dec. 23	Unknown	.....	.....
WNAM-TV	Neenah, Wis.	42	Dec. 23	Late Summer	.....	Clarke
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown	.....	Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 15	.....	Bolling
N. J. Dept. of Education,	New Brunswick, N. J.	*19	Dec. 4	Unknown	.....	.....
WKST-TV	New Castle, Pa.	45	Sept. 4	February	.....	.....
WNLC-TV	New London, Conn.	26	Dec. 31	July	.....	Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown	.....	.....
WOSH-TV	Oshkosh, Wis.	48	Nov. 26	Unknown	.....	.....
Southland Television Inc.,	Pensacola, Fla.	15	Nov. 13	June	.....	Young
WEEK-TV	Peoria, Ill.	43	Aug. 28	January	NBC	Headley-Reed
WTVH-TV	Peoria, Ill.	19	Dec. 18	Unknown	.....	.....
WIP-TV	Philadelphia, Pa.	29	Nov. 26	Unknown	.....	.....
Gallaher, Berry & Woodyard,	Pittsburgh, Pa.	47	Dec. 23	Unknown	.....	Headley-Reed
Telecasting Co. of Pittsburgh,	Pittsburgh, Pa.	16	Dec. 23	February	.....	.....
KPTV (TV)	Portland, Ore.	27	July 11	Sept. 19‡	NBC	NBC Spot Sal
WEOK-TV	Poughkeepsie, N. Y.	21	Nov. 26	Dec. 1953	.....	.....
KCSJ-TV	Pueblo, Col.	5	Oct. 30	March 1	.....	Avery-Knodel
KDZA-TV	Pueblo, Col.	3	Nov. 13	Feb. 1	.....	.....
WETV (TV)	Raleigh, N. C.	28	Oct. 16	March 1	.....	Avery-Knodel
KWRM-TV	Reno, Nev.	8	Dec. 23	March	.....	.....
WEEU-TV	Reading, Pa.	33	Sept. 4	May 15	.....	Headley-Reed
WHUM-TV	Reading, Pa.	61	Sept. 4	Jan. 15	CBS	H-R Reps.
WROV-TV	Roanoke, Va.	27	Sept. 18	Jan. 15	ABC	Burn-Smith
WSLS-TV	Roanoke, Va.	10	Sept. 11	Dec. 11 ‡	NBC, CBS	Avery-Knodel
WROH (TV)	Rochester, N. Y.	*21	July 24	Unknown	.....	.....
WTVO (TV)	Rockford, Ill.	39	Sept. 11	Unknown	.....	.....
WKNX-TV	Saginaw, Mich.	57	Oct. 2	March	.....	Gill-Keefe & Perna
KFEQ-TV	St. Joseph, Mo.	2	Oct. 16	April	.....	Headley-Reed
WSUN-TV	St. Petersburg, Fla.	38	Oct. 9	May 1	.....	Weed
KGKL-TV	San Angelo, Tex.	3	Dec. 18	Unknown	.....	.....
KTXL-TV	San Angelo, Tex.	8	Nov. 26	Unknown	.....	.....
KITO-TV	San Bernardino, Calif.	18	Nov. 6	Fall 1953	.....	Hollingbery
WKAQ-TV	San Juan, P. R.	2	July 24	1954	.....	Inter-America
KEYT (TV)	Santa Barbara, Calif.	3	Nov. 13	May	ABC, DuMont, CBS, NBC	.....
WGBI-TV	Scranton, Pa.	22	Aug. 14	April	CBS	Blair-TV Inc.
WTVU (TV)	Scranton, Pa.	73	Aug. 14	Feb.-March	.....	Cooke
KWTV (TV)	Sioux City, Iowa	36	Oct. 30	Unknown	.....	.....
KVTV (TV)	Sioux City	9	Nov. 20	April 1	CBS	Katz
KELO-TV	Sioux Falls, S. D.	11	Nov. 20	Feb. 1	.....	Taylor
WSBT-TV	South Bend, Ind.	34	Aug. 28	Dec. 22‡	.....	Raymer
KHQ-TV	Spokane, Wash.	6	July 11	Dec. 22‡	NBC, ABC	Katz
KXLY-TV	Spokane, Wash.	4	July 11	Jan. 15	CBS, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV)	Springfield, Mass.	61	July 11	Jan. 15	.....	Hollingbery
KTTS-TV	Springfield, Mo.	10	Oct. 9	April	.....	.....
WHTV (TV)	Syracuse, N. Y.	*43	Sept. 18	Unknown	.....	.....
KMO-TV	Tacoma, Wash.	13	Dec. 10	May 1	.....	Branham
KTNT-TV	Tacoma, Wash.	11	Dec. 10	.....	.....	.....
KCNA-TV	Tucson, Ariz.	9	Dec. 18	Unknown	.....	.....
KOPO-TV	Tucson, Ariz.	13	Nov. 13	Jan. 15	.....	.....
KVOA-TV	Tucson, Ariz.	4	Nov. 13	Feb. 1	NBC	Raymer
Central Texas Television Co.,	Waco, Tex.	34	Nov. 13	June 1	.....	.....
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown	.....	.....
WATR-TV	Waterbury, Conn.	53	Oct. 30	March 1	.....	Rambeau
WWNY-TV	Watertown, N. Y.	48	Dec. 23	Unknown	.....	.....
WIRK-TV	West Palm Beach, Fla.	21	Dec. 18	Unknown	.....	.....
KFDX-TV	Wichita Falls, Tex.	3	Dec. 18	March 18	.....	.....
White Television Co.,	Wichita Falls, Tex.	22	Nov. 6	April	.....	.....
WBRE-TV	Wilkes-Barre, Pa.	28	Oct. 2	Jan. 1‡	NBC	Headley-Reed
WILK-TV	Wilkes-Barre, Pa.	34	Oct. 2	Feb. 1	ABC-DuMont	Avery-Knodel
WRAK-TV	Williamsport, Pa.	36	Nov. 13	Unknown	.....	.....
KIMA-TV	Yakima, Wash.	29	Dec. 4	March	.....	.....
KIT-TV	Yakima, Wash.	23	Dec. 4	August	.....	.....
WNOW-TV	York, Pa.	49	July 11	April	DuMont	.....
WSBA-TV	York, Pa.	43	July 11	Dec. 22‡	ABC	Radio-TV Rep
WFMJ-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV	Youngstown, Ohio	27	July 11	Jan. 15	CBS, DuMont, ABC	Raymer
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown	.....	.....
WHIZ-TV	Zanesville, Ohio	50	Dec. 10	April 1	.....	.....

‡ On the air, operating commercially. * Educational permittee.



If you want to sell the prosperous Jackson market, it will pay you to use popular WJDX . . . "the Voice of Mississippi" for over twenty-three years.

KFBB STOCK

Wilkins Acquires Control

TRANSFER of controlling interest in KFBB Great Falls, Mont., from Fred Birch, local contractor, to Joseph P. Wilkins, manager for the past 12 years, has been completed, it was announced last week.

In a reorganization of the Buttrey Broadcasting Co., licensee of the 5 kw DA-N station on 1310 kc, Mr. Wilkins was elected president. E. F. Galt, stockholder and First National Bank president, was elected vice president and Lillian F. Wilkins, secretary-treasurer.

Motorola Forms Unit

MOTOROLA Inc., Chicago, announced formation of a wholly owned subsidiary, Motorola Communications and Electronics Inc which will distribute product manufactured by the company communications and electronics d vision. President Paul V. Galvi said products include two-wa radio systems, multi-channel micr wave relay systems, power lin carriers and supervisory and i dustrial control equipment.

Color TV Quandary

(Continued from page 57)

ansmitting techniques. The Laboratories Division, together with Hytron adio & Electronics Co., a CBS division, also made substantial progress the development of a tri-color tube hich can be used with the field equential system and which would place the disc which had theretofore been used in receivers. Other mpanies, notably the Chromatic aboratories Inc., made important rogress in developing tri-color tubes sable with the field sequential system.

In addition, the manufacturing industry continued with its work in ttempting to develop a "compatible" olor television system. Although in he hearings in 1950 before the FCC, was represented that such a comatible system would be perfected and lly ready for commercial use by he spring of 1951, there has been subantial delay and postponement from me to time in the target date, which ill remains in the indefinite future.

As CBS has always stated, its chief bjective is that the important added imension of color be brought to the levision viewing public at the earest possible moment.

As it has also stated, CBS believes extremely desirable that such a olor system be compatible so that xisting black and white receivers an receive the color transmissions in lack and white without any change such receivers.

CBS genuinely hopes that the industry committees and groups now orking on such a compatible system ill be successful in their efforts and ill press forward to obtain approval f its standards in 1953. Because of he uncertainty and conflicting claims, he public is not now receiving this nportant new development of color levision even though the FCC has pproved field sequential color standrds.

The manufacturing industry, broadasters and the FCC owe the public he obligation of promptly considerng whether it still remains true, as BS believes on the basis of informaon currently available to it, that the resent field sequential system is the nly practical, workable and inexpenive color system or whether this approved system is to be replaced by a ompatible system which must be qually practical, workable and inexensive. All elements in the industry nd in the government should strive romptly to resolve this question so hat all can go forward in vigorous fforts under whichever system prevails.

It is devoutly to be hoped that this nportant issue be resolved as soon s possible in 1953 so that color broadasting will once again be made availble to provide the ultimate in educaon, entertainment and information o viewers in their homes.

Raytheon Profits Up

NET PROFIT of $1,913,000 after provision for federal income and xcess profits taxes of $4,450,000, was reported for the first half of he fiscal year ended Nov. 30 by the aytheon Mfg. Co., Waltham, lass. This compares with a profit f $718,000, after provisions for 1,060,000 for federal income and xcess profits, for the same period. ast year.

ELECTION TAB

Lists All Party Funds

MAJOR political parties spent upwards of $6 million on radio and television on behalf of all national candidates during the 1952 campaign, a Senate subcommittee reported last week.

The figures represent perhaps the first clear inkling of broadcast expenditures on the major networks and individual radio-TV stations by all major parties. They cover money paid out for the Presidential, Vice Presidential, Senatorial and Congressional campaigns at the federal level.

The data was supplied by the Senate Privileges & Elections Subcommittee, headed by Rep. Thomas D. Hennings (D-Mo.), which has been studying methods of streamlining national election procedures. The objective is to revise upward the campaign expenditure ceiling (now $3 million for each national political committee) to take cognizance of the broadcast outlay.

The Hennings group reported that all parties spent $6,062,378.05 on radio and television—on networks or local stations. Breakdown showed $3,111,049.53 for radio and $2,951,328.52 for television —divided among ten and six political parties, respectively.

Rep. Hennings cited the broadcast industry for its "splendid cooperation" in returning questionnaires. A full 100% of networks and radio outlets and 85% of TV stations responded, with the balance of television stations in markets where federal candidates probably bought no time. All figures cover network estimates including cost of pre-emptions and time, and station revenue (without overlap).

The Republicans spent $1.8 million-plus on radio and $1.6 million-plus on TV; the Democrats, $1.2 million-plus on radio, $1.3 million-plus on television—or roughly $3.4 million for the GOP and $2.6 million for the Democrats on both media. Variance with previous estimates [B•T, Nov. 10, 1952], which showed lesser amounts, is attributable to inclusion of local station time purchases and amounts received locally for Congressional and Senatorial candidates.

Other parties spending money on radio-TV were the Socialist Labor, Progressive, Liberal, American Labor, Socialist Workers, Prohibition, Independent and Socialist.

SHOEMAKER NAMED

Is WWCO General Manager

APPOINTMENT of James H. Shoemaker as general manager of WWCO Waterbury, Conn., effective today (Monday), was announced last week by W. G. Wells, part owner of the station.

Mr. Shoemaker has been associated with WKOX Framingham, Mass., as commercial manager. He was a co-founder of the station, which went on the air in 1947, and a partner in the licensee firm, Suburban Broadcasting Co.



NEW partners in reorganized A. D. Ring & Assoc. are (l to r): Messrs. Kershner, Ring and Head. Partnership resulted in change of firm's name from A. D. Ring & Co. ➤

SINGLE RATE

KFYO, WOND Issue Cards

THE SINGLE rate plan for radio gained additional support last week as KEYO Lubbock, Tex., and WOND Pleasantville, N. J., issued new cards in each of which the day and night rates are the same, effective Jan. 1.

KFYO, on 790 kc with 5 kw day and 1 kw night, made the change by setting all rates, from 6 a.m. to 12 midnight, slightly less than they had been during the Class "A" 6 p.m. to 10:30 p.m. period.

Where the one-hour, one-time Class "A" rate had been $90, for example, it now is $80 in all periods. The station is under the general managership of Gordon Thompson, with Leon E. Harris as commercial manager, and is represented nationally by the O. L. Taylor Co.

WOND, on 1400 kc with 250 w, not only is adopting a single day and evening rate, but is setting it generally higher than the old Class "A" rate—although at the same time increasing discounts considerably—and also is setting aside the 8-10 p.m. segment as non-commercial.

RING FIRM

Head, Kershner Are Partners

REORGANIZATION of A. D. Ring & Co., Washington, D. C., consulting radio-TV engineer firm, into a partnership comprising two new principals was announced by A. D. Ring last Wednesday.

The new firm will be known as A. D. Ring & Assoc. New partners are Howard Head and Stephen Kershner, who have been with the company since late 1945. No changes in policy or services are contemplated. Work will be under the general supervision of Mr. Ring.

Mr. Head has been occupied with presentations to the FCC, field work and hearings. He has been active on problems of standard, FM and TV broadcasting, both in Washington and in the field.

Prior to World War II, he was engaged in research and development work with RCA Labs. He returned from active service in the Signal Corps Engineering Labs. with the rank of major in 1945 before joining the Ring firm.

Mr. Kershner has been assigned mainly to the firm's foreign work, including services for the State Dept.'s Voice of America, Radio Free Europe and other activities. He also has handled intricate domestic problems requiring research and specialized design work.

Among his achievements are development of new techniques for adjustment and maintenance of critical directional antenna systems and improved methods for conducting field surveys on TV stations.

Columbia '52 Sales

COLUMBIA Records Inc., subsidiary for CBS, had the best sales year in its history except for 1947, surpassing 1951 by more than 12%. James B. Conkling, CRI president, reported in a year-end statement. During the year, long-playing records became increasingly important in the transcription field, with complete half-hour programs available on single 10-inch, 33⅓ RPM discs, he said.



at deadline

FCC SETS ISSUES IN LANCASTER SNARL

FINANCIAL representations made in TV applications by Peoples Broadcasting Co., licensee WLAN Lancaster, Pa., as well as extent of common ownership and signal overlap among Steinman Stations WGAL-TV Lancaster, WDEL-TV Wilmington, Del., and WLEV-TV Bethlehem, Pa., were included in issues set by FCC for comparative hearing scheduled Feb. 2 on request of WGAL-TV for regular license on vhf Ch. 8 and new-station Ch. 8 bid of WLAN.

Released Friday, hearing order and issues had been adopted by Commission Wednesday, night of which WGAL-TV switched from Ch. 4 to Ch. 8 under conditional grant of last September, which grant WLAN has appealed to court [B•T, Dec. 22, Sept. 22, 1952]. Switch to Ch. 8, ordered by Sixth Report finalizing TV reallocation plan, was granted on conditional basis subject to outcome of comparative hearing between WGAL-TV and WLAN.

What is believed will be expedited proceeding before unspecified FCC hearing examiner, hearing was ordered by Commission *en banc* with Chairman Paul A. Walker and Comrs. Rosel H. Hyde, E. M. Webster, Robert T. Bartley and Eugene H. Merrill, with Comr. George E. Sterling dissenting and Comr. Merrill issuing separate statement.

Hearing issues specified are as follows:

1. To determine whether Peoples Broadcasting Co. is financially qualified to construct and operate the proposed station and whether misrepresentations were made to the Commission by Peoples Broadcasting Co. with respect to its financial qualifications in its above-entitled application in the light of the information contained in the application of Binghamton Broadcasters Inc. for a permit to construct a television station in Binghamton, N. Y. (BTCT-1100).

2. To determine whether the installation and operation of either of the stations proposed in the above-entitled applications would constitute a hazard to air navigation.

3. To determine on a comparative basis which if either of the above-entitled applications should be granted with particular reference to but not limited to the following:

(a) The background, experience and capabilities of WGAL Inc. and Peoples Broadcasting Co. to construct and operate the television broadcast station proposed by each applicant. (b) The type and character of the program service proposed to be rendered by WGAL Inc. and Peoples Broadcasting Co. and whether said proposed service would meet the needs of the communities and areas within the grade A and B field intensity contours. (c) The management and operation of the stations proposed by WGAL Inc. and Peoples Broadcasting Co. (d) The extent of common ownership and interest of WGAL Inc. in television stations WDEL-TV Wilmington, Del. and WLEV-TV Bethlehem, Pa. (e) The extent of overlap that would result from the operation of WGAL-TV as proposed in its above-entitled application and the operation of WDEL-TV and WLEV-TV as authorized.

Comr. Sterling's dissent:

I dissent to the adoption of the hearing order for a comparative hearing for the reasons set forth in my dissent of September 16, 1952, when the Commission majority decided that Peoples Broadcasting Company was entitled to a comparative hearing with WGAL-TV to determine which applicant is to occupy Channel 8 in Lancaster, Pa. I dissent further to the inclusion in the hearing order of an overlap issue in such hearing since any overlap results from the Standards adopted by the Commission in order to provide an improved television service to all of the Nation. The Commission recognized this when it granted the Crosley applications in accordance with the new Standards.

Comr. Merrill's statement:

I concur with the majority of the Commission in the designation for hearing of applications for construction permits filed by WGAL Inc. and Peoples Broadcasting Co. for operation of a television station on Channel 8 at Lancaster. However, in my opinion, the order setting this matter for hearing should provide issues for inquiring into the possible overlap of areas that would be served by WGAL-TV Lancaster as proposed; and WLEV-TV Bethlehem, Pa.; and WDEL-TV, Wilmington, Del., operating with maximum antenna height and power as set forth in the Sixth Report and Order adopted by the Commission April 11, 1952.

CLASSES ON TV

WBAL-TV Baltimore Friday offered facilities to city's board of education for conducting classes on TV in wake of manual laborers' strike. Board reportedly is studying offer for daily TV classes, 9-12 noon, covering primary and public schools, and is compiling tentative broadcast schedule. Strike started New Year's Day and schools scheduled to reopen today (Monday) after holiday recess. Laborers handle furnace-janitor chores in 40 Baltimore schools.

PHILIP MORRIS ORDERED TO CEASE CERTAIN CLAIMS

PHILIP MORRIS & Co., New York, ordered by Federal Trade Commission to cease certain claims based on irritation factors and effect on smoker's breath. Action substantially upholds conclusions of Hearing Examiner Earl J. Kolb in initial decision issued Jan. 23, 1952.

Firm ordered to cease advertising claims that Philip Morris cigarettes are non-irritating; less irritating than other leading cigarettes, or will not affect smoker's breath or leave after-taste. Firm ordered to drop claims made for diethylene glycol, used as humectant in cigarettes instead of glycerine.

TV APPLICATIONS

UHF TV BIDS for Winston-Salem and Durham, N. C., and Richmond, Va., by group identified with ownership of WTOB Winston-Salem, reported filed with FCC Friday. Other new applications include transfer request by WGBI-TV Scranton, Pa., uhf Ch. 16 grantee, whereby WGBI, *Scranton Times'* WQAN and Meco Realty Co. would each become one-third owner of TV outlet (see TV applications, page 58). Three new uhf bids are:

Durham, N. C.—Winston-Salem Bcstg. Co., uhf Ch. 46; ERP 173.6 kw visual, antenna height above average terrain 525 ft. Estimated cost $244,915, annual operating cost $190,000, revenue $205,000. Principals include President **James W. Coan** (7.5%), president and 30% stockholder of WTOB Winston-Salem, N. C.; Vice President **Robert V. Brawley** (5%), Winston-Salem attorney and 20% stockholder of WTOB; Secretary-Treasurer **John G. Johnson** (7.5%), 30% stockholder of WTOB; Assistant Secretary **Archibald Craige** (11.25%), Winston-Salem attorney and 20% stockholder of WTOB; **Thomas B. Rice** (12.5%) and **Jonas S. Rice** (12.5%), each 50% owner of Dr. Pepper Bottling Co., Winston-Salem; **Albert Butler** (18.75%), president and 25% stockholder of Arista Mills (textiles), and **Earl F. Slick** (25%), oil producer. Applicant also seeks TV stations in Winston-Salem, N. C., and Richmond, Va.; see below.

Winston-Salem, N. C.—Winston-Salem Bcstg. Co. (WTOB), uhf Ch. 26; ERP 198.2 kw visual, antenna height above average terrain 365 ft. Cost $245,016, operating cost $190,000, revenue $205,000. For principals, see Durham N. C., application above.

Richmond, Va.—Winston-Salem Bcstg. Co., uhf Ch. 29; ERP 17.2 kw visual, antenna height above average terrain 544 ft. Cost $153,954, operating cost $180,000, revenue $180,000. For principals, see Durham, N. C., application above.

MARATHON TELECAST

BOYS' CLUB of Chicago will benefit from three-hour marathon telecast Jan. 10 on WNBQ (TV) Chicago, with columnists Tony Weitzel and Irv Kupcinet interviewing guest celebrities. Program to include 100-voice choir and 75 piece band from club. Time donated by Hauser Nash sales, facilities by NBC.

PEOPLE...

JAMES WEBB YOUNG, consultant to J Walter Thompson Co. and Ford Foundation engaged by General Mills as independent consultant to review advertising with view toward future development, on recommendation of Advertising Director Samuel C. Gale.

BERNARD G. RASMUSSEN, timebuyer and business manager of Ruthrauff & Ryan, N. Y. to Fuller & Smith & Ross, that city, in similar capacity. He will be responsible for controlling budgets, estimates, billing, cut-in operations and interruption rebates on most of agency's local and network radio and TV programs.

DAN WELCH, Toni Co. account executive at Foote, Cone & Belding, Chicago, before account shifted bulk of its business Jan. 1 to Weiss & Geller, same city, joins W & G in same capacity. Dick Sachse, assistant account executive at FC&B on Toni, has joined W & G's account staff.

IRVING HARRIS has resigned as executive vice president of Toni Co., Chicago Div. of Gillette, to work there in Merchandise Mart offices as risk capital investment counsel. Mr Harris continues as a Gillette board member and will work with Toni in consulting capacity.

ANTONY WRIGHT promoted to vice president in charge of commercial products division at Capehart-Farnsworth Corp., Fort Wayne, Ind.

FRIDAY TV ACTIONS

FCC granted seven more requests for maximum power to pre-freeze stations in Group D priority line. Five post-freeze stations were granted modifications of construction permits, and five others were granted special temporary authorization. One of those receiving STA, WJAC-TV Johnstown, Pa., is existing (pre-freeze station), due to shift from vhf Ch. 13 to vhf Ch. 6 under FCC Sixth Report & Order [B•T, April 14, 1952]. All Friday actions by FCC Broadcast Bureau.

GROUP D GRANTS

KPIX (TV) San Francisco, Calif., granted modification of construction permit for 100 kw visual, 50 kw aural; antenna height above average terrain 1,140 ft.

KRON-TV San Francisco, Calif., granted 100 kw visual, 50 kw aural; antenna height above average terrain 1,310 ft.

WNHC-TV New Haven, Conn., granted 316 kw visual, 158 kw aural; antenna height above average terrain 720 ft.

WHBF-TV Rock Island, Ill., granted 100 kw visual, 50 kw aural.

WJBK-TV Detroit, Mich., granted 100 kw visual, 50 kw aural.

WHEN (TV) Syracuse, N. Y., granted modification of construction permit for 190 kw visual, 100 kw aural; antenna height above average terrain 960 ft.

WSYR-TV Syracuse, N. Y., granted 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft.

GRANTED CP MODIFICATIONS

WICC-TV Bridgeport, Conn., granted modification of construction permit for 180 kw visual, 91 kw aural.

WKNX-TV Saginaw, Mich., granted modification of construction permit for 19 kw visual, 10 kw aural, with condition that there be no adverse effect upon WKNX-AM.

WNOK-TV Columbia, S. C., granted modification of construction permit for 780 kw visual, 390 kw aural; antenna height above average terrain 620 ft.

KDUB-TV Lubbock, Tex., granted modification of construction permit for 31 kw visual, 15.5 kw aural; antenna height above average terrain 820 ft.

WSLS-TV Roanoke, Va., granted modification of construction permit for 250 kw visual, 125 kw aural; antenna height above average terrain 1,960 ft. Transmitter location to be on west side of U. S. 221 atop Poor Mt.

GRANTED STA

WKAB-TV Mobile, Ala., granted special temporary authorization to operate commercially on uhf Ch. 48.

WKBN-TV Youngstown, Ohio, granted special temporary authorization to operate commercially on uhf Ch. 27.

WJAC-TV Johnstown, Pa., granted special temporary authorization until March 11.

WBRE-TV Wilkes-Barre, Pa., granted special temporary authorization to operate commercially on uhf Ch. 28.

KTSM-TV El Paso, Tex., granted special temporary authorization to operate commercially on vhf Ch. 9.

IN THE HEART OF AMERICA...

It's The

KMBC KFRM

Team and It's

Wholehearted and "Wise"



*"Market-Wise"...**

For years, there's been a strange courtship going on in the Heart of America. It has been the wooing and winning of the Kansas City Primary Trade Area by The KMBC-KFRM Team. The Team was the successful suitor – in fact the only logical suitor from the very first. KMBC-KFRM made it a point to understand and coddle "Miss Kansas City Market" from the moment they met. KMBC-KFRM helped the Market grow – saw her through good times and bad – served her with the greatest in radio – was her best friend and through this intimacy became "Market-wise".

There is no record of when the wedding of The KMBC-KFRM Team and the Kansas City Primary Trade Area actually took place. But it's been a tremendously successful union. The heart of the Team and The Heart of America beat as one and advertisers will tell you that the best proof of this union are the thousands and thousands of "sales" – large and small – begat by this powerful voice of The KMBC-KFRM Team and the plump purse of the Kansas City Primary Trade Area.

* This is the fourth of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.



Call KMBC-KFRM or your nearest Free & Peters Colonel for the Kansas City Market Story. BE WISE—REALIZE...to sell the Whole Heart of America Wholeheartedly it's . . .



The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

NEW YORK

BOSTON

CHICAGO

DETROIT

SAN FRANCISCO

ATLANTA

HOLLYWOOD

weed

and company

RADIO

STATION

REPRESENTATIVES

JANUARY 12, 1953

35c PER COPY

BROADCASTING TELECASTING

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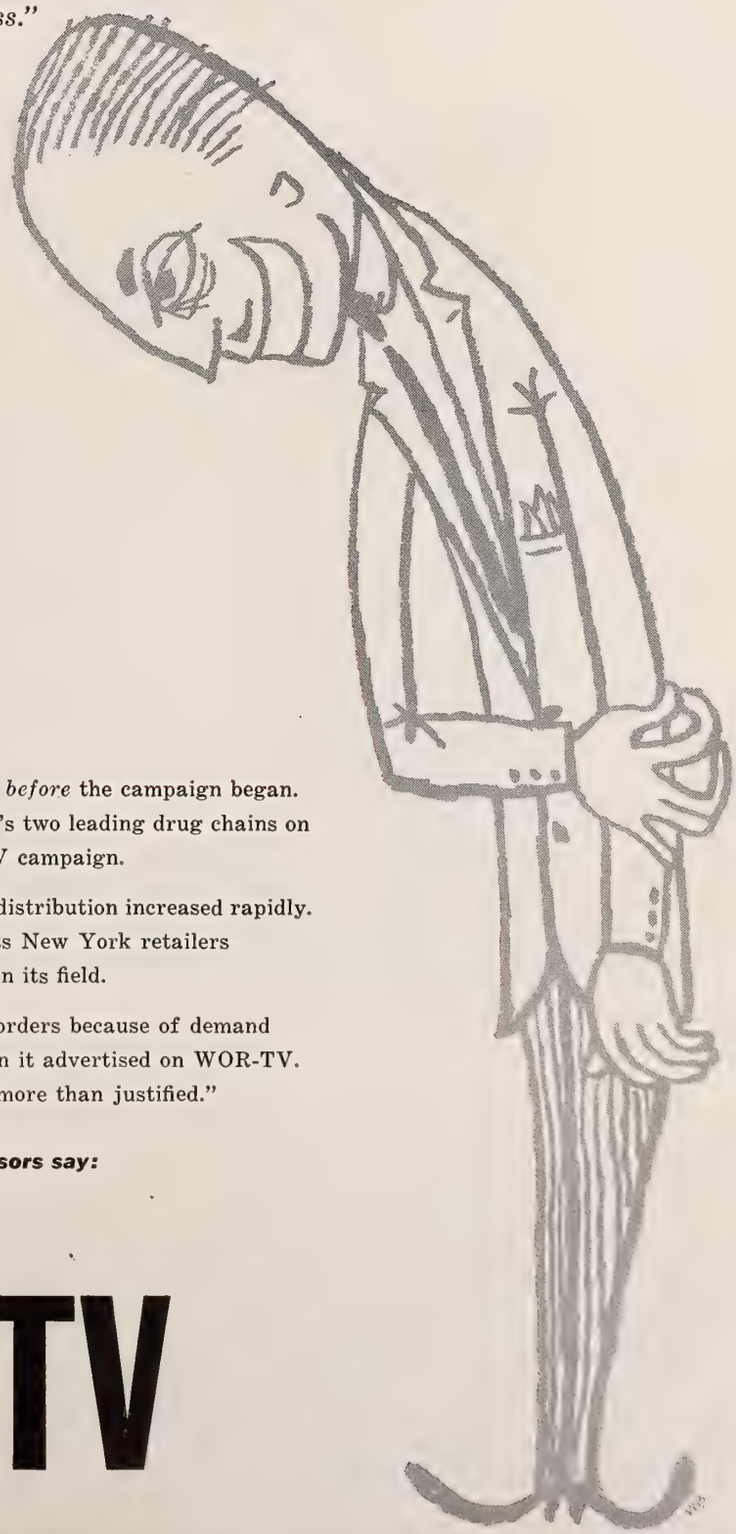
22ND year

THE NEWSWEEKLY OF RADIO AND TV

"WOR-TV *created the demand for our product and can take a bow for its success."*

John Roosevelt

President, 4711 Ltd.



The Product

Sof-Set... a liquid hair-spray

The Advertising

WOR-TV... and *only* WOR-TV

The Result

The advertising produced results even *before* the campaign began. The sponsor sold Sof-Set to New York's two leading drug chains on strength of the contemplated WOR-TV campaign.

When the campaign started, sales and distribution increased rapidly. Within five months, the majority of its New York retailers found Sof-Set the Number One seller in its field.

The client reports: "Retailers placed orders because of demand for the product from people who'd seen it advertised on WOR-TV. Our confidence in WOR-TV has been more than justified."

Results like these explain why sponsors say:

IT'S GOOD TO BE...ON

WOR-TV

What's the 1960 picture?

Will our rockets have reached the moon?

Will the uses of atomic energy
be a boon to mankind?

And what about broadcasting? Will radio be
a satellite of television? Perhaps a new miracle
of air transmission will be exciting the world.

In 1960, as today, you can bank on this:
Havens and Martin Stations will be experimenting,
pioneering, and programming for
the listeners of Virginia.

Half the joy of broadcasting is vision.
Much of the rest is serving.

Watch the First Stations of Virginia in 1953 . . .
WMBG-AM, WCOD-FM, WTVR, The South's first
television station, affiliates of N B C.

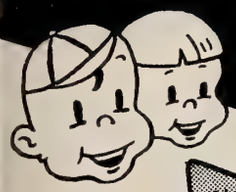


WMBG AM
WTVR TV
WCOD FM

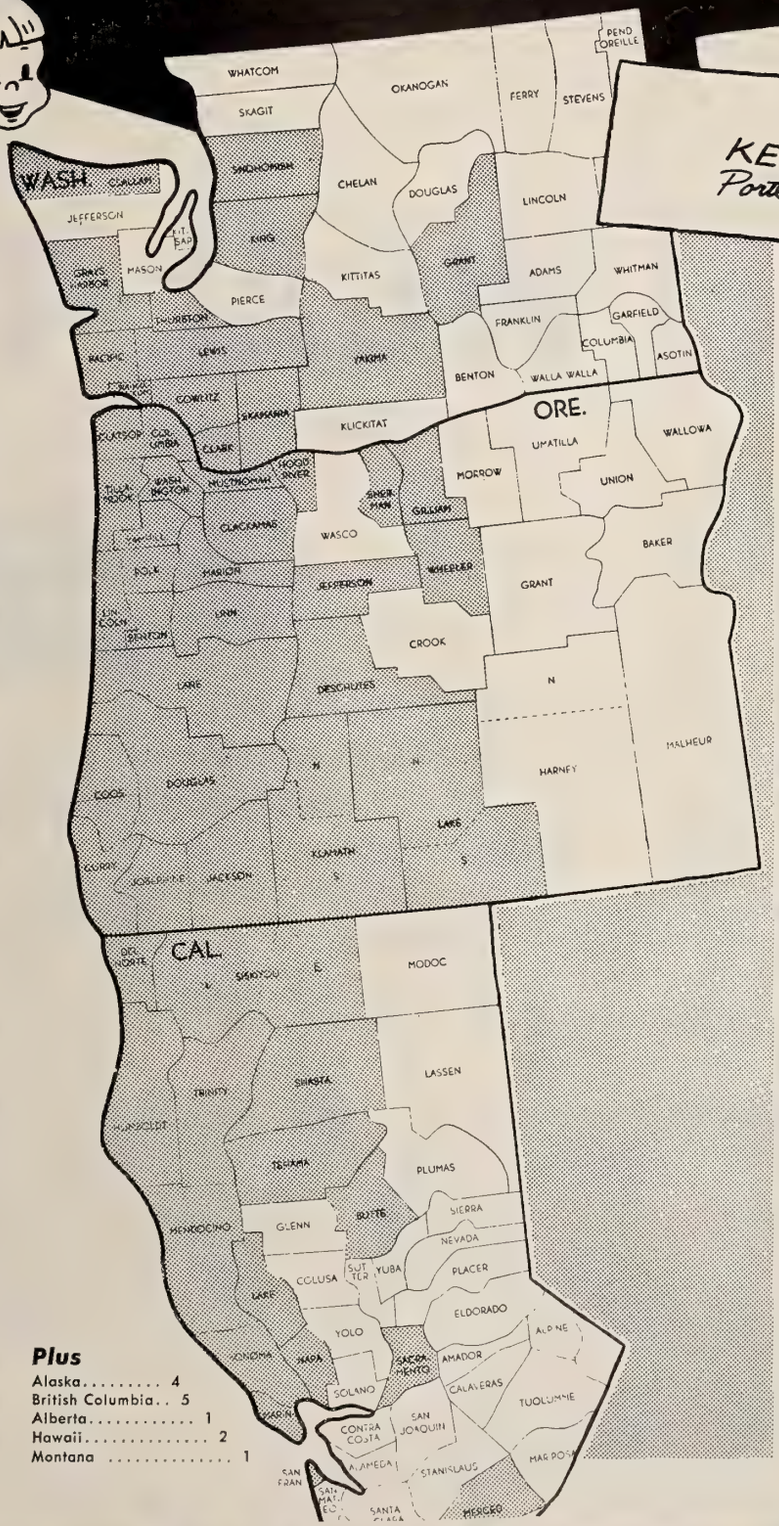
First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
WTVR represented nationally by Blair TV
WMBG represented nationally by The Bolling Company

16,478 Letters Prove KEX Kid Show Appeal







Here is the breakdown of mail count from 52 Oregon, Washington and California counties:

OREGON

Benton	218
Clackamas	1135
Clatsop	152
Columbia	285
Coos	28
Curry	10
Deschutes	2
Douglas	41
Gilliam	1
Hood River	7
Jackson	8
Jefferson	2
Josephine	14
Klamath	3
Lake	3
Lane	93
Lincoln	100
Linn	361
Marion	968
Multnomah	9430
Polk	149
Sherman	8
Tillamook	107
Washington	745
Wheeler	1
Yamhill	532

WASHINGTON

Clallan	2
Clark	1376
Cowlitz	438
Grant	1
Grays Harbor	2
King	2
Lewis	62
Pacific	62
Skamania	6
Snohomish	2
Thurston	2
Wahkiamkum	62
Yakima	1

CALIFORNIA

Butte	1
Del Norte	7
Humboldt	7
Marin	2
Mendocino	1
Merced	1
Napa	2
Sacramento	2
San Francisco	1
Shasta	3
Siskiyou	12
Tehama	2
Trinity	3

Plus

Alaska	4
British Columbia	5
Alberta	1
Hawaii	2
Montana	1

In the 27 days between Thanksgiving and Christmas, 4 top kid shows on KEX drew this unprecedented mail count from western Washington, Oregon and northern California—16,478 individual actions resulting from KEX Kid show appeal!

Here are the KEX Kid Shows and Stars—



★ SANTA CLAUS

In the "Letters to Santa Claus" program, sponsored by *Meier & Frank Company*, "Santa" made special trips to KEX every day during the Christmas season to read letters from children at 4 p.m.



★ JOHNNY RAINBOW

"Happy Time" starring Johnny Rainbow, a regular Monday through Friday 4:45 p.m. feature. A contest for the *Schoewe Shoe Store* accounted for a high mail response.



★ MERRIE VIRGINIA

"The Merrie Circle", another Monday through Friday 5 p.m. favorite, features original children's stories in fantasy by Merrie Virginia. The *Schoewe Shoe Store* contest drew heavy mail response on this show.



★ UNCLE BOB

"The Squirrel Cage" at 4:15 p.m. features Uncle Bob, longtime favorite KEX Kid Star. Uncle Bob receives a heavy volume of unsolicited fan mail the year around.

Youngsters *prefer* KEX Kid Stars and KEX advertised products! Consistent program promotion and personal appearance of stars keep these shows out in *FRONT!*

No other medium in Oregon can equal the tremendous KEX double impact: 50,000 watt coverage plus action-producing KEX Kid Shows. SEE FREE & PETERS NOW for availabilities.

ABC AFFILIATE IN PORTLAND

KEX

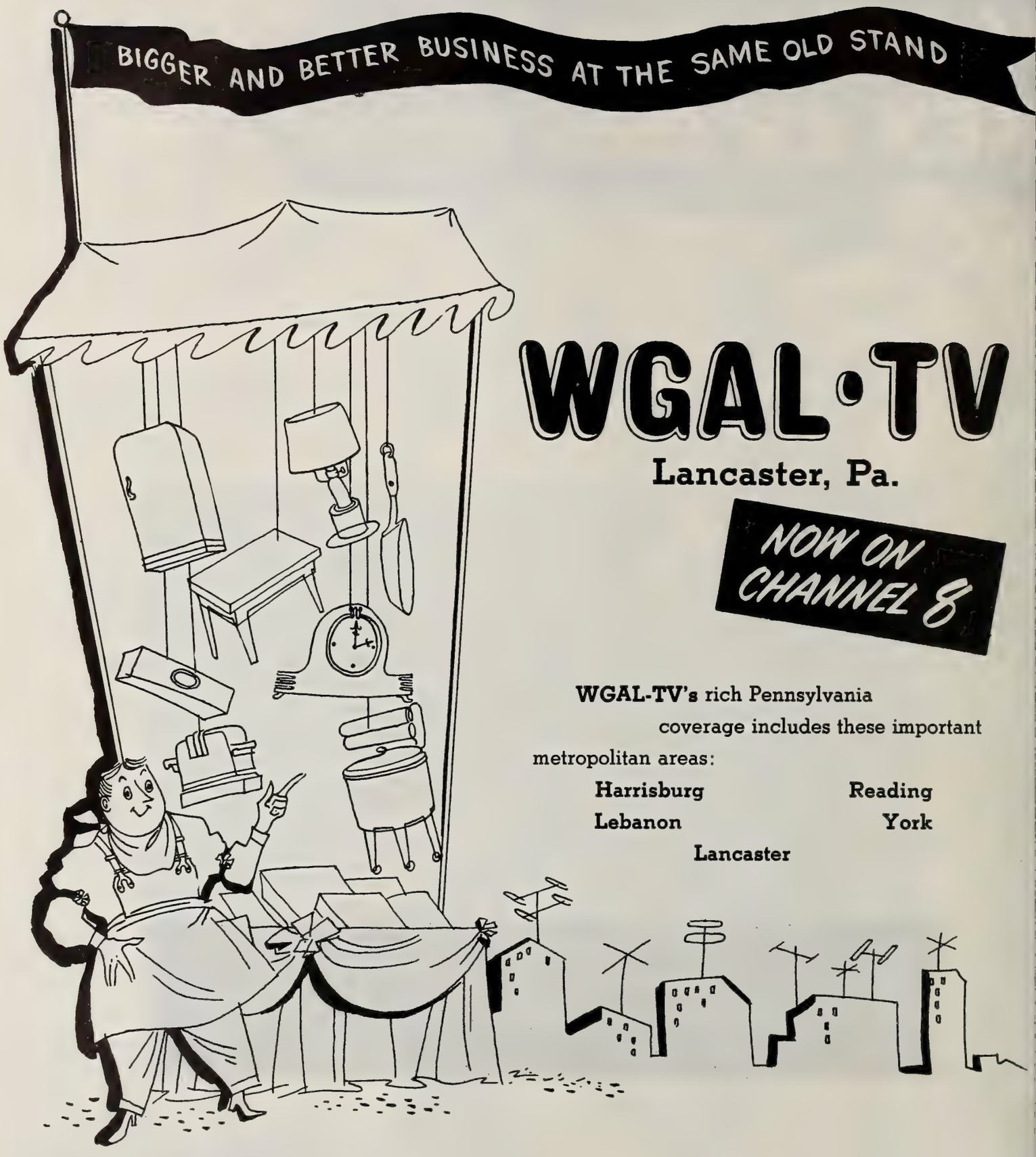
Oregon's Only 50,000 Watt Station

WESTINGHOUSE RADIO STATIONS Inc

WOWO • KEX • KYW • KDKA • WBZ—WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WGAL·TV

Lancaster, Pa.

NOW ON CHANNEL 8

WGAL-TV's rich Pennsylvania coverage includes these important metropolitan areas:

Harrisburg **Reading**
Lebanon **York**
Lancaster

WGAL
AM-TV-FM

A Steinman Station
Clair R. McCollough, President

Represented by

ROBERT MEEKER ASSOCIATES

New York **Chicago** **Los Angeles** **San Francisco**



at deadline

CLOSED CIRCUIT

DON'T LOOK FOR appointments to FCC until after change in administration—or after Jan. 20. To date no appointments for any of independent agencies have been announced. Nothing has developed to disturb view that Vice-Chairman Rosel H. Hyde will be elevated to chairmanship. Virtually same names reported in these columns remain as candidates for FCC post, with considerable correspondence endorsing one candidate or another for two upcoming vacancies piling in at both Eisenhower headquarters at Commodore in New York and Republican National Committee headquarters in Washington.

SEN. HOMER E. CAPEHART (R-Ind.) has two horses running in FCC sweepstakes. In letter to President-elect Eisenhower, Friday, Sen. Capehart recommended Ray S. Donaldson, RTMA attorney, for one of two upcoming FCC vacancies. Donaldson is native of Washington, Ind., was graduated from DePauw U. in 1932, got law degree from Harvard in 1935, served as Senator's administrative assistant from 1946 to mid-1951 when he joined RTMA. As replacement for Democrat T. J. Slowie (salary, $10,800), Sen. Capehart has endorsed Sam Dodd, former manager of WAOV Vincennes, Ind., owned by publisher-broadcaster GOP National Committeeman Eugene Pulliam. Until first of year, Mr. Dodd served in office of Sen. Capehart.

THAT FAME is sometimes fleeting indicated in security check being made by FBI on Arthur Godfrey. FBI Agent traced one prominent broadcasting figure across country to make check in connection with duties to be assigned CBS' one man gang. Godfrey is reserve commander in USNR, aviation, but reportedly is under consideration for Dept. of Defense post —probably advisory.

DON'T BE SURPRISED at "delay" in election of Joseph H. McConnell, former NBC president, as president of Colgate-Palmolive-Peet (story page 24). Colgate by-laws, it's understood, must be changed to permit election of "outsider," and two regular board meetings are necessary to make that change. Next board session scheduled Feb. 11-12 (one was held last week). Meanwhile, Mr. McConnell is scheduled to leave today (Mon.) for extended vacation, mostly in Florida. Slated to return to New York at end of February. which dovetails with original reports he would move to Colgate in early March [B•T, Jan. 5].

THERE IS increased sentiment in Eisenhower top echelon for radio-TV personage in official White House family. Thus it's certainty that James C. Hagerty, press secretary, will have as his right hand bower, one versed in radio-TV, including production end, to handle news contacts as well as presidential appearances. And it's going to be full-time job.

WHEN FCC last week granted Chicago area its first uhf station—Ch. 26 to Rep. Richard W. Hoffman (R-Ill.) owner of WHFC—it at same time had before it uncontested application of WIND for uhf Ch. 20. This was

(Continued on page 6)

MEADE RETIRING AT Y&R; WOLFF WILL SUCCEED HIM

EVERARD W. MEADE, vice president and director of Young & Rubicam's radio-TV department, is retiring effective March 15, and Nat Wolff, vice president in charge of radio-TV production, will succeed him, S. S. Larmon, agency president, disclosed in announcement for release today (Monday).

Mr. Meade, 43, with Y&R for nearly five years and member of its executive committee, is retiring from advertising field to return to his home in Charlottesville, Va., to write for television and lecture on radio and television writing and producing.

Mr. Wolff has been with agency since December 1951 and has been active in writing and producing radio and television programs and motion pictures in Hollywood.

WHITE HOARSE

THAT DEEP hoarseness in Frank White's voice last week was hard-earned, but, colleagues said, well worth it in employe relations. New NBC president. they reported, conferred with members of every department of network's New York headquarters on Monday and Tuesday, first two business days after his election. Colleagues also felt his technique was ingenius as well as effective. In addition to personal approach that goes with small-group meetings, he introduced get-acquainted note by arranging to have groups made up of members of departments that don't regularly come in contact with each other.

TALENT SIGNED BY NBC

HELEN HALPIN, comedienne, and Betty Ann Grove, singer and comedienne, have been signed by NBC to long-term talent-development contract. NBC claims to be first network to sign new talent in this manner.

BUSINESS BRIEFLY

RADIO SPOT ● General Electric TV sets to start additional six-week radio spot announcement campaign on Feb. 2 in areas GE feels need additional promotion. Maxon Inc., New York, is agency.

TEXAS ONLY ● Gillette Co. placing saturation radio spot announcement campaign for eight weeks in Texas only, starting Jan. 19. Maxon Inc., New York, is agency.

KENT TEST ● Kent Cigarettes, through Young & Rubicam, New York, planning radio daytime minutes and participations-program schedule in Miami for 13-week test.

MINUTE POTATO ● General Foods' new product, Minute Potato, which had been tested in Minneapolis and Detroit, expected to use radio spots in Indianapolis next. Firm uses mostly women's participation shows and is expected to go into general expansion schedule if tests prove successful.

21 MARKETS ● General Foods, New York (Wigwam syrup), through Benton & Bowles, New York, preparing radio spot announcement drive to begin Jan. 26 in about 21 markets. One-minute E. T.'s will be used for 13 weeks or longer.

CASHMERE SPOTS ● Cashmere Bouquet, New York, starting radio spot campaign in most markets—with few exceptions—which it previously used. Spots start Jan. 19 to run through to Dec. 31. Agency is Sherman & Marquette, New York.

GEYER NAMED ● Flotill Products Inc., New York (Tasti-Diet), names Geyer Adv., that city, to handle its advertising effective immediately.

NCAA Refuses to End Grid Monopoly

SKELETON coverage of college football in 1953 voted by National Collegiate Athletic Assn. late Friday at annual Washington convention. NCAA adopted its TV Committee policy recommendation by vote of 172 to 13 after brief discussion (see early story page 55).

New NCAA policy follows general lines of 1952 schedule, with general limit of one-network contract, one game per Saturday and one appearance per college. Some relaxation expected, however, to meet public demand for telecasting of games having regional interest.

NCAA's action was criticized Friday evening by Harold E. Fellows, NARTB president. He voiced "deep regret" and said sole responsibility for controlled accessibility to college football on TV rests with NCAA. On behalf of TV industry he opposed any plan that limits program sources available to public.

NCAA TV Committee submitted report to convention Thursday. It expired with Friday's vote and new committee is to be named soon. This group will adopt new plan after hearings and after watching Dept. of Justice case against National Football League, which goes to trial Jan. 26.

Fr. Edmund P. Joyce, Notre Dame vice president, called NCAA's plan artificial control that isn't going to last. He argued NCAA cannot equalize attendance in stadiums or force people to attend games by legislation.

"TV is a great advertising medium," he said, "and should be used to promote football." He said 50 million can see game telecasts Saturday compared to 1½ million who actually go to stadiums. He called NCAA plan reactionary, of doubtful legality and socialistic. He said 1953 program should give more emphasis on academic achievements of colleges. Accumulation of funds for distribution among colleges would be "dangerous," he said, suggesting schools don't share endowments or profits from scientific discoveries.

Francis Murray, U. of Pennsylvania, said TV has not affected gate in that area during 11 years of football telecasting in Philadelphia. "In a short time you'll all be struggling to get on TV," he predicted.

Vote at 1952 NCAA convention for controlled TV was 163-8. Friday's action taken on motion by Robert Browne, U. of Illinois, and second by David E. Reese, commissioner of Mid-American Conference.

for more AT DEADLINE turn page

at deadline

INCREASE MEMBERSHIP OF NINE COMMITTEES

SENATE voted Friday to increase membership of nine major committees and to reduce number of committeemen of four committees.

Among committees which will be increased from 13 to 15 is Senate Interstate & Foreign Commerce Committee which has jurisdiction over broadcasting matters.

There has been some talk that House Committee on Committees was planning to cut down size of lower House's committees from 30 to 27.

Among names of prospective new members of Senate Commerce Committee these, among others, have been mentioned during last week: Republicans Francis Case (S. D.), Andrew F. Schoeppel (Kan.), John M. Butler (Md.), J. Glenn Beall (Md.), and Democrats Russell B. Long (La.) and George A. Smathers (Fla.).

Reports also continue to circulate that Sen. Homer E. Capehart (R-Ind.), member of Senate Commerce's communications subcommittee and former radio - phonograph manufacturer, might give up his Commerce Committee post in view of his probable chairmanship of Senate Banking & Currency Committee and desire for post with Foreign Relations Committee.

MORE GROUP D GRANTS

FCC Broadcast Bureau last week approved 12 more requests from pre-freeze TV stations for power boosts. Also, two STA's were granted, and there were four miscellaneous requests granted.

SPECIAL TEMPORARY AUTHORITY GRANTED

WJTV (TV) Jackson, Miss. Granted STA for commercial operation; effective Jan. 10.

WISE-TV Asheville, N. C. Granted STA for interim operation from Beaucatcher Mtn., in Asheville, instead of from site specified in CP. (Station does not expect to go on air for several months, however.)

GROUP D GRANTS
Listed by States

WNBW (TV) Washington, D. C. Granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 500 ft.

WAGA-TV Atlanta, Ga. Granted ERP 100 kw visual, 50 kw aural, antenna 530 ft.

WSB-TV Atlanta, Ga. Granted ERP 100 kw visual, 50 kw aural, antenna 930 ft.

WHBF-TV Rock Island, Ill. Granted ERP 100 kw visual, 50 kw aural.

WAAM (TV) Baltimore, Md. Granted ERP 26 kw visual, 13 kw aural, antenna 530 ft.

WMAR-TV Baltimore, Md. Granted ERP 100 kw visual, 50 kw aural, antenna 380 ft.

WCBS-TV New York. Granted ERP 42 kw visual, 21 kw aural, antenna 1,300 ft.

WJZ-TV New York. Granted 110 kw visual, 55 kw aural, antenna 1,380 ft.

WNBT (TV) New York. Granted ERP 30 kw visual, 15 kw aural; antenna 1,440 ft.

WOR-TV New York. Granted ERP 316 kw visual, 158 kw aural, antenna 970 ft.

WPIX (TV) New York. Granted ERP 100 kw visual, 50 kw aural, antenna 1,410 ft.

WTVN (TV) Columbus, Ohio. Granted ERP 100 kw visual, 50 kw aural, antenna 540 ft.

OTHER GRANTS

WKAB-TV Mobile, Ala. Granted ERP 270 kw visual, 140 kw aural, antenna height above average terrain 250 ft. (uhf Ch. 48).

WBKB (TV) Chicago, Ill. Granted STA to operate with transmitter output power of 5 kw visual, 2.5 kw aural, until April 4, 1953. Conditional.

KFDA-TV Amarillo, Tex. Granted authority to move studio location to SE intersection of Ong St. (extended) and West Cherry Ave., about 2.8 mi. north of Amarillo city limits.

NBC-TV, New York. Granted extension of authority to furnish XELD-TV Matamoros, Mexico, with kinescope recordings of TV programs until Feb. 1, 1954.

WTVI (TV) NAMES WEED

WTVI (TV) Belleville, Ill.—St. Louis, appoints Weed & Co. as its station representative. Station expects to take air in May.

In this Issue—

Sen. Tobey, slated as chairman of the Senate Interstate & Foreign Commerce Committee, throws a monkey wrench into the proposed merger of ABC and United Paramount. He asks FCC to hold up decision on the case and announces Senate hearings on possible legislation to prevent movies from moving in on TV. *Page 23.*

Justice Dept. seeks to revoke licenses of WDAF-AM-TV Kansas City as part of civil anti-trust suit against the parent company, Kansas City Star Co., charging the newspaper - radio - TV operation with "monopolizing the dissemination of news and advertising." Roy Roberts, chairman of the board and president, says the suit is groundless and politically motivated. *Page 23.*

Baltimore schools are closed by strike of municipal workers, but education goes on over radio and TV. *Page 25.*

Study of department stores' use of radio shows that radio's customary fixed schedules of "same time, same day, same station" won't do for them. Radio should adopt newspaper techniques of "lots of advertising today and little or none tomorrow." *Page 26.*

Political broadcasting law is up for revision in the House. O'Hara bill, which died in 82d Congress, is reintroduced, and Horan bill, also a casualty last year, is scheduled for resubmission. *Page 38.*

Football telecasting problem monopolizes agenda of annual convention of the National Collegiate Athletic Assn. Majority of colleges like the controlled, chosen-instrument policy of 1952. *Page 55.*

Standards of compatible color television system expected to be drawn up at meeting of National Television Systems Committee next Friday. *Page 57.*

FCC wants $8 million budget for fiscal 1954. It's $1,591,540 more than was appropriated for fiscal 1953. *Page 27.*

Gross time sales in 1952 on ABC and MBS, by advertisers and agencies, are reported on *Page 28.*

FCC grants 11 more TV stations, including the seventh non-commercial, educational CP to New York State. *Page 55.*

Upcoming

Jan. 12-13: CBS Inc. board of directors, regular January meeting, CBS Television City, Los Angeles.

Jan. 12-13: NARTB Standards of Practice Committee, NARTB Hdqrs., Washington.

Jan. 14-15: NARTB TV Code Review Board, NARTB Hdqrs., Washington.

(Other Upcomings on Page 38)

Closed Circuit

(Continued from page 5)

passed over because of identity of H. Leslie Atlass, CBS vice president, with WIND along with his brother, Ralph L. Atlass. FCC, it's understood, wanted further information in view of pending acquisition of WBKB (TV) by CBS from Balaban & Katz (United Paramount subsidiary) for $6,000,000. Atlasses, however, are not major stockholders in CBS and it's presumed situation will be cleared up.

SPECTRE OF G. A. (Dick) Richards case has arisen to haunt FCC in GOP party councils. Number of highly placed Republicans feel that FCC hastened death of late principal owner of WJR Detroit, WGAR Cleveland and KMPC Los Angeles in so-called "news-slanting" case. This has caused travail and is mainly responsible for insistent demand that there be "top to bottom" staff reorganization of FCC.

ANOTHER "MARRIAGE" proposal before FCC went by boards last week pending further study. It involves Macon Television Co. (WBML and WNEX) Macon, Ga., for Ch. 47, with "middleman" to hold balance of power. FCC failed to agree, because of prospect that additional UHF channel can be assigned Macon, making possible grants to each party. This on theory that mergers should be considered as last resort, when to do otherwise, would tie up applicants in litigation and deny public of prompt service.

DESPITE proposed increase of $1.5 million in new total of $8 million in budget for FCC for fiscal 1954 sent to Congress Friday (story page 27), FCC spent hapless hours same day trying to solve its personnel-budget problems. Morale at FCC is at low ebb, notably among professionals who fear GOP axing in all branches. Many stenos and typists already have quit and engineers are eying outside prospects which pay infinitely better.

FCC itself isn't deluded by President Truman's proposed budget increase. Members know that new GOP Congress is economy-bent, and that steep cut will be proposed. Between now and June 30, FCC, which has been deficit-spending, must trim its costs to come within its $6 million legal budget.

WHILE NARTB convention programmers are keeping agenda for Los Angeles spring meeting under tight wraps, it's known they plan to upset recent custom by selecting outstanding broadcaster to deliver keynote address.

STAR PLEADS INNOCENT

ATTORNEYS for Roy A. Roberts, president of Kansas City Star Co., and Emil A. Sees, treasurer and advertising director, entered pleas of innocent Friday on anti-trust suit filed by Justice Dept. Pleas with "reservation to withdraw" within 90 days denied by U. S. District Court Judge Richard M. Duncan, who set 60-day limit. Defendants not required to appear for arraignments.

Meanwhile, Sen. Frank Carlson (R-Kans.) charged that allegations in grand jury indictment and anti-trust suit, which asks revocation of WDAF-AM-TV Kansas City licenses, are "punitive action" by President Truman for *Star's* vote fraud exposure. He expressed hope Eisenhower administration will act "courageously" on suit. (See story page 23.)

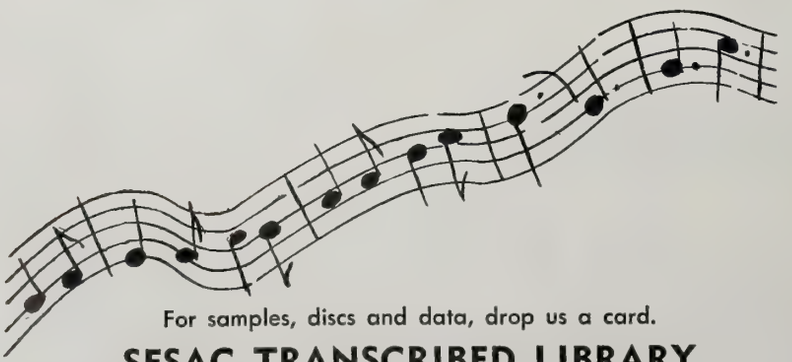
for more AT DEADLINE see page 90


in Columbia,
South Carolina
WNOK-TV
announces the appointment of
PAUL H. RAYMER COMPANY
AS THEIR NATIONAL REPRESENTATIVES
WNOK-TV
PALMETTO RADIO CORPORATION, COLUMBIA, SOUTH CAROLINA



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Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 8-1022**

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Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

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YOU MIGHT GET A SIX-FOOT MOUNTAIN LION*—



BUT...

YOU NEED THE FETZER STATIONS TO BAG SALES IN WESTERN MICHIGAN!

The double-barreled power of the Fetzer operation, can help you "bag the limit" in Western Michigan. That's WKZO-TV in television, WKZO-WJEF in radio.

TELEVISION

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its sharp Channel 3 picture effectively serves a 28-county area which boasts 58.1% of Michigan's non-Detroit population . . . 60.1% of its non-Detroit retail sales. WKZO-TV reaches more than a quarter million television homes — or more TV homes than are available in Atlanta, Kansas City or Seattle. And here's the payoff: The October 1952 Videodex Report credits WKZO-TV with 106.1% more *afternoon* viewers than Station "B"—213.4% *more evening viewers!*

RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's one outstanding radio buy. Both are so far ahead of competition in their home cities that they deliver 57% more city listeners than the next-best two-station choice in Kalamazoo and Grand Rapids. *Yet they cost 20% less!* Rural coverage is tremendous, too. 1949 BMB figures showed that WKZO-WJEF have greatly increased their unduplicated audiences over 1946—*up 52.9% at night, 46.7% in the daytime!* And there is good reason to believe that similar increases have occurred since 1949.

It will pay you to get all the facts—write direct or ask Avery-Knodel.

** J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March 1917.*

WJEF top4 IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV top4 IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO top4 IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

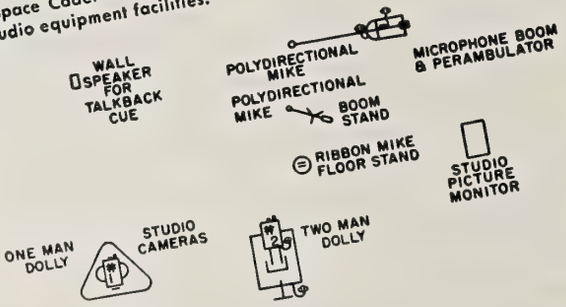
75 Years of G-E

YOUR COMPLETE LINE OF

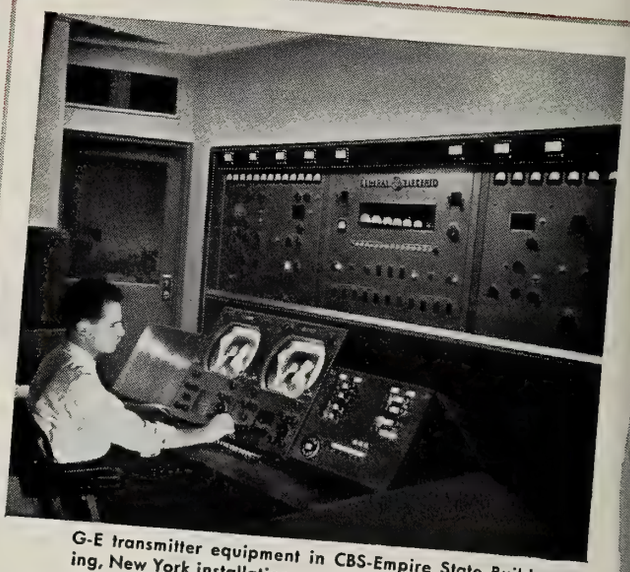
STUDIO



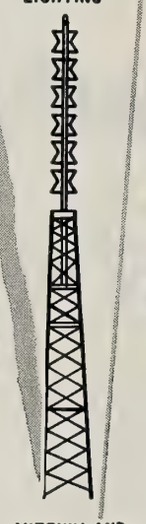
"Space Cadet" on ABC network is seen through General Electric studio equipment facilities.

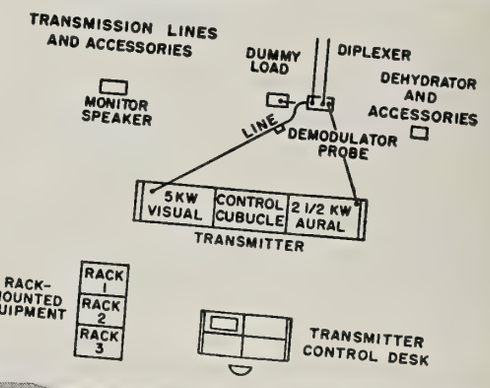


TRANSMITTER

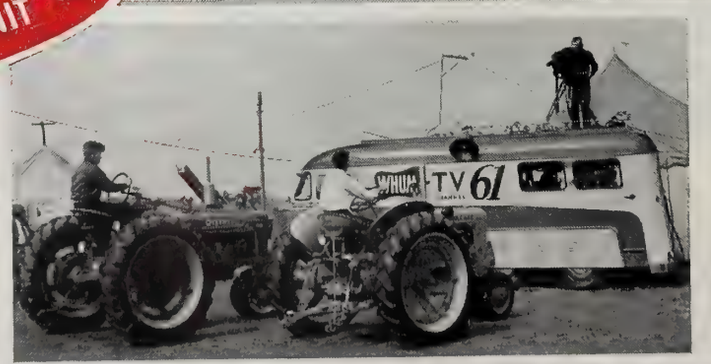


G-E transmitter equipment in CBS-Empire State Building, New York installation.

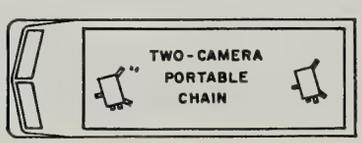




MOBILE UNIT



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FROM the smallest portable amplifier all the way up to the UHF 12 kw transmitter...from a single-bay antenna to a 5-bay helical antenna. You name it—General Electric can supply you with all equipment necessary for television broadcasting. Look over these illustrated units in our model TV station plan. See for yourself this complete, ready-to-order line. And, remember, this advanced equipment—proved in stations throughout the *world*—is backed by G-E's 75 years of electrical and electronic progress. For further, complete details...contact the G-E broadcasting equipment sales representative in your area, or write: *General Electric Company, Section 213-12, Electronics Park, Syracuse, New York.*

1878 **75** 1953
YEARS OF ELECTRICAL PROGRESS

1928
First demonstration of television broadcasting.
First TV play..."The Queen's Messenger." G-E station WGY, Schenectady.
First "remote TV pick-up" on record. Gov. Smith's acceptance of democratic nomination for President.

1930
First transoceanic TV broadcast. Schenectady, N. Y. to Sydney, Australia.

1939
First long-distance reception of modern high definition television...in Schenectady, 129 miles and 7900 feet below line of sight from New York City.

1940
First TV network. New York City programs brought to the Schenectady-Albany-Troy area via 5-hop G-E microwave.
Color television demonstrated.

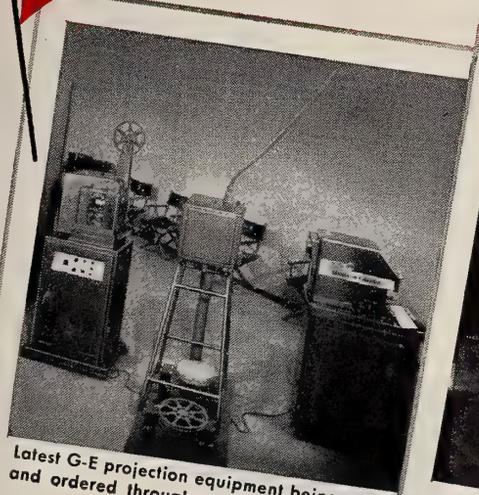
1941
Increased transmitter power to make WRGB the highest power television station in the world.

1950
First high power UHF TV transmitter. High power klystron tube.

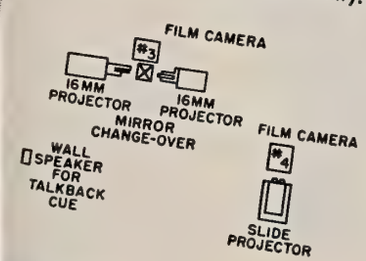
1951
First high-gain side-fire type of helical antenna for UHF TV transmission.

1952
Highest power VHF TV transmitter made commercially available. Power output of 35 kilowatts.

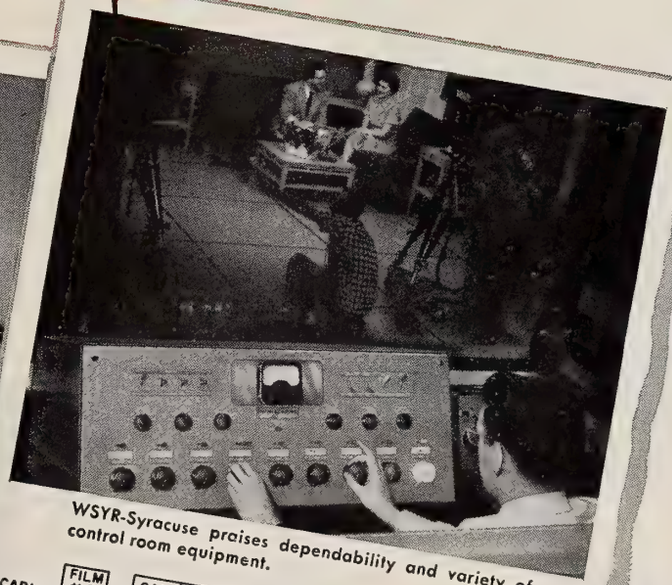
PROJECTION ROOM



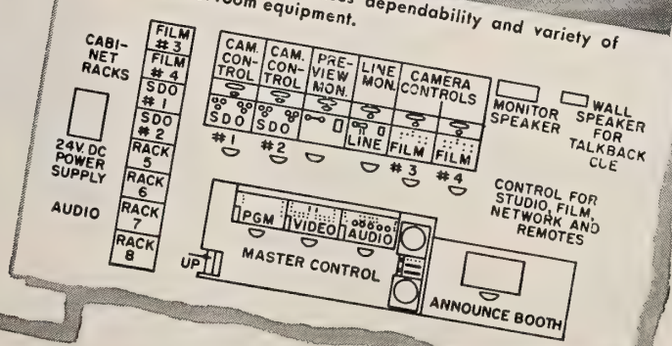
Latest G-E projection equipment being used and ordered throughout the country.



CONTROL ROOM



WSYR-Syracuse praises dependability and variety of control room equipment.



Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

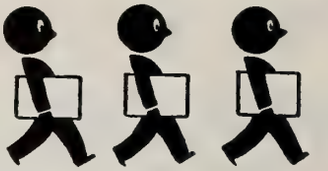


TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.



agency

PETER G. LEVATHES, head of TV and sales manager of Movietone production subsidiary of 20th Century-Fox, to Young & Rubicam N. Y., as vice president on special assignments.

CHARLES L. HOTCHKISS, vice president, Dancer-Fitzgerald-Sample Inc., N. Y., to Dancer-Fitzgerald-McDougall Inc., S. F., in same capacity and as account executive on Falstaff Brewing Corp. account.

DWAYNE MOORE, formerly with Lennen & Newell and McCann-Erickson, both N. Y., to Benton & Bowles, that city, as head of media research.

ARTHUR PORTER elected vice president in charge of media at Leo Burnett Co., Chicago. **F. STROTHER CARY Jr.,** former assistant to executive vice president, elected administrative vice president.

YALE SHAFER, Neff-Rogow, N. Y., to Frank B. Sawdon Inc., N. Y., as assistant to **JERRY BESS,** vice president in charge of radio and television activities of Robert Hall Clothes.



on all accounts

MORE old-fashioned integrity and business ethics are needed in advertising today, according to William Thomas Crago, radio-television director of Los Angeles' Leonard Shane Adv. Agency.

Having chalked up more than 20 years in broadcasting and advertising fields, he believes many advertisers and their agencies, in an effort to achieve a quick goal, are by-passing the very virtues that make advertising men and women proud of their profession.

Pointing to the harm done by such methods of operation, he contends that "advertising is one of the major phases of public relations, and, regardless of the media, it is intended to earn lasting friends for the sponsor. It is one of the essential elements in building good will."

Keep it honest and above reproach, is his business philosophy and one which is also maintained by the three-year-old agency with which he is now associated.

A native of Youngstown, Ohio, Mr. Crago completed his formal education in Cleveland. Having a fine baritone voice, he worked in a gas station before and after graduating from high school to pay for singing lessons.

Eugene Carr, now associated with a Canton, Ohio, newspaper and then program director of WTAM and later WGAR, both in Cleveland, took an interest in the youth. Mr. Carr coached him in microphone techniques and later gave him various announcing assignments.

Becoming radio director and copywriter for the Gordon Vichel Adv. Agency in late 1933, the 20-year-old Crago resigned about 18 months later to join Muzak's wired radio in Cleveland as announcer. Next stop was WXYZ Detroit where he was announcer-writer-producer.



Mr. CRAGO

In early 1937 he joined NBC in Chicago as staff announcer. A transfer to WRC and WMAL then the NBC Red and Blue Washington, D. C., stations followed 12 months later. Besides handling news, Mr. Crago did a man-on-the-street broadcast covered a number of special events of national importance and interviewed nearly every important person that came to town.

Besides handling NBC's first full time TV experiment from that city in January 1939, he also announced the third inaugural broadcast of

(Continued on page 79)

beat



CHARLES MITTELSTADT transfers to Chicago office of Campbell-Mithun as account executive from agency's office in Minneapolis.

LESTER H. SENHOLZI, Chas. Pfizer & Co., N. Y., to John Mather Lupton Co., same city, as account executive and special market analyst.

W. A. KRAUSE Jr. to Bruce B. Brewer & Co., Minneapolis, as account executive on Cargill and Lan-O-Sheen accounts.

CODY SATTLEY rejoins Leo Burnett Co., Chicago, as account executive on Pure Oil Co. account.

FRANCESCA FAVUZZA appointed art director, Budd Gore & Co., Chicago.

CARROLL O'ROURKE, account executive, MacWilkins, Cole & Weber, Portland, Ore., elected president of Oregon Adv. Club.

IRWIN KURTZ, account executive, Milton Weinberg Adv. Co., L. A., to Edwards Agency, that city, in same capacity.

VIVIAN McMURTREY, advertising-sales promotion manager, Olds & King Department Store, Portland, Ore., to Neale Adv. Assoc., L. A., as copy chief.

ANN BUCKERTON, executive secretary, Peoria Adv. & Selling Club, to staff of Adv. Federation of America, N. Y.

CHARLES V. DAVIS, L. A. manager, Barnes Chase Co., elected vice president.

RICHARD COLE, Cole Adv., Omaha, to Hal Neimann Assoc., Denver, as sales counselor and copy chief.

PAUL C. PHILLIPS, head of TV programming and production, N. W. Ayer & Son, N. Y., to Factor-Breyer Inc., L. A. as radio-TV director.

GUY CARON, manager of CJNT Quebec City, to radio department F. H. Hayhurst Co. Ltd., Montreal. **JOHN BERMINGHAM** named radio production assistant of same agency's Toronto office. **DOUG LONEY,** formerly of CKCL Truro, N. S., and MacLaren Adv. Co., Toronto, appointed timebuyer, F. H. Hayhurst Co., Toronto.

ERNEST J. HODGES, owner of own public relations firm, S. F., to Guild, Bascom & Bonfigli Inc., that city, as vice president and account executive.

WALLACE X. ARON, vice president, and **RICHARD L. LEMEN,** art director, Richard N. Meltzer Adv. Inc., S. F., elected executive vice president and vice president, respectively.

ALFRED G. ROTHMAN, general manager, David S. Hillman Inc., L. A., has opened his own Hollywood office at 6000 Sunset Blvd. to specialize in ad agency accounting and management counsel. Telephone is Hillside 8383.

ROBERT L. PICKERING Adv. Agency, S. F., opens branch office at 2063 Mountain Blvd., Oakland.

NEEDHAM, LOUIS & BRORBY, Chicago, has opened new offices in New York at 730 Fifth Ave. **RICHARD L. EASTLAND** is manager.

GEORGE V. GENZMER Jr., national director of retail representatives, *Life* magazine, N. Y., to Erwin, Wasey & Co., L. A., as merchandising director.

WRIGHT-CAMPBELL Adv., Chicago, relocates at 203 N. Wabash Ave. Telephone number is Central 6-6440.

KENT GOODMAN ADV., Hollywood, moves to 6047 Hollywood Blvd. Telephone is Gladstone 7168.

WILLIAM HART ADLER Inc., Chicago, moved to larger offices at 919 N. Michigan Ave. Telephone is Whitehall 4-5210.

H. M. GARDNER Assoc., L. A., moves to 3450 Wilshire Blvd. Telephone is Dunkirk 5-1474.

CRACKER BARREL PHILOSOPHER
.... CRACKER JACK SALESMAN !



Joe Wesp and his mike bring home the bacon when selling the prosperous farmers of Western New York

Down on the farm they all listen to Joe! Yes, every day, Monday through Saturday, the well-fixed farmers of Western New York's rich farm area tune in WBEN to hear what their friend Joe Wesp has to say. For country boy Joe — born and raised on a farm himself — knows the kind of radio programming farmers like, and how to give it to them in their own language. His early morning show features livestock and produce prices, news, music and personal interviews — and best of all, bits of Joe's own brand of homespun philosophy.

Joe keeps his point of view up to date by making frequent visits to his rural friends. His many field trips include cross country buggy jaunts, helicopter hops, and visits to county fairs to record on-the-spot interviews for broadcasting on WBEN.

Count on friendly Joe to sell *YOUR* product in a friendly way to one of the richest markets in rich New York State.

Ask Henry I. Christal, about availabilities on WBEN's daily farm program — 5:30-6:00 A. M.

WBEN

NBC IN BUFFALO



PURINA Salutes the WINNING STATIONS



in their BOWL GAME

FARM RADIO MERCHANDISING CONTEST

RADIO PUT THESE "LIVE DEMONSTRATIONS" OVER WITH A BANG

RADIO AGAIN PROVES TO BE POWERFUL LOCAL PROMOTION FOR PURINA DEALERS

The twenty-three radio stations whose pennants fly over the Purina Bowl Game stadium on the opposite page are the cream of the crop of America's farm radio merchandisers. Because they know how to make farm radio really sell at the local level, two representatives of each station received all-expense trips to New Year's Bowl Games at Purina's expense. They were accompanied by the Purina Dealers they had helped during September, October and November with local store promotions.

ENTRIES DOUBLED IN '52

Competition was keen and the judges had a hard time picking the winners. There were twice as many entries as in 1951. And almost every one represented an outstanding local promotion job—a magnificent example of cooperation between station and dealer at the local level.

IDEAS UNLIMITED

The job was to help Purina Dealers promote two live demonstrations in their stores . . . the "Mike & Ike" pig-growing demonstration and the "Lay & Pay" egg-laying demonstration. Radio made these demonstrations into community projects known to every man, woman and child. There were pig scrambles, parades, dances, entertainments, fund-raising devices, contests and many more promotion ideas. They built store traffic and increased sales and prestige for the Purina Dealers. They put the radio stations in the community spotlight, too.

We thank every station, winner or loser, for the many jobs well done—for proving again that there's real power in radio. In the entries we have the proof. And as a result we say more enthusiastically than ever—"*Purina believes in farm radio!*"

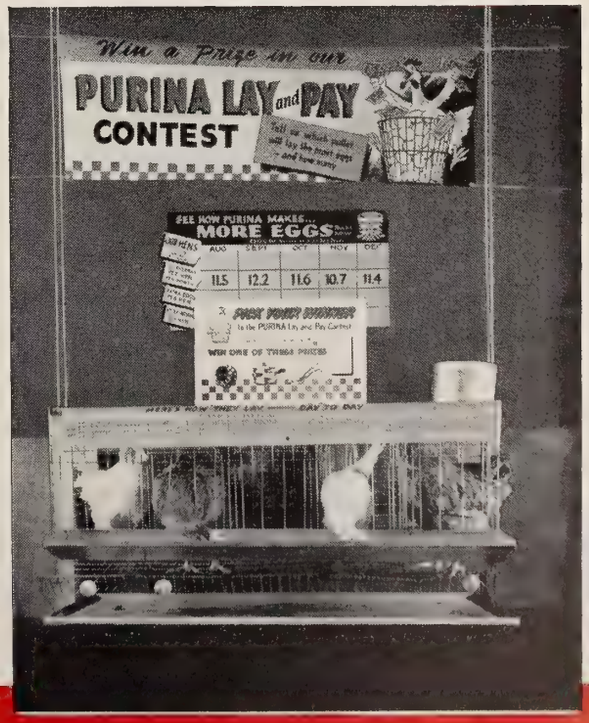
RALSTON PURINA COMPANY

G. M. Philpott, Vice-President and Advertising Director

Maury Malin, Advertising Manager Purina Chows Division



MIKE and IKE Two pigs grown in the store to demonstrate the value of proper feeding.



LAY and PAY Five hens, each from a local poultryman's flock, compete for egg-production honors.

wdod GIVES YOU **50** NIGHTTIME RADIO HOMES FOR A PENNY



wdod GIVES YOU **100** DAYTIME RADIO HOMES FOR A PENNY

And, the total audience delivered by the powerful voice of WDOD is mighty gratifying, too.

Yes, advertisers—national and local—find Chattanooga's top station their top buy in this rapidly expanding market. Add WDOD to your schedule now.

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

new business



Spot • • •

RELAXACIZON SALES Inc., N. Y. (home reducing machine), has started participation sponsorship on WOR's *Breakfast with Dorothy & Dick* in New York; *Wrestling from Chicago* on WJZ-TV New York, and *Stop, Look & Listen* on WFIL-TV Philadelphia. Agency: William Warren, Jackson & Delaney, N. Y.

EVERSHARP INTERNATIONAL Inc., Toronto (pens and pencils) has started spot announcements five days weekly, on major market Canadian stations. Agency: Baker Adv. Agency Ltd., Toronto.

Network • • •

COLGATE-PALMOLIVE-PEET Co. has added eight stations on CBS Radio Network for sponsorship of *Mr. & Mrs. North* series, completing full network. The stations: WCBS New York; WCAO Baltimore; WEEI Boston; WGR Cleveland; WCAU Philadelphia; WISN Milwaukee; WFBL Syracuse and KNX Los Angeles. Agency: Sherman & Marquette, N. Y.

AMANA REFRIGERATION Inc., Amana, Iowa, to sponsor 4:15-4.30 p.m. EST, Thursday segment of *Kate Smith Hour* on NBC-TV, Mon.-Fri., 4-5 p.m. EST, starting Feb. 19. Agency: Maury, Lee & Marshall, N. Y.

TONI Co., Chicago, renews sponsorship of Mon.-Wed.-Fri., 3:15-3:50 p.m. EST segment of *Tennessee Ernie*, ABC, Mon.-Fri., 2:35-4 p.m. EST, effective Jan. 27. Company also renewed *Crime Letter From Dan Dodge* on ABC, Fri., 7-7:30 p.m. CT from Jan. 28. Agency: Leo Burnett Co., Chicago.

GENERAL PRODUCTS Corp., L. A. (Looz dietary supplement), renews *Stuart Craig Show* on 16 CPRN stations, Sat., 9:30-9:45 p.m. PST, for 13 weeks from Jan. 24. Firm renewed same program on 40 CPRN, Arizona and Mountain stations, Sat., 7:45-8 a.m. PST, for 13 weeks from Jan. 3. Agency: Dean Simmons Adv., L. A.

Agency Appointments • • •

DELSON CANDY Co., N. Y. (mints), appoints J. Walter Thompson Co., N. Y.

HYATT BEARINGS Div., General Motors Corp., Harrison, N. J., appoints D. P. Brother & Co., Detroit. Account executive is SHERBURNE C. BROWN.

RADIO & TELEVISION Inc., N. Y. (Brunswick radio and TV receivers), appoints Weiss & Geller Inc., same city.

BUCHAN BAKING Co., Seattle, appoints Wallace Mackey Co., same city. Radio-TV will be used.

FOIL KRAFT Inc., L. A. (disposable aluminum foil food containers), appoints Clark Collard Adv., that city.

UNITED STATES PLYWOOD Corp. (Weldwood brand products, doors and panels), names Kenyon & Eckhardt, N. Y., effective May 1, 1953.

WRIGHT ARCH PRESERVER SHOES FOR MEN names John C. Dowd Inc., Boston, and Dowd, Redfield & Johnstone Inc., N. Y. Account executives will be GERALD HIGGINS in Boston and VICTOR NORTH in New York.

OSHKOSH BREWING Co. names C. Wendel Muench, Chicago. HAROLD STOVER is account executive. Radio may be used.

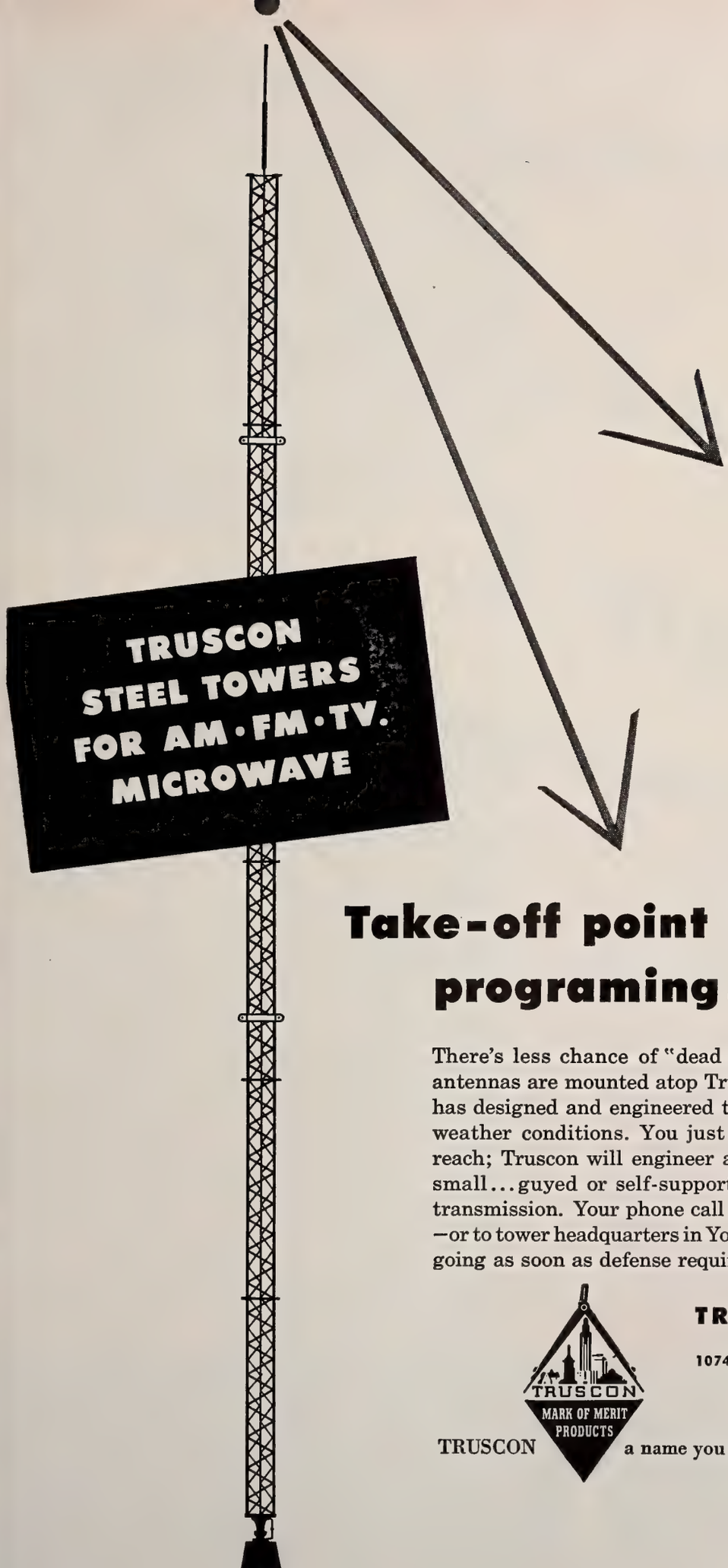
REGAL AMBER BREWING Co., S. F. (beer), appoints Guild, Bascom & Bonfigli, that city.

Adpeople • • •

PAUL S. PATTERSON appointed advertising manager of Florida Citrus Commission, Lakeland, Fla., replacing RALPH HENRY, promoted to director of advertising and merchandising.

DALE BUTTERFIELD, promotion department, *San Francisco Chronicle*, to Westinghouse Electric Corp., S. F., as member of sales promotion department.

DARRELL PERON, sales manager, Radio Television Supply Co., L. A., to Golden State Appliance Distributing Co., that city (Southern Calif. distributor for Admiral Corp.), in same capacity.



Take-off point for dependable programing...

There's less chance of "dead air" costing you listeners when your antennas are mounted atop Truscon towers. Truscon knows towers—has designed and engineered them to stand strong and tall under all weather conditions. You just name the height your antenna must reach; Truscon will engineer and erect the tower you need...tall or small...guyed or self-supporting...for AM, FM, TV, or Microwave transmission. Your phone call or letter to any Truscon district office—or to tower headquarters in Youngstown—will get your tower program going as soon as defense requirements allow.

TRUSCON® STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON a name you can **build** on

RCA ANNOUNCES

A new advanced film–camera for television..

THIS NEW FILM CAMERA does for TV film presentations what RCA's new TK-11A studio camera is doing for "live" pick-ups. The TK-20D camera provides a remarkable advancement in picture quality and operating convenience over former types—puts "live" quality into films regardless of scene content or shading. Low picture noise level compares with the low noise level of "live" pick-ups.

Operated in conjunction with an RCA TP-9B Film Multiplexer, one TK-20D Film Camera provides show continuity with any one of the following set-ups: (1) two RCA TP-16D 16mm Film Projectors, (2) two RCA TP-6A Professional Film Projectors, (3) two RCA 35mm Film Projectors, (4) one 16mm and one 35mm Film Projector, (5) or one projector of either type and a slide projector.

With TV programming emphasis more and more on films, let us help you get the most from film—with the new TK-20D. Your RCA Broadcast Sales Representative is ready to help you plan the right film system for your station—*with everything matched for best results!*



Iconoscope beam current control, with indicator. A new arrangement that takes the guesswork out of day-to-day adjustments—provides a standard of comparison to help the operator adjust for optimum picture quality. The panel mounts on the housing of the film camera console, or in the remote control console.



... Type TK-20D

- "Live" quality all the time—regardless of scene content, shading, or other adjustments. New back-lighting system, and new automatic black-level control permits the TK-20A virtually to run itself!

- "Noise-free" pictures comparable to "live" shows. New high-gain cascode preamplifier, with "noise-immune" circuits, offers 200-to-1 improvement in microphonics. No high-frequency overshoot (trailing white lines). No low-frequency trailing (smear).

- Good-bye edge flare. New edge-lighting system provides substantial reduction in stray light, improves storage characteristic, stops light beam reflections on Iconoscope mosaic. Adjustable light level is provided.

- No more a-c power line "glitches" (horizontal-bar interference)—because camera filaments are operated from a separate d-c source.

- Faithful, high-quality pictures every day—through new beam-current control circuit. No more need to "ride" the shading.

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**



Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for two years, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve **your** selling problems in the Washington market—so why not call your nearest NBC Spot Sales office **now** for details?

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

980 KC • 93.9 FM

Represented By NBC Spot Sales

feature of the week

HOW radio—virtually single-handedly, among advertising media—built the Me Too Supermarkets in Iowa from a single store to a chain of nine, now grossing some $7 million annually, is detailed in a new presentation prepared by BAB for its members.

The eight-page booklet, released last week under the title, "The White Elephant that Radio Put in the Black," notes that Me Too started in 1937 in an old Cedar Rapids post office building which was purchased at a "White Elephant sale." The booklet continues:

"Nine cents out of every dime it spends directly for advertising its merchandise goes to radio. . . . All of its regular advertising, including the all-important Thursday effort, is by radio only. And in large part it's been that way throughout the past 14 years."

The Me Too radio formula is based on a daily "radio special" advertised on WMT Cedar Rapids—a different leader offered each day at a money-saving price to draw store traffic for both the specials and the full line of merchandise. The booklet reports:

"Me Too's advertising adds up to about six minutes of commercial time spread over 30 minutes of programming Monday through Friday; three minutes of commercial time in 15 minutes of programming on Saturday.

"It isn't much time, and in view of the gross it brings in, it isn't a very large advertising percentage (an expenditure to WMT of $14,000 annually, to realize a gross volume of upwards of $7 million—a direct advertising budget of 0.2 of 1%); but the Me Too management believes it's enough for right now.

"It's enough because if customer traffic were increased much more, the stores would need elastic walls. But most importantly, it's enough because of the way those six minutes are used, and because of the merchandising theory and practice behind those six minutes."

The chain has used no daily newspapers in the past year and a half, the booklet reports.

strictly business

IN these days of hard selling, the relationship of a station with its representative looms important.

Nobody knows this better than Clark N. Barnes, Hollywood manager of Headley-Reed Co., station representative firm. His advice for radio selling is the common sense approach that must be used in any selling job—"sell them [the agency or advertiser] on yourself and your integrity.

"In such a personal service business, you must know your properties, disseminate the right information, and if you don't know the answers, find out PDQ," he says.

Mr. Barnes has been in the business five years, starting in Hollywood as manager of Burn-Smith Co. and now with Headley-Reed since June 1951.

While he cut his teeth on radio, Mr. Barnes welcomes TV and looks forward to increasing the firm's current list of nine TV stations.

The "big future," as he puts it, is in video representation: "No one knows the limitations yet—it is like a giant slowly being awakened—but unquestionably station representatives will grow."

Mr. Barnes was born in Des Moines 38 years ago. He attended the U. of Colorado at Boulder, was a Beta Theta Pi and was graduated in 1936 a major in economics.



Mr. BARNES
. . . *radio and TV a combination.*

* * *

He spent three years in sales, mostly in the industrial field, before deciding to enter radio. He did so by enrolling in the Drake U. School of Radio in his home town.

First he concentrated on preparing himself on sports announcing (he has been a baseball participant and fan since childhood).

With two schoolmates and $100

(Continued on page 74)

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

LOCAL ADVERTISERS KNOW BEST!

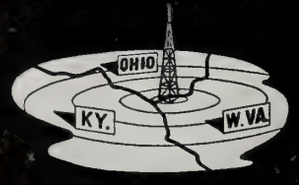
•

LAWRENCE DRUG STORE IS NOW IN ITS 10th YEAR OF CONTINUOUS SPONSORSHIP OF THE WORLD NEWS

12:55 P.M.
Every Day of the Week

NATIONAL REPRESENTATIVES
THE KATZ AGENCY, INC.

5000 WATTS DAY
1000 WATTS NIGHT
930 KC



RADIO STATION
WSAZ



we don't have a list . . .

"as long as your arm"

And, frankly, it's not because we couldn't have! Rather, H-R has a policy, born the day this organization was started three years ago, that it's better to do a REAL selling job for a limited number of stations than it would be to do a mediocre job for many.

It's not our ambition to be the *biggest* rep in the field but rather to be known as the *best*. And with that aim in view, we also have the policy of hiring only the best of men . . . hiring one man at a salary that might well be paid to two of lesser ability.

These are just two of the policies which have paid handsome dividends to our member stations. When you are thinking of national spot, we ask you to remember that H-R Representatives is the organization that always sends a Man to Do a Man's Work.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO **H-R** TELEVISION, INC. TELEVISION
REPRESENTATIVES, INC.

405 Lexington Avenue, New York 17, N. Y.
Murray Hill 9-2606

35 E. Wacker Drive, Chicago 1, Illinois
RAndolph 6-6431

And On the West Coast:

Harold Lindley, Vice President
6253 Hollywood Blvd., Hollywood 28, Calif.
Granite 1480

James Alspaugh, Manager
110 Sutter Street, San Francisco, Calif.
Exbrook 2-3407

NORTH CAROLINA is the South's No. 1 STATE

North Carolina's NumberONE SALESMAN

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

WPTF

also WPTF FM

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM AND EASTERN NORTH CAROLINA



FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER
GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING

Vol. 44, No. 2 JANUARY 12, 1953

TOBEY ASKS FCC DELAY

In ABC-UPT Proposed Merger

By EARL B. ABRAMS

WITH approval of the merger of ABC and United Paramount Theatres Inc. virtually decided last week, Sen. Charles W. Tobey (R-N. H.) stepped in and made all guesses as to the outcome of the two-year-old case inconclusive.

In a wire to FCC Chairman Paul A. Walker Wednesday, Sen. Tobey implied he wanted the FCC to hold up action on the case.

He also said he was preparing to hold a hearing on the possible need for legislation to ban the amalgamation of motion picture and TV interests as tending to monopoly.

Intervention of the chairman-to-be of the radio-powerful Senate Interstate & Foreign Commerce Committee almost ensured that the final decision on the ABC-UPT merger would not be forthcoming for at least another fortnight—and certainly not until after the Inauguration of President-elect Dwight D. Eisenhower and his Republican administration.

The Commission on Tuesday discussed the Paramount case and, according to best information, a majority was in agreement that the merger should be approved. Before final action comes, however, at least three additional meetings of the FCC are indicated.

In effect, the Commission majority was prepared to accept the blanket approvals recommended by Examiner Leo Resnick in his initial decision last November [B•T, Nov. 17, 1952].

Hennock Opposition

It was understood that Comr. Frieda B. Hennock continued to oppose the merger and indicated that she would dissent. This was in line with her questioning during the day-long oral argument held Jan. 5. She is seeking staff assistance on accounting and economic aspects, it is understood.

Although Comr. Edward M. Webster did not indicate he was opposed to the merger, it was understood that he was unhappy about the legal technicalities of the transfers from the old Paramount Pictures Inc. to the new producing and theatre-owning company. This, too, he had expressed during the oral argument.

Sen. Tobey's message, by wire, was received at Chairman Walker's office Wednesday. In it he:

(1) Questioned the legality of the proposed merger.

(2) Raised questions regarding the need for legislation to prevent the combination of motion picture and TV companies on the theory that motion picture interests may dominate TV.

(3) Declared that he intended to have his committee hold hearings on the subject in two weeks.

(4) Asked Chairman Walker to distribute copies of his wire to all Commissioners so they would have time to prepare for such a hearing.

(5) Said that his committee wanted to look into the educational TV situation.

At week's end the Commission had not decided what to do about this request to postpone action on the merger. However, it was felt that the Commission would delay taking final action until after the Congressional hearings proposed by Sen. Tobey.

Sen. Tobey's interest in the ABC-UPT merger case is not new. While in Paris, as a UNESCO delegate, the New Hampshire Republican cabled Chairman Walker that he was "shocked" by the examiner's initial decision proposing the grant of the merger applications [B•T, Dec. 8, 1952].

Same attitude toward the initial decision was expressed by Sen. William Langer (R-N. D.), scheduled to assume the chairmanship of the Senate Judiciary Committee [B•T, Dec. 8, 1952].

Talked With Johnson

It was learned that Sen. Tobey talked with Sen. Edwin C. Johnson (D-Col.), outgoing chairman of the Senate Commerce Committee, and told him what he was planning to do. A check with several other holdover members of the Senate Commerce Committee showed he had not conferred with them.

During the oral argument, Sen. Tobey was in attendance during the morning hours.

Also in the audience at the oral hearing were former Sen. Burton K. Wheeler, radio-newspaper columnist Drew Pearson, as well as executives of parties in the case—ABC's Edward J. Noble, Robert E. Kintner and Robert H. Hinckley, UPT's Leonard H. Goldenson and Robert H. O'Brien, Paramount Pictures' Barney Balaban and Paul Raibourn, among others.

Ex-Sen. Wheeler's firm represents Zenith Radio Corp., TV applicant for Chicago's Ch. 2. This is the frequency UPT's WBKB is scheduled to move to under the FCC's Sixth Report and Order. As part of the merger deal, CBS is scheduled to buy WBKB from the merged company for $6 million. Zenith is contesting WBKB's move to Ch. 2 without a hearing.

Although the prime purpose of

(Continued on page 68)

WDAF ON GRID

Justice Asks Revocation

IN AN unprecedented move, the Justice Dept. last week called for revocation of licenses of WDAF-AM-TV Kansas City, Mo., in a civil anti-trust suit against the parent Kansas City Star Co.

The department announced the suit on the heels of a grand jury indictment charging the publishing firm with anti-trust violations. The company was accused of "monopolizing the dissemination of news and advertising" in Kansas City.

In an equally unprecedented move, The Star Co., instead of issuing a reply, bought display space in leading publications answering the suit. Roy A. Roberts, president, expressed "complete confidence" in the outcome.

Atty. Gen. James P. McGranery said the Justice Dept. would seek an injuction to enjoin "a continuation of the charged violations and to restore competitive conditions." The company publishes the *Kansas City Star* and *Times* and owns WDAF-AM-TV.

The department said it would ask the courts to revoke the radio-TV licenses of the Star Co. under provisions of Sec. 313 of the Communications Act—a request without precedent in broadcast annals.

The indictment, returned by the Federal Grand Jury in Kansas City last Tuesday, alleged that advertisers who bought time on WDAF were given "special discounts" (combination unit rates) for advertising in the newspapers, and that advertisers not using the papers "have been denied access to the *Star's* television station." It charged advertisers were induced to buy time on WDAF with special discounts, from 1933 to 1937.

Named as defendants, along with The Star Co., were Mr. Roberts and Emil A. Sees, treasurer and director of The Star Co. and advertising director of the evening *Star* and morning *Times*. They were to be arraigned before U. S. District Court Judge Richard M. Duncan last Friday morning.

To Ask Bill of Particulars

Mr. Roberts said the company will file a motion for a bill of particulars "so we may know just what specific allegations we have to meet and to prepare our defense." He stated it would "meet the charges headon" and "there will be no effort to quash or delay the anti-trust indictment." He added the firm would insist "on an early trial, confident that complete vindication will come from the court and jury."

Mr. Roberts also answered the government's anti-trust charges with a scathing statement imputing political motives to the outgoing Democratic administration dating back to the *Star's* probe of the celebrated Kansas City vote fraud case in 1946.

Local Washington, D. C., attorneys and FCC legal experts agreed that the request for license revocation is without precedent, though such action is clearly within the purview of the Communications Act. No such action, for example, was sought in a similar anti-trust action filed against the New Orleans Times Picayune Co. (*Times-Picayune* and *Evening States* and WTPS-AM-FM).

The U. S. District Court in New Orleans upheld certain charges and dismissed others on a complaint also involving combination unit rates for advertising in newspapers under common ownership.

The U. S. Supreme Court last November agreed to review the case March 9. A decision would have a direct bearing on the Kansas City case, it is believed.

In explaining its stand in half-page ads in leading newspapers throughout the country The Star

(Continued on page 89)

ZIV CAMPAIGN

Set for Lombardo-Gruen Show

PLANS for all-out advertising, promotion and merchandising campaigns for the new Guy Lombardo-Gruen radio show and other Ziv radio programs scheduled for 1953 were outlined last week at a Frederic W. Ziv Co. radio sales convention in Cincinnati.

In welcoming the salesmen, Frederic W. Ziv, founder and president of the company, reaffirmed his faith in radio as the "advertiser's best buy when properly and skillfully merchandised and promoted."

Alvin E. Unger, vice president in charge of radio sales, pledged that Ziv radio will continue an aggressive campaign during the coming year. He said Ziv will offer stations, advertiser and agencies many new programs, merchandising and promotional aids to assure sponsors "more than their share of 1953 business."

"We are going to support our radio advertisers and stations even to a greater degree than in the past," Mr. Unger promised. "And what's more, we are going to do this all year long."

In preparation for the campaign, Leo A. Gutman Jr., director of advertising, reported he has increased his budget and enlarged his staff.

Merchandising Plans

In announcing the campaign on behalf of the Lombardo program, Mr. Unger cited a merchandise tie-in whereby each sponsor will receive $2,500 worth of Gruen watches to distribute to his local audience. Additionally, Mr. Unger said, Ziv will implement a plan whereby each sponsor's dollar spent on radio will help his point of purchase dollar, and each point of purchase dollar will help his radio dollar.

Mr. Unger said all radio stations carrying the Lombardo program will receive free announcements cut by Mr. Lombardo, which may be used as station breaks, and other aids.



FREDERIC W. ZIV Co. welcomes two new salesmen into the organization during Cincinnati sales convention. L to r: Sid Freeman, Great Lakes Div. sales manager and longtime Ziv salesman; Frederic W. Ziv, Ziv president; Jack Skinner, new salesman for the Indiana area, and Russ Stone, new salesman for the Buffalo, N. Y., district.

NETWORK BUYS

L&M, Beltone, Wood, Jergens Sign

NETWORK time sales were given an added boost last week with contracts for new shows by four advertisers, two signing with ABC, one with CBS Radio and the other with Mutual.

Liggett & Myers, New York (Chesterfield cigarettes), effective Jan. 26 will sponsor a five-minute news show, *Les Griffith and the News*, five times weekly on ABC radio, 7:55-8 p.m. EST. The contract, placed for Chesterfield by Cunningham & Walsh, New York, is for 52 weeks. The newscast will embrace headline news of national and international import.

Beltone Hearing Aid Co. will sponsor *Life Begins at 80*, for one time only (Wednesday) 8:30-9 p.m. also on ABC. Olian Bronner Inc., Chicago, placed the contract. The show is heard on 108 ABC radio stations.

Andrew Jergens Co., Cincinnati (Jergens Lotion and All Purpose face cream), will sponsor *Time for Love*, a new weekly series of dramatic programs starring Marlene Dietrich, on CBS Radio effective Jan. 15. Miss Dietrich will play the role of Leda Saint-Ange, a mysterious international chanteuse who is followed all over the world by Michael Victor, a writer, who narrates each weekly story.

Agency for Jergens is Robert W. Orr & Assoc., New York.

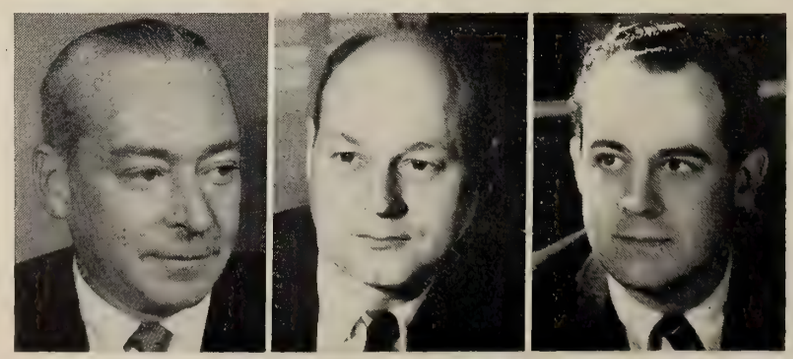
J. R. Wood, New York (rings, diamonds and other jewelry), will sponsor a quarter-hour radio show featuring Lanny Ross, effective March 1, on Mutual. The program will be heard Sunday, 1:15-30 p.m. EST. BBDO, New York, agency for Wood, placed the contract for 52 weeks with 13-week options.

N. Y. Headquarters

NEW YORK offices of BROADCASTING • TELECASTING are moving today to 444 Madison Ave. The old address was at 488 Madison. Telephone number will remain Plaza 5-8385.

F&P Elects Hoag

HAL W. HOAG, western manager of Free & Peters, now in his 15th year with the firm, has been elected a vice president of the station representative organization, it was announced Wednesday by H. Preston Peters, president. Announcement followed a dinner in New York Tuesday at which Mr. Hoag received a scroll naming him "Colonel of 1952." Jones Scovern, eastern sales manager for radio, was "Colonel" for 1949, when F&P began the custom of so recognizing unusual growth and contribution to its business. Bill Bryan, Detroit manager, was 1950's "Colonel." In 1951, the title was not given to any individual but to the Chicago radio office as a unit.



THREE Young & Rubicam vice presidents have been appointed to newly created posts of senior vice presidents. They are (l to r) Frank Fagan, with the firm since 1934; Harry Harding, with Y&R since 1943, and William H. Howard, who has been there since 1949. All three men will report to Louis N. Brockway, executive vice president, and each will have executive responsibility for a specific group of accounts.

C-P-P BOARD

Ups Sims, Mute on McConnell

THE BOARD of directors of Colgate-Palmolive-Peet Co. last Thursday elected William L. Sims 2d as president of Colgate-Palmolive International, a new corporation, but took no action on the expected election of former NBC President Joseph H. McConnell as president of the parent company [B•T, Jan. 5].

Failure to act on the McConnell move was construed to mean it was not on this meeting's agenda —and not that it had been considered and action deferred. Although C-P-P has contended from the outset reports linking Mr. McConnell with the Colgate presidency were "premature," reliable sources just as steadily have maintained the reports will be proved true.

Feb. 11-12 Meeting

Next C-P-P board meeting, it was reported, is set for Feb. 11-12. There was no indication that Mr. McConnell's name either would or would not come up at that time. Earlier reports, however, indicated he was expected to join Colgate about March 1.

Mr. McConnell's resignation from NBC and the election of Vice President and General Manager Frank White to succeed him both as president and as member of the NBC board of directors were announced Jan. 2. At that time, and since, NBC officials have declined to comment on Mr. McConnell's future plans except to say he left "to join a company in another industry, and his new position will be announced by that company in the near future."

E. H. Little, Colgate's present president, who is expected to become board chairman upon Mr. McConnell's assumption of office, announced election of Mr. Sims as president of the new Colgate-Palmolive International, formed to aid in coordinating Colgate's foreign operations, carried on through 25 subsidiaries, four branches and an export department.

Other Board Actions

Mr. Sims also was elected to the executive committee of C-P-P and will continue as executive vice president in charge of its foreign business. The announcement said Colgate employes outside the U. S. number about 9,900 and that Colgate's foreign sales in 1951 exceeded $122 million. Sales for 1952 have not been disclosed.

BBDO's Duffy to Talk

BEN DUFFY, president of BBDO, New York, will speak Wednesday at a luncheon of the New York Young Men and Young Women's Republican Clubs, discussing "Campaign Advertising."

BALTIMORE SCHOOL STRIKE

Educators Laud Radio-TV Aid

By JOHN OSBON

EDUCATORS last week raised their voices in acclaim for commercial broadcasters who helped Baltimore weather a storm precipitated by a strike that capsized two-thirds of the city's public schools.

The Baltimore experiment in air education proved a spontaneous success as radio and television once again demonstrated their value in an emergency, beaming classes at some 80,000 pupils kept home from over 100 of the city's 175 schools.

So keen was the interest that newsmen from out-of-town magazines and newspapers converged on Baltimore to get a first-hand view of education over commercial broadcasting facilities in an unprecedented local crisis.

Interest in this experiment, in fact, exceeded that in the strike of the city's municipal workers, who forced schools to close for lack of heat. There were indications late Thursday that schools would reopen shortly.

The Baltimore Dept. of Education took a sample random survey of a few thousand pupils in half-a-dozen schools and reported that attendance at their telesets was nearly 100%—though many pupils themselves indicated they would prefer education in the classroom rather than by television.

Dr. William Lemmel, superintendent of public instruction who rallied support for the radio-TV classes and organized the experiment, termed response of broadcasters, "most heartening."

Favorable Comments

Jack Dey, member of the Dept. of Education's radio-TV section, said there was considerable favorable comments from educational, civic and religious groups and lauded broadcasters for their cooperation. Mr. Dey worked along with Eleanora Kane, of that section, supervising some of the telecasts.

Dr. Harry C. Byrd, president of U. of Maryland, also acknowledged support of the industry. He told BROADCASTING • TELECASTING that stations had done a commendable job. He acknowledged that many educational institutions might find it difficult to raise funds for television stations to present programs on a regular basis.

Dr. Byrd spoke at a *McCall's* magazine awards dinner in Baltimore Thursday evening, but did not comment specifically on the city's school emergency. He cited TV's tremendous potentialities.

Credit for proposing the TV classroom plan to the Board of Education goes to WBAL-TV, which offered its facilities immediately after the strike was called New Year's Day [AT DEADLINE, Jan. 5]. Suggestion that all Baltimore radio-TV outlets participate was part of the proposal.

D. L. (Tony) Provost, vice president and general manager of WBAL-AM-TV, noted the station's policy on community service and stated:

"Since this is the first time that television has been used to such a large extent for educational purposes, it will be interesting to watch and see how effective teaching by television can be. Certainly the commercial broadcasters have proved once again that they will do everything possible in an emergency, whether it be for education or for anything else."

Mr. Provost said he felt that this experiment "could very well decide whether or not it is advisable for educational institutions to build television stations of their own." He noted the Board of Education's sample survey indicating many pupils' preference for education in the classroom.

Some educators were not immediately prepared to evaluate the success of the TV classes. The Board of Education said beforehand there would be "defects" and the experiment would be "something less than perfect."

A *Washington Evening Star* staff correspondent, Jack Jonas, summed it up this way:

"It would have to be more lively to compete with space cadets and cowboy heroes—not enough Indians were biting the dust."

The strike was called New Year's Day, forcing closure of 107 of the city's 174 public schools. Some 3,300 employes, including janitors, refuse collectors, engineers, firemen and other municipal workers, were involved.

37 Hours Offered

The job of allocating classes to the different radio and TV outlets fell to the Baltimore Dept. of Education, which found itself hard pressed to fill some 37 hours of air time per week offered by cooperating commercial broadcasters.

Mr. Dey of the department's radio-TV section broke the schedule down this way: WBAL-TV and WAAM (TV), two hours per day; WMAR-TV three hours per week; WFBR, one hour per day, and other stations varying amounts of time.

Mr. Dey stressed that the department's decision to press the WBAL-TV proposal into action was based on a desire to continue "some education during the emergency period." School authorities stressed that TV programs were not intended to "replace completely classroom instruction but would serve as a value addition to the other homework which pupils were given to do."

WBAL-TV and WWIN carried programs of elementary instruction, while lessons for junior and senior high school and vocational schools were broadcast over WFBR and telecast by WAAM.

WBAL-TV's schedule was tailored for elementary school students, with science of toys, 10-10:30 a.m.; arithmetic, 10:30-11 a:m.; and art and language arts, 11 a.m.-12 noon —Monday through Friday.

WAAM coverage consisted of science at 12 noon, modern language (German, Spanish) at 12:15 p.m., and fundamental skills Wednesday only at 12:45 p.m. A culture session was telecast at 1:30 p.m. and aeronautics principles were also outlined. The two-hour emergency schedule for secondary school students was supplemented by three regular weekly shows.

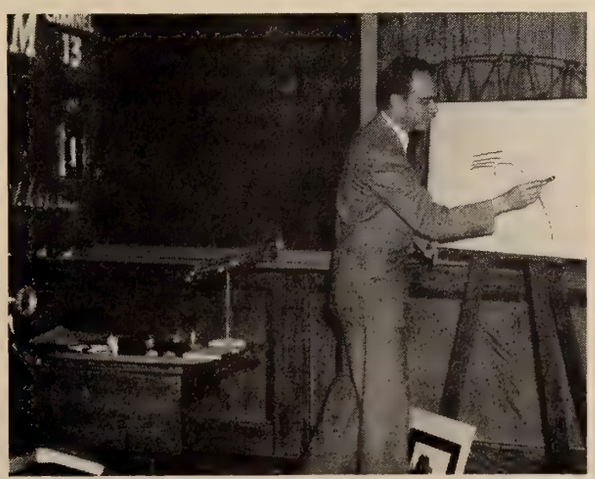
WMAR-TV was booked for Maryland history (all grades), Tuesday and Thursday, 2-2:30 p.m. and vocational classes 11 a.m. Thursday, according to Robert Cochran, program director of the station. It carried civic courses for high school students on a Mon.-Fri. schedule, 3-3:30 p.m. WMAR-TV offered the department 12 hours of sustaining (and some commercial) time, between 9 a.m. to 4 p.m. Language, arithmetic and other "basics" also were telecast. Mr. Cochran described the reaction as "enthusiastic."

Commenting on WFBR's role in

(Continued on page 69)



OPENING classes for elementary pupils were telecast by WBAL-TV as part of its two-hour-per-day schedule. Teacher is explaining workings of a thermometer to one of handful of pupils at WBAL-TV studios. Station carried TV lessons during morning hours.



SECONDARY school students were given courses each day over WAAM (TV) Baltimore during the strike. Before camera is Malcolm Davies, science instructor at Baltimore Polytechnic Institute.



TEACHERS of Baltimore schools gathered in studios of WFBR to conduct classes for pupils. Bill LeFevre (standing near microphone), staff announcer, briefs them before program gets underway.

Newspaper Technique Suggested for Radio

THE BEST way to sell radio to department stores is not by the familiar, consistent, day-after-day, week-after-week, "same time, same station" pattern of radio, but in the "lots of advertising today and little or none tomorrow" formula of store advertising in newspapers.

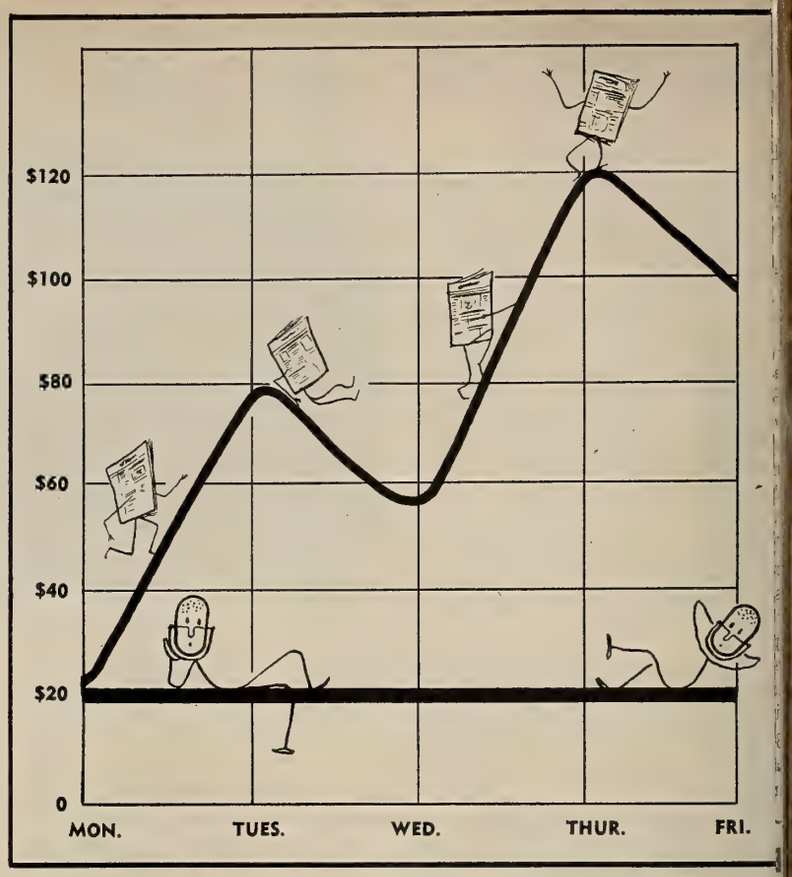
That is not only the best way to sell stores on using radio, but it's the best way to make them regular radio advertisers, because it's the way that pays off best for them and produces sales at a lower cost than newspapers do.

Those conclusions are drawn from Department Stores Study reports of results of more than six months' use of radio advertising by a typical store (Pomeroy's) doing an annual business of $3 million in a market of 25,000 population (Pottsville, Pa.). These conclusions are confirmed by the experiences of other department stores in other localities, according to DSS.

The simple graph in the chart at right, covering the Monday-Friday segments of a one-week period of department store newspaper and radio advertising in one market, contrast the typical "peak and valley" pattern of the store's use of newspaper space with the "horizontal pattern" of radio.

The newspaper pattern coincides with the buying habits of the community and with the normal department store practice of placing its advertising accordingly. But it is easy to see, as DSS points out, that "radio has been trying to sell itself *against* the normal department store promotional pattern. Thus radio became most prominent in use during the stores' promotional valleys. As such, *it stood out* in poor selling times and became relatively inconspicuous during promotional peaks.

"Radio's fixed schedules called for commercials when store people were at their lowest point of promotional enthusiasm," DSS explains. "Psychologically, this made radio somewhat of a nuisance. More important, it brought to radio for selling, a poor selection of items, poorly written commercials and a great deal of institutional activity." (With most store advertising costs allocated to the departments whose merchandise it advertised, specific item ads are favored and institutional advertising considered more or less of a waste, in department store circles, except on special occasions.)



Newspaper buying varies, in comparison with radio's set pattern during the week

* * *

Identification Stressed

An illustrative case history cited by DSS reports on a store whose "schedule of radio usage consisted of an across-the-board nighttime news program. In this five-minute segment there was room for store identification at the beginning and end, *which the store discounted as almost without real value*, and time for one full-minute merchandise item in the middle.

"The store thus thought of this program as one spot and used it for one item for five days ('used' is correct; the program was cancelled). The cost was approximately $100 for the week. *Not one department in the store could afford to continue this advertising at this cost.*

"Now compare this with what the store is doing now. The $100 buys 20 daytime participation spots. Four items on an average are promoted with these spots and *all on the store's normally peak days when results are easy to get.* Cost per item averages $25."

Newspaper techniques should also be followed for store advertising copy on the air, DDS said. Note the below copy in a store ad. The largest type goes to announce the price, second largest to identify the item advertised, with the description subordinated, whether in words or illustration. Headlines are the important things; they should be that way on the air as well.

"Make your copy headline copy," says DSS. "Give the merchandise, the price, the store name, and then repeat these, then a brief description (and make it *very* brief and to the point), then the merchandise again and the price again . . . then the store name and the store hours —preferably only nights open information."

Stores like this kind of advertising, DSS notes, because it's the kind they're familiar with. It is also good because, by creating store traffic, it refutes the frequent store executive argument that people don't remember radio commercials but can always go back to a newspaper ad. Finally, this type of radio sells merchandise, as test after test has proved.

In one continuing series of tests, in which the same items were advertised one week on the air, the next in the newspaper (or vice versa), with the same amount of money spent with each medium, DSS found radio consistently outselling newspapers. In a nine-week period, radio sold $2,491 worth of merchandise to $1,956 worth sold by newspaper space.

An interesting sidelight is that radio's inability to illustrate the

(Continued on page 34)

* * *


POMEROY'S...shows you 8 ways to save and still get the best values for your shopping dollar!

santorized plaid gingham dresses!
2.97
Fashion leader for back-to-school

women's lamb fur-trimmed coats!
$39.00
Famous Fieldston Sample Coats!

famous betty barclay
The Dark Cotton Dress
8.98
A Pomeroy's Exclusive!

women's cool, good-looking gabardine shorts!
1.98

Stress by variation of type is utilized in newspaper ads

$8 MILLION FOR FCC

Asked in '54 Budget

PRESIDENT TRUMAN last Friday asked the Republican-controlled 83d Congress for $8 million to run FCC's fiscal 1954 operations. The figure is $75,000 shy of the request made a year ago, but $1,591,540 more than Congress appropriated last summer for fiscal 1953.

FCC would receive $1,667,074 for broadcast activities, a boost of $499,051. The additional money, according to Mr. Truman, would be used to "handle the substantially increased workload in processing applications for new television stations."

The 82d Congress last summer appropriated $300,000 additional to speed processing of TV applications. During Senate and House Appropriations Committee hearings, it was emphasized the extra funds were to pay for more examiner teams.

Before passage of this appropriation, FCC had seven examiner teams. It now has 13. It can be assumed that should this Congress grant the new increase requested and earmark it exclusively for the hiring of examiner teams, FCC could add at least another 10. An examiner team is made up of the examiner, attorney, engineer, accountant and clerical help.

The budget delivered to the new Congress was Mr. Truman's last as President. It can be expected that the GOP Congress will scrutinize the budget very carefully. The President's other budget requests were presented to Congresses in which the Democrats were in the majority (except for the 80th Congress).

Committee Chairmen

Sen. Styles Bridges (R-N. H.) is slated to chairman the Senate Appropriations Committee and Rep. John Taber (R-N. Y.) is expected to head the committee in the House.

Here is the budget's breakdown of broadcast activities for fiscal years 1951, 1952, 1953 (estimated) and 1954 (also estimated):

	1951 actual	1952 actual	1953 estimated	1954 estimated
Stations regulated as of June 30 of each year	3,153	3,280	3,758	3,958
Applications disposed of for new stations or major changes of facilities:				
AM	466	270	290	505
FM	172	135	129	145
TV	26	92	448	521

The other part—and the lion's share—of the more than $1½ million increase requested would be used to "strengthen radio-monitoring and enforcement activities including the establishment of new monitoring and direction-finding facilities," Mr. Truman said. FCC long has been seeking more funds for its monitoring activities. But Congress never has been receptive.

Overall, Mr. Truman requested more than $4 billion beyond U. S. expenditures for fiscal 1953 which ends June 30. This fact alone most likely will put Congress into an economy mood.

Here is the complete breakdown by activity of the 1953 budget of FCC followed by the 1954 request:

Common carrier, $704,390, $775,051; applied technical research and frequency allocation, $386,643, $488,796; field engineering and monitoring, $2,313,271, $2,843,312; safety and special radio services, $585,928, $716,458; broadcast, $1,168,023, $1,667,074, and executive, staff and service, $1,252,377, $1,514,609.

Proposed increase in field engineering and monitoring "is primarily for the establishment of two new monitoring stations and for placing secondary monitoring stations on 24-hour operation," the Chief Executive said.

Voice Request

Voice of America would receive nearly $50 million under the budget (see more detailed story, page 43).

The Federal Trade Commission would be appropriated $1,111,600 for fiscal 1954 for investigation and litigation in its "anti-deceptive practices." This branch of FTC takes action against false and misleading advertising. The figure compares to $1,107,886 spent last year.

FTC also would get nearly $4,000 more for its "trade practices conferences," which come under anti-deceptive practices.

Next step on Capitol Hill is for the appropriations committees in both branches of Congress to hear testimony from the agencies involved. They can be expected also to hear top finance officials in the new Eisenhower Administration.

CBS BOARD MEET

Features L. A. Facilities Tour

CBS Inc. board of directors will hold its regular January meeting in Los Angeles today (Monday) and tomorrow, it was announced last week.

Business sessions will take place at Television City, and an inspection tour of CBS Radio, CBS-TV and Columbia Records Inc. facilities in the Los Angeles area has been arranged. Expected to attend are the following board members:

William S. Paley, CBS chairman of the board; Leon Levy, Personal Investments; J. A. Iglehart, partner, W. E. Hutton & Co.; Dorsey Richardson, vice president, Lehman Corp.; Ralph F. Colin, Rosenman, Goldmark, Colin & Kaye; Frank Stanton, CBS president; Edward R. Murrow, CBS Radio and CBS-TV news analyst.

Frederick L. Chapman, partner, Barrett Herrick & Co.; Bruce A. Coffin, president, Hytron Radio & Electronics Co.; Lloyd H. Coffin, chairman of the board and treasurer, Hytron; David H. Cogan, president, CBS-Columbia Inc.; Adrian Murphy, CBS Radio president, and J. L. Van Volkenburg, CBS-TV president.

CBS-TV Sales Shifts

THEODORE F. SHAKER, account executive in CBS-TV Spot Sales Chicago office, moves to the New York office in the same capacity Feb. 2, while Bruce Bryant, a TV sales staff member of Edward Petry Co., joins CBS-TV Spot Sales in Chicago Jan. 19, it was announced last week. Mr. Shaker has been an account executive in the network's Chicago office since 1951 and before that was in the television sales department of The Katz Agency. Mr. Bryant had been with Petry four years and before that was with ABC radio spot sales in Chicago.



BING CROSBY (c), singing star and board chairman, Bing Crosby Enterprises Inc., Beverly Hills, Calif., with Wayne R. Johnson (l), TV project engineer, and John T. Mullin, chief engineer, examines section of Minnesota Mining & Mfg. Co. magnetic tape used on new sight and sound VTR (Video Tape Recorder) being developed by the Crosby firm [B•T, Jan. 5]. Mr. Crosby holds interest also in KXLY-TV Spokane.

'Silver' Record Issue

CLAIMING the phrase, "Hi, Ho, Silver," its personal property, Lone Ranger Inc. has warned the Trenier Twins, Hollywood song and dance team, and Columbia Records, not to release a new recording by that title made by the entertainers and Okay Records, a Columbia subsidiary. Lone Ranger Inc. also demands that the entertainers refrain from publishing the song through Mobile Music Co.

WMGM SALE

Lebhar to Buy for $2 Million

NEGOTIATIONS for acquisition of WMGM New York by Bertram Lebhar Jr., director of the station, in a $2 million deal with Loew's Inc., present owner, were nearing completition last week. The station (50 kw on 1050 kc) is one of the nation's leading independents.

Mr. Lebhar acknowledged that discussions are in progress and said he hoped to have a statement ready shortly. He said Loew's had given informal approval but pointed out that the board's official approval, as well as that of FCC, is needed.

Under the terms of the proposed agreement, Mr. Lebhar would pay Loew's $500,000 in cash and the remainder at a rate of $150,000 a year for 10 years. The sale would be subject to the usual FCC approval.

Mr. Lebhar also said he would give the new corporation a 10-year contract on his services and undertake to get similar contracts from his key executives. Additionally, he said the plan called for him to attempt to secure a $2 million policy on his life, with the new corporation as beneficiary.

To raise initial funds for capitalization of about $770,000 the new corporation would enlist the aid of advertisers through five-year contracts for time on WMGM, Mr. Lebhar said, noting that this offer would be available to advertisers not now using the station as well as to present sponsors.

Mr. Lebhar, 45, has been with WMGM since 1939, when he joined the station (then WHN) as director of sales. He became director in 1949, and the same year formed MGM Radio Attractions. Aside from his administrative and sales duties, he is a widely known sportscaster under the name of Bert Lee, and is one of the top-ranking contract bridge players in the country. He broke into radio as a salesman with CBS when WOR was CBS' New York key station, and subsequently served in a sales capacity with WOR and WMCA New York before moving to WMGM.

ABC '52 GROSS

Radio Up $1 Million, TV Off

COMBINED gross time sales of ABC's radio and TV networks in 1952 totaled $52,088,456, roughly half a million dollars ahead of the 1951 total of $51,539,771 gross, ABC reported.

ABC total radio time sales for 1952 were $34,391,316, the network estimated, up slightly more than $1 million from the 1951 gross of $33,242,182, while gross TV time sales aggregated $17,697,140 in 1952, down $600,000 from the 1951 TV gross of $18,297,589.

General Mills was top ABC radio client for the seventh consecutive year, with total expenditures of $5,745,055 for ABC radio time. This company also was the number one user of ABC's TV network, with total time purchases of $2,090,483 for 1952.

Dancer - Fitzgerald - Sample ranked first according to the amount of billing placed on ABC's radio network—$5,818,090—and J. Walter Thompson Co. second—$2,421,559. These two agencies have ranked one-two on the ABC radio roster since 1946, the network reported.

D-F-S also was the top agency in 1952 with ABC-TV time placements for its clients. Gross time purchases were $3,295,001. Second agency for ABC-TV was Kenyon & Eckhardt, whose clients used $1,410,989 worth of ABC-TV time during last year.

Analysis of ABC advertisers by type of industry shows that food and food products advertising ranked first in both radio—where this type of advertising accounted for gross time sales of $11,590,356—and in TV, where the food gross was $5,633,877.

On the ABC radio list, drugs and toiletries ranked second, with total time purchases of $7,061,742, followed by tobacco products, $2,988,367.

ABC-TV category breakdown found the radio, refrigerator and household appliance class in second place, with gross billings of $2,283,756. Drugs and toilet goods ranked third, with total expenditures for ABC-TV time of $2,060,573.

The radio billings, broken down by advertisers, agencies and classifications, follow. Detailed breakdown of TV billings will be published next issue.

BY ADVERTISERS

General Mills, Inc.	5,745,055
Swift & Co.	5,420,147
Sterling Drug, Inc.	2,386,820
Bristol Myers Co.	1,779,764
Philco Corp.	1,721,040
Philip Morris & Co., Ltd. Inc.	1,419,672
Prudential Insurance Co. of America	1,348,549
P. Lorillard Co.	1,108,093
General Foods Corp.	1,027,283
Equitable Life Assurance Co. of the U. S.	935,665
Lever Brothers Co.	925,285
Gospel Broadcasting Association	837,575
Gillette Safety Razor Co.	764,494
Stokely—Van Camp, Inc.	743,287
Toni Co.	736,374
Gulf Oil Corp.	698,295
Political	536,085
Goodyear Tire & Rubber Co.	522,043
American Chicle Co.	499,239
Billy Graham Evangelistic Assn. Inc.	492,211
Serutan, Inc.	489,398
Ralston Purina Co.	483,635
General Motors Corp.	478,432
R. J. Reynolds Tobacco Co.	460,602
H. J. Heinz Co.	446,674
Carter Products, Inc.	409,783
Electric Companys	408,204
Burton Dixie Corp.	370,935
Churches of Christ	334,728
Admiral Corp.	314,215
Texas Co.	306,615
Kellogg Co.	298,219
O'Cedar Co.	287,176
Union Oil	254,747
Seeman Bros., Inc.	219,738
Voice of Prophecy, Inc.	218,114
Warner—Hudnut, Inc.	170,472
Gruen Watch Co.	156,430
American Bakeries Co.	144,286
Christian Science Publishing Society	138,398
Lambert Co.	127,185
Free Methodist Church of North America	123,559
General Products	116,518
Hotpoint	108,946
M.J.B. Co.	105,251
Sylvania Electric Products, Inc.	99,100
Durkee Foods	75,000
John H. Dulany & Son, Inc.	61,160
Dr. Wyatt	47,601
Looz Products	47,216
Club Aluminum Products Co.	44,829
F. Jordan Church in the Home	44,608
Buick Motor Co.	39,333
Zenith Radio Corp.	28,959
Planters Nut	23,363
Charles Antell	23,194
Jackson Perkins Flower Div.	21,048
Dr. Hiss Shoe Stores	19,709
Chemicals, Inc.	17,437
Peter Paul Inc.	15,320
Fisher Body	14,594
Roman Meal Co.	13,523
Ben Hur Products	13,124
Graystone Press Co.	13,091
Institute of Religious Science Life	12,191
Imperial Candy	11,651
American Medical Association	11,186
Stanley Home Products	8,582
Vitamin Corp. of America	7,963
Shipstad-Johnson	6,090
Commercial Tele Union	6,011
Sun Ware Co.	5,696
Fred Fear	5,468
Bu Tay Products	5,460
Sealy Mattress	5,400
Hoffman Radio Stores	4,713
National Labor Management Foundation	4,042
Musical Hall of Fame	3,706
American Larder Supply Co.	3,306
Lee Pharmacal	3,032
Colonial Dames Inc.	1,840
Happy Land Comm.	704
Protestants Clarif. Prop.	704
Marie Kruse Nurseries	530
Garden at Eden Plant Food	508
Penn Saw Corp.	428
Home Craft	300
National Optic	240
Assembled Unit	120
TOTAL	34,391,316

BY AGENCIES

Dancer-Fitzgerald-Sample, Inc.	5,818,090
J. Walter Thompson Co.	2,421,559
Knox Reeves Advertising, Inc.	2,328,844
Calkins, Holden, Carlock, McClinton & Smith	2,091,836
Young & Rubicam, Inc.	1,980,011
Hutchins Advertising Co., Inc.	1,721,040
Leo Burnett Co., Inc.	1,455,262
Doherty, Clifford & Shenfield	1,423,645
Cecil & Presbrey, Inc.	1,419,672
Kudner Agency, Inc.	1,356,489
N. W. Ayer & Son, Inc.	1,333,489
Lennen & Mitchell, Inc.	943,540
Warwick & Legler, Inc.	935,665
R. H. Alber Co.	837,575
Foote, Cone & Belding	748,961
Turner Advertising Agency	658,111
Walter F. Bennett Co., Inc.	615,770
Roy S. Durstine, Inc.	588,498
Tatham Laird, Inc.	519,837
Gardner Advertising Co.	483,634
Kenyon & Eckhardt, Inc.	468,691
William Esty Co., Inc.	460,602
Ted Bates & Co.	409,782
Ross Roy, Inc.	334,728
Rudel M. Seeds	314,215
Benton & Bowles	220,216
Grey Advertising Agency	219,192
Pedlar & Ryan, Inc.	218,114
Joseph Katz Agency	195,022
Dean Simmons	167,440
Lennen & Newell, Inc.	164,553
McCann-Erickson, Inc.	156,430
Batten, Barton, Durstine & Osborn, Inc.	146,574
Tucker Wayne & Co.	144,284
Walton Butterfield Advertising	138,398
Lambert & Feasley, Inc.	127,185
Sullivan, Stauffer, Colwell & Bayles, Inc.	126,399
Politicals—Direct	118,208
Furman, Feiner & Co., Inc.	90,943
Weiss & Geller	87,638
W. Earl Bothwell	61,160
Century Advertising Agency	47,600
Arthur V. Jones	44,608
Henri, Hurst & McDonald	40,495
Raymond R. Morgan Co.	35,554
TV Advertisers Association, Inc.	23,194
Hal Stebbins, Inc.	19,709
Sidney Garfield & Associates	17,437
Guild, Bascom & Bonfigli	13,522
Mogge-Privett, Inc.	13,124
Pacific National Advertising Agency	11,650
Campaigns, Inc.	11,186
Milton Weintraub Advertising Agency	10,994
Charles W. Hoyt Co., Inc.	8,582
Walter McCreery, Inc.	6,090
Hilton & Riggio	5,468
Dan B. Miner Co.	5,459
Quality Bakers of America Cooperative	5,400
The Keilson Co.	5,338
C. Franklin Brown	5,155
Crisp & Harrison Agency	5,098
M. J. Jacobs, Inc.	3,306
Arthur Meyerhoff & Co.	1,043
TOTAL	34,391,316

BY CLASSIFICATIONS

Food and Food Products	11,590,356
Drug and Toilet Goods	7,061,742
Cigars, Cigarettes & Tobacco	2,988,367
Radios, Ref., Electrical Appliances	2,685,177
Insurance and Personal Loans	2,284,214
Religion	2,063,689
Automobiles, Trucks & Acc.	1,056,760
Lubricants, Petroleum Products & Fuel	1,004,910
Laundry Soap and Cleaners	942,722
Household Furnishings and Acc.	936,660
Confections	549,573
Politicals	536,085
Sports	254,747
Jewelry and Accessories	156,430
Publications	151,789
Miscellaneous	97,199
Clothing and Dry Goods	19,709
Institutional	11,187
TOTAL	34,391,316

MBS TIME SALES

Gross Gains 17% in '52

MUTUAL Broadcasting System's gross time sales during 1952 totaled $21,004,976, the network reported last week, noting that the figure included actual sales for 11 months, with December estimated.

Billings, a gain of 17% above the MBS 1951 gross time sales, cover the use of the network's facilities by 86 advertisers who used an average of 407 MBS stations, 15% more than in 1951. Their business was placed through 62 advertising agencies.

S. C. Johnson & Son was Mutual's leading sponsor last year, spending $2,050,194 for time on this network. Sterling Drug ranked second, with MBS time purchases of $1,828,720. P. Lorillard Co. was third with $1,379,535, followed by Miles Labs., $1,252,606; American Federation of Labor, $1,204,352, and Quaker Oats Co., $1,040,047.

Needham, Louis & Brorby, agency for S. C. Johnson & Son, not unnaturally turned out to be top agency from the standpoint of volume of time purchases during the year. The $2,941,743 worth of MBS time placed through this agency included purchases for Derby Foods and State Farm Automobile Insurance Co. as well as for Johnson's Wax Products.

J. Walter Thompson Co. ranked second among MBS agencies, placing $2,038,667 worth of time on that network for Johns-Manville Corp.; Kraft Foods Co.; Libby, McNeill & Libby, and Credit Union National Assn. Dancer-Fitzgerald-Sample placed third, spending $2,034,865 for MBS time for Sterling Drug and Falstaff Brewing Co.

Other agencies placing $1 million or more business with MBS during 1952 include Lennen & Newell; Geoffrey Wade Adv.; Furman, Feiner Co., and Sherman & Marquette.

Advertising for drugs and toilet goods comprised the largest volume of MBS advertising of any class of client, buying $5,796,733 worth of Mutual time last year. Food and food products were second with $3,012,572; laundry and household supplies next with $2,073,212, and tobacco products fourth with $1,701,663.

Breakdown of the 1952 billings follow:

1952 Advertiser Expenditures*

S. C. Johnson & Son Inc.	$2,050,194
Sterling Drug Inc.	1,828,720
P. Lorillard Co.	1,379,535
Miles Laboratories Inc.	1,252,606
American Fed. of Labor	1,204,352
Quaker Oats Co.	1,040,047
Johns-Manville Corp.	818,418
Kellogg Co.	768,387
Wildroot Co. Inc.	702,085
Falstaff Brewing Corp.	633,348
Kraft Foods Co.	605,933
Credit Union National Assn.	582,618
Derby Foods Inc.	556,105
Amana Refrigeration Inc.	456,979
VCA Laboratories	454,127
Lutheran Laymen's League	366,854
Charles Antell & Nat'l Health Aids Inc.	364,607
Radio Bible Class	361,483
State Farm Mutual Auto Ins. Co.	335,444
R. J. Reynolds Tobacco Co.	322,128
Motor Products Corp.-Deep-freeze Appliance Division	301,688
Voice of Prophecy Inc.	298,797
Christian Reformed Church	293,866
The Murine Co. Inc.	283,976
Gillette Safety Razor Co.	272,275
Orange-Crush Co.	262,139
Naumkeag Steam Cotton Co.	241,373
Williamson Candy Co.	238,272
Dawn Bible Students Assn.	232,874
Noxzema Chemical Co.	209,196
Beltone Hearing Aid Co.	192,493
Miller Brewing Co.	165,285
American Protam Corp.	159,277
The C. F. Sauer Co.	120,600
Pal Blade Co.	115,873
Motorola Inc.	110,562
General Mills Inc.	105,500
Walking Doll Co.	83,427
White House Co.	83,124
Admiral Corp.	74,493
American Chicle Co.	72,761
Seabrook Farms Co.	70,317
Benjamin Moore & Co.	68,198
Chevrolet Motor Div.-General Motors Corp.	63,602
Toni Co.	62,500
American School	54,566
Lettuce Inc.	52,808

* December billings estimated.

(Continued on page 32)



Like champagne goes with caviar

Successful advertising goes with W-I-T-H just like champagne goes with caviar! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any station in town!*

Here's why: W-I-T-H delivers more-listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE

W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY



Visitors at WFAA 30th Year Radio Fair requested more than 85,000 photos of their favorite stars



Reuben Bradford separating the grand and the opera

life began at 30...



They're never too old or too young to enjoy the Shindig

The news writer's "30" marks the finish of his story. To Radio Station WFAA, "30" symbolizes its Thirtieth Year of leadership . . . a year of great accomplishment, a vigorous advancement at a time when others cowered, fearful for the future of radio. With the successes of 1952 highlighted on these pages secure in its belt, WFAA strides forward with daring and dramatic sureness into 1953.

Joe Reichman is always a great showman



WFAA 30TH ANNIVERSARY RADIO FAIR

The week of June 23rd more than 30,000 friends poured through WFAA's penthouse studios — from daylight to 10 P.M. — to enjoy continuous audience shows, shake hands with their favorite WFAA personalities, view colorful, dramatic historical and merchandise exhibits, win prizes!

MURRAY COX, R.F.D.

Broadcaster, traveler, editor, promoter . . . leading exponent of Southwestern agriculture, now in his seventh year as Farm Director of WFAA. His 3rd annual WFAA Farm Tour last spring conducted 218 enthusiastic farmers and ranchers through the Corn Belt, into Canada, and the New England states. Recognized "one of the best friends of farmers of Texas," and for his tireless and conspicuous work in behalf of soil conservation and pasture improvement, Murray's 6:30 morning and noon daily programs are closely followed by commercial farmers and ranchers throughout the WFAA area, to the great benefit of agriculture, his sponsor and WFAA.

JOE REICHMAN

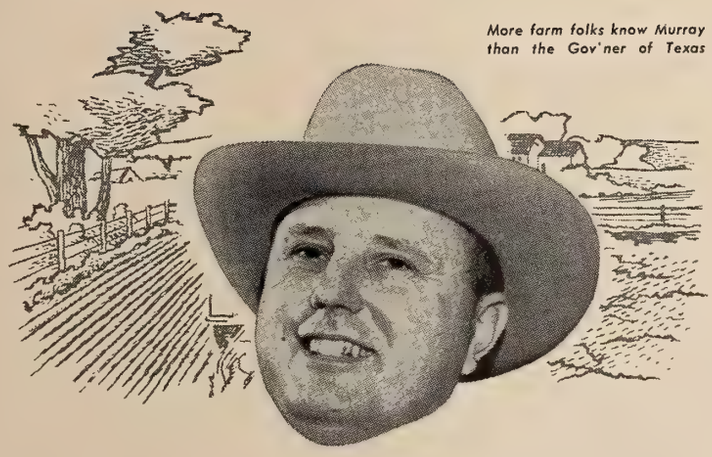
Less than a year ago this big name bandleader-showman switched horses at the height of his career to join WFAA. Reichman's genius fuses a wealth of music, incidents, personalities and showmanship into delightful, informal shows that quickly gained him a strong following and six sponsors for 24 quarter-hours a week!

REUBEN BRADFORD — "OPERA ONCE OVER LIGHTLY"

Good natured spoofer, Reuben takes the "grand" out of grand opera, and introduces the beauty of its music to the man in the street. The general appeal of Reuben's witty, unique commentaries brought his program to the attention of NBC* — and a network contract.

**Listen each Saturday 8:30 P.M. EST — your favorite NBC station.*

for WFAA!



More farm folks know Murray than the Gov'ner of Texas

WFAA SATURDAY NITE SHINDIG SHOW

The largest folk and country music stage show and broadcast in the Southwest was opened by WFAA at the State Fair of Texas, October 4-18, 1952. A fast paced four hours of hilarious entertainment — the Shindig's company of fifty artists, two bands, an emcee, two comics, a quartet, four top recording stars, and frequent booking of top guest stars*, are drawing an increasing paid attendance.

**Spike Jones Revue, Jan. 17*

NEW TALENT

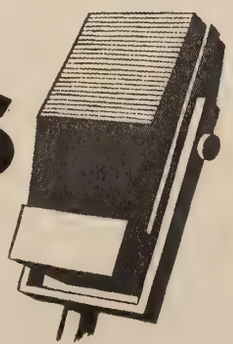
Forty radio and stage artists were added to the WFAA roster during the year, greatly broadening the station's public appeal and the variety of its programming at every taste level.

These were our laurels of 1952. They are recounted in proof of WFAA's reluctance to stand still . . . of its ability to ever step forward. Our plans are continual. Life *began* at 30 for WFAA. By *began* we mean these were first steps in increasing our service — that in 1953 WFAA shall be more exciting, more entertaining, more interesting to our audience . . . and more productive and profitable to our advertisers.

WFAA : dallas

Radio Service of the Dallas Morning News

Edward Petry & Co., Representative



820
50,000 WATTS
NBC • TQN

570
5,000 WATTS
ABC • TQN

MBS Gross Gains 17% in 1952

(Continued from page 28)

National Republican Senatorial Committee	51,351
Stevenson-Sparkman Forum Committee	45,566
General Tire & Rubber Co.	42,000
Vick Chemical Co.	39,343
Plymouth Motor Corp.-Div.-Chrysler Corp.	36,756
Republican Nat'l Committee	35,387
Gillette Safety Razor Co. of Canada	33,288
Libby, McNeill & Libby	31,698
Olson Rug Co.	23,668
Citizens Committee for Eisenhower-Nixon	23,355
B. T. Babbitt Inc.	23,018
Democratic Nat'l Committee	19,572
National Volunteers For Stevenson	19,299
The Barbasol Co.	17,810
Committee For Young Men In Government	17,301
McCarthy Broadcast Dinner Committee	16,872
Senator Joseph R. McCarthy Broadcast Committee	16,602
Farm Journal Inc.	15,000
Mutual Benefit Health & Accident Assn.	14,393
Michigan For Eisenhower Committee	14,071
Russell For President Hdqrs.	10,182
Grass Roots Boy Radio Committee	9,033
Art Instruction Inc.	8,830
Labor Nat'l Committee For Stevenson and Sparkman	8,712
Buick Motor Div.-General Motors Corp.	8,180
Book Associates	7,808
Fred Fear & Co.	7,262
American Medical Assn.	5,852
Woman Power For Eisenhower	5,778
N. Y. State Volunteers For Stevenson	5,400
Swedish Americans For Eisenhower	3,854
Save-By-Mail Inc.	3,312
Jackson & Perkins	3,228
Marie Kruse Nurseries	3,002
N. Y. State Republican Com.	1,308
Sterling Products International Inc.	1,050
Amalgamated Clothing Workers Political Action Com.	816
Eisenhower-Nixon Campaign For Texas	635
Volunteers For Stevenson-Democratic Headquarters	572

1952 Agency Expenditures*

Needham, Louis & Brorby Inc.	$2,941,743
J. Walter Thompson Co.	2,038,667
Dancer-Fitzgerald-Sample Inc.	2,034,865
Lennen & Newell Inc.	1,379,535
Geoffrey Wade Advertising	1,252,606
Furman, Feiner Co. Inc.	1,227,052
Sherman & Marquette Inc.	1,040,047
Batten, Barton, Durstine & Osborn Inc.	987,369
Leo Burnett Co.	768,387
Maury, Lee & Marshall	456,979
Thompson-Koch Co. Inc.	427,203
Gotham Advertising Co.	366,854
Television Advertising Associates Inc.	364,607
Stanley G. Boynton Co.	361,483
Aubrey, Finlay, Marley & Hodgson	348,834
William Esty Co.	322,128
Roche, Williams & Cleary Inc.	301,688
Western Advertising Inc.	298,797
Glenn-Jordan-Stoetzel Inc.	293,866
Sullivan, Stauffer, Colwell & Bayles Inc.	281,957
Maxon Inc.	272,275
Olian & Bronner Inc.	247,059
Dowd, Redfield & Johnstone Inc.	246,016
Kastor, Farrell, Chesley & Clifford Inc.	245,654
Jackson & Co.	241,373
Wm. Gleeson & Co.	232,874
Direct	208,810
Duane Jones Inc.	208,473
Fitzmorris & Miller Advertising	202,881
Mathisson & Associates Inc.	165,285
Al Paul Lefton Co.	115,873
Kudner Agency	114,035
Tatham-Laird Inc.	91,000
National Mail Order Network	83,124
Hilton & Riggio Inc.	77,579
Joseph Katz Co.	75,849
Russel M. Seeds Co.	74,493
St. Georges & Keyes Inc.	68,198
Campbell-Ewald Co.	63,602
H. W. Kastor & Sons	59,258
John Cohan Adv. Inc.	52,808
Foote, Cone & Belding	48,097
Morse International Inc.	39,343
N. W. Ayer & Son Inc.	36,756
Spitzer & Mills Ltd.	33,288
Presba, Fellers & Presba Inc.	23,668
Knox-Reeves Adv. Inc.	23,330
Wm. Weintraub & Co. Inc.	23,018
Erwin, Wasey & Co. Inc.	17,810
Kal, Ehrlich & Merrick Adv. Inc.	17,301
C. Franklin Brown	16,872
Weiss & Geller	14,403
Bozell & Jacobs	14,393
Young & Rubicam	14,071
Huber Hoge & Sons	11,036
French & Preston	10,016
Gregory & House	9,033
Campaigns Inc.	5,852
Arthur Meyerhoff & Co.	3,002
International Adv. Svce.	1,050
Elliott Nonas Advertising	816
Rogers & Smith	635

* December billings estimated.

1952 Gross Billings*

	Monthly	Cumulative
January	$1,699,282	$1,699,282
February	1,600,399	3,299,681
March	1,826,527	5,126,208
April	1,681,924	6,808,132
May	1,821,571	8,629,703
June	1,632,977	10,262,680
July	1,339,276	11,601,956
August	1,325,059	12,927,015
September	1,607,485	14,534,500
October	2,304,804	16,839,304
November	2,172,485	19,011,789
December	1,993,187	21,004,976

* December billings estimated.

Expenditures by Industry 1952*

Drugs & Toilet Goods	$5,796,733
Food & Food Products	3,012,572
Soaps, Cleansers & Polishes	2,073,212
Cigars, Cigarettes & Tobacco	1,701,663
Religious	1,553,874
Labor & Politics	1,510,018
Building Materials, Equipment & Fixtures	886,616
Beer	798,633
Major Appliances	758,667
Confectionery & Soft Drinks	675,955
Institutional	630,470
Insurance	349,837
Household Fabrics & Finishes	241,373
Dairy, Poultry & Livestock Feed	236,040
Medical Appliances & Equipment	192,493
Radios, TV Sets & Phonographs	185,055
Miscellaneous	177,125
Automotive	108,538
Schools	63,396
Household Furnishings	23,668
Publishing & Media	22,808
Seeds, Bulbs & Nursery Stock	6,230
Total	$21,004,976

* December billings estimated.

FOREIGN FILMING

Council's Opposition Mounts

ENCOURAGED by the responses from agencies and sponsors, Hollywood AFL Film Council last week voted to step up its campaign to discourage "runaway" production of TV films, described as the making of pictures abroad to escape payment of higher technicians' wages in this country.

Roy M. Brewer, council chairman, said several top agencies and advertisers have assured him their plans for making TV films abroad have been cancelled. To give wider coverage to its campaign, the council appointed a committee to contact all other producers, distributors, agencies and sponsors who might go abroad for their filmmaking.

The committee includes Adolph Thomas, chairman of its foreign film production committee; Pat Somerset, assistant executive secretary of Screen Actors Guild, and Howard Costigan, IATSE public relations director.

Advertisers not acceding to the council's request face a national AFL "do not patronize" boycott.

Advertisement

The Kansas C
To The Gove

The following statement on behalf of The Kansas City Star is made by Roy A. Roberts, president of the company, concerning the anti-trust charges brought by the government:

"The Star will look with complete confidence to courts and the jury for vindication on the charges brought by the government in both the complaint in the civil suit and the indictment for alleged violation of the Sherman anti-trust act. Our business practices, covering nearly three-quarters of a century, have been an open book, still are, and conform to the law and good morals.

"The Star will meet the charges head-on. The most precious thing a newspaper possesses is its integrity, the confidence of its readers and community. There will be no effort of any kind to quash or delay the anti-trust indictment.

"Both the indictment and the civil suit are of the shotgun variety. The allegations of both are couched in language of such vague generality as to time and otherwise that we cannot at once prepare for trial because we are not sufficiently informed of what the government is complaining of.

"Naturally, we will file appropriate motions, such as for a bill of particulars, so that we will know what we have to meet and prepare our defense accordingly. There will be no unnecessary delay on our part in bringing these actions to a final hearing.

All One Newspaper

"The government under its complaint charges monopolization. It seeks, for instance, to destroy the basic structure upon which The Star's circulation has been maintained for more than a half century. We publish one newspaper. We give the subscriber a morning, evening and Sunday edition for one price.

"That service was started in 1901 by Col. W. R. Nelson, founder of The Star. It has never been challenged until now, two weeks before the present administration retires from office.

"The Star gives its readers the greatest bargain in the country. We deliver morning, afternoon and Sunday editions for 40 cents a week in Kansas City and all our territory. We have the lowest subscription price anywhere in the world. The morning edition covers twelve hours of news; the afternoon edition twelve hours of news.

"In 1903, The Star put into effect combined advertising rates for morning and afternoon on general and classified advertising. That practice has never been challenged on a 12-hour paper until now. We have maintained one of the lowest milline rates, if not the lowest, in the entire country. If we forgot entirely, say, the morning edition, and charged the combined rate simply for one edition, it would still be lower than the average advertising rate of the major newspapers in the country. Again, two weeks before the Truman administration goes out of office, this practice is challenged.

A Pioneer in Radio

"The government seeks to have The Star divest itself of both its radio and television stations although Congress has repeatedly refused to pass legislation conferring such powers. The Star went on the air for the first time in 1922, among the first five radio stations in the United States, long before there was even a station in New York, for instance.

"We pioneered in this field because we felt it was an opportunity to serve our community. We took a financial beating for years. We were one of the first five stations that constituted the original N. B. C. network, being the westernmost outpost at the time. The government on radio complains of a rate practice prevailing only from 1933 to 1937 and long since abandoned. **Not until now—two weeks before the end of the Truman administration—has any governmental agency challenged our conduct of radio.**

"The government seeks to have The Star divest itself of its television station, WDAF-TV. The same opportunity was open to any other applicants to go into the television field when we did. The facts are losses then being suffered by television were so terrific that everyone hesitated to take the risk.

No Favors From Administration

"The Star believed Kansas City was entitled to television service and chose to pioneer this new service as it had in radio, and expected it would take big losses. Fortunately, it turned out the other way. Goodness knows, the outgoing administration certainly wouldn't have given The Star any preference or favors on a license if there had been anybody else ready to take the risk.

"The Star has never purchased or consolidated any of its competitors since 1900. It has consistently followed through the years the policy of tending to its own business, and getting out the best paper at the cheapest subscription price and lowest advertising rates possible. Most of the time its rates have been the lowest in the country. The government complains that The Star bought certain properties from the bankrupt and now defunct Kansas City Journal. The facts are the Journal had been closed three years when there was an auction sale to dis-

y Star Makes Reply ment Anti-Trust Suits

ose of the equipment. We bought a ew linotypes, second-hand typewriters, hich were then hard to get, and cer- ain empty file cabinets and the library f the Journal. Previously we had had fire in our library at The Star and he files for several years were either damaged or destroyed. We replaced hese damaged files and volumes and ave the remainder of the Journal ibrary to the State Historical society. That's what that charge amounts to.

"Not once, but several times, The Star was given the opportunity to purchase the Journal before and after it suspended. We always refused to do so. When the Journal closed, we did not start to trim expenses but immediately increased them, taking on every news service that we did not then have until today The Star has at least as many, or more, news services than any other one newspaper in America. The fact that we were alone in the town was not of our making and we have constantly sought to keep in mind our responsibilities.

"The Star, against which the government took action, is one of the unique institutions in the United States in its ownership. It is solely owned by the people who work for it. There are more than 250 stockholders. Every share of stock is optioned to employees as may be designated by the board of directors. When any individual dies or leaves the paper his stock is immediately bought and resold to those actively engaged in making the paper. The largest stockholder has less than 15 per cent of the total holdings. Members of the board of directors and management all came up the hard route from the bottom and now run the various departments.

"The government complains that since the Journal folded in 1942 our subscription rates have been increased because we have an asserted monopoly.

Newspaper Expenses Up

"Of course, costs have forced every newspaper everywhere to increase its subscription price. Newsprint in 1942 cost $48 a ton. Today it is $127. The Star's pay roll has gone up from approximately 2½ million dollars in 1942 to almost 7 million a year in 1952, an increase of 185 per cent. Taxes have gone up from 1942 to 1952 a total of 265 per cent. All these items have increased roughly twice as fast as the subscription price. Nothing better illustrates the ridiculousness of this charge of the government.

"The basic theory underlying both the indictment and the civil complaint of the government is that The Star has attempted to create a monopoly in this territory. **Anybody with the slightest knowledge of business knows that the greatest factor in forcing consolidations and the involuntary discontinuance of newspapers, which is all very regrettable, is the government itself. The tax burden has become so terrific only the strongest papers can stand up under it. Newspapers have had to increase both subscription and advertising rates in a mad race to keep up with costs.**

"As rates go up, advertisers necessarily concentrate their spending in the papers that do the best job for them. All the anti-trust suits in the world will not stop this trend unless the government itself can get taxes down. This trend is eliminating newspaper competition. Almost as big a factor has been the tremendous increase in newsprint prices, equipment costs and labor costs. Those are the major factors that are creating situations which the government seems to be complaining of.

"Of course, no purported charges of coercion can or will be sustained. They are contrary to the facts and policies of The Star.

On a 26-Year Period

"Until the indictment was returned, The Star had never been informed of what the anti-trust division was complaining of or seeking action on. Nearly seven months ago The Star was served with a catch-all subpoena to produce books, records and documents of business transactions covering a period of more than twenty-six years. This included every conceivable record, bit of correspondence and otherwise, which any business institution might accumulate over a quarter of a century. We had been charged with nothing. The government simply walked in and subpoenaed the records. The fact that the anti-trust division was conducting the investigation was the only clue The Star had as to what might be involved.

"The Star said it had nothing to hide and would turn over to the government such of its records and documents as it then had available, as the agents might specify. We supplied them office space and equipment in The Star building. The agents were there for months. Not until twenty-four hours before the indictment was returned were any officials of The Star called before the grand jury and then only for a few perfunctory questions and identification of some documents. The so-called investigation was not an investigation as the public would conceive it, but an inquisition, entirely one-sided. There was no opportunity given to interview witnesses nor did the government agents seek to get from The Star any answers or explanations of anything about which they might have complaint. They didn't want our story.

"More than 250 witnesses were brought before the grand jury—not only local, but from all over the country. More than 1,000 subpoenas were served for records, letters and documents, anything pertaining to business transactions with The Star for a quarter of a century. Not until now was any information imparted as to the nature of the government's complaint. All this took the government agents seven months. It necessarily will require a reasonable time for The Star to investigate so as to prepare its defense.

A Bother for Customers

"This inquisition proceeding has presented a serious harassment to many customers of The Star who have had to spend days going over records and looking up documents and having their representatives interviewed by government agents. The Star is very appreciative of all the time and effort they spent and feels that the great majority know the facts as we know them.

"Without any intention of throwing a smoke screen or diverting attention from the charges leveled by the government against The Star, we can't refrain from commenting on the remarkable contrast in the zeal of the Department of Justice in this proceedings against The Star and their strange lack of zeal when an election fraud scandal was before them back in 1946.

"The Star has made many fights for honest elections here. Back in the late '30s, at the hey-day of the Pendergast machine's power, The Star conducted an exhaustive campaign against ballot-box stuffing. The administration in Washington then threw the FBI with all its force behind our campaign. Indictments were brought against 278 defendants. Sixty-three were convicted by juries. Thirty-six pleaded guilty. One hundred and sixty entered pleas of nolo contendere and received fines and jail sentences—only nineteen were discharged. More than 50,000 fraudulent names were eliminated from the registration books. That was when Roosevelt was President. We thought that was the end of election frauds here.

"But in 1946, back they came again. The Truman administration sought to purge Representative Roger Slaughter. A White House-picked candidate was put in against him. Evidently that was taken by the politicians as a signal that everything was jake. At any rate the primary election returns were so obviously fraudulent that The Star once more renewed its fight. More than sixty investigators were hired, most of them young law students in our local law school. With our reporters as instructors, a training school was set up. Together they canvassed the suspicious precincts, going from door to door and room to room. Glaring evidence of wholesale fraud was uncovered in a most systematic way.

Slow on Vote Investigation

"This evidence was offered both to state and federal prosecuting authorities. But this time the FBI, for reasons then unknown, did not come into the case. Later it developed they had been put under wraps. There was a strange lack of interest by the Department of Justice from top to bottom.

"It was disclosed later that the FBI by direct order from the top had been restricted to a strictly limited investigation and interviewed just six persons in Kansas City. It's a long story, but, in a few words, the government took the position that if there was any crime, it came under state jurisdiction. The public responded to this muzzling of the investigation by electing a new prosecuting attorney who called a state grand jury and went into the ballot boxes.

"It was found there was far more fraud than even The Star's investigation had revealed. The vote thieves hadn't even gone to the trouble of stuffing the ballot boxes. They just altered the returns. The evidence was there. But in the early morning of May 27, 1947, an explosion blast ripped open the steel vault in the election board office in the courthouse. The sheriff's office was on the top floor. The police department was across the street. This vault had been piled high with sacks of ballots and poll books. Gone were the ballots from thirty-two of the thirty-four precincts the county grand jury had investigated plus the tally sheets from nineteen of the precincts. Gone was the evidence.

Points to a Contrast

"The same administration, or Department of Justice, which had refused to interest itself in the case, suddenly found it was a federal offense and turned the FBI loose. But it was too late. The trail was cold; the evidence gone. We cannot help but wonder at the contrast in the conduct of the two investigations.

"Despite this indictment, there will be no relaxing in any degree of The Star's efforts against ballot-box stuffing, ghost voting and all the other fraudulent devices to defeat the processes of honest elections.

"The Star assures its readers and this community that it has conducted its business in an honorable way throughout these years. It expects to continue to do so in the years to come. Its endeavor will be constantly to keep improving and getting out a better newspaper and to be ever on the job fighting for this community and this territory."

RADIO-TV TAKE

Was Campaign's Biggest

"IT may never be known what methods of campaigning had the greatest effect in the 1952 elections —but if money outlays are taken as the index, broadcasting can make the best claim to the honor."

This reflection on the "high cost of campaigning" was contained in a report submitted to the 83d Congress by the Special House Campaign Expenditures Committee and published last Friday.

The committee, headed by Rep. Hale Boggs (D-La.), reported broadcasting expenses constituted the largest items of expenditures for both parties, including several independent committees—both for radio and television.

The report quoted political witnesses who appeared during committee hearings last month [B•T, Dec. 15, 1952] as feeling unanimously that the "spectacular growth of TV" the past four years was a major cause of "vastly increased" costs in the last campaign.

The Boggs committee also noted prospects for continued growth of television, reciting testimony by NARTB Government Relations Director Ralph Hardy. Among other things, Mr. Hardy had pointed out time costs actually were only a small part of overall expenses in television that also included line charges and operation outlays.

Mentions Walker's Views

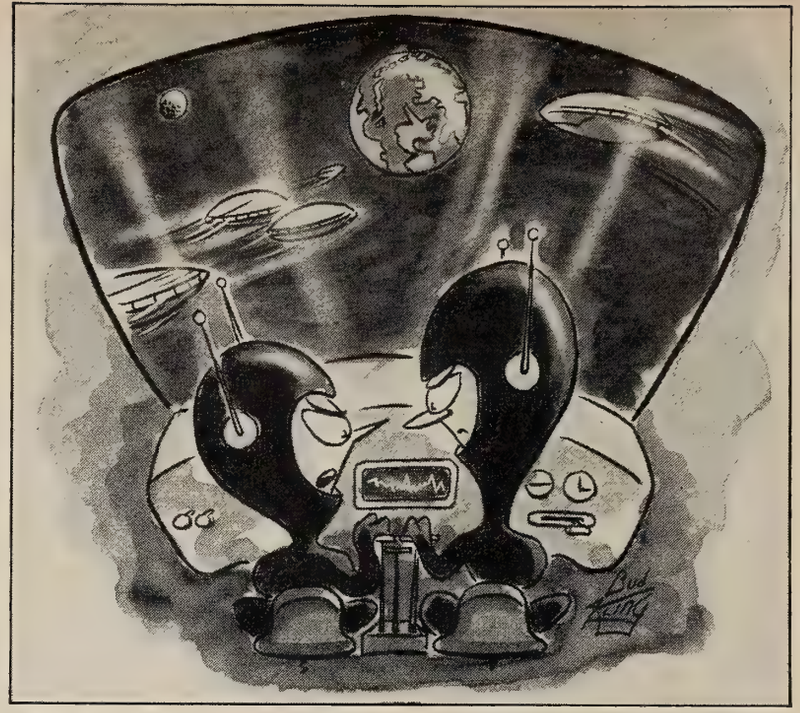
The report also mentioned FCC Chairman Paul A. Walker's views on advisability of amending the Communications Act covering political libel and censorship, which the committee endorsed (AT DEADLINE, Jan. 5).

The report referred to Stephen Mitchell's testimony that his Democratic National Committee spent $400,000 out of $3 million on broadcasting, and that the Stevenson-Sparkman Forum Committee was believed to have spent between $700,000 and $800,000 on broadcast time. It noted a report by a representative of Volunteers for Stevenson that the volunteers spent $421,000 for network and $77,000 for spot radio-TV out of a total of $740,000 (of which $49,000 was for newspapers). Democrats' most expensive outlay was $120,000 for a Madison Square Garden rally.

The Citizens for Eisenhower spent $634,000 out of $1,145,000 for broadcast time, including $267,000 for the election eve rally on major radio-TV networks.

Both the House group and the Senate Privileges & Elections Subcommittee have issued reports on the extent of broadcast expenditures by political parties, the latter as part of its own special inquiry [B•T, Jan. 5].

The Senate unit still is compiling data before it submits its final report. Both groups agree present ceilings on campaign expenditures ($3 million for each major political party) are unrealistic and that present election laws should be revised.



"The first thing I want to find out is what they call a disc jockey."
Drawn for BROADCASTING • TELECASTING by Bud Kling

Newspaper Technique in Radio Selling

(Continued from page 26)

advertised item proved an asset rather than a disadvantage. Private brand, low-price household appliances, for example, drew people to the department when advertised on the air, when the illustrations in the paper failed to attract by not jibing with the reader's preconceived idea of how the appliance should look. Once in the department, the prospect frequently rejected the advertised appliance only to buy a name brand article at a higher price, a step-up sale not made to the newspaper reader who did not visit the store.

In another series of DSS experiments, radio was used on Sunday in markets where there are no Sunday newspapers to promote store traffic—and sales—on Monday, normally a slow day for stores in those cities. Inexpensive merchandise, advertised at a special one-day price reduction, failed to increase store traffic on the off days, but when high-priced items were advertised as one-day specials customers did come in.

For peak day advertising, however, radio proved as good or better than newspapers in selling coats, dresses, brassieres, hosiery and other standard soft goods items, using 48 spots, six to each of eight items. They combined to make a "mass impact" on the listeners but when broken up costwise by items had a per-unit promotion cost well within any department's budget.

"Mass impact" for special promotions can also be achieved at a minimum cost by an adaptation of the hitch-hike technique. A New England store had just been appointed Girl Scout Headquarters for its market and had put in a full shop of Girl Scout equipment. The store at that time was using five radio stations, advertising a total of 19 items with about eight spots devoted to each. Copy for each spot was shortened by nine seconds and a recorded announcement on the Girl Scout Shop inserted after the regular commercial. "The Girl Scout Shop did over $300 worth of business the opening day; they had expected to do nothing," DSS stated. In subsequent weeks the store applied this hitch-hike technique to its radio advertising to announce on Sunday that a store-wide sale had been extended from Saturday to Monday (one and a half times the normal dollar volume for Monday was done); to call for full-time and part-time help for the holiday season (swamping the personnel department); to announce the Christmas Trim-a-Tree Shop (with highly satisfactory results).

Hitch-Hikes Effective

Hitch-hikes have also proved an effective promotion for store charge accounts, DSS reports, but to promote the use of coupon books more copy is needed, 100 words at a minimum.

Coupon book sales normally hit five peaks a year—before Christmas, Easter, Mother's Day and Father's Day and the opening of school. Experimenting in radio promotion of off-season sale of coupon books, DSS used 20 spots a day for the last five days of October with the usual free gift gimmick (a sample bottle of perfume). "Sales rose 62% above normal for the period."

The DSS studies may be summed up in this way. Presented properly, radio can be sold to department stores. Used properly, it will sell merchandise and at a cost per dollar of sales produced lower than newspapers can deliver.

KGW PROTEST

Hits KOIN Amendment

CHARGING FCC in effect has made a new rule and has "overruled or left meaningless a vast body of precedent," KGW Portland, Ore., last week petitioned the Commission to vacate its mid-December ruling which set aside a hearing examiner's denial and granted amendment of the competitive vhf Ch. 6 application of KOIN Portland [B•T, Dec. 15, 1952].

The KOIN amendment showed withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherill C. Corwin, together 43.5% stockholders, and the assumption of their stock and certain obligations by other principal KOIN stockholders and 24 station employes. The FCC majority approved the amendment although Chairman Paul A. Walker and Comr. Frieda B. Hennock dissented and voted to uphold Examiner Elizabeth C. Smith who had refused acceptance on the ground the changes were substantial and good cause was not shown.

KOIN and KGW are the two remaining applicants contesting for Ch. 6. Hearing is set for March 16.

KGW's petition contended FCC erred in failing to consider the amendment "stems from the voluntary acts of [KOIN] alone, and not from any circumstances over which it had no control and that the *fait accompli* upon which [KOIN] relies could not possibly have led to the amendment. . . ."

KGW "specifically requests the right to oral argument," the petition said, for the following reasons:

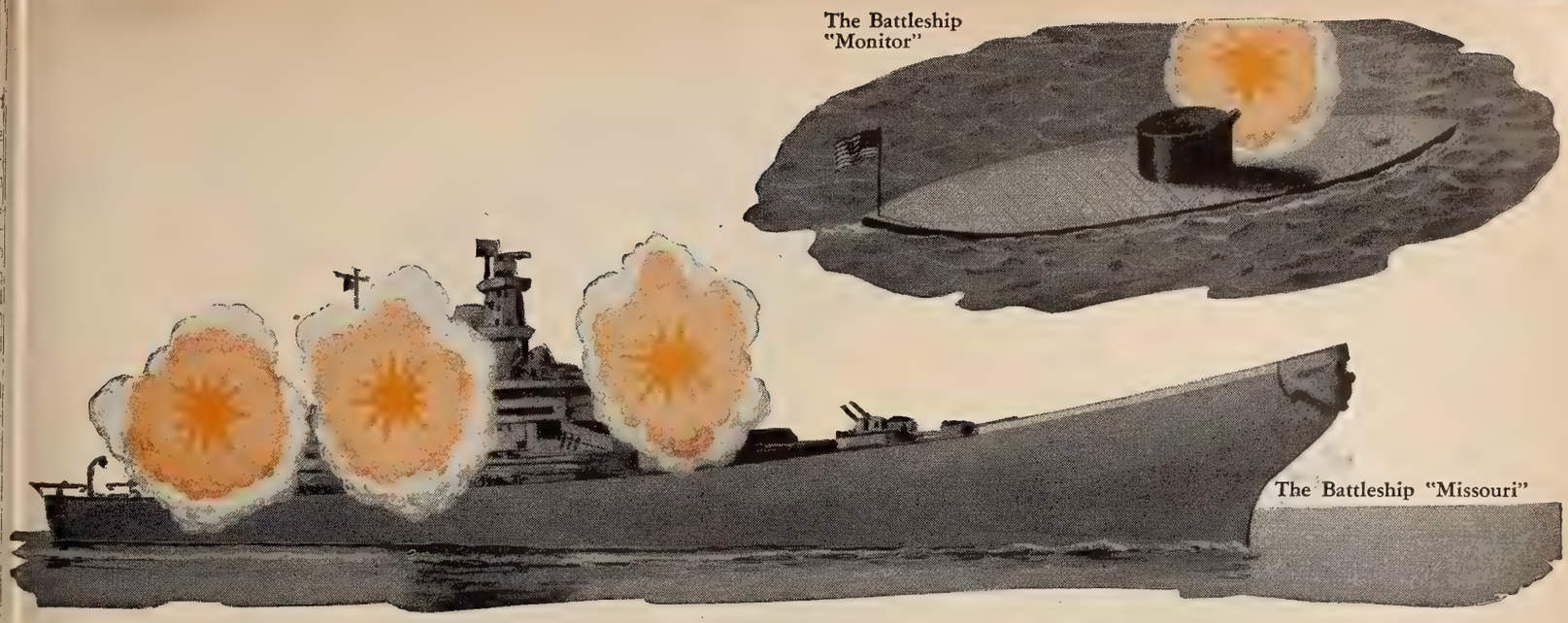
(1) Because of the importance of the right to amend on orderly procedure; (2) because the Commission has in effect made a new rule with no opportunity given to any parties to address themselves to the soundness thereof; (3) because the Commission has in effect overruled or left meaningless a vast body of precedent; (4) because the Commission has made no attempt to clarify its present position on the right to amend; and (5) finally, because the Commission has seriously prejudiced [KGW] by requiring it to proceed in a competitive hearing against an applicant which has no right, as presently constituted, to be a party to said proceeding.

SDX Awards Deadline

REMINDER was issued last week that the deadline is Feb. 9 on nominations for Sigma Delta Chi national journalistic fraternity's annual awards for distinguished service to journalism, totaling 13 categories of which three are for radio or TV newswriting, reporting and public service [B•T, Dec. 22, 1952]. Victor E. Bluedorn, SDX executive director, said winners will be announced in April.

Grant Postponed

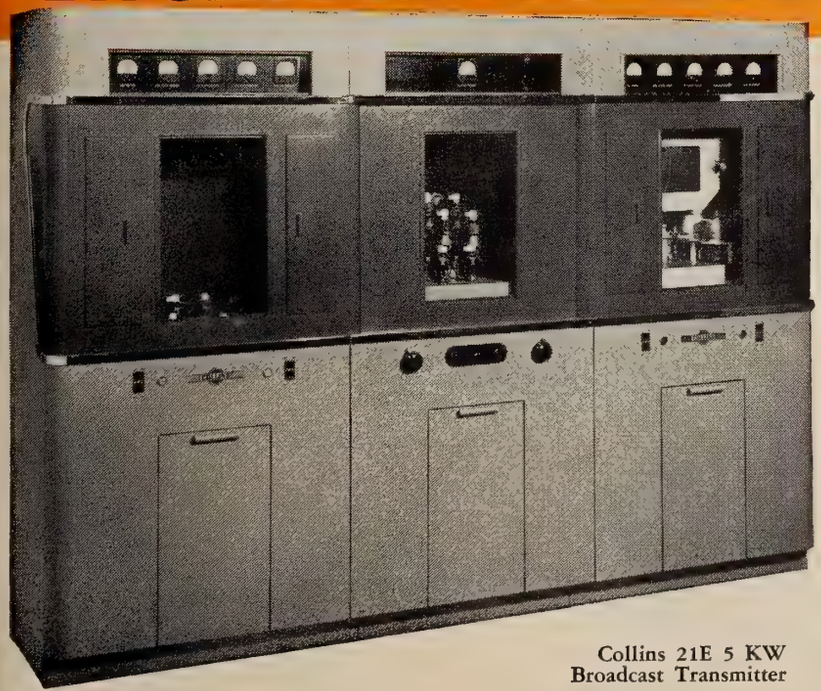
EFFECTIVE date of FCC's action of Nov. 26, 1952, granting a construction permit for new station, WAMB Lebanon, Tenn., was postponed by the Commission last week pending hearing on a charge of excessive interference which would result to an established station, WKRM Columbia, Tenn.



in building battleships . . .

or broadcast transmitters

ENGINEERING makes the difference



Collins 21E 5 KW
Broadcast Transmitter

In building battleships, or manufacturing quality broadcast transmitters, engineering excellence is the initial step toward the finished product. Collins new 21E 5 KW transmitter incorporates engineering advancement to achieve thorough dependability. Great simplification in the circuits associated with the modulator and power amplifier stages have been gained through use of recently developed high gain, long lived tetrodes. Frequency control is accomplished by means of the new plug-in, super stability low temperature coefficient crystals which automatically eliminate the need for crystal ovens. Complete accessibility and full visibility of all tubes plus built-in modulation peak limiting and operating economy combine to make the Collins 21E transmitter the superlative performer in the broadcast field.

Collins consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write today for complete details and descriptive literature.

For quality in broadcasting equipment, it's . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd Street
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE


SOAP
WWL

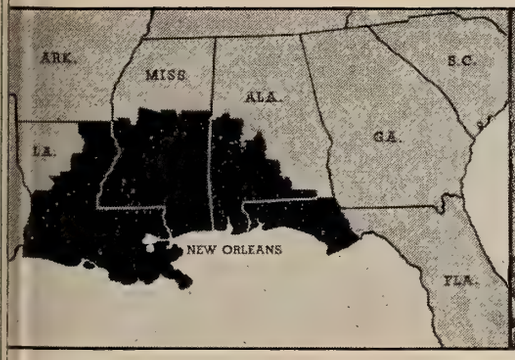
Years WWL Has Been Selling Soap to More Southerners Than Any Other Advertising Medium!

Look what your advertising dollar buys on WWL:

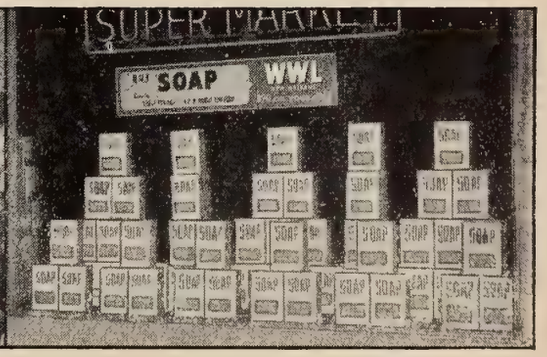
Coverage unsurpassed in the deep South—intensive coverage over 4 states. More coverage than any other medium South can offer—in an area rich with new industry, and **still unquestionably radio dominated.**

The lion's share of Southern listeners—built up over a period of 30 years through excellent programing, featuring nationally known CBS stars and outstanding personalities of the South. **Verified by highest ratings.**

A liberal bonus of advertising extras—store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, personal calls on jobbers and distributors. **No other station South gives advertisers such all-out support.**









LET WWL, *the South's Greatest Salesman,* SELL THE SOUTH FOR YOU!

WWL

NEW ORLEANS

50,000 WATTS **CBS RADIO AFFILIATE** CLEAR CHANNEL

A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY

LIBEL BILLS

O'Hara, Horan Take the Lead

LEGAL battle on Section 315 of the Communications Act is shaping up in the House.

Rep. Joseph P. O'Hara (R-Minn.) last week reintroduced his bill (now HR 539) to give broadcasters the right to censor libelous material in political candidates' speeches. Rep. Walt Horan (R-Wash.) will reintroduce his bill (HR 7062 in the last Congress) after conferring with NARTB officials. This would exempt broadcasters from damages for libel uttered by a political candidate over the air.

Section 315 provides that if a broadcaster gives time to a political candidate he must provide equal facilities to all other such candidates. It also forbids any censoring of a political candidates' speech. As amended last year by the McFarland Act, it also forbids a broadcaster from charging more than the regular commercial rate for time.

In the present situation, the broadcaster is on the horns of a dilemma. He is forbidden by Section 315 to censor, but at the same time he apparently can be sued if a candidate speaking over his station libels an opponent.

During the House debate on the McFarland Bill last year, both Reps. O'Hara and Horan offered their bills as amendments. The Horan version—exempting stations from damages—was accepted. This, however, was deleted from the final conference report on the ground that no hearings had been held on the matter.

Tending also to force broadcasters into what they consider an untenable situation is the FCC's 1948 Port Huron decision. In this, the Commission stated affirmatively that broadcasters must not censor political candidates' speeches and that because of Sec. 315 they were immune from libel suits.

Repeated Ruling

In several subsequent decisions and policy announcements, the Commission repeated its interpretation of Sec. 315—that no broadcaster may refuse equal facilities to all candidates if a single candidate is given access to its microphones. This occurred in 1951 when the FCC renewed the license of WDSU New Orleans and again in answer to a complaint of a Socialist Labor Party candidate. In the latter, the Commission held that since the state refused to legally qualify the Socialist Labor candidate on the ballot, he was not a candidate under the terms of Sec. 315.

On the other hand, broadcasters know they can censor supporters of candidates. This was formalized by the U. S. Court of Appeals in 1949 which held that Sec. 315 applied only to actual candidates, not to spokesmen. The Horan Bill last year included "authorized" supporters as well as candidates in its revision of Sec. 315. Inclusion of supporters in the provisions of Sec. 315 was recommended by FCC Chairman Paul A. Walker (see Boggs Committee story on page 34).

Key to Rep. O'Hara's bill is the section providing that:

No obligation is imposed upon any licensee to broadcast any defamatory, obscene or other material which may subject it to any civil or criminal action in any local, State or Federal court.

This attitude, Rep. O'Hara told BROADCASTING • TELECASTING last week, is based on his belief that defamation should be prevented. The only way this can be done, Mr. O'Hara said, is by giving broadcasters the power to delete such material from candidates' speeches.

"It's not that I don't have any sympathy for the broadcasters," Mr. O'Hara said. "I know they are the innocent bystanders in this problem. Particularly since the Port Huron decision, which I consider very bad.

"But to me no one, political

(Continued on page 89)



WHADDA YA MEAN, RABBITS"?

These, my friend, are CHINCHILLAS . . . the in-the-money bunny . . . the aristocrat of the rabbit world. We dug up this photo because it's a perfect illustration of theWIBW audience.

You see, we're a *farm* station. Always have been. As a result, WIBW is the station that Kansas farm families have *always* listened to most*. And when it comes to spendable income, WIBW listeners are the aristocrats in this area. Twelve consecutive years of wonderful crops and high prices have taken care of that.

CASH IN on this known buying power and known listening preference. USE WIBW!

* *Kansas Radio Audiences 1940-52*

WIBW
Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN
CBS RADIO
TOPEKA, KANSAS

Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

upcoming

Jan. 12-13: CBS Inc. board of directors, regular January meeting, CBS Television City, Los Angeles.

Jan. 12-13: NARTB Standards of Practice Committee, NARTB Hdqrs., Washington.

Jan. 12-Mar. 2 (each Monday): Eleventh Annual Advertising Conference series, sponsored by L. A. Advertising Women Inc., CBS Hollywood.

Jan. 14-15: NARTB TV Code Review Board, NARTB Hdqrs., Washington.

Jan. 14-16: Third Conference on High-Frequency Measurements, Washington, D. C. (Jointly sponsored by AIEE, IRE and National Bureau of Standards).

Jan. 15: Quarterly meeting of Steering Committee, National Advertising Agency Network, Hotel Muehlbach, Kansas City, Mo.

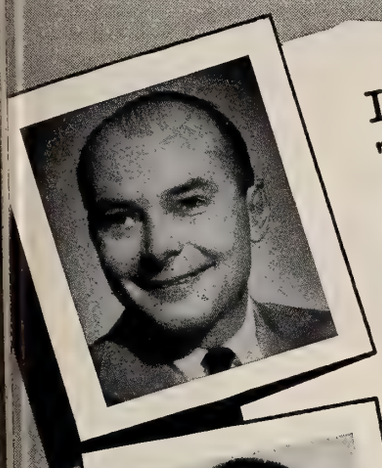
Jan. 15: Workshop, Radio & TV Executives Society, NBC Studio 6-B, New York.

Jan. 16-18: Conference of Western Region, National Advertising Agency Network, Hotel Muehlbach, Kansas City, Mo.

Jan. 22-24: Canadian Broadcasting Corp. board of governors meets, Ottawa, Canada.

Jan. 23-25: Conference of Eastern Region, National Advertising Agency Network, Hotel Statler, Washington.

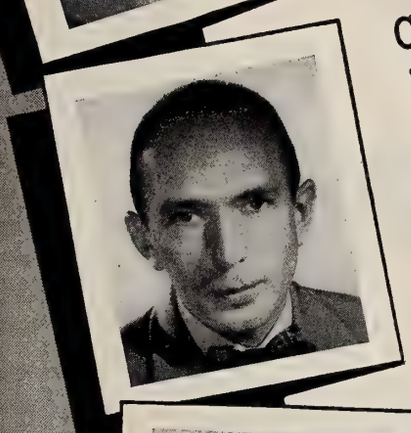
AP NEWS = sales... sales... sales... sales



INDIANAPOLIS, IND. (WIBC)

"CONTINUOUS SPONSORSHIP BY PETER PAUL CANDY OF THE 7:00-7:10 A.M. AP NEWS SPEAKS FOR ITSELF -- THEY ARE NOW IN THEIR SEVENTH YEAR."

RICHARD M. FAIRBANKS
PRESIDENT, GENERAL MANAGER



CHARLOTTESVILLE, VA. (WCHV)

"AP NEWS SERVICE IS THE BACKBONE OF OUR RADIO STRUCTURE. OUR NEWS SPONSORS, 18 DIFFERENT ONES DAILY, FEEL AP NEWS IS RADIO'S STRONGEST FEATURE AND PUBLIC SERVICE. AP NEWS SERVICE, WHILE OBVIOUSLY PROFITABLE, ENABLES US TO FULFILL ONE OF OUR MOST IMPORTANT OBLIGATIONS TO THE PEOPLE OF OUR COVERAGE AREA."

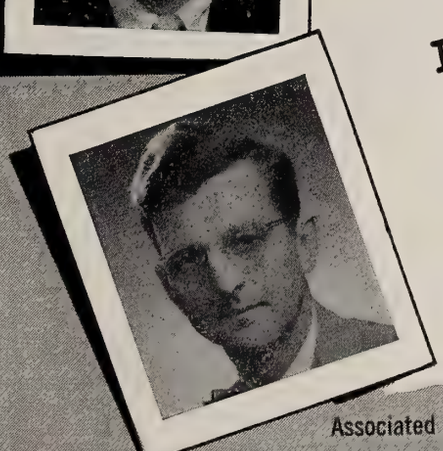
ROBERT C. WALKER
MANAGER



WASHINGTON, D. C. (WTOP)

"AP NEWS DOES AN OUTSTANDING SELLING JOB FOR RADIO SPONSORS. I DON'T KNOW WHAT WE'D DO WITHOUT IT."

JOHN S. HAYES
VICE-PRESIDENT, GENERAL MANAGER



LOCKPORT, N. Y. (WUSJ)

"AP NEWS ALWAYS ENJOYS PEAK AUDIENCES, PEAK SALES. ADJACENCIES TO AP NEWS ARE A NEAR SELLOUT. WE'VE JUST SOLD ONE AP SHOW FOUR YEARS IN ADVANCE-- AP'S 1956 ELECTION RETURNS."

JACK GELZER,
STATION MANAGER

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

AP
RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

Hundreds of the country's finest stations announce with pride

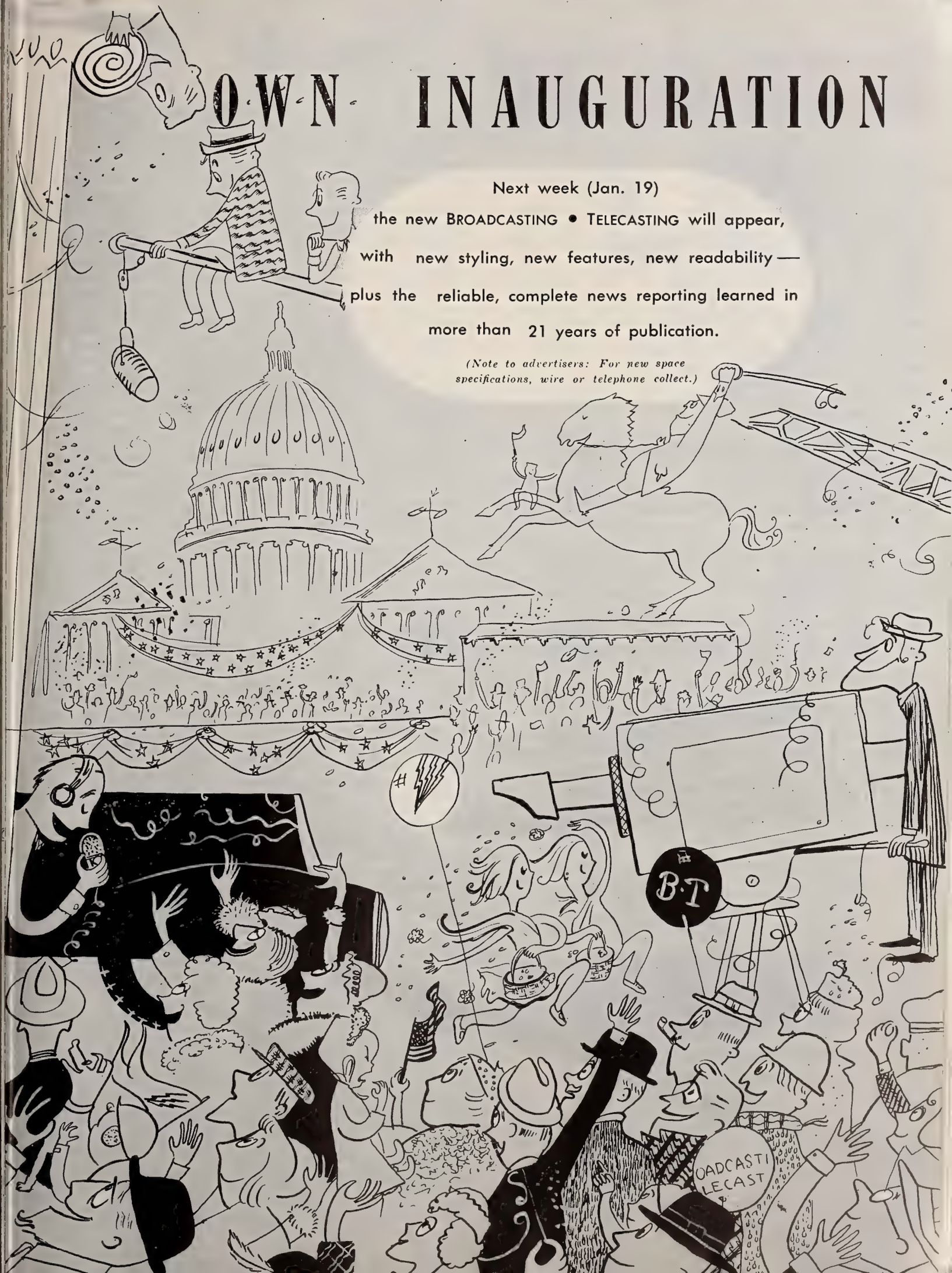
"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."


WE'RE HAVING OUR
14 ST
PEN
VANIA
BROADCASTING
TELECASTING
Jan. 19
TELECAS
BT

OWN INAUGURATION

Next week (Jan. 19)
the new BROADCASTING • TELECASTING will appear,
with new styling, new features, new readability —
plus the reliable, complete news reporting learned in
more than 21 years of publication.

(Note to advertisers: For new space specifications, wire or telephone collect.)



WOODland! AM



Sold-384,320 Cook Books, a story of real sales action!

WOOD and WOOD-TV offered a series of 24 "WOOD and WOOD-TV Cook Booklets" to the important food outlets in Western Michigan. Normal profit margins were granted and WOOD and WOOD-TV assured adequate radio and television advertising backing.

Booklet No. 1 was offered for sale the first week. Each week thereafter throughout the 24-week period a new booklet was added. The promotion started February 28, 1952.

OBJECTIVES?

1. To promote WOOD and WOOD-TV to our audience and your customers.
2. To obtain a factual report on the ability of WOOD and WOOD-TV to move merchandise at the retail level — in large volume and at reasonable advertising cost.

USED RADIO AND TV EQUALLY . . .

We budgeted $400 a week for radio and TV advertising over the 24-week period. This broke down as follows:

Daytime TV (announcements only) — first and third six-week periods

Daytime and Nighttime Radio (announcements and programs) second and fourth six-week periods

Each medium received an equal share of the budget. *No other promotion was used.*

(Copy continued in ad at right)

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

open mike



Grade A Milk Bowl

EDITOR:

This has been a period of real progress for the Milk Bowl, and I have a sense of real appreciation for the help and encouragement given by many folks thoroughout the past year. . . May I express gratitude for your good will toward this project.

As you know, the 1952 Milk Bowl had national press, radio, movie, magazine and TV (film) coverage. . . The game was broadcast over the full facilities, coast-to-coast, more than 550 stations, of the Mutual Broadcasting System, as the Game of the Week, with Al Helfer doing the play by play. . .

The 1953 National Milk Bowl will be held in Lufkin, Tex., probably on Dec. 5 or 12. Radio and TV coverage continues to be welcome. Radio Station KTRE is the local station in Lufkin; this station may also be a TV one by December, providing both radio and TV broadcast possibilities.

Eugene C. Weafer
Executive Director
The National Milk Bowl
Bryan, Tex.

* * *

WQXR Network

EDITOR:

I noticed that in the issue of Dec. 29 on page 78 you failed to include WWNY-FM Watertown, N. Y., and WMSA-FM Massena, N. Y., in the article on the WQXR network.

Since an omission is a rarity in your fine magazine, I am sure that you will be willing to correct this error. . . .

Earl R. Kelly
Station Manager
WWNY-AM-FM
Watertown, N. Y.

* * *

Low, Lower, Lowest

EDITOR:

We never like to make a statement that is not a fact. Accordingly, when we said WFPG-TV was the lowest rate in TV, we were stating the truth.

Frank Koehler of WROV-TV, contemplated operation in Roanoke, called attention to the fact that his proposed station was $140 per hour compared with ours of $150 per hour [OPEN MIKE, Dec. 22]. . . . However, you will note that his rate states "local rates" of $140. . . . Accordingly our $150 per hour nationally for WFPG-TV is still lowest. . . .

Fred Weber
President
WFPG-TV Atlantic City, N. J.

Global Coverage

EDITOR:

It isn't often that an independen 250 watter can lay claim to bein heard around the world but on Dec 23 WNEB's *Way Back Home* pro gram for AFRS was piped aroun the globe by 60 AFRS station overseas. Constant plugging of th show, handled by our special event director John Bassett, alerted th home folks to write to their serv icemen. The result was that grate ful letters came in from Japar Korea, Germany and Italy fron Worcester boys who heard a wor picture of the home town.

This is a type of public servic that results in inestimable goo will for the station. It gives th station one of the finest opportuni ties to serve the community i which it exists and upon which i depends for a healthy living.

The feeling of warmth you ge from receiving those letters o thanks is all the reward you coul ask for.

John J. Hurley
General Manager
WNEB Worcester, Mass.

* * *

How Big Is Texas?

EDITOR:

The Dec. 29 issue of BROADCASTING • TELECASTING carries an ad on page 10, placed by Broadcast Advertising Bureau. BAB states there are 27,424,500 automobile radios alone in these United States.

In the same issue, on page 74, in "Programs, Promotion, Premiums" I see a special story on a recent promotion of WOAI San Antonio. Here, WOAI claims there are 21 million auto radios in the WOAI coverage area.

I know Texas is big. . . but THAT BIG?????

Bob King
WNAX Yankton, S. D.

[EDITOR'S NOTE: Not WOAI but a B•T staffer unnecessarily added to Texas' size. The WOAI promotion said there were 21 million auto radios throughout the U. S.]

* * *

Availabilities

EDITOR:

. . . A story [in B•T, Dec. 22, 1952] states that [our] newscasts are not available for sponsorship.

Since we are kinda happy about our 18% increase in sales, we don't want national agencies to think we don't need more business. The 12:30 and 4:30 p.m. *Scranton Times* newscasts are not for sale, but all the others available are. . . .

Cecil Woodland
General Manager
WQAN Scranton, Pa.

FUNDS FOR VOA

$50 Million Asked

THE STATE Dept. has asked the 83d Congress for nearly $50 million to finance Voice of America operation and station construction after next July 1.

This figure was contained in the President's fiscal 1954 budget submitted to Capitol Hill last Friday (see funds story this issue).

The International Information Administration is seeking $114,515,800 for its overall information and educational activities, with $28,328,009 tabbed for "radio broadcasting service." Another $20,200,000 is requested for "acquisition and construction of radio facilities."

An increase of $27 million-plus over the current year is asked for IIA because of "the costs of operating new radio facilities" and "other program activities to meet current psychological objectives in critical world areas." It was understood that IIA originally sought $135 million but was cut by the Budget Bureau.

The $20,200,000 would be used "for completion of two facilities and for acquisition of sites and equipment for three additional facilities in a world-wide radio broadcasting network." Funds for broadcasting service cover programs transmitted from the U. S. and overseas relay stations and transcriptions of radio-TV programs shipped for use on local outlets.

A sum of $100,000 from overall IIA monies is to be made available to private broadcasting licensees for developing programs to be beamed to Western Europe and Latin America. Walter S. Lemmon, president of World Wide Broadcasting Corp. (WRUL), had suggested this provision in previous Congressional hearings.

The President's budget request served to point up the importance of IIA's role in psychological warfare and the potential overhauling of the entire U. S. foreign information program, of which the shortwave radio arm is but one major part.

Possible Revisions

Speculation is rife that the Eisenhower administration will accelerate the whole program, reorganizing IIA and perhaps giving it a greater status. There is talk of a super psychological - information agency which would comprise all U. S. foreign information activities —with the pattern interweaving functions of the old OWI, the Psychological Strategy Board and other groups—and be divorced from the State Dept.

A Senate Foreign Relations subcommittee has been looking into overseas information functions, not alone of State but of the Defense Dept., Technical Cooperation Administration, Mutual Security Agency and other departments. The subcommittee staff has recommended separation of VOA from the State Dept. [B•T, Nov. 24, 1952].

Subcommittee members have returned from field trips to Europe, the Far East and Near East and will report by Jan. 31. Hearings are scheduled but no definite date has been set. Subcommittee is headed by Sen. J. William Fulbright (D-Ark.).

IIA has had its own long-range study underway, with Dr. Wilson Compton, himself just returned from a worldwide tour, prepared to report his findings to Secretary of State Dean Acheson before the latter is succeeded by John Foster Dulles.

Dr. Compton has concerned himself with inspection of field operations looking toward greater stress on U. S. information field offices (and VOA)—so-called localization of radio and other media—and a reanalysis of domestic VOA facilities. Inherent in a potential streamlining is the consolidation of certain U. S. shortwave transmitter plants, improvement of others and counter-measures for Soviet jamming. Latter study is based on a report prepared by Booz, Allen & Hamilton at the request of the State Dept. Its contents have not been revealed for security reasons.

Consolidation of some domestic facilities fits the pattern of greater emphasis on field operations, with more radio programs beamed directly from foreign countries where feasible—and perhaps with the aid of nationals of those countries [B•T, Oct. 27].

Meanwhile, IIA is due to get a new chief shortly—Carl W. McCardle, chief of the Washington bureau of the *Philadelphia Bulletin* and veteran newspaperman. He was appointed by President-elect Eisenhower to succeed Howland Sargeant as Assistant Secretary for Public Affairs. Dr. Compton would report directly to him. His appointment is subject to Senate confirmation.

SEATTLE CAMPAIGN

$24,812 in Time Donated

RADIO contributed an estimated total of $16,800 in free air time and television, $8,012, in the Seattle November pedestrian safety campaign.

This is one highlight of the first report on Seattle's Traffic Safety Crusade, being conducted jointly by the Advertising & Sales Club of Seattle and the Seattle-King County Safety Council.

All radio stations used the spots in varying degrees. . . . KING broadcast 1,152 spots during the campaign, estimated as equivalent to $9,734 worth of commercial time.

As for TV, the report stated that the city's only TV outlet, KING-TV, donated time "valued at $8,012 for its 115 public service spot announcements on pedestrian safety alone."

WOODland ! TV



copy continued from preceding ad

RESULTS? PLENTY!

WE SOLD 384,320 COOK BOOKS . . .

More than twice the total population of Grand Rapids! Moreover, our well-heeled WOODlanders bought 7,100 binders to hold the complete 24-book series. That is a lot of impulse merchandise in anybody's league! Profits to the book publishers and to the retailers were most satisfactory.

WE'LL TELL YOU HOW WE DID IT . . .

In a report printed especially for our Missouri-born friends. It's a complete breakdown of the WOOD and WOOD-TV Cook Booklet Story, including stores used, copies sold and detailed description of the radio and television advertising schedules. Once again, we offer conclusive proof — THE RICH GRAND RAPIDS MARKET IS YOURS OVER WOOD AND WOOD-TV!



Write for your copy today, direct to us or your nearest Katz Agency.

WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — Basic; CBS, ABC, DuMONT — Supplementary
National Representatives: Katz Agency
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.

IN REVIEW . . .

"This Is Charles Laughton," 15-minute weekly program, filmed by Sherman Harris Productions, telecast on 21 stations.
Sponsor: Duffy-Mott Co. (Mott's Apple Products; Sunsweet Prune Juice).
Agency: Young & Rubicam; Account Executive: Frank Henderson.
Production Cost: Approximately $5,000.
Cast: Charles Laughton.
Producer: Paul Gregory.
Associate Producer: Sherman Harris.
Director: Charles Laughton.
Research: Albert Brush, Charles Laughton.
Cameraman: Jack MacKenzie.
Film Editor: Bob Golden.

THE basic principles of TV production are shattered by Paul Gregory, producer of *This Is Charles Laughton*, in the quarter-hour film series which made its debut last week on 21 stations in 20 cities, two stations being used in New York.

In this program there is no rapid motion across the screen. There is no scenery and scarcely any props —a small table atop a large one and a couple of books. There is only a man, leaning against the table and talking or reading. But, since the man is one of the finest actors of our time and since his material is carefully culled from the most readable writings of the world's greatest writers, that is quite enough.

The basic format of the series is disarmingly simple. A theme is selected and discussed briefly by Mr. Laughton, who, once the mood is established, reads appropriate passages which contrast the treatment of the theme by an ancient and a modern writer. If this reminds you of Lit. 2 at college, don't be alarmed. With Mr. Laughton doing the reading, there will be no nappers in this class. The sponsor, with exceptional consideration for both the star and his audience, has omitted the customary middle commercial so that the mood of the program is unbroken and the reading goes on without interruption.

Consistent for each program, the mood of the various program units varies widely throughout the series, now philosophical, now gay, here contemplative, there dramatic or romantic. One might expect Mr. Laughton to wring the full flavor from each type of reading, as his sponsor presses the last bit of juice from each apple, and one is not disappointed. Reading the story of David and Goliath from the Old Testament in an early program, he is alternately the confident, almost cocksure youth urging King Saul to let him face Goliath; the uncertain King, reluctant to send the boy to almost certain death and yet not knowing what else to do; the boastful and defiant giant Philistine.

Another program, lightly humorous in tone, deals with folklore and fable, contrasting the works of Aesop and the Brothers Grimm with the modern fables of James Thurber. Mr. Laughton here recalls the familiar tale of Little Red Riding Hood with its "What big teeth you have, grandmother," climax, that, he comments, "is enough to scare any child to death." He follows this with Thurber's version of the same story in which the modern Red Riding Hood sees at once that the gowned and hooded figure on the bed in no way resembles her grandmother and shoots the wolf before he can "eat you, my dear." Mr. Thurber's moral: "It's not as easy to fool little girls as it used to be," drew a contagious chuckle from Mr. Laughton.

This same program opened with some limericks and a couple of verses from that old favorite collection of "Ruthless Rhymes from Heartless Homes" — the classic "Little Willie in the best of sashes ****" whom no one liked to poke up, and the less familier "In the drinking well, which the plumber built her, Aunt Eliza fell. We must buy a filter." Mr. Laughton's rendition of these childhood classics hit precisely the right note of enjoyment of these gay trifles for what they are, with no hint of the usual apologetic adult attitude for wasting time on such childish matters.

Mr. Laughton was equally successful in attuning his delivery exactly in the proper key in the more sober telecast contrasting Shakespeare's "Seven Ages of Man" with Thomas Wolf's prose treatment of man's earthly span in *You Can't Go Home Again*. This telecast proved a bit of TV sabotage, for one viewer at least, as it drove this reviewer to his bookshelf to find that passage and the rest of that evening was spent reading instead of viewing.

Technically, the production is excellent throughout, with one small defect. The sensitive microphone, in transmitting the nuances of Mr. Laughton's voice, also picks up with unhappy emphasis his gulping inhalations, introducing a needlessly discordant note into the otherwise flawless performance.

CBS Appointments

APPOINTMENTS of Kingdon S. Tyler as manager and Harold W. Van Wagenen as assistant manager of CBS' building construction department were announced last week by Frank Faulkner, vice president in charge of operations for CBS-TV. Mr. Tyler who joined CBS in 1938, will be responsible for construction of the new CBS-TV production center in New York. Mr. Van Wagenen became associated with CBS in 1944.

TV OPPORTUNITY
McCormick Points Up

OPPORTUNITIES in television for experiment and innovation are "more spectacular" than in the "older enterprises," said Col. Robert R. McCormick, editor and publisher of the *Chicago Tribune*, licensee of WGN-AM-TV and WGNB (FM), in a New Year address to listeners and viewers.

Col. McCormick, enlarging upon the accomplishments, past and future, of the *Tribune's* broadcast subsidiaries, said the company "did well" in TV in 1952, and hoped to do better. And, he added, "We'd better do better in radio."

Speaking of progress made and records broken, he said "We have trained ourselves in new skills and taught ourselves new techniques in the very complicated field of audio-video communication."



KEYSTONE Broadcasting System's New Year party for agency people given at KBS Chicago headquarters included these radio-TV men (l to r): Martin Fritz, Buchen Co; Clarke Trudeau, Beaumont & Hohman; Ed Fitzgerald, J. Walter Thompson Co.; William Wilson, Young & Rubicam; Jack Fisher (seated), M. M. Fisher Assoc.; Dave Williams, Geoffrey Wade Adv.; Julian Grasewicz and Fred Norman, Grant Adv.

BUFFALO HEARING
Explores N. Y. Educational TV

FIRST in a series of public hearings examining the role of television as an educational medium was held last Tuesday in Buffalo under the auspices of the New York State Temporary Commission on the use of television for educational purposes. Another session will be held in New York on Wednesday and a final one in Albany Jan. 21.

Thirty-eight persons spoke at the Buffalo hearing in favor of a New York State Board of Regents plan to construct a state network of 10 educational TV stations. Only opposition came from Charles A. Suchan Jr., executive secretary of the Business & Civic Assns. of the Tonawandas Inc., who conceded that educational television was desirable but urged consideration be given to the taxpayer who would bear the expense.

The Temporary State Commission, set up by Gov. Thomas E. Dewey, must present its report to the legislature by Feb. 10. The Board of Regents has until June 2 to convince the FCC that it can implement plans to operate the six stations for which FCC has approved construction permits.

WPTF NEWS BEAT
Reports Plane Crash

WPTF Raleigh claims it scored a clean news beat on the crash of an Air Force C-47 in dense woodland 15 miles outside that city Jan. 3, when Special Events Director Phil Ellis got out of bed at 4:20 a.m. to track down the story.

Bill Jackson, who opens the station, noticed a brief wire report originating from the Raleigh-Durham airport that a plane had crashed in an unknown location near Raleigh, and routed Mr. Ellis from bed. By 5 a.m. Mr. Ellis was at the airport. Then hearing a highway patrol report giving a clue to the crash location he hurried to the area and joined a search party which found the wreckage at 7:30 a.m. in heavy fog and driving rain.

Mr. Ellis, who was the only newsman on the scene, according to WPTF, sped back to the station, put a report on the air at 7:48, and wrapped up the story with a regular newscast at 7:55.

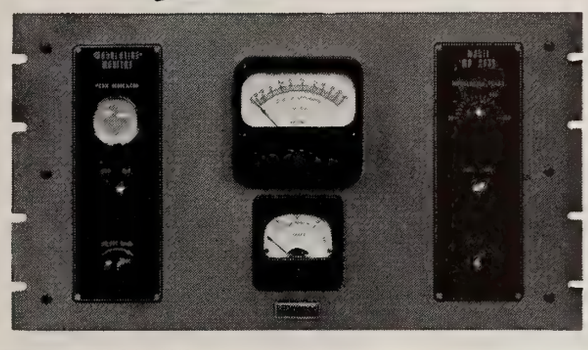
RFE's Lang to Talk

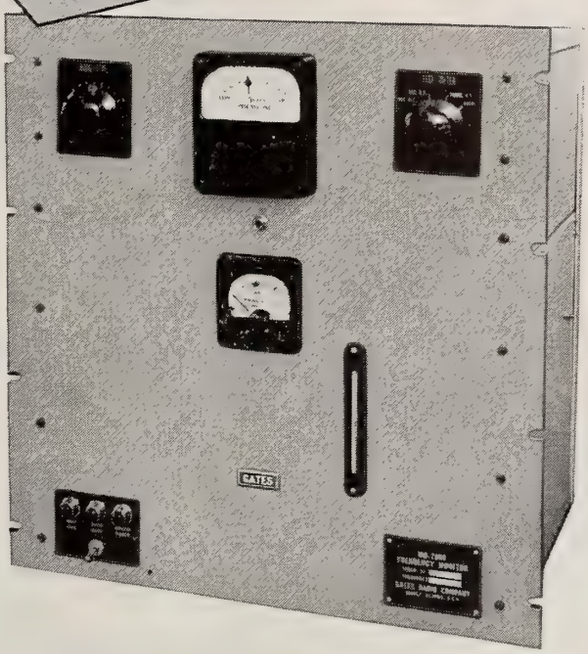
ROBERT LANG, director of Radio Free Europe, will address the luncheon session of the Chicago Federated Advertising Club Jan. 15 at the Morrison Hotel, in a talk on the work being done via RFE to reach people behind the Iron Curtain.

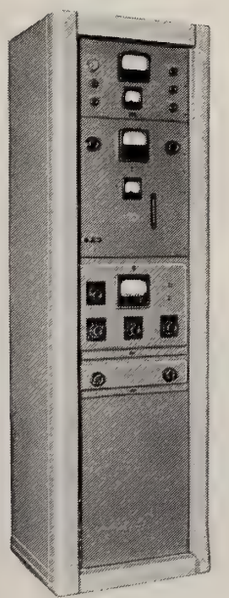
BILL SILBERT has been signed as m.c. of new *Let's Go Bowling*, Saturday show on WABD (TV) New York.

LABORATORY QUALITY!

PRODUCTION LINE PRICES!







LEFT: Gates MO-3066 complete transmitter accessory cabinet consisting of Frequency Monitor, Modulation Monitor, Limiter, Input Switching Panel, complete wiring and coaxial attachment cables. Already to attach to any broadcast transmitter. Saves work at time of installation plus assuring top performance. — Your "Gatesway" to better broadcasting.

Built by
GATES
Sold and backed by
GATES

● GATES approved frequency and modulation monitors are quality instruments built to highest laboratory standards. Because of their universal acceptance by the industry, production line manufacturing is possible. This means a savings in cost to you.

Hundreds of these GATES FCC approved Monitors are in daily use by radio stations around the world. If you are purchasing new monitors, it will pay you to check pages 27 thru 30 of the Gates Transmitter Catalog. If your present Gates Catalog is badly worn or lost, let us send you a new one.

GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.

MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

IMAGINE!

OVER $2,500.00 WORTH OF WATCHES

... 52 BRAND NEW GRUENS FOR YOU TO GIVE AWAY

The Most Exciting GIVE-AWAY DEAL Ever to Hit Radio!



AMERICA'S NO. 1 FAVORITE!

THE GUY Lombardo SHOW

"The Sweetest Music This Side Of Heaven"




REEL!
NOTHING LIKE THIS EVER HAPPENED IN YOUR CITY
You get a
AR-STUDDED
HOWCASE
of musical
ntertainment!
uring Guy, the Lom-
o Trio, the Twin
os, the Picture Story,
barqo vocalists Kenny
dner and Don Rod-
, and announcer
d Ross.
You get all the elements for a
SMASHING SALES-SUCCESS!
Exciting, colorful displays, productive point-of-sale material, magnetic merchandising and newspaper ad mats, power-packed publicity, listeners' Clue Book. All assure an aware and ever-increasing audience.
You get
MORE SALES -- MORE PROFITS!
as the No 1 advertiser in your market!
HE SWEETEST, SMOOTHEST, SUREST SALES-MAKER EVER SPONSORED!
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

editorial

Educated TV-Radio

FIRST SPONTANEOUS practical demonstration of what commercial TV and radio, with their established audiences, can do for education occurred last week in Baltimore.

The story is a simple one: Schools were forced to close by a city-wide maintenance strike. Most of the city's radio and television stations, quick to recognize the opportunity to serve, stepped into the breach. With the Board of Education preparing material and furnishing teachers, a regular schedule of classes was maintained.

The public reaction has been tremendous.

At the same time the New York State Temporary Commission on Educational Television is holding hearings exploring the "role of TV as a teaching medium." From first reports they are hearing a group of well-coached witnesses, all of whom see the "great need" for noncommercial educational television. Only a scattered and unorganized few have pleaded the case for the taxpayer.

It is hard to see how proponents of educational TV can overlook the Baltimore example. If colleges and universities would set up laboratories to train personnel and plan educational programs in cooperation with commercial stations all of the advantages of teaching by television could be accomplished at relatively minor expense.

Agriculture colleges train experts in farming. Mining schools turn out our most accomplished mining engineers. Why not state-financed training in teaching by radio and television? This pattern is set. The cost to the taxpayer would be practically nil.

Delivered From Exile

IF THE decision of Speaker Joseph W. Martin Jr. to readmit radio and television to House committee hearings can be taken as symptomatic of the 83d Congress' attitude toward these media, broadcasters (and the U. S. public) can be grateful that there is a new command on Capitol Hill.

The ban which Mr. Martin revoked and which the then Speaker of the House, Sam Rayburn, summarily imposed 10 months ago was an inexcusably reactionary action. The new Speaker's reversal of his predecessor's ukase repatriates radio and television from intolerable exile.

It would appear from this action that in this Congress radio and television may receive more sympathetic consideration than in former years. The opportunity exists to obtain relief from several problems other than that of obtaining equal access to news-making procedures.

Chief among these are the problems created by the contradictory and restrictive laws and regulations governing political broadcasting. The Congress will reconsider at least two corrective measures that were introduced in the last session, the O'Hara bill which was reintroduced last week and the Horan bill which is scheduled for resubmission.

In our view neither of these would satisfactorily resolve the dilemmas that obtain when campaigns are in progress, but better legislation has a chance of passage if broadcasters will assist in its preparation.

It seems promising that broadcasters can make more progress toward their goal of equality of freedom in this Congress than in others of recent times.

George Did It

THE firing and rehiring of George S. Kaufman, dyspeptic panelist on *This Is Show Business,* illustrates the grave need for resolution of the growing conflict between commercial aspirations and artistic responsibility in TV.

As everyone knows by now, Mr. Kaufman was fired by the American Tobacco Co., sponsor of the show, after "several hundred" letters were received protesting one of his remarks on a pre-Christmas telecast. The letter writers interpreted as sacrilegious his expressed hope that it would be one show on which no one sang "Silent Night."

Last week he was rehired by CBS-TV to appear on the program after the present sponsor's contract runs out, a decision announced by the network after his dismissal was protested by about the same number of people whose complaints had led to his ouster by American Tobacco Co.

Undeniably, CBS-TV acted with commendable independence in restoring to grace a personality who had been stamped as controversial by an important advertiser. To exercise such independence is not easy.

Nothing is terrorized so quickly as a sponsor with a large television investment to protect. It is up to telecasters to immunize themselves against the frights that a flurry of letters can induce among their customers.

Old Pro

FRANK WHITE, an old pro, takes over the presidency of NBC at what is obviously a critical period. It will mean a new era of brisk competition on a business basis.

Frank White knows the broadcasting business, having been part and parcel of it for 16 years. He came up through the accounting end. He appreciates the value of a buck. In 1949 he took over the helm of Mutual, when querulous people figured a fourth live radio network couldn't survive. It was the only radio network to improve its position during that frenzied "TV Revolution" period.

Three years ago Joseph H. McConnell brought a fresh viewpoint to NBC as its president. He had been a successful lawyer and had served with RCA in executive capacities. That was a critical time too. Mr. McConnell encountered a number of basic problems, notably in relation to rates and competition. Mr. McConnell, who could have remained in the top RCA organization, elected to join Colgate-Palmolive-Peet, one of the best customers or radio and TV. His NBC experience will serve him well.

For many months there has been talk about network operation being unprofitable and about fundamental changes in concept, which might see networks selling their services as do press associations in the news field. Some of this talk has gone so far as to speculate upon the eventual sale by RCA of its radio, and possibly its television network. This we question.

Rather, we feel that the RCA board, acting at the behest of RCA-NBC Board Chairman David Sarnoff, made these new moves to strengthen and solidify its network services. Certainly Gen. Sarnoff, whose vision in the development of the electronic media has been all but clairvoyant, didn't select Frank White to preside over the liquidation of the world's first network operation.

Instead, we see in NBC's latest move, a project to strip off the fat and the fanciful, in the realization that the network business—both radio and TV—will become more rugged in the months ahead and, admitted that they are the most powerful media extant, it takes salesmen to sell them.

our respects to:



LESTER EDWIN WADDINGTON

IN FIVE years at Miles Labs., Lester Edwin Waddington has learned the tricks of selling very competitive items of relatively low cost and high turnover, and has added a few of his own.

Assistant advertising manager of the Elkhart, Ind., company and product supervisor on Bactine, Mr. Waddington has worked in all media for the internationally distributed line, but has specialized in broadcasting as radio and television director.

The line was started with Alka-Seltzer, and slowly grew with development of One A Day vitamins; Tabcin, an anti-histaminic compound; Bactine, an antiseptic, bactericide, cleanser and deodorant, and Nervine, in both liquid and tablet form.

Radio, with its high saturation of all U. S. homes, has long been the keystone on which the advertising budget has been built. In 1951 the company reportedly spent nearly $8½ million on major media. Of this sum, an estimated $6½ million went to network radio, and more than one-half million dollars to network TV.

Mr. Waddington supervises programming as well as the scheduling of radio and television buys, which is a Miles pattern. That pattern calls for saturation of all possible audience segments with shows encompassing all tastes, ranging the gamut of daytime serials, variety, comedy, news and music. Time periods for shows and spots also are scattered in an effort to reach a maximum audience and the consumer market.

This kind of radio, Mr. Waddington says, is necessary because of the nearly 100% distribution of Miles products. Multi-weekly mentions are required to continue to move a high-volume impulse item from the druggists' shelves.

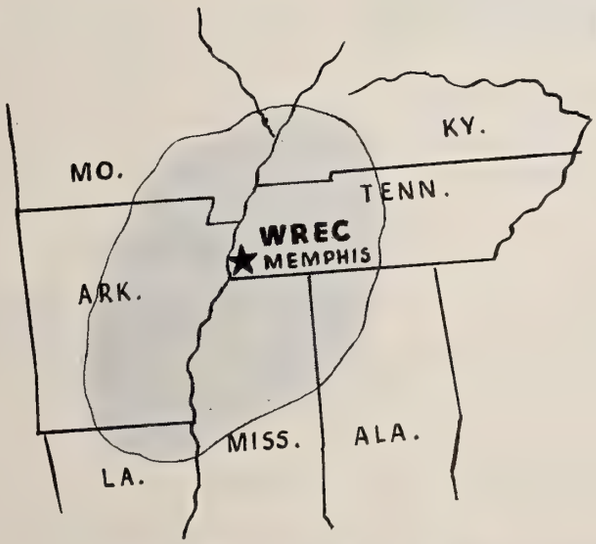
Alka-Seltzer, despite its universal consumer acceptance and high distribution, needs a sustained program of frequent mentions, he says. "We, of course, watch our ratings relative to audience coverage and program cost, in order to obtain the best possible homes-per-dollar ratio."

Mr. Waddington, who was named radio-TV director in 1949 after joining Miles in 1947 as assistant advertising manager, has been aided in his television tasks by an avid interest in photography, which he began as an enterprising youngster engaged in making his own pinhole cameras and enlargers. From the Elkhart headquarters of the company, he supervises all productions and commercials,

(Continued on page 85)



All stops are out when you hit the Memphis Market via the WREC route. Memphis No. 1 Station has the power and prestige to cover every town and hamlet. High quality programming appeals to the audience in metropolitan and rural areas. One schedule gets BOTH when you select the station where all your best customers meet. (WREC has the highest Hooper rating of any Memphis Radio station). The cost? 10% LESS per thousand listeners than in 1946.

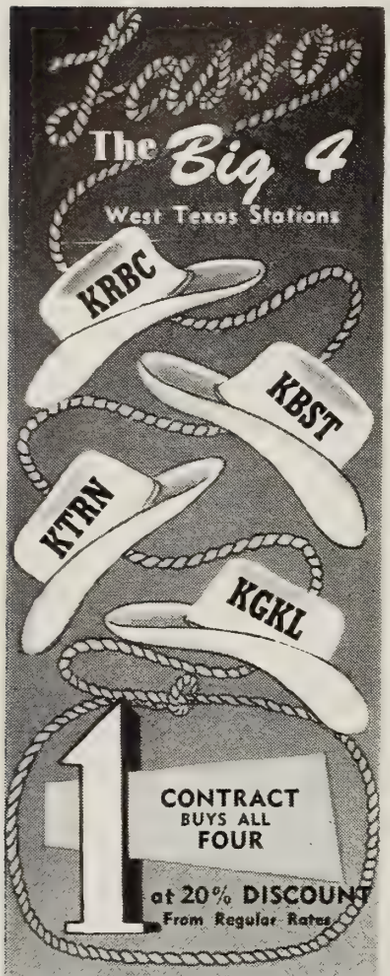


WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS



KRBC Abilene
5,000 Watts Day — 1,000 Night
KGKL -- San Angelo
5,000 Watts Day — 1,000 Night
KBST -- Big Spring
250 Watts
KTRN -- Wichita Falls
5,000 Watts Day — 1,000 Night

1 Contract 1 Billing for all 4

See Discounted Rates Under

West Texas Packaged Stations

or contact the

John E. Pearson Co.

front office

RALPH QUAY, chief engineer, WDOK Cleveland, adds duties of assistant general manager.

MANNING SLATER, vice president in charge of sales, WICC Bridgeport, Conn., appointed business and sales manager. DAVE BODGE added to station's sales staff.

FORREST WALLACE, radio consultant and one time general manager, KWBC Fort Worth, to KPOL Los Angeles as general manager.

WILLIAM G. STEWART, commercial manager, KFKA Greeley, Col., appointed station manager.


Mr. Stewart

THEODORE F. SHAKER transfers from CBS TV Spot Sales staff, Chicago, to New York. BRUCE BRYANT replaces him in Chicago.

KMMO Marshall, Mo., appoints John E. Pearson Co. as station representative.

HARRY WHEELER, former commercial manager, WCOP Boston, to WLAW that city, as regional sales manager. NONA KIRBY named national sales manager at latter station and DAVID M. KIMEL, WLAW sales staff, named manager of station's Lawrence sales office.

KENNETH R. HYMAN, chief engineer, KCOR San Antonio, Tex., promoted to vice president-general manager in charge of technical department.

HENRY T. HEDE, business manager of ABC's TV services department, named administrative assistant to C. NICHOLS PRIAULX, vice president and treasurer of ABC.

WARREN M. MORTON, WOR-TV New York account executive, to similar post in ABC-TV's sales department.

GEORGE W. CLARK Inc., Chicago, appointed station representative for WRFD Worthington, Ohio.

JOE MARSHALL returns to KCBS San Francisco, as account executive, after tour of duty with U. S. Air Force.

ARTHUR GERBEL Jr., state campaign manager for Washington Gov. Arthur B. Langlie, returns to KJR Seattle, as assistant general manager.

WILLIAM S. VERNON, account executive, WABD (TV) New York, to Blair-TV Inc., same city, as account executive.

DEC SONNER, transcription librarian, KFI Los Angeles, promoted to sales service coordinator.

KENNETH MEYER appointed assistant manager, KVWO Cheyenne, Wyo.

BOB FREKER to sales staff, WJAS Pittsburgh, Pa.

JOHN E. PEARSON Co., N. Y., appointed national representative for WJJL Niagara Falls, N. Y.

JERRY HEMPHILL, disc m.c., KALI Pasadena, to KPOL Los Angeles, as account executive.

Personals . . .

ARTHUR HULL HAYES, general manager, KCBS San Francisco, appointed radio chairman for city's March of Dimes campaign. . . . CHARLES H. CRUTCHFIELD, general manager of WBT and WBTV (TV) Charlotte, named to radio committee of Commission of Mass Communications for National Brotherhood Week, Feb. 12-22. . . . ALLAN BUTTRICK ROGERS, member of board of directors, Hildreth & Rogers Co., licensee of WLAW-AM-FM Boston, and Joyce Demers were married Jan. 3. . . .

ROBERT E. KINTNER, ABC president, has accepted chairmanship of Radio Div. of New York Heart Assn.'s campaign for 1953. . . . JAMES T. AUBREY Jr., general manager, KNXT (TV) Hollywood, father of boy, James Watson, Jan. 5. Mother is PHYLLIS THAXTER, stage-film actress.

BROOKS ELECTED
Is Named Allied Executive

ELECTION of William F. Brooks, former NBC vice president, as executive vice president and a director of Allied Public Relations Assoc. was announced last week by the president and board chairman, David B. Charnay.


Mr. Brooks

Mr. Brooks will supervise the company's services at its home office, 745 Fifth Ave., New York, and in Washington, Chicago and Los Angeles, and also will direct an expansion program, the announcement said.

Allied specializes in commercial and industrial accounts. Mr. Brooks, who has been operating his own public relations firm since leaving NBC last fall, continues to serve as special consultant on public relations to NBC and other organizations.

WYATT QUITS
Leaves Forjoe for Clark

WILLIAM RALEIGH WYATT has resigned as vice president in charge of the midwest division of Forjoe & Co., station representative firm, and will join George W. Clark Inc., representative, as vice president in charge of the eastern division. Mr. Wyatt will headquarter in New York.

He was associated with Forjoe since 1947, when he joined the New York staff as a salesman. He transferred to Chicago in 1949 as manager and an officer of the company. Mr. Clark, who headquarters in Chicago, has named John Stewart manager of television sales in the New York office, where he has worked since the company was organized a year ago. George W. Clark Inc. also maintains offices in Los Angeles and San Francisco.

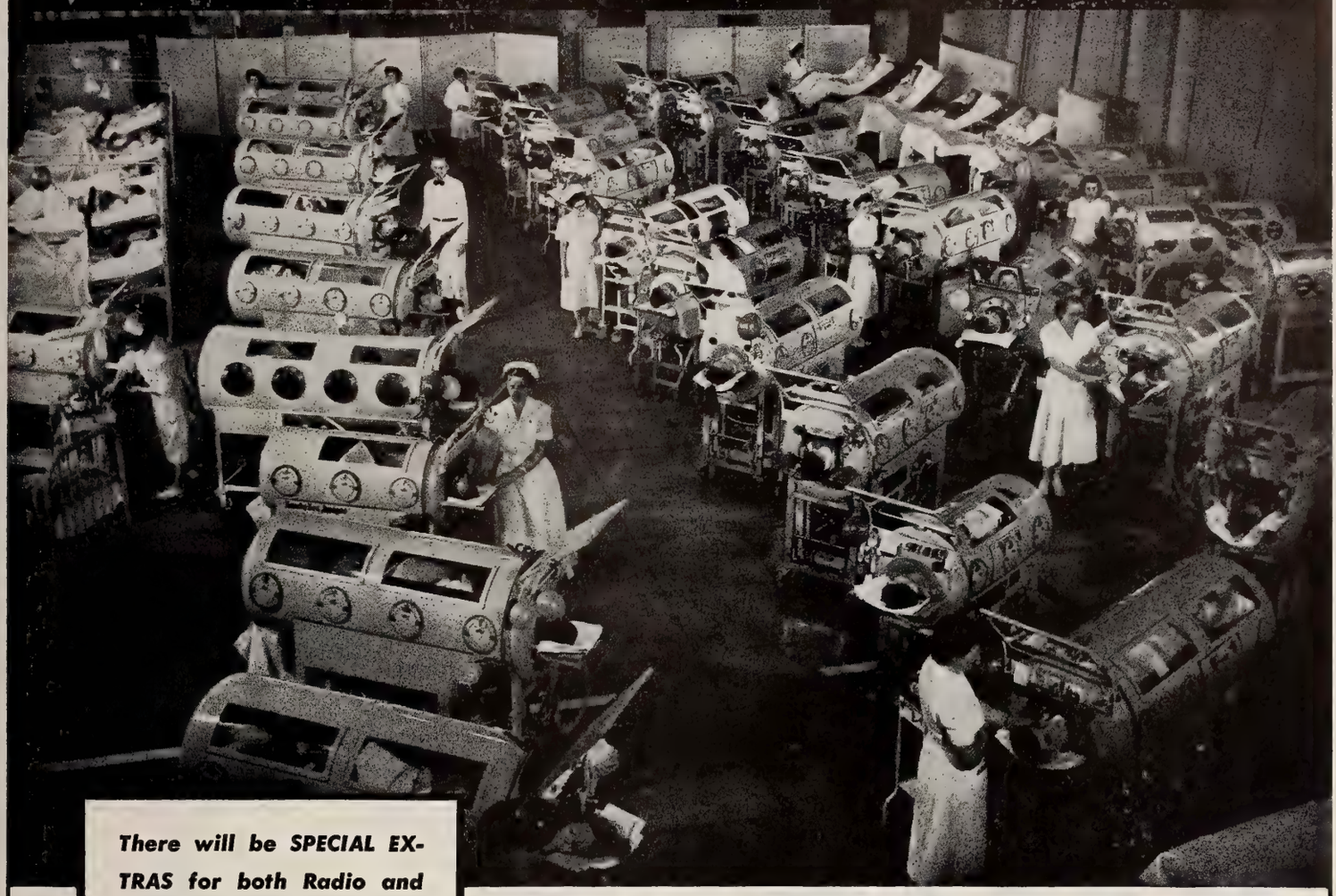
CBS IN MEMPHIS
Maier, Holtshauser Named

MEMPHIS office of CBS Radio and Television Spot Sales and CBS-TV Film Sales has set up separate units for radio and TV. H. W. Maier Jr., account executive, was named manager of CBS Radio Spot Sales, and H. H. Holtshauser, manager of radio spot sales office there since 1948, was appointed manager of CBS-TV Spot Sales and Film Sales.

The change was announced last Monday by J. Kelly Smith, administrative vice president of CBS Radio, and Merle Jones, CBS-TV vice president in charge of owned stations and general services.

WILSON W. WYATT, personal campaign manager for Illinois Gov. Adlai Stevenson during his Presidential campaign, has been chosen by WHAS Louisville, Ky., as Man of the Year.

Have You TIME For These?



There will be SPECIAL EXTRAS for both Radio and Television that will be sent to you during January.

RADIO-TELEVISION PROGRAMS
COMING YOUR WAY

QUARTER-HOUR TRANSCRIPTIONS

June Allyson
Ralph Flanagan
Eddy Arnold
Kay Starr
National Symphony
Fred Waring and Pennsylvanians

PLUS

Live and transcribed announcements

16MM TV SOUND FILMS

Nina Foch
Faye Emerson
June Lockhart
Jack Carson
The Bell Sisters
Tennessee Ernie
Anne Baxter
Lloyd Nolan

and special films on the Gamma Globulin research field test and special issues of the 1953 March of Dimes Newsreel?

JOIN THE 1953 MARCH OF DIMES

JANUARY 2nd - 31st

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS • FRANKLIN D. ROOSEVELT, FOUNDER

120 BROADWAY, NEW YORK 5, N. Y. • ***HOWARD J. LONDON,*** Director • Radio - TV and Motion Pictures

TELEPHONE BEekman 3-0500

SNADER CASE

Rosenbaum Is Arbitrator

TANGLED litigations involving Snader Telescriptions Corp. and Snader Telescriptions Sales Inc., have taken a new turn as former judge Samuel R. Rosenbaum, Philadelphia and New York attorney and trustee of the music performance funds, was brought in as sole arbitrator to solve the long standing differences between the directors.

All court action has been stayed and those involved in the various suits and counter-suits on file have agreed to abide by his decisions.

Hearing of testimony which started Jan. 2 in Judge Rosenbaum's Beverly Wilshire Hotel suite in Beverly Hills, was expected to last one week, with decisions to be rendered in about three weeks.

Controversy centers on sale of Snader Telescriptions to Ben Foye of Studio Films Inc., which Louis D. Snader charges his partners Alexander Bisno and Samuel Markovitch negotiated without consulting him and other directors of the firm. Mr. Snader sued in Los Angeles Superior Court to halt sale of these and other film properties. He also named among defendants United Television Programs, UTP president Gerald King, and 103 limited partners in STS [B•T, Dec. 15]. Mr. Snader further asked that the partnership be dissolved.

air-casters



LESLIE F. DIEBL, Muzak Inc., to WISN Milwaukee, as program director replacing **JACK RAYMOND,** now public service director at station.

LARRY HIGGINS, staff announcer, WMPS Memphis, Tenn., to KRCH Hot Springs, Ark., as program director.

JIMM SEANEY, staff announcer, WDZ Decatur, Ill., promoted to continuity chief. **TED DRAKE** and **LEW WOOD** added to station's announcing staff.

WALTER JACOBS, production director, WLWC (TV) Columbus, adds duties of program director temporarily, succeeding **EUGENE S. RAGLE,** now program director of KPTV (TV) Portland, Ore.

BILL SYMES, Southern California TV sportscaster, to ABC-TV Western Div., L. A. in that capacity.

JAMES LEONARD appointed sports director for WLWC (TV) Columbus.

WILLIAM S. DALLMANN, former director of grocery trade relations, WLW Cincinnati, to WTAM and WNKB (TV) Cleveland as manager of merchandising.

ARTHUR FLYNN, sportscaster, WLAW Boston, promoted to chief announcer.

CINDY JENSEN, assistant traffic manager, KWKW Pasadena, to KPOL Los Angeles as traffic manager.

ROBERT G. PEEL to WHEN (TV) Syracuse as promotion manager and publicity director.

JACK FRAZIER appointed director of merchandising at WLW and WLWT (TV) Cincinnati.

DEAN TURNER, KOTV (TV) Tulsa announcer, promoted to chief announcer there succeeding **JIM DUNN** who has resigned.

NORMA JEAN NILSSON and **DAWN BENDER,** Hollywood radio actresses, assigned roles in M-G-M feature film, "Years Ago."

JAN VEDER, Wilson Adv. Co., Tulsa, to KOTV (TV) Tulsa in promotion department.

STAN LOMAX, WOR-TV New York sportscaster, named top TV boxing announcer for 1952 by *The Ring*, boxing magazine.

WILLIS M. SHAWVER, announcer, WCPS Tarboro, N. C., to WARN Ft. Pierce, Fla., as disc jockey.

RUTH HARDING, chief nutritionist of Toronto Dept. of Health, to Canadian Broadcasting Corp., Toronto, as consultant on consumer buying.

JIM WALTON, WHAS-TV Louisville announcer, presented with award for "outstanding performance of 1952" by *TV Press*, city's weekly TV magazine.

BOB LEACH, announcer, WBAB Atlantic City, N. J., to KCBD Lubbock, Tex., in same capacity.

HAROLD ANDREWS, formerly with WHWB Rutland, Vt., to WGUY Bangor, Me.

GLENN WHEATON and **BILL BRENNAN,** Hollywood radio writer and director, respectively, to CBS Radio *America Calling* in same capacities.

ROBERT L. SABIN named program director at WKNY Kingston, N. Y.

JIMMIE LYNN to WPWA Chester, Pa., for new three-hour daily program, *Teen-O-Rama.*

PAUL MORRIS, producer, KING-TV Seattle, to KOMO same city, in same capacity.

ART NEVINS, assistant film director, WLWT (TV) Cincinnati, promoted to film director, succeeding **RUSS LANDERS,** who transfers to KECA-TV Hollywood, in same capacity.

ROBERT QUINLAN and **ALBERTA HACKETT** appointed production manager and assistant production manager, respectively, KNXT (TV) Hollywood.

DAVE DOMINGUEZ, foreman of all backstage crews, CBS Hollywood, has retired.

FRANK AMY, commercial writer, to WPIX (TV) New York as sales service assistant, replacing **GREG LINCOLN,** who has joined sales staff of New York office of the Crosley Corp.

ROBERT R. HIESTAND Jr., night supervisor, KTTV (TV) Hollywood, promoted to director of production.

WILLIAM ASHER, director on CBS-TV's *I Love Lucy*, to NBC-TV's *Dennis Day Show* as director-stage manager.

JOE KRIEGER, KOTV (TV) Tulsa, father of girl, Janice, Dec. 28.

News • • •

DICK CHAPMAN, continuity writer, KCBD Lubbock, Tex., to news staff, KFEQ St. Joseph, Mo., in news department.

CLARENCE CASSELL returns to KCBS San Francisco, as newscaster.

TONY PARKER, continuity chief, WDZ Decatur, Ill., promoted to local news editor.

HAL GOODWIN, news commentator, KLAC Hollywood, and **MARILYN MORRICE,** secretary to **PETER POTTER,** disc m.c. on KNXT (TV) that city, announce their engagement.

Charles J. Batters

CHARLES JOSEPH BATTERS, 33, WRC-AM-FM and WNBW (TV) Washington announcer, died last Tuesday in Washington's Georgetown U. Hospital after an illness of several months. A native of Waterbury, Conn., Mr. Batters had been with WRC since 1941, except for several years during World War II when he served as a special agent for the FBI. Before going to Washington he had served at WBRY Waterbury and WFBR Syracuse. Survivors include his wife, Mrs. Vesta Batters.

Henry B. Lockwood

FUNERAL services for Henry B. Lockwood, 53, manager of WOR New York's recording studios for the past eight years, were held Wednesday at St. Andrews Episcopal Church in Hartsdale, N. Y. Mr. Lockwood died Jan. 3 at St. Agnes Hospital, White Plains, following a long illness.

Charles R. Creamer

FUNERAL services were held in Los Angeles last Thursday for Charles R. (Dick) Creamer, 37, owner of Creamer & Co., Hollywood advertising agency. He died Jan. 4 from injuries received in an automobile accident. Surviving are his wife, Margaret, and two children, Michael Anthony, 7, and Mary Ann, 6.

Clergyman Newsman

A CLERGYMAN whose hobby is operating a tape recorder has given the members of the First Congregational Church, East Orange, N. J., a permanent record of the broadcast account of a three-alarm fire which destroyed their 85-year-old church Dec. 28. Rev. Walter R. Van Hoek recorded WNJR Newark's 6:30 p.m. newscast which featured the story of the fire. Rev. Van Hoek said that his recording would be added to the church documents, salvaged from the blaze.

Radio Station

KFMB

Is

Now

CBS

Radio Network

in

San Diego, Calif.

550 On Dial

John A. Kennedy, Board Chairman
Howard L. Chernoff, General Mgr.

Represented By The BRANHAM CO.

JANUARY 12, 1953

TELECASTING

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Page 71

in our 8th year

WE SELL *Erie*

the IDEAL TEST MARKET and PENNSYLVANIA'S THIRD CITY

WICU TV
THE ERIE DISPATCH STATION
ERIE, PA.

Yes, WICU has all 4 networks, plus outstanding local programs.

ALL UNDER COMMON OWNERSHIP...

Outstanding success stories have been written by advertisers who use these three great advertising media, The Erie Dispatch, TV Station WICU and Radio Station WIKK—a merchandising assistance program without equal is available to you.


Good Cheer Fund Show On WICU Tonight
THE ERIE DISPATCH
Cheer Fund Show Tonight On Television
NEW FINANCIAL CRISIS FACES COUNCILMEN
FBI Nabs Brink's Suspect

The Erie Dispatch—133 year old aggressive daily and Sunday newspaper showing healthy lineage and circulation gains. For Home Product advertisers, Tele-Kitchen show is a terrific help. Write today for details.

WIKK
ERIE, PA. - 5,000 WATTS

WIKK has top Hooper and Pulse ratings. The outstanding "1330 Review" television program assures you of complete assistance and coverage.

National Representatives
WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WTOD—Toledo, O.—Headley-Reed Co.
WHOO—Orlando, Fla.—Avery-Knodel, Inc.
WIKK—Erie, Pa.—H-R Co.
ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.

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★ TV
★ NEWSPAPER



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New York Office—Hotel Barclay—Home Office—500 Security Bldg., Toledo, Ohio

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UNITY *presents*

18 NEW FEATURES

The "Major Hollywood Package"

produced by SOL M. WURTZEL

STRANGE JOURNEY
Paul Kelly and Osa Massen
"Search for hidden uranium"

★ ★ ★

RENDEZVOUS 24
William Gargan and Maria Palmer
"World domination with atom bomb"

★ ★ ★

ROSES ARE RED
Jeff Chandler and Peggy Knudsen
"A strange impersonation"

★ ★ ★

CRIMSON KEY
Kent Taylor and Doris Dowling
"One beautiful woman knew answer"

★ ★ ★

DEADLINE FOR MURDER
Paul Kelly and Sheila Ryan
"A fast suspense thriller"

★ ★ ★

DANGEROUS MILLIONS
Kent Taylor and Dona Drake
"Shanghai, mysterious, dangerous"

★ ★ ★

TROUBLE PREFERRED
Peggy Knudsen and Lynne Roberts
"Fast-paced love comedy"

★ ★ ★

ARTHUR TAKES OVER
Lois Collier and Jerome Cowan
"A gay comedy"

★ ★ ★

FIGHTING BACK
Paul Langton and Joe Sawyer
"Fate and circumstance"









DANGEROUS YEARS
Marilyn Monroe and Jerome Cowan
"Dramatic story of teen-agers"

★ ★ ★

HALF-PAST MIDNIGHT
Kent Taylor and Peggy Knudsen
"Action-packed mystery"

★ ★ ★

NIGHT WIND
Charles Russell and Virginia Christine
"Spys and rocket research"

★ ★ ★

MISS MINK
Jimmy Lydon and Lois Collier
"Comedy of young love"

★ ★ ★

TUCSON
Jimmy Lydon and Penny Edwards
"Fast horses and action"

★ ★ ★

INVISIBLE WALL
Jeff Chandler and Virginia Christine
"Road to luxury . . . death"

★ ★ ★

SECOND CHANCE
Kent Taylor and Betty Compson
"Exciting love drama"

★ ★ ★

JEWELS OF BRANDENBURG
Richard Travis and Carol Thurston
"Fabulous treasure mystery"

★ ★ ★

BACKLASH
Jean Rogers and John Eldredge
"Jealousy, suspicion, terror"

★ UNITY'S Catalogue Is Growing Bigger and Better . . . Here Is One of the Greatest Packages Ever Offered to Stimulate Markets for Highest Ratings . . . Produced in Hollywood as recently as 1949 . . . *now booked by CBS, New York, Washington; ABC, Los Angeles, San Francisco, Detroit; WPTZ, Phila.; WSB, Atlanta; and many other stations, sponsors and agencies.*

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TELECASTING

JANUARY 12, 1953

NCAA UNBENDING

National Football TV Policy Is Firm

By J. FRANK BEATTY

COLLEGE football will be telecast next autumn on a controlled basis but regional desires of the TV audience will be given a better break.

Intent of National Collegiate Athletic Assn. to maintain its monopoly was apparent late Friday as the annual convention prepared to vote on recommendations of its TV Committee. The convention was held at the Mayflower Hotel, Washington, D. C., starting Thursday. It was scheduled to wind up last Saturday noon.

Interest in football telecasts dominated the sessions. Majority insistence on a one-network middle-of-the-road policy following along the lines of the 1952 program was heard in most of the discussions.

NCAA outlined a general football policy for the year as it prepared to vote Friday but several major developments marked the convention. Among these were:

● Postponement of a specific policy pending court action in the Dept. of Justice suit against pro football.

● Floor catfight over right of minority groups to oppose TV Committee's report.

● Big-money session at which delegates heard promises of fabulous riches via subscription TV.

● Behind-scenes resentment over failure of NCAA to invite NARTB or Sports Committee of Radio-Television Mfrs. Assn. to roundtable which included "remarks by TV industry representatives."

● Charge by DuMont Network that NCAA's plan is "collusive" and commits colleges to a monopoly based on "fear rather than sound judgment" (see story page 60).

● Demand by Notre Dame and U. of Pennsylvania that colleges be given the right to make their own arrangements for TV.

The report of NCAA's TV committee dealt at length on the problem of legality. Joseph L. Rauh Jr., NCAA counsel, sat at a three-day committee meeting and directed preparation of the final report. Arguing that the 1952 football plan was reasonable and didn't violate any laws, the report showed NCAA's official concern over the suit against the National Football League, to be heard June 26 by the Federal District Court in Philadelphia.

This suit will be used by the Dept. of Justice as a test case and NCAA will give "careful consideration" to the court's action. The committee recommended that "plans for 1953 be not finally formulated and adopted by the NCAA until this decision is available" unless there is delay in court action.

"We believe that the NCAA should at all times be in full compliance with the law of the land and to this end should comply with any relevant decision of a district court unless and until it is appealed and reversed by the Supreme Court," the committee said.

A favorable decision for pro football, charged with conspiracy and antitrust violations, would be equally favorable to NCAA, it was contended. If unfavorable, NCAA's policy would depend on the judge's reasoning. A holding that any group action to limit TV is illegal would probably apply equally to NCAA, it was added. The committee claimed the pro football restrictions were "much greater than those imposed on telecasting by the 1952 NCAA plan or likely to be imposed in any future plan."

Television of some sell-out games in 1952 and removal of the 1951 "blackout" were cited.

The committee voiced pleasure at results of controlled television. "Under the NCAA limited program," it was stated, attendance losses "have been held to four points. The limiting of college football telecasts during the last two years has thus saved a probable loss of about 10% in attendance in television areas—and this figure is, if anything, a minimum statement because of declines in real income and student enrollment."

Colleges lost about 13% more in attendance in TV areas than in non-TV areas during 1950, it was noted. Paid attendance in 1952 was about the same as in 1951, it was

(Continued on page 60)



CONTINUED program of limited football TV was recommended to National Collegiate Athletic Assn. at Washington meeting by 10-man NCAA TV Committee. Front row (l to r): Asa S. Bushnell, Eastern Conference commissioner; Walter Byers, NCAA executive director; Robert A. Hall, Yale, committee chairman; Willis O. Hunter, Southern California; Kenneth L. (Tug) Wilson, Big Ten commissioner. Back row: Jeff Coleman, U. of Alabama; Howard Grubbs, Southwest Conference commissioner; E. L. Romney, Mountain States commissioner; Reaves E. Peters, Big Seven commissioner. Not in photo, J. Shober Barr, Franklin & Marshall.

ELEVEN TV GRANTS

FCC's First in '53

By LARRY CHRISTOPHER

COMPRISING the first television grants of 1953, FCC last Thursday announced authorization of construction permits for 11 new stations, including one noncommercial, educational outlet.

Among the commercial CP recipients is Rep. Richard W. Hoffman (R-Ill.). His WHFC Chicago received a grant for uhf Ch. 26, the first post-thaw permit for that city.

Other new grants included the first commercial permit for Kansas, two uhf permits for Houston, the second uhf permit for Atlantic City and the third uhf authorization for Pittsburgh.

Ranging widely through both the city priority Group A and Group B temporary processing lines, the Commission's actions swelled the total of post-thaw new station grants to 186. This includes 11 noncommercial, educational authorizations. Total authorized stations in the U. S. is now 294. Of these 126 are on the air.

New station grants of 1953 are:

Madison, Wis. (City priority Group A-2, No. 30) — Monona Broadcasting Co. (WKOW), granted construction permit for uhf Ch. 27, effective radiated power of 87 kw visual and 47 kw aural, antenna height above average terrain 610 ft.

Stockton, Calif. (Group A-2, No. 53) —San Joaquin Telecasters (KSTN), granted uhf Ch. 36, ERP 145 kw visual and 78 kw aural, antenna 310 ft.

Springfield, Mo. (Group A-2, No. 57) —Springfield Television Inc. (KGBX), granted vhf Ch. 3, ERP 61 kw visual and 31 kw aural, antenna 520 ft. Subject to condition that prior to issue of CP, Lester L. Cox must sever all connections with KWTO Springfield. Comrs. E. M. Webster, Frieda B. Hennock and Eugene H. Merrill voted for letter of further inquiry. Previously granted at Springfield: KTTS-TV, vhf Ch. 10, planning April commencement.

Atlantic City, N. J. (Group A-2, No. 66)—Matta Enterprises, granted uhf Ch. 52, ERP 20.5 kw visual and 11 kw aural, antenna 360 ft. Authorized earlier, now operating: WFPG-TV, uhf Ch. 46.

Hutchinson, Kan. (Group A-2, No. 142)—Hutchinson TV Inc., granted vhf Ch. 12, ERP 115 kw visual and 58 kw aural, antenna 620 ft.

Ithaca, N. Y. (Group B-1, No. 85)— Cornell U. (WHCU), granted uhf Ch. 20, ERP 215 kw visual and 110 kw aural, antenna 1,220 ft.

Ithaca, N. Y.— U. of New York State, granted noncommercial, educational uhf Ch. *14 (reserved), ERP 205 kw visual and 105 kw aural, antenna 1,290 ft. Comrs. Rosel H. Hyde and George E. Sterling did not participate. Comr. E. M. Webster dissented. Grant is seventh to New York State U.

Chicago (Group B-2, No. 167) — WHFC Inc. (WHFC), granted uhf Ch. 26, ERP 220 kw visual and 110 kw

(Continued on page 70)

television grants and applications

Digest of Those Filed with FCC Jan. 2 Through Jan. 7

Grants Since April 14:

	VHF	UHF	Total
Commercial	49	126	175
Educational	2	9	11
Total	51	136	186
Commercial television stations on the air	121[1]	6	127[1]

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	662	328	559	430	990[2]
Educational	19	...	5	14	19
Total	681	328	564	444	1009[3]

[2] One applicant did not specify channel.

[3] Includes 186 already granted.

* * *

Processing on city priority status Gr. A-2 line has extended to city number 159.
Processing on city priority status Gr. B-4 line has extended to city number 183.

NEW STATION GRANTS

Listed by States

STOCKTON, Calif.—San Joaquin Telecasters (KSTN). Granted uhf Ch. 36 (602-608 mc); ERP 145 kw visual, 78 kw aural; antenna height above average terrain 310 ft., above ground 326 ft. Engineering condition. Estimated construction cost $228,000, first year operating cost $200,000, revenue $250,000. Post Office address KSTN, Clark Hotel, Stockton, Calif. Studio and transmitter location immediately South of Clark Hotel at Sutter and Market Sts. Geographic coordinates 37° 57′ 08″ N. Lat., 121° 17′ 02″ W. Long. Transmitter and antenna GE. Legal counsel St. Clair, Connolly & Cerini, San Francisco. Consulting engineer Robert L. Hammett, San Francisco. Principals include General Partners **Knox LaRue** (50%), 49% owner of KSTN, 32% owner of KONG Visalia and 37% owner of KMOR Oroville, Calif., and **Lester Eugene Chanault** (50%), general manager and 15% owner of KNYO Fresno and 12% owner of KSTN. [For application, see TV Applications, B•T, July 21.] City priority status: Gr. A-2, No. 53.

CHICAGO, Ill.—WHFC Inc. (WHFC). Granted uhf Ch. 20 (506-512 mc); ERP 220 kw visual, 110 kw aural; antenna height above average terrain 564 ft., above ground 589 ft. Engineering condition. Estimated construction cost $353,000, first year operating cost $230,000, revenue $300,000. Post Office address 3350 S. Kedzie Ave., Chicago 23. Studio location to be determined. Transmitter location 105 W. Adams St. Geographic coordinates 41° 52′ 45″ N. Lat., 87° 37′ 51″ W. Long. Transmitter and antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include President **Richard W. Hoffman** (75.5%), Secretary **Rose M. Hoffman** (24.5%) and Vice President **Marie E. Clifford.** [For application, see TV Applications, B•T, July 7.] City priority status: Gr. B-2, No. 167.

HUTCHINSON, Kan.—Hutchinson TV Inc. Granted vhf Ch. 12 (204-210 mc); ERP 115 kw visual, 58 kw aural; antenna height above average terrain 620 ft., above ground 574 ft. Engineering condition. Estimated construction cost $366,500, first year operating cost $275,000, revenue $300,000. Post Office address 601 Wolcott Bldg., Hutchinson. Studio and transmitter location Hutchinson. Geographic coordinates 38° 09′ 05″ N. Lat., 97° 57′ 32″ W. Long. Transmitter and antenna RCA. Legal counsel I. E. Lambert, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **W. D. P. Carey** (10%), lawyer and holds stock and offices in a variety of other interests; Vice President **J. H. Child** (7%), secretary-treasurer and holds interest in six automobile dealer concerns; Secretary **R. E. Dillon** (10%), holds offices and owns stock in a variety of financing interests and others; Treasurer **John P. Harris** (13%) and **Sidney F. Harris** (10%), hold offices and own stock in several newspapers in Kansas and Iowa; **James A. Davis**, president and owns stock in six automobile dealer firms; **Howard J. Carey** (6%), president of Carey Salt Co., Hutchinson, and owns stock and holds offices in several other interests; **Charles E. Carey** (5%), president of Central Fibre Products Co. Inc., Quincy, Ill., and owns stock and holds office in several other interests; **K. T. Anderson** (23%), engaged in the cattle business and owns stock and holds offices in several other interests; and **L. T. Child** (7%), vice president and holds 11⅛% of stock in six automobile dealer firms. [For application, see TV Applications, B•T. July 7.] City priority status: Gr. A-2, No. 142.

SPRINGFIELD, Mo.—Springfield Television Inc. Granted vhf Ch. 3 (60-66 mc); ERP 61 kw visual, 31 kw aural; antenna height above average terrain 520 ft., above ground 550 ft. Grant subject to condition that, prior to issuance of CP, Lester L. Cox sever all connections with KWTO Springfield. Comrs. Webster, Hennock and Merrill voted for letter of further inquiry. Estimated construction cost $272,000, first year operating cost $100,000, revenue $100,000. Studio and transmitter 999 West Sunshine St. Geographic coordinates 37° 10′ 59″ N. Lat., 93° 18′ 11″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Lester L. Cox** (49 out of 250 shares), vice president and owner of 750 out of 2,000 shares of stock in KOAM Pittsburg, Kan.; Vice President **T. W. Duvall** (1 out of 250 shares), president of Springfield Newspapers (*Springfield News* and *Leader Press*) and KGBX Springfield; Treasurer **J. Gordon Wardell** (37½ out of 250 shares) general manager of KGBX; Secretary **Tams Bixby Jr.** (1 out of 250 shares), vice president of *Springfield News* and *Leader Press* and KGBX, and president and 40% owner of *Muskogee* (Okla.) *Phoenix* and *Times-Democrat*. and KBIX Muskogee, Springfield Newspapers Inc. owns 121 out of 250 shares. Post Office address 605 Boonville Ave., Springfield. [For application, see TV Applications, B•T, June 9.] City priority status: Gr. A-2, No. 57.

ITHACA, N. Y.—U. of the State of New York. Granted uhf Ch. *14 (470-476 mc); ERP 205 kw visual, 105 kw aural; antenna height above average terrain 1,290 ft., above ground 543 ft. Engineering condition. (Comrs. Hyde and Sterling not participating, and Comr. Webster dissenting on the basis of his previous dissents in certain noncommercial educational TV grants.) [This is the seventh noncommercial educational TV grant to the U. of the State of New York, the previous ones being for Albany, Binghamton, Buffalo, Rochester, New York City and Syracuse.] Estimated construction cost $251,500. Post Office address State Education Dept., Albany, N. Y. Studio location State College of Agriculture. Transmitter location Conn. Hill, 10 mi. SW of Ithaca. Geographic coordinates 42° 23′ 12″ N. Lat., 76° 40′ 10″ W. Long. Transmitter and antenna GE. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer Francis E. Almstead, Albany, N. Y. Principals include the Regents and Commissioner of Education of the State of New York. [For application, see TV Applications, B•T, Aug. 4.] City priority status not applicable; noncommercial, educational grant.

ITHACA, N. Y.—Cornell U. (WHCU). Granted uhf Ch. 20 (506-512 mc); ERP 215 kw visual, 110 kw aural; antenna height above average terrain 1,220 ft., above ground 440 ft. Estimated construction cost $335,500, first year operating cost $150,000, revenue $120,000. Post Office address Michael R. Hanna, WHCU, Savings Bank Bldg., Ithaca. Studio location Savings Bank Bldg. Transmitter location Connecticut Hill, Newfield, N. Y. Geographic coordinates 42° 23′ 13″ N. Lat., 76° 40′ 10″ W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Howard G. Smith. Commercial operation proposed, but educational programs planned. Grantee has operated WHCU since 1921. **Michael Hanna** is general manager. [For application, see TV Applications, B•T, July 14.] City priority status: Gr. B-1, No. 85.

ATLANTIC CITY, N. J.—Matta Enterprises. Granted uhf Ch. 52 (698-704 mc); ERP 20.5 kw visual, 11 kw aural; antenna height above average terrain 370 ft., above ground 391 ft. Engineering condition. Estimated construction cost $159,500, first year operating cost $300,000, revenue $250,000. Post Office address 1223 Braddock Ave., Braddock, Pa. Studio location to be determined. Transmitter location 208 North Maine Ave. at intersection of Bader Ave. and Maine Ave. Geographic coordinates 39° 22′ 15″ N. Lat., 74° 24′ 54″ W. Long. Transmitter and antenna RCA. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include equal (50%) general partners **William G. Matta** and **G. C. Matta,** engaged in real estate management, coal stripping and operating of picnic grounds, and each ⅓ owner of WLOA Braddock, Pa., and applicant for new TV station (uhf Ch. 61) in Akron, Ohio. [For application, see TV Applications, B•T, Dec. 15.] City priority status: Gr. A-2, No. 66.

PITTSBURGH, Pa.—Agnes J. Reeves Greer (WKJF). Granted uhf Ch. 53 (704-710 mc); ERP 260 kw visual, 130 kw aural; antenna height above average terrain 530 ft., above ground 426 ft. Engineering condition. Estimated construction cost $337,632, first year operating cost $225,000, revenue $225,000. Post Office address 238 Spruce St., Morgantown, W. Va. Studio and transmitter location 1715 Grandview Ave., Pittsburgh. Geographic coordinates 40° 26′ 28″ N. Lat., 80° 01′ 34″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Sole owner **Agnes J. Reeves Greer,** chief owner of WAJR-AM-FM Morgantown, W. Va., WDNE Elkins, W. Va., and WJER Dover, Ohio, president and holder of controlling interest in Greer Steel Co., Morgantown, Preston County Coal & Coke Co., Cascade, W. Va., and West Virginia Newspaper Pub. Co., which publishes two newspapers in Morgantown and a third in New Martinsville, W. Va. [For application, see TV Applications, B•T, Oct. 6.] City priority status: Gr. B-4, No. 180.

HOUSTON, Tex.—Uhf Television Co. Granted uhf Ch. 23 (524-530 mc); ERP 175 kw visual, 88 kw aural; antenna height above average terrain 510 ft., above ground 540 ft. Engineering condition. Estimated construction cost $430,000, first year operating cost $376,000, revenue $300,000. Post Office address 14th Floor, Magnolia Bldg., Dallas, Tex. Studio and transmitter location 4600 Calhoun Road, Houston. Geographic coordinates 29° 43′ 27.2″ N. Lat., 95° 20′ 13.9″ W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott. Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** each ⅓ partner and each independent Texas oil operator. Same partners at one time each owned ¼ of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in New Orleans, La., Corpus Christi and Dallas, Tex. [For application, see TV Applications, B•T, June 30.] City priority status: Gr. B-4, No. 183.

HOUSTON, Tex. — KNUZ Television Co. (KNUZ). Granted uhf Ch. 39 (620-626 mc); ERP 100 kw visual, 60 kw aural; antenna height above average terrain 520 ft., above ground 540 ft. Estimated construction cost $347,679, first year operating cost $360,379, revenue $286,260. Post Office address P. O. Box 2135, Houston, Tex. Studio and transmitter location 4702 Austin St. Geographic coordinates 29° 43′ 48″ N. Lat., 95° 22′ 53″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Max H. Jacobs** (40%), 26% owner of KNUZ. Vice President and Treasurer **Irvin M. Shlenker** (40%), chairman of the board and owner and trustee of substantial stock interest of Houston National Bank; Vice President and General Manager **David H. Morris** (5%), general manager of KNUZ; Assistant Treasurer **Douglas B. Hicks** (5%), 26% owner of KNUZ; Secretary **Bailey A. Swenson** (5%), 24% owner of KNUZ and Assistant Secretary **Leon Greer** (5%), 24% owner of KNUZ. [For application, see TV Applications, B•T Oct. 13.] City priority status: Gr. B-4 No. 183.

MADISON, Wis.—Monona Bcstg. Co (WKOW). Granted uhf Ch. 27 (548-554 mc); ERP 87 kw visual, 47 kw aural antenna height above average terrain 610 ft., above ground 596 ft. Estimated construction cost $319,450, first year operating cost $250,000, revenue $250,000 Post Office address 215 West Washington Ave., Madison 3, Wis. Studio location to be determined. Transmitter location 4 mi. SW of Madison on Piper Road. Geographic coordinates 43° 03′ 06″ N. Lat., 89° 27′ 50″ W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President **Stewart Watson** (3.84%), 1st Vice President **E. B. Rundell** (8.25%), 2nd Vice President **George W. Icke** (6%), Treasurer **E. C. Severson** (10.75%) and Secretary **B. W. Huiskamp** (7.97%). [For application, see TV Applications, B•T, Aug. 25.] City priority status: Gr. A-2, No. 30.

EXISTING STATIONS CHANGES GRANTED

Group D

KPIX (TV) SAN FRANCISCO, Calif.—KPIX Inc. Granted modification of construction permit for 100 kw visual, 50 kw aural; antenna height above average terrain 1,140 ft.

KRON-TV SAN FRANCISCO, Calif.—The Chronicle Publishing Co. Granted 100 kw visual, 50 kw aural; antenna height above average terrain 1,310 ft.

WNHC-TV NEW HAVEN, Conn.—The Elm City Bcstg. Corp. Granted 316 kw visual, 158 kw aural; antenna height above average terrain 720 ft.

WHBF-TV ROCK ISLAND, Ill.—Rock Island Bcstg. Co. Granted 100 kw visual, 50 kw aural.

WJBK-TV DETROIT, Mich.—Fort Industry Co. Granted 100 kw visual, 50 kw aural.

WHEN-TV SYRACUSE, N. Y.—Meredith Syracuse Television Corp. Granted modification of construction permit for 190 kw visual, 100 kw aural; antenna height above average terrain 960 ft.

WSYR-TV SYRACUSE, N. Y.—Central New York Bcstg. Corp. Granted 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft.

Granted CP Modifications

WICC-TV BRIDGEPORT, Conn.—Southern Connecticut & Long Island Television Co. Granted modification of construction permit (which authorized 81 kw visual, 46 kw aural), for 180 kw visual, 91 kw aural.

WKNX-TV SAGINAW, Mich.—Lake Huron Bcstg. Corp. Granted modification of construction permit (which authorized 1 kw visual, 0.6 kw aural) for 19 kw visual, 10 kw aural, with condition that there be no adverse effect upon WKNX-AM.

WNOK-TV COLUMBIA, S. C.—Palmetto Radio Corp. Granted modification of CP (which authorized 680 kw visual, 340 kw aural), for 780 kw visual 390 kw aural; antenna height above average terrain 620 ft. (from 590 ft.)

KDUB-TV LUBBOCK, Tex.—Texas Telecasting Inc. Granted modification of construction permit for 31 kw visual, 15.5 kw aural, antenna height above average terrain of 1,000 ft. to change to antenna height above average terrain of 820 ft.

WSLS-TV ROANOKE, Va. — Roanoke Bcstg. Corp. Granted modification of construction permit for 250 kw visual, 125 kw aural, antenna height above average terrain of 1,973 ft., to

(Continued on page 58)

COMPATIBLE TESTS

NTSC to See Results

COMPATIBLE color TV—on which an all-industry technical committee has been working since 1950—may be forthcoming as a practical working system by the end of this week.

Full meeting of the National Television System Committee is scheduled for Friday in New York. At that time, final results of tests by more than a dozen panels will be submitted for acceptance by the full committee.

Steps thereafter are uncertain. Although the NTSC will undoubtedly finalize the compatible color system standards which have evolved over the two years that they have been under study, a further period of field testing by all manufacturer-members is believed necessary. This will take, it is believed, another three months.

At that time—about April—NTSC will be ready to go to the FCC. It is the hope of some of the NTSC leaders that the Commission will permit a full and unpartisan report, including demonstrations and papers, without rule-making considerations.

Just how the compatible system will be submitted to FCC for rule-making was still uncertain. Policy on that subject is due to be discussed by the TV Committee of RTMA at a meeting in New York early next month. Some manufacturing observers feel that NTSC should not be a party to rule-making, but should occupy a position similar to the 1941 NTSC which submitted standards for black-and-white TV.

CBS's Position

Compatible color proponents are, however, under some pressure to bring forth their findings for FCC consideration. Two weeks ago, CBS, which won the FCC's approval for its non-compatible field sequential color system in 1950, urged that the color question be determined one way or the other in 1953 [B•T, Jan. 5].

CBS's statement said that although compatibility was desirable, it still believed that its system was "the only practical, workable and inexpensive color system."

CBS began telecasting color shortly after the favorable FCC decision was upheld by the Supreme Court but was forced to halt when the National Production Authority banned the manufacture of color TV apparatus. That ban will probably be dropped this year, since most material shortages have been overcome.

Only two points remain at issue for NTSC to decide, it was learned. One is the place in the color triangle to standardize on—whether the color standards should be narrow blue or orange cyan. The other is whether the proposed standards should be tailored to perform automatically with every TV set that has been produced since 1946.

During the year of testing by various manufacturers, with the assistance of half-dozen TV stations, some difficulties were discovered in the NTSC tentative specifications issued last year. These have all been overcome, it was learned.

Although NTSC's technicians express great confidence in the compatible system which has been evolved, the question of apparatus is still an uncertainty.

One big problem, according to some TV technicians, is color picture tubes. Only color tubes being made are by RCA and Chromatic Television Labs. The latter, half-owned by Paramount Pictures Corp., showed its latest development last month [B•T, Dec. 29, 1952].

In addition to the work various manufacturers have done for NTSC, all are working on their own in the development of apparatus—receivers, circuits, etc. This is the competitive aspect of the compatible color TV situation. All such work is labeled confidential by the various companies, which do not intend to share their secrets with the others.

The New Grantees' Commencement Target Dates

‡ On the air, operating commercially. * Educational permittee.

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953	.....	Weed
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown	.....	.....
WFBG-TV	Altoona, Pa.	10	Dec. 31	Feb. 1	NBC	H-R Reps.
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March	.....	Branham
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April	.....	Taylor
WPAG-TV	Ann Arbor, Mich.	20	Sept. 25	March 15	.....	McGillvra
WCEE (TV)	Asbury Park, N. J.	58	Oct. 2	Late 1953	.....	.....
WISE-TV	Asheville, N. C.	62	Oct. 30	Unknown	.....	.....
WPTV (TV)	Ashland, Ky.	59	Aug. 14	Unknown	.....	.....
WFPG-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 21 ‡	NBC, ABC CBS, DuMont	Pearson
Matta Entrprs.,	Atlantic City, N. J.	52	Jan. 8	Unknown	.....	.....
KCTV (TV)	Austin, Tex.	18	July 11	.....	.....	Unknown
KTBC-TV	Austin, Tex.	7	July 11	Nov. 27‡	CBS, ABC, NBC	Taylor
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown	.....	.....
KAFY-TV	Bakersfield, Calif.	29	Dec. 23	April 1	ABC, CBS DuMont, NBC	Forjoe .....
WITH-TV	Baltimore, Md.	60	Dec. 18	Unknown	.....	.....
WABI-TV	Bangor, Me.	5	Dec. 31	Jan. 31	.....	Hollingbery
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Feb. 15	CBS, DuMont, NBC, ABC	Adam Young
KHTV (TV)	Baton Rouge, La.	40	Dec. 18	Unknown	.....	.....
WBCK-TV	Battle Creek, Mich.	58	Nov. 20	August	.....	.....
WBKZ-TV	Battle Creek, Mich.	64	Oct. 30	May 15	ABC, DuMont	.....
KBMT (TV)	Beaumont, Tex.	31	Dec. 4	May	.....	.....
WTVI (TV)	Belleville, Ill.	54	Nov. 20	May 1	CBS	Adam Young
WLEV-TV	Bethlehem, Pa.	51	Oct. 30	Unknown	.....	Meeker
WQTV (TV)	Binghamton, N. Y.	*46	Aug. 14	Unknown	.....	.....
WJLD-TV	Birmingham, Ala.	48	Dec. 10	Unknown	.....	.....
WSGN-TV	Birmingham, Ala.	42	Dec. 18	Unknown	.....	.....
KIDO-TV	Boise, Idaho	7	Dec. 23	July 1	.....	Blair TV
WICC-TV	Bridgeport, Conn.	43	July 11	Jan. 15-31	ABC	Adam Young
WSJL (TV)	Bridgeport, Conn.	49	Aug. 14	Unknown	.....	.....
WTVF (TV)	Buffalo, N. Y.	*23	July 24	Unknown	.....	.....
Buffalo-Niagara Television Corp.,	Buffalo, N. Y.	59	Dec. 23	Unknown	.....	.....
WBUF (TV)	Buffalo, N. Y.	17	Dec. 18	April 1	.....	.....
WCSC-TV	Charleston, S. C.	5	Oct. 30	April 1	.....	Free & Peters
WOUC (TV)	Chattanooga, Tenn.	49	Aug. 21	Unknown	.....	McGillvra
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown	.....	.....
WHFC-TV	Chicago, Ill.	26	Jan. 8	Unknown	.....	.....
KKTV (TV)	Colorado Springs, Col.	11	Nov. 28	Dec. 7‡	ABC, CBS, DuMont	.....
KRDO-TV	Colorado Springs, Col.	13	Nov. 20	April	.....	McGillvra
WCOS-TV	Columbia, S. C.	25	Sept. 18	March	.....	Headley-Reed
WNOK-TV	Columbia, S. C.	67	Sept. 18	April	CBS, DuMont	Raymer
WDAN-TV	Danville, Ill.	24	Dec. 10	Unknown	.....	Everett-McKinney
WBTM-TV	Danville, Va.	24	Dec. 18	Unknown	.....	.....
WIFE (TV)	Dayton, Ohio	22	Nov. 26	July	.....	Headley-Reed
WTVP (TV)	Decatur, Ill.	17	Nov. 20	Unknown	.....	.....
KBTV (TV)	Denver, Col.	9	July 11	Oct. 2‡	CBS, ABC	Free & Peters
KDEN (TV)	Denver, Col.	26	July 11	Spring 1953	.....	.....
KFEL-TV	Denver, Col.	2	July 11	July 18‡	NBC, DuMont	Blair-TV Inc.
KIRV (TV)	Denver	20	Sept. 18	Unknown	.....	.....
WFTV (TV)	Duluth, Minn.	38	Oct. 24	March 1	.....	.....
WKAR-TV	East Lansing, Mich.	60	Oct. 16	September	.....	.....
WEEX-TV	Easton, Pa.	57	Dec. 18	Spring 1953	.....	.....
WTVE (TV)	Elmira, N. Y.	24	Nov. 6	March	.....	Forjoe
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1953	.....	Avery-Knodel

(Continued on page 88)



LEN NASMAN (l), sales manager, WFMJ-AM-TV Youngstown, Ohio, and Dave E. Carroll, president, Coca-Cola Bottling Co. of Youngstown, sign first TV program contract for *Kit Carson*, half-hour film series. WFMJ-TV is slated to begin operation soon.

BIG UHF YEAR

Seen by RCA Victor's Baker

PREDICTION of a big year for uhf in 1953 came last week from Henry G. Baker, vice president in charge of the RCA Victor home instrument department.

The forecast came as Mr. Baker announced his company's final item in special uhf equipment—an automatic 16-channel combination vhf-uhf rotary tuner for RCA Victor TV sets.

Mr. Baker said all RCA uhf equipment now is in quantity production, including uhf transmitters and antennas, transmission line, receiving antennas, combination vhf-uhf tuner sets and uhf selectors for use with vhf-only sets.

He said all 25 new TV set models announced by RCA Victor will be available either with a vhf-only tuner or, for approximately $50 more, with the new combination vhf-uhf tuner, which is interchangeable with the vhf-only tuner in the 1953 sets and in earlier deluxe and "Super Set" models.

TELEPROMPTER

Service To Be Offered

DISTRIBUTION of Teleprompter, the prompting device used at the 1952 Presidential conventions, will be made by a service being offered through the RCA Service Co., according to an announcement by RCA Victor Div. last week.

Already begun in New York and Philadelphia, the Teleprompter service will be extended to major cities throughout the country, a spokesman said. Besides its current wide use in the video and motion picture industries, the device will be offered to speakers at conventions, sales meetings, merchandise presentations and public events, according to RCA Victor. Speakers will be offered one or more Teleprompters plus a master control operator.

TV Grants

(Continued from page 56)

change to antenna height above average terrain of 1,960 ft., and transmitter location to west side of U. S. 211 atop Poor Mt.

GRANTED SPECIAL TEMPORARY AUTHORIZATION

WKAB-TV MOBILE, Ala.—Pursley Bcstg. Service. Granted special temporary authorization for commercial operation on uhf Ch. 48.

WKBN-TV YOUNGSTOWN, Ohio—WKBN Bcstg. Corp. Granted special temporary authorization for commercial operation on uhf Ch. 27.

WJAC-TV JOHNSTOWN, Pa.—WJAC Inc. Granted special temporary authorization to continue commercial operation on vhf Ch. 6 through extension of completion date (originally extended from Oct. 3, 1952, to Jan. 3, 1953) to March 11, 1953. [WJAC-TV is existing, pre-freeze station, due to shift from vhf Ch. 6 to vhf Ch. 13, and holds permit for special temporary authorization on vhf Ch. 13 with RCA transmitter, power of 500 w output visual.]

WBRE-TV WILKES-BARRE, Pa.—Louis G. Baltimore. Granted special temporary authorization for commercial operation on uhf Ch. 28.

KTSM-TV EL PASO, Tex. — Tri-State Bcstg. Co. Granted special temporary authorization for commercial operation on vhf Ch. 9.

NEW APPLICATIONS

Listed by States

† Indicates amended (pre-thaw) application re-filed.

MOBILE, Ala. — WKRG - TV Inc. (amended), vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 520 ft., above ground 460 ft. Estimated construction cost $664,888, first year operating cost $547,640, revenue $642,877. Post Office address 205 Government St., Mobile, Ala. Studio location to be determined. Transmitter location on Cottage Hill Road, 0.58 mi. west of intersection with Azalea Road. Geographic coordinates 30° 39′ 12″ N. Lat., 88° 08′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Kenneth R. Giddens** (20%), **Shirley Rester** (10%), **T. J. Rester** (10%), **The President and Trustees of The Spring Hill College in the County of Mobile** (6.66%), Chairman of the Board **Alfred F. Delchamps** (4.44%), Vice President **Joseph H. Little** (6.66%) and 14 others with minority interest. City priority status: Gr. A-2, No. 16.

PEORIA, Ill.—WMBD Inc., vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 543 ft., above ground 442 ft. Estimated construction cost $538,369, first year operating cost $428,819, revenue $512,662. Post office address 212 South Jefferson St., Peoria 2, Ill. Studio location 212 South Jefferson St. Transmitter location 1 mi. south of Groveland, Ill. Geographic coordinates 40° 34′ 35″ N. Lat., 89° 32′ 03″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President and Treasurer **Charles C. Caley** (66.67%), vice president, general manager and 25% owner of WMBD-AM-FM Peoria and 25% owner of WDZ Decatur, and Vice President **John E. Fetzer** (33.33%), president and 52% owner of WKZO-AM-TV Kalamazoo, Mich., and WJEF-AM-FM Grand Rapids, Mich. (Applicant seeks FCC approval of assignment of license of WMBD Peoria from Peoria Bcstg. Co., and this application is contingent upon FCC approval of that assignment. (See FCC Roundup, p. 87.) City priority status: Gr. A-2, No. 24.

† **INDIANAPOLIS, Ind. — Crosley Bcstg. Corp.,** vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 995 ft. Estimated construction cost $801,750, first year operating cost $1,000,000, revenue $500,000. Post office address Crosley Square, 140 West 9th St., Cincinnati 2, Ohio. Studio location to be determined. Transmitter location SE corner at intersection of South Post Road and Raymond St. Geographic coordinates 39° 44′ 17″ N. Lat., 86° 00′ 21″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Principals include Chairman of the Board **James D. Shouse,** President **R. E. Dunville,** Secretary **R. S. Pruitt,** Vice President and Treasurer **K. T. Murphy,** Vice President **Harry M. Smith,** Vice President **William P. Robinson** and Vice President **John T. Murphy.** Sole owner of 100% of stock of applicant is **Avco Mfg. Co.,** New York. Applicant is licensee of WLW WLWT (TV) Cincinnati, WINS New York, WLWD (TV) Dayton and WLWC (TV) Columbus, and seeks FCC approval of application for transfer of control of WLTV (TV) Atlanta, Ga., from Broadcasting Inc. [B•T, Jan. 5, Dec. 15, 1952]. City priority status: Gr. B-4, No. 187.



COMPLETING arrangements for new series of live boxing bouts on ABC-TV beginning Jan. 24 are (seated, l to r) Bill Stern, sportscaster; Harry P. Wurman, president Bayuk Cigars Inc., the sponsor, and John P. McDonald, Bayuk assistant general sales manager; standing (l to r) are Jesse T. Ellington, president, Ellington & Co. agency; Ray Arcel, vice president, New York Boxing Guild, and Charles R. Marshall, Ellington vice president.

HATTIESBURG, Miss. — Mississippi Electronics Co., vhf Ch. 9 (186-192 mc); ERP 2.54 kw visual, 1.27 kw aural; antenna height above average terrain 412 ft., above ground 437 ft. Estimated construction cost $110,000, first year operating cost $70,000, revenue $135,000. Post office address Hattiesburg, Miss. Studio and transmitter location on Highway #11 to Laurel, about 3 mi. north of city limits. Geographic coordinates 31° 21′ 48″ N. Lat., 89° 16′ 26″ W. Long. Transmitter and antenna RCA. Consulting engineer William E. Benns Jr., Washington. Principals include President **Dorsey Eugene Newman** (46%), 51% owner of Cargo Air Charter Service, part time program coordinator for WVOK Birmingham, Ala., and ⅓ partner in WBHM Homewood, Ala.; Vice President **William E. Benns Sr.** (29%), 20% owner of WVOK and construction supervisor and architect, Birmingham, and Secretary-Treasurer **Julian Skinner Jr.** (25%), attorney and partner in Jasper (Ala.) law firm of Bankhead & Skinner. Messrs. Benns and Skinner also have interest in application for new TV station in Greenville, S. C. [B•T, Sept. 29, 1952]. City priority status: Gr. A-2, No. 173.

† **ST. LOUIS, Mo.—220 North Kingshighway Inc.,** vhf Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,009 ft., above ground 998 ft. Estimated construction cost $766,500, first year operating cost $900,000, revenue $1,000,000. Post office address 220 North Kingshighway. Studio location Lyn Theatre, 3631 Grandel Square. Transmitter location on east side of Hamilton Ave. between Columbia and Elizabeth Avenues. Geographic coordinates 38° 36′ 51″ N. Lat., 90° 17′ 07″ W. Long. Transmitter and antenna RCA. Legal counsel Barnard Koteen, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Sam Koplar** (5%), Vice President and General Manager **Harold Koplar** (45%), Treasurer **Janet Jeanette Koplar** (10%), Secretary **Lillian Koplar Shenker** (20%) (Mrs. Shenker is wife of Morris Shenker, attorney) and **Betty Koplar Bennett** (20%). Applicant operates Park Plaza Hotel and has controlling interest of Chase Hotel. City priority status: Gr. B-4, No. 179.

BILLINGS, Mont.—Rudman-Hayutin Television Co. (amended), vhf Ch. 8 (180-186 mc); ERP 12.2 kw visual, 6.1 kw aural; antenna height above average terrain 390 ft., above ground 187 ft. Estimated construction cost $179,200, first year operating cost $135,240, revenue $144,000. Post office address 816 Mercantile Bank Bldg., Dallas, Tex. Studio and transmitter location on Coburn Hill Road, 2 mi. east of downtown Billings. Geographic coordinates 45° 46′ 56″ N. Lat., 108° 28′ 41″ W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. For principals, see TV Applications, B•T, Dec. 1, 1952. City priority status: Gr. A-2, No. 152.

DURHAM, N. C. — Winston-Salem Bcstg. Co., uhf Ch. 46 (662-668 mc); ERP 173.6 kw visual, 86.8 kw aural; antenna height above average terrain 525 ft., above ground 500 ft. Estimated construction cost $244,916, first year operating cost $190,000, revenue $205,000. Post office address 826½ West Fourth St., Winston-Salem, N. C. Studio location to be determined. Transmitter location on Durham-Wake Forest Highway at County Road, 7.7 mi. east of Durham. Geographic coordinates 35° 58′ 41″ N. Lat., 78° 43′ 44″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **James W. Coan** (7.5%), president and 30% stockholder of WTOB Winston-Salem, N. C.; Vice President **Robert W. Brawley** (5%), attorney and 20% stockholder of WTOB; Secretary-treasurer **John G. Johnson** (7.5%), general manager and 30% stockholder of WTOB; Assistant Secretary **Archibald Craige** (11.25%), attorney and 20% stockholder of WTOB; **Earl F. Slick** (25%), oil producer; **Albert Butler** (18.75%), president and 25% owner of Arista Mills (textiles); **Thomas B. Rice** (12.5%), vice president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem, and **Jonas S. Rice,** president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem. Applicant also seeks new TV stations in Winston-Salem, N. C., and Richmond, Va. (see below). City priority status: Gr. A-2, No. 52.

WINSTON-SALEM, N. C.—Winston Salem Bcstg. Co. (WTOB), uhf Ch. 26 (542-548 mc); ERP 198.2 kw visual, 99.1 kw aural; antenna height above average terrain 365 ft., above ground 344 ft. Estimated construction cost $245,016, first year operating cost $190,000, revenue $205,000. Post office address 826½ West Fourth St., Winston-Salem, N. C. Studio and transmitter location on North Carolina Route 150, 6.5 miles east of Winston-Salem. Geographic coordinates 36° 05′ 54″ N. Lat., 80° 07′ 23″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **James W. Coan** (7.5%), president and 30% stockholder of WTOB Winston-Salem, N. C.; Vice President **Robert W. Brawley** (5%), attorney and 20% stockholder of WTOB; Secretary-Treasurer **John G. Johnson** (7.5%), general manager and 30% stockholder of WTOB; Assistant Secretary **Archibald Craige** (11.25%), attorney and 20% stockholder of WTOB; **Earl F. Slick** (25%), oil producer; **Albert Butler** (18.75%), president and 25% owner of Arista Mills (textiles); **Jonas S. Rice** (12.5%), president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem, and **Thomas B. Rice** (12.5%), vice president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem. Applicant also seeks new TV stations in Durham, N. C. (see above), and Richmond, Va. (see below). City priority status: Gr. B-3, No. 175.

† **TOLEDO, Ohio — Crosley Bcstg. Corp.,** vhf Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 1,032 ft. Estimated construction cost $824,750, first year operating cost $1,000,000, revenue $500,000. Post office address Crosley Square, 140 West 9th St., Cincinnati 2, Ohio. Studio location to be determined. Transmitter location 600 ft. north of Starr Ave., 2,000 ft. east of Wynn Rd. Geographic coordinates 41° 38′ 49″ N. Lat., 83° 25′ 17″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Principals include Chairman of the Board **James D. Shouse,** President **R. E. Dunville,** Secretary **R. S. Pruitt,** Vice President and Treasurer **K. T. Murphy,** Vice President **Harry M. Smith,** Vice President **William P. Robinson** and Vice President **John T. Murphy.** Sole owner of 100% of stock of applicant is **Avco Mfg. Corp.,** New York. Applicant is licensee of WLW WLWT (TV) Cincinnati, WINS New York, WLWD (TV) Dayton and WLWC (TV) Columbus, and seeks FCC approval of application for transfer of control of WLTV (TV) Atlanta, Ga., from Broadcasting Inc. [B•T, Jan. 5, Dec. 15, 1952]. City priority status: Gr. B-4, No. 192.

OGDEN, Utah — United Bcstg. Co. (KVOG), vhf Ch. 9 (186-192 mc); ERP 2.46 kw visual, 1.23 kw aural; antenna height above average terrain 302 ft., above ground 440 ft. Estimated construction cost $105,600, first year operating cost $87,000, revenue $100,000. Post office address P. O. Box 325, or 1538 Gibson Ave. Studio and transmitter location 1538 Gibson Ave., 0.7 mi. east of KOPP transmitter and tower, 2 mi. SE of U. S. Supply Depot smokestacks, 2 mi. west of 9,000 ft. mountains, at site of KVOG (AM) transmitter and tower. Geographic coordinates 41° 14′ 18″ N. Lat., 110° 58′ 34″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Stanley Benson, Salt Lake City. Principals include President **Arch G. Webb** (49.9%), **LaReta C. Madsen** (24.1%), and **Clifford E. Peterson** and **Ortel Peterson** (together holding 18%). City priority status: Gr. B-5, No. 203.

SALT LAKE CITY, Utah—TV Corp. of Utah, vhf Ch. 2 (54-60 mc); ERP 27.6 kw visual, 13.8 kw aural; antenna height above average terrain 4,261 ft., above ground 201 ft. Estimated construction cost $382,053, first year operating cost $569,760, revenue $660,000. Post office address 1017 Kearns Bldg., 136 South Main St., Salt Lake City, Utah. Studio location rear of 133 South State St. Transmitter location 5 mi. SW of Garfield, Utah, atop Coon Peak, 500 ft. north of KSL-TV antenna tower. Geographic coordinates 40° 39′ 40″ N. Lat., 112° 12′ 05″ W. Long. Transmitter and antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Thomas F. Kearns Jr.** (votes Tribune stock), vice president of Salt Lake Tribune Publishing Co.; Vice President **John J. Brophy,** and Secretary-Treasurer **J. W. Gallivan.** The **Salt Lake Tribune Publishing Co.** owns 100% of stock of applicant. City priority status: Gr. B-5, No. 211.

† **SALT LAKE CITY, Utah — Utah Bcstg. & Television Corp. (KUTA),** vhf Ch. 2 (54-60 mc); ERP 39.9 kw visual, 19.95 kw aural; antenna height above average terrain 3,420 ft., above ground 149 ft. Estimated construction cost $366,408, first year operating cost $555,466, revenue $650,000. Post office address 29 South State St., Salt Lake City 1, Utah. Studio location 29 South State St. Transmitter location 5 mi. SW of Garfield, Utah, atop Coon Peak, in same general area as KSL-TV transmitter and antenna location. Geographic coordinates 40° 39′ 40″ N. Lat., 112° 12′ 05″ W. Long. Transmitter and antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **Frank Carman** (50%), general manager and 25% owner of KUTA, 25% owner of KGEM Boise, Idaho, 12.5% owner of KLIX Twin Falls, Idaho, 12.5% owner of KIFI Idaho Falls, Idaho, 12.5% owner of KWIK Pocatello, Idaho, and 16.75% owner of KOPR Butte, Mont., and Vice

President and Treasurer **Grant R. Wrathall** (50%), partner in McNary & Wrathall Consulting Engineers, Washington. 25% owner of KUTV (FM) Salt Lake City, Utah, 25% owner of KGEM, 12.5% owner of KLIX, KWIK and KIFI, 16.75% owner of KOPR, 100% owner of KPOO San Francisco, Calif., and 29.8% owner of KULE Ephrata, Wash. City priority status: Gr. B-5, No. 211.

RICHMOND, Va. — Winston-Salem Bcstg. Co., uhf Ch. 29 (560-566 mc); ERP 17.2 kw visual, 9.25 kw aural; antenna height above average terrain 544 ft., above ground 546 ft. Estimated construction cost $153,954, first year operating cost $180,000, revenue $180,000. Post office address 826½ West Fourth St., Winston-Salem, N. C. Studio location to be determined. Transmitter location 1.6 mi. from Richmond City Limits on Midlothian Turnpike. Geographic coordinates 37° 30' 16" N. Lat., 77° 30' 39" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer William E. Benns Jr., Washington. Principals include President **James W. Coan** (7.5%), president and 30% stockholder of WTOB Winston-Salem, N. C.; Vice President **Robert W. Brawley** (5%), attorney and 20% stockholder of WTOB; Secretary-Treasurer **John G. Johnson** (7.5%), general manager and 30% stockholder of WTOB; Assistant Secretary **Archibald Craige** (11.25%), attorney and 20% stockholder of WTOB; **Earl F. Slick** (25%), oil producer; **Albert Butler** (18.75%), president and 25% owner of Arista Mills (textiles); **Jonas S. Rich** (12.5%), president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem, and **Thomas B. Rich** (12.5%), vice president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem. Applicant also seeks new TV stations in Durham, N. C., and Winston-Salem, N. C. (see above). City priority status: Gr. B-4, No. 195.

TV SETS UP 38%
In 7th FR District

SURVEY of the Seventh Federal Reserve District by the Federal Reserve Bank of Chicago indicates a jump of 38% in TV set installations as of Nov. 1, 1952, over those as of the same date a year before. Seventh district includes Iowa and most of Illinois, Indiana, Michigan and Wisconsin.

The 34% district increase compares with a 31% increase for the nation.

Free Inaugural Music

JAMES C. PETRILLO, president of the American Federation of Musicians, said in Chicago last week that music will be provided free by band and orchestra members performing during Gen. Dwight Eisenhower's Jan. 20 Inauguration. Mr. Petrillo said music was supplied without charge by the union at inauguration ceremonies of Franklin Delano Roosevelt, and that he was happy to make the same offer to the Republican winner.

Alexander Film Meet

DISCUSSION meetings planning for increased sales activity occupied the greatest part of the Alexander Film Co.'s 1953 sales convention last Monday through Friday at Colorado Springs, Col. Field officials and salesmen at the convention took up as a major topic the firm's advancement and development in production and sale of television film commercials.

EDUCATIONAL TV
More Outlets in Calif.

URGING California's legislature to adopt legislation and appropriate money to insure adequate statewide educational television, the State Board of Education recommended that at least four additional video channels be procured.

This action, adopted Jan. 2, follows a pattern set at Gov. Earl Warren's Conference on Educational Television held at Sacramento last month [B•T, Dec. 22, 1952] and attended by more than 2,000 leaders in education, business, agriculture, labor and television.

The board, acting unanimously on a resolution backing the TV educational plan, authorized Roy E. Simpson, Superintendent of Public Instruction, to take steps to secure the four channels and "more if they are required." It further urged "full and complete" utilization of the present eight channels allocated by the FCC.

The resolution also suggested that because of limited time before FCC's June 2 deadline to utilize channels set aside, an extension be requested. At present, one noncommercial TV educational station is under construction in Los Angeles.



INP Assistant General Manager Bauer examines newspictures being received by facsimile. ➤

HILL BAN EASING
Decision Left To Committees

FOR the first time in 10 months, TV covered a House committee hearing last week. Two newsreel companies "shot" the hearings on air crashes held by the House Armed Services Committee. The films were aired on TV.

A roundup of some House committee chairmen indicated that the concurrence of Speaker Joseph W. Martin (R-Mass.) to permitting committees to make up their own minds was having its effect.

Last February, then Speaker Sam Rayburn (D-Tex.) banned radio mikes and TV cameras as well as newsreels and tape recorders from House committee hearings.

Although Speaker Martin's announcement reversed Speaker Rayburn's decision, Rep. Patrick J. Hillings (R-Calif.) submitted a resolution (H Res 21) which would authorize each committee to judge for itself whether the broadcast media should be permitted to cover its sessions.

Mr. Hillings resolution, in the form of an addition of a new rule to the House's regulations, reads:

All hearings conducted by committees or their subcommittees may be broadcast by radio or television or the proceedings may be reproduced by recording or photography if so authorized by a majority of said committee or subcommittee. Such broadcast, photography, or recording shall be subject to such conditions as the committee or subcommittee by majority vote may prescribe.

Already announced as favoring radio or TV coverage, to some degree, are such House committee chairmen as the following:

Rep. Harold H. Velde (R-Ill.), Un-American Activities, who said he would permit some radio and TV participation with other news media to help "educate" the public. He also expressed the belief that the broadcast of some of his committee's hearings would "enhance" the Un-American Activities Committee's prestige by showing the public that its hearings were conducted fairly.

Rep. Kenneth B. Keating (R-N.Y.), subcommittee investigating Justice Department, who said he thought radio and TV coverage would be proper for subjects of "general public interest."

Rep. Robert W. Kean (R-N. J.), subcommittee investigating income tax scandals, who said, "I don't object to tape recordings for radio broadcasting and I have no objection to television, provided it can be done without bright lights. Bright lights tend to make a show of the thing and destroy the dignity of Congress."

Adverse Comment

Not enthusiastic was Rep. Samuel K. McConnell Jr. (R-Pa.), Labor Committee. He thought witnesses tended to concentrate on "mugging in front of the cameras" instead of on testimony.

The Senate has always permitted its committees to decide for themselves whether their hearings should be broadcast or televised. Not long ago, Sen. Joseph R. McCarthy (R-Wis.) said he favored radio-TV coverage of the investigations subcommittee of the Government Operations Committee.

In the last session of Congress, Sen. Pat McCarran (D-Nev.), then chairman of the Senate Judiciary Committee, offered a resolution (S Res 319) to bar the broadcasting services from Senate committee hearings. It was never taken up by the Rules Committee and died with the adjournment of the 82d Congress.

'TODAY' FACSIMILE
NBC-TV Begins Use

USE of facsimile to speed delivery of newspictures for telecast was to begin this morning (Monday), with presentation by the NBC-TV program *Today* of spot news photos received in the studio from International News Photos via facsimile equipment developed by Hogan Labs.

Agreement between INP and NBC for the facsimile transmission service of still photos for *Today* and NBC's other TV news programs was announced Thursday by Seymour Berkson, general manager of INS and INP, who termed the service "a new milestone in the adaptation of modern electronic devices to TV showmanship, designed to add further dramatic visual impact to TV news presentations."

The NBC facsimile service may well be the forerunner of the adoption of facsimile as a means of serving TV stations and networks on a national scale, replacing INP's present leased picture wire service, according to Charles Bauer, assistant general manager of INP. If development and production of the necessary equipment proceeds on schedule, this service should be ready to go in about a year, he said.

Speed Factor Cited

Speed is perhaps the foremost advantage of the facsimile service, Mr. Bauer said, pointing out that a picture taken with a polaroid camera delivers a positive print in about a minute. This print can be sent on a leased line to the nearest INP regional headquarters office for immediate distribution to INP's TV clients. Each station news editor can make an immediate decision as to whether he wants to use the picture, without need for preliminary processing such as is required by the standard process of sending photos by wire.

Other advantages are that the facsimile receiver does not require continual monitoring, that the dull surface of finished prints is ideal for telecasting without the reflections inherent in glossy prints and that facsimile permits the transmission of captions and other news copy along with the pictures and not by separate wire as is done currently. Mr. Bauer believes that eventually TV stations will get their full national service news as well as picture service by facsimile, which has the added virtue of reproducing copy exactly as sent.

Mr. Berkson also reported an expansion in INP's TV news service. Effective Jan. 5, the New York TV news desk went on a 24-hour basis, under the direction of Fred Methot. With this arrangement, INP is able to provide background pictures and information on important persons and events as well as the usual spot news coverage, Mr. Methot explained. His staff now can suggest feature stories and treatment to TV stations and develop them if desired, he said.

NCAA Unbending in TV Policy

(Continued from page 55)

stated, "but colleges facing TV competition remained 16% below their average pre-television 1947-48 base, while colleges which were not exposed to television competition drew 10% larger audiences than they did in 1947-48.

"It is extremely significant that under the continued NCAA program of limited football telecasts, colleges with TV competition were generally able to maintain their 1951 levels of paid admissions, despite a 40% increase in TV set ownership, and the extension of network television of football games to many areas in the south, southwest and mountain states which were not affected by TV competition in 1951." Colleges in TV areas held their 1951 levels but failed to share in gains recorded where TV was not a factor, it was stated.

The report quoted Nielsen data showing an average rating (% of sets tuned to NCAA program) of 38.2 for the season. Top figure was 50.4 for the UCLA-USC game. Average share-of-audience was 67.1% for 11 games.

Hall Reviews Report

NCAA's Thursday afternoon roundtable was opened by Robert A. Hall, of Yale, chairman of the TV Committee. As chairman he reviewed the committee's report and its effort to meet a difficult situation. He cited General Motors research showing that 96.9% of those who expressed views on the 1952 TV schedule were pleased. A new TV committee will be named, he said, and it will soon start hearings. The final plan, due perhaps in the late spring, is subject to approval by a two-thirds referendum.

As he concluded a eulogy of NCAA's democratic processes, Ralph Furey, of the NCAA Eastern Conference, denounced DuMont Network for "lobbying" and flooding the convention with "propaganda." He claimed the DuMont information, quoting a large number of sports writers in opposition to NCAA's plan, was "not factual."

Francis Murray, U. of Pennsylvania athletic director, submitted a minority report calling for freedom of choice by each college in making TV arrangements. He proposed a fund be built up from TV revenues, with receipts apportioned among colleges suffering from telecasts and among needy students. He opposed sponsorship of football TV by alcoholic beverages or other products not deemed desirable.

Mr. Murry termed "slanderous" the charge that colleges would be "tempted" to get TV revenues. The problem is "control of proselyting, not television," he claimed. He listed figures contesting the National Opinion Research Center's survey data on TV's impact, criticizing use of 1947-48 as base years.

Ed Krause, Notre Dame athletic director, agreed with Mr. Murray that football and TV are "good elements in American life" and called for "more rather than less football on TV." Like Mr. Murray, he charged the current NCAA policy has no regard for what the public wants to see. Both agreed the public interest should be the controlling factor.

NCAA's control is artificial, not natural, Mr. Krause said.

NCAA's controlled TV cost the university $600,000 in 1951 and a million dollars last season, he concluded.

Bob Finnegan, ABC network, first person from the industry to speak, said ABC wanted to be put on record against the NCAA football TV policy, predicting it eventually will turn to unrestricted telecasting. "NCAA whets the appetite for football television, not football," he said.

Tom McMahon, DuMont athletic director, replying to Mr. Furey's charges that the network "propaganda" was not factual, said, "We exercised the American privilege to speak for what we believe and acted within our rights." He recalled that Dr. Allen B. DuMont had risen from a Brooklyn cellar laboratory to his present industry position because of the advantages of free competition.

Rev. Joyce's Opinion

Paul Sheatsley, of NORC, said Mr. Murray had cited distortions of its survey data on TV's impact.

Rev. Edmund P. Joyce, vice president of Notre Dame, suggested the TV Committee had used "bad wording" in its report by charging Notre Dame and Pennsylvania had attacked motives "of their fellow members to bring discredit upon a program which had the backing of an overwhelming majority of the NCAA."

His suggestion brought Chairman Hall to the podium with a slashing attack. The chairman said the committee considered the language "a temperate statement of what had been apparent to us." Most of the "minority" speakers took their seats to the accompaniment of fast rebuttal from the chair.

Three spokesmen appeared for subscription television—Paul McNamara, Telemeter Co.; James M. Landis, spokesman for and a director of Skiatron Electronics & Television Corp., developer of Subscriber-Vision, and Ted Leitzell, Zenith Radio Corp., for Phonevision.

The TV committee wrapped up its views in a series of conclusions and recommendations. These were prepared for submission to the NCAA business session Friday afternoon.

TV continues a "serious threat" to college football as well as the overall athletic program because of its "damaging impact" on the gate, the committee contended in arguing for continued supervision on a national plan. It conceded, however, that such a plan should recognize regional problems.

Danger of "premium financial and publicity benefits" for a few colleges was presented as an argument against unlimited TV. Lacking a formula for national distribution of TV proceeds the committee strongly insisted on the rule allowing a college only one network appearance a season. Thus a "middle course of moderation and reasonableness was advocated."

A 600-word resolution cited the NORC studies and their showing of "a serious adverse effect" on the gate as well as the danger that a few colleges would grab TV publicity and money. It said the membership favors the one-appearance rule and claimed the 1952 plan provided a major game every Saturday, reducing but not eliminating "the adverse effect of television."

Delayed TV is gaining wide popularity, it was argued, and subscription TV "will necessarily have an important bearing on the college football situation, and, if properly supervised, can be operated to football's advantage."

National action is needed, the committee contended. As to the legal problem, the resolution stated, "NCAA fully recognizes the overriding importance of the colleges of the nation at all times being in full compliance with the laws of the land and, to that end, the NCAA has obtained the legal opinion of outstanding counsel and of law teachers that its actions have at all times been in full compliance with the laws of the land."

Sports Semantics

TELECASTING policy of the nation's colleges should avoid extremes, judging by the report of the TV Committee of National Collegiate Athletic Assn. The committee submitted this masterpiece of rhetorical ingenuity in its report: "The future of NCAA policy lies, neither in a complete ban on live television at the one extreme nor in unrestricted live television at the other extreme, but rather in the middle course of moderation and reasonableness."

NEWSPAPER POLL

NCAA Opposition Mirrored

OVERWHELMING opposition to the National Collegiate Athletic Assn.'s 1952 "limited" college football TV plan was expressed by fans participating in the *Chicago Herald-American* poll that ended Jan. 3, it was disclosed last week.

Final results of the poll, circulated also by DuMont TV Network, an outspoken opponent of NCAA's TV program last year, showed that 6,296 (35%) favored "unlimited" TV; 5,966 (33%), small fee TV; 5,011 (28%), regional TV, and 783 (4%), "limited" TV.

NCAA's position with respect to readers' polls repeatedly has been that such inquiries mirror the preferences of sports fans while the NCAA is set up to protect the interests of its 372 member colleges.

WITTING SCORES

NCAA Grid TV Control

MONOPOLISTIC control of football TV by National Collegiate Athletic Assn. may lead to court action, Chris J. Witting, managing director of DuMont Television Network, predicted Thursday in calling for freedom of decision by colleges and freedom of game choice by the public.

DuMont was chastised Thursday by NCAA's top brass for "flooding" the NCAA's Washington convention with "propaganda" (see main NCAA's story page 55). The network had issued a press release quoting comments of sports writers.

NCAA's TV Committee submitted a proposed policy that would commit colleges "to another year of monopoly" through collusive action in restraint of trade, Mr. Witting claimed.

He said the TV Committee asked NCAA to pass a resolution "which, among other things, would direct member institutions not to make any commitments, arrangements or contracts for the televising of college football games until later in the year. Adoption of that portion of the resolution, we believe, would prove most embarrassing to every college president and every college trustee whose institutions happen to be members of the NCAA."

Mr. Witting contended the committee "sought to convey the impression that a 1953 TV program would be formulated by a new committee after hearing all 'interested' parties and that the new program would then be submitted to members for a vote. The fact is that the committee's recommended resolution so completely fences in the area of operation for 1953 and so commits the NCAA to another year of monopoly that the only thing left for the new committee to decide is which teams will play on the restricted schedule and who will get the money."

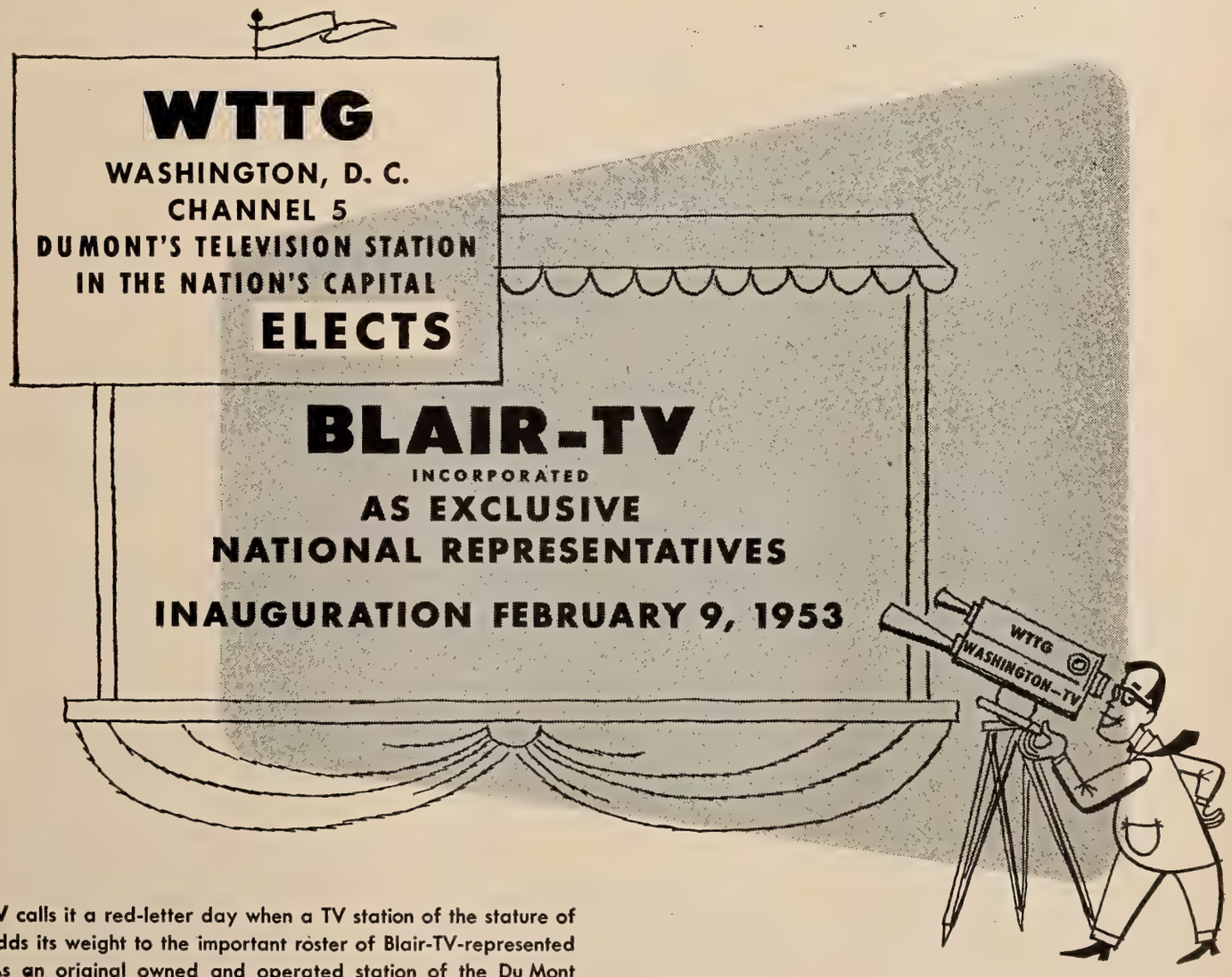
By holding out to NCAA members "the wholly unrealistic spectre of a possible monopoly of television networks by a few institutions," he claimed, the committee is using "fear" rather than sound judgment to attain objectives DuMont feels are illegal.

"If the NCAA persists in its efforts to thwart the public interest," Mr. Witting said, "it will be most surprising if the Dept. of Justice or an outside agency does not take the necessary court action to protect the interests of the public and those educational institutions which find themselves the victims of NCAA coercion."

WABI-TV Names

WABI-TV Bangor, which plans to make its debut Jan. 31 on Ch. 5, last week announced appointment of the George P. Hollingbery Co. as national sales representative. Murray Carpenter is general manager of the TV station as well as its AM affiliate.

MEET THE NEW REPRESENTATIVE-ELECT TO WASHINGTON-TV



BLAIR-TV calls it a red-letter day when a TV station of the stature of WTTG adds its weight to the important roster of Blair-TV-represented outlets. As an original owned and operated station of the Du Mont Network, WTTG has for the past five years presented a popular combination of local and network shows. Its early dominance of the Washington market (America's 9th metropolitan market) has paid handsome dividends in terms of an impressively large and faithful following.

Coverage . . . programming . . . aggressive, far-sighted management have provided BLAIR-TV with a sales platform the alert advertiser will want to investigate now. For the full story, phone any BLAIR-TV office today.

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In Houston KPRC-TV Serves!

During 1952, KPRC-TV extended its services to encompass telecasts from early morning to midnight . . . more than 17 hours out of each 24 . . . more than 6250 hours on the air during the year.

The Houston area's tremendous and constantly growing number of set-owners experienced every possible type of television entertainment in 1952 . . . plus well over 600 very important hours and well over 11,000 announcements devoted exclusively to community interests and public welfare.

Literally hundreds of religious and educational institutions, agricultural, governmental, safety and civic organizations, and other groups wholeheartedly dedicated to the betterment of community living, participated in these public service programs.

With the close cooperation of these groups and their individual workers, KPRC-TV has been able to express, in concrete terms, its desire to serve successfully the people of Houston and the Gulf Coast area.

The owners, management and staff of KPRC-TV wish to offer their sincere appreciation to all of these participating groups, and to re-dedicate themselves to the service of the community.

RELIGIOUS

Houston Council of Churches
Houston Council of Church Women
National Council of Catholic Women
Catholic Youth Organization
Daughters of the Nile
Knights of Columbus
B'Nai B'Rith
Maryknoll Fathers
Christian Endeavor Union
The Newman Club, University of Houston
Negro Theological Union
American Quakers
Galveston Catholic Churches
Saint James Lutheran Church
Faith Lutheran Church
First Lutheran Church
North Side Lutheran Church
First Baptist Church
Saint Luke's Methodist Church
Heights Christian Church
Christ Church Cathedral
Magnolia Park Assembly of God
Presbyterian Church of the Covenant
West University Methodist Church
Saint Paul Methodist Church
First Methodist Church
West University Baptist Church
Temple Methodist Church
Our Mother of Mercy Church
Bethel Evangelical and Reformed Church
South Park Evangelical and Reformed Church
Christ Evangelical and Reformed Church
First Evangelical and Reformed Church
Temple Beth Israel
Temple Emanu El
Congregation Beth Yeshurun
Congregation Beth Jacob
Congregation Adath Emeth
First Baptist, Pasadena
Bethany Methodist Church
Saint Mark's Methodist Church
Parker Memorial Methodist Church
Fairbanks Methodist Church
Garden Villas Methodist Church
Oaks Christian Church
Garden Oaks Baptist Church
Trinity Episcopal Church
Saint John the Divine
Saint Francis Episcopal Church
Church of the Good Shepherd
Heights Presbyterian Church
Collins Methodist Church
Saint Matthews Methodist Church
Grace Methodist Church
Annunciation Catholic Church
Saint Vincent De Paul Catholic Church
Second Christian Church
Park Place Baptist Church
Evangelistic Temple Church
Clark Memorial Methodist Church
Shepherd Drive Methodist Church
Saint Albans Episcopal Church
Saint Stephen's Episcopal Church
Parkcrest Methodist Church
Saint Matthew's Episcopal Church
First Evangelical Church
Saint John's Episcopal Church
Unitarian Church
Holy Ghost Catholic Church
Bering Memorial Methodist Church
First Baptist Church, Austin
Our Lady of Fatima Church
Saint Michael's Episcopal Church
Episcopal Church of the Redeemer
Garden Villas Community Church
Grace Lutheran Church
"Frontiers of Faith"
"Life is Worth Living" (Bishop Sheen)
Missouri Synod, Lutheran Churches
National Council of Churches
Billy Graham Evangelistic Foundation
The Christophers
Bluebird Circle

AGRICULTURAL GROUPS

Houston Chamber of Commerce Agriculture Department—Farm & Ranch Club
University of Houston Agriculture Department
Texas A & M Cooperative Extension Service
Production Marketing Administration
Soil Conservation Service
American Brahman Breeders Association
Gulf Coast Aberdeen Angus Breeders Association
Hereford Breeders Association
Public Markets
Texas Farm Bureau Federation
Wharton County Fair
Trinity Valley Livestock Exposition
Harris County Dairy Day
Harris County Vegetable Day
Brazoria County Fair
Fort Bend County Fair
Texas State Fair
East Texas State Fair
Southwest Texas State Fair
Washington County Fair
Land Grant Colleges Association
Texas Forest Service
National Safety Council
Department of the Treasury

Texas Future Farmers of America

Nacodoches, Latexo, Livingston, Huntsville, Crosby, Lufkin, Alvin, Timpson, Joaquin, Needville, Lufink (Redland), Sugarland, Kirbyville, Rosenberg, Pasadena, Angleton, Groveton, Hearn, Orchard, Crockett, Lexington, Giddings, Grapeland, Missouri City

Future Homemakers of America

Pearland, Rosenberg, Galena Park, Cedar Bayou, South Houston, Webster, Spring Branch, Aldine, Crosby, Tomball

Harris County 4-H Clubs

Addicks, Aldine, Alief, Baytown, Burbank, Cedar Bayou, Channelview Seniors, Channelview Juniors, County 4-H Club, Crosby, Cypress Seniors, Cypress Juniors, Fairbanks, Garden Acres, Highlands, Hockley, Tomball Seniors, Tomball Juniors, Bellaire, Webster, Humble Seniors, Humble Juniors, Katy, La Porte, Minitex, Seabrook, Almeda, Genoa, East Houston, Hahl, Klein, Galena Park, Sheldon, Spring Branch, Spring Seniors, Spring Juniors, Junior Dairy Club, Junior Rabbit Club, Junior Beef Cattle Club, Recreation Acres

Harris County Home Demonstration Clubs

Addicks-Barker, Aldine, Alief, Almeda, Bellaire, Berry, Bluebell, Burbank, Channelview, Crosby, Cypress, Kashmere Gardens, Katy, Minette, North Houston, Spring, Fairbanks, Friendly Acres, Garden Home Acres, Garden Villas, Sheldon, Sunnyland, Golden Vista, Highlands, Hahl, Houmont Park, Houston Gardens, Klein, La Porte, Mykawa, Orange Grove, Spring Branch

NATIONAL ORGANIZATIONS

Young Men's Christian Association
Young Women's Christian Association
United States Navy
March of Dimes
Cerebral Palsy Foundation
United States Air Force
C.A.R.E.



National Fire Prevention Week
American Heritage Foundation
Oil Progress Week
Federal Social Security Administration
American Red Cross
Christmas Seal Campaign
United States Marine Corps
United States Defense Bonds
United States Immigration Service
United Nations
Organized Reserve Corps
Women's Air Force
Women's Army Corps
Veterans Insurance Program
Army Medical Corps
W.A.C. Recruiting
WAVE Recruiting
Army Nurse Corps
Hire the Handicapped Week
Army Nurse Recruiting
Civilian Nurse Recruiting
American Institute of Decorators
American Legion Baseball
Southern Junior AAU Olympics
Veterans of Foreign Wars
National Guard
United States State Department
Disabled American Veterans
Make a Toy Campaign
United States Post Office Department
American Legion
Leper Fund

EDUCATIONAL

MacGregor Elementary School
Rusk Elementary School
Memorial Elementary School
Twenty-Third Avenue Elementary School
Horn Elementary School
Montrose Elementary School
Franklin Elementary School
Bonner Elementary School
Southmayd Elementary School
Condit Elementary School
Cage Elementary School
Travis Elementary School
Garden Oaks Elementary School
Sutton Elementary School
Roberts Elementary School
Golfcrest Elementary School
Lamar Elementary School
Ross Elementary School
Lantrip Elementary School
West University Elementary School
Roosevelt Elementary School
Lubbock Elementary School
Douglass Elementary School
Harvard Elementary School
Henderson Elementary School
Hohl Elementary School
Helms Elementary School
Love Elementary School
Oates Elementary School
Pugh Elementary School
Mark Twain Elementary School
Wilson Elementary School
Bowie Elementary School
Jackson Junior High School
Hamilton Junior High School
Johnston Junior High School
Marshall Junior High School
Lanier Junior High School
Burbank Junior High School
Deady Junior High School
Pershing Junior High School
Hogg Junior High School
Edison Junior High School
George Washington Junior High School
Reagan High School
Lamar High School
Wheatley High School
Sam Houston High School
Davis High School
Milby High School
Austin High School
Booker T. Washington High School
Yates High School
San Jacinto High School
Vocational-Technical High School
Allied Arts Association
Rice Institute
Incarnate Word Academy
Lon Morris College
Genoa School
School for Deaf Children
Texas Southern University
Wharton Junior College
Galena Park Junior High School
A & M Consolidated School
Alvin Junior High School
Sam Houston College
Spring Branch School
Child Guidance Center
University of Houston
University of Houston School of Nursing
Museum of Fine Arts
Contemporary Arts Museum
Houston Post Art Exhibit
Attic Theatre
Houston Youth Symphony
Houston Art League
Texas A & M College
Houston Public Library
Sacred Heart Dominican College
St. Agnes Academy
Parent-Teachers Association
International Education Council

SAFETY-HEALTH

Texas Department of Public Safety
Houston Police Department
Fire Prevention Week
Harris County Sheriff's Department
National Safety Council
Junior Chamber of Commerce
Houston Heart Association
Harris County Medical Association
Harris County Tuberculosis Society
Houston Negro Hospital
M. D. Anderson Hospital
Harris County Blood Donors
State Health Service
Rabies Control
Cerebral Palsy Association
U. S. Public Health Service
Harris County Cancer Society
Methodist Hospital Dietician

COMMUNITY ORGANIZATIONS

Bellaire Chamber of Commerce
Houston Junior Achievement Clubs
Forest Oak Civic Club
Alpha Kappa Alpha
Shamrock Charity Bowl
Harris County Emergency Corps
Harris County Fair and Rodeo
Omega Psi Phi
Beta Sigma Phi
Federation of Garden Clubs
Harris County Civil Defense
Starr Commonwealth Home for Boys
Houston Chamber of Commerce
United Fund
Houston School Board Candidates
Houston City Council Candidates
Houston Little Theatre
Alley Theatre
Civic Theatre
Amateur Boxing Show
Chi Omega Benefit
Houston Exchange Club
Children's Hospital
Pioneer Women
South Texas Beagle Club
South Texas Boxer Club
Pin Oaks Charity Horse Show
Four Arts Theatre
Houston Settlement House
Houston Little League Baseball
Houston Junior Chamber of Commerce
Harris County Bloodmobile
Sheriff's County Rodeo
Houston Odd Fellows
Street Newsboy Club
Wharton American Legion
Insurance Women's Club
Kiwanis Club
Lions Clubs
Galveston Junior Chamber of Commerce
Variety Boys' Club
Salesmanship Club
Elks Club
Holly Hall
Houston Contract Bridge Association
Houston Model Railroad Club
Houston School Bond Issue
Houston Garden Clubs
City of Houston Recreation Department
Houston Policemen's Benefit Fund
Boy Scouts of America
Girl Scouts of America
Houston Optimist Club
Brownies
Campfire Girls
Houston Fat Stock Show
Barbershop Minstrels
Polio Emergency Volunteers Association
Make a Christmas Toy Campaign
Arabia Temple

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The BRANHAM Company

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'Lucy' in Front of Rating Parade

(Report 250)

AMERICAN Research Bureau December 1952 ratings listed *I Love Lucy* and Arthur Godfrey's *Talent Scouts* in the No. 1 and 2 spots, respectively, and ARB Director James W. Seiler said the two shows, plus *Your Show of Shows*, were among ARB's top 10 every month scheduled during 1952 except for vacation periods. December ratings, compared with those in January at beginning of 1952, follow:

JANUARY 1952

	Program	Rating
1	Red Skelton (NBC)	49.5
2	Talent Scouts (CBS)	47.2
3	Star Theatre (NBC)	46.2
4	Show of Shows (NBC)	44.9
5	I Love Lucy (CBS)	44.0
6	My Friend Irma (CBS)	40.5
7	Blue Ribbon Bouts (CBS)	40.3
8	Comedy Hour (NBC)	40.0
9	Cavalcade of Sports (NBC)	39.7
10	Kraft TV Theatre (NBC)	38.0

DECEMBER 1952

	Program	Rating
1	I Love Lucy (CBS)	73.5
2	Talent Scouts (CBS)	60.4
3	Godfrey & Friends (CBS)	57.4
4	You Bet Your Life (NBC)	49.5
5	Comedy Hour (NBC)	47.0
6	Dragnet (NBC)	43.5
7	What's My Line? (CBS)	41.6
8	Television Playhouse (NBC)	41.0
9	Our Miss Brooks (CBS)	38.6
10	Show of Shows (NBC)	38.3

'Lucy' Leads Dec. Videodex Report

TOP 10 network television programs for December listed by Videodex Reports are as follows:

	Program	No. of Cities	% of TV Homes
1	I Love Lucy (CBS)	62	59.5
2	Godfrey & Friends (CBS, 8:30 p.m.)	58	50.0
3	Godfrey's Talent Scouts (CBS)	22	46.6
4	Godfrey & Friends (CBS, 8 p.m.)	54	44.2
5	Groucho Marx (NBC)	62	43.9
6	Dragnet (NBC)	40	43.8
7	Your Show of Shows (NBC, 1st hour)	56	40.3
8	Buick Circus Hour (NBC)	48	37.5
9	Colgate Comedy Hour (NBC)	60	37.4
10	Red Skelton (NBC)	56	33.7

	Program	No. of Cities	No. of TV Homes (000)
1	I Love Lucy (CBS)	62	11,667
2	Godfrey & Friends (CBS, 8:30 p.m.)	58	9,446
3	Groucho Marx (NBC)	62	8,590
4	Godfrey & Friends (CBS, 8 p.m.)	54	8,236
5	Your Show of Shows (NBC, 1st hour)	56	7,426
6	Colgate Comedy Hour (NBC)	60	7,150
7	Dragnet (NBC)	40	6,757
8	Red Skelton (NBC)	56	6,464
9	All-Star Revue (NBC)	58	6,346
10	Buick Circus Hour (NBC)	48	6,030

* * *

November Hooperatings: 'Lucy' Led in 31 Cities

C. E. HOOPER Inc.'s "TV-Area Hooperatings" for November found *I Love Lucy* (CBS-TV) in first place in 31 of the 40 cities covered, the Hooper firm reported last week. *Groucho Marx Show* (NBC-TV) led in four cities; *Colgate Comedy Hour* (NBC-TV) in two, and *Arthur Godfrey & Friends* (CBS-TV), *Red Skelton Program* (NBC-TV) and *What's My Line?* (CBS-TV) in one each.

* * *

Daytime TV Habits Reported in L. A., S. F.

DAYTIME TV is heard in two-thirds of Los Angeles and San Francisco TV homes at least once, Monday through Friday, according to a report on "The Audience Potential of Daytime Television" made by ARB-Teleque for clients at year's end.

Based on an analysis of the American Research Bureau survey made in November in the two California cities, the report shows nearly half of the homes tune in every day for five days and only about one in ten tune in one day only.

One significant fact is that daytime audiences in both cities are

(Continued on page 66)

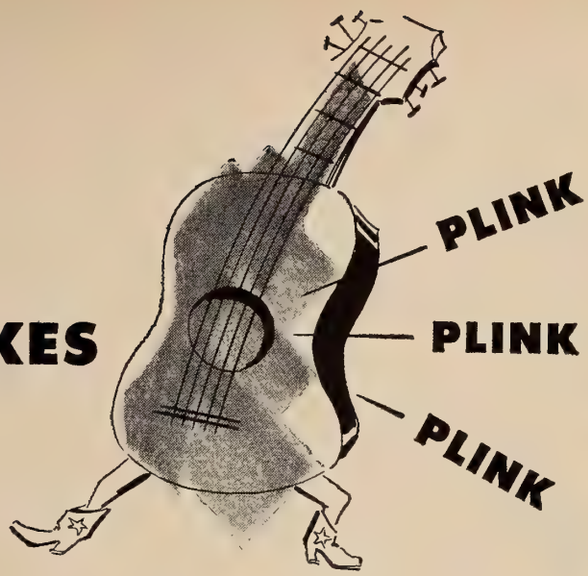
Weekly Television Summary— January 12, 1953—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	.....
Austin	KTBC-TV	12,200
Baltimore	WAAM, WBAL-TV, WMAR-TV	434,807
Binghamton	WNBF-TV	98,500
Birmingham	WAFM-TV, WBRC-TV	122,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	986,567
Buffalo	WBEN-TV	315,738
Charlotte	WBTV	280,499
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,290,287
Cincinnati	WCPO-TV, WKRC-TV, WLWT	391,000
Cleveland	WEWS, WNBK, WXEL	694,280
Colorado Springs	KKTV	.....
Columbus	WBNS-TV, WLWC, WTVN	268,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	196,985
Davenport	WOC-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	264,000
Denver	KFEL-TV, KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV	.....
Erie	WICU	175,550
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	196,985
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	141,215
Honolulu	KGMB-TV, KOMA	5,750
Houston	KPRC-TV	211,500
Huntington-Charleston	WSAZ-TV	127,904
Indianapolis	WFBM-TV	292,000
Jacksonville	WMBR-TV	88,900
Johnstown	WJAC-TV	534,982
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	253,253
Lancaster	WGAL-TV	177,313
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,457,058
Louisville	WAVE-TV, WHAS-TV	210,000
Lubbock, Tex.	KDUB-TV	12,000
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	168,493
Miami	WTVJ	159,700
Milwaukee	WTMJ-TV	386,021
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Nashville	WSM-TV	90,388
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	133,213
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	147,437
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,124,585
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Richmond	WTVR	145,954
Roanoke	WSLS-TV	30,700
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	96,750
San Antonio	KEYL, WOAI-TV	117,203
San Diego	KFMB-TV	158,050
San Francisco	KGO-TV, KPIX, KRON-TV	494,000
Schenectady-Albany-Troy	WRGB	244,300
Seattle	KING-TV	211,900
Spokane	KHQ-TV	.....
St. Louis	KSD-TV	468,000
Syracuse	WHEN, WSYR-TV	202,556
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	83,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	418,147
Wilmington	WDEL-TV	126,281

Total Stations on Air 125* Total Markets on Air 74* Total Sets in Use: 20,131,773

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

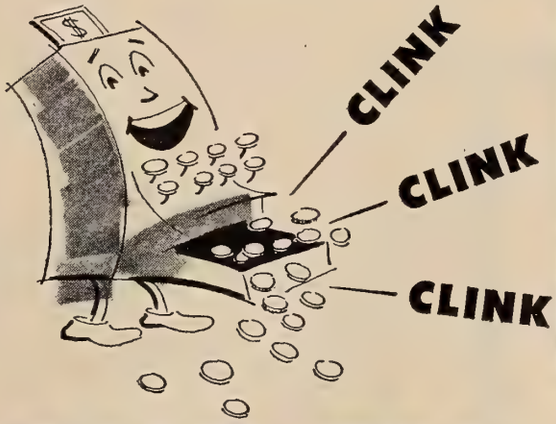


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DAYTON, OHIO • whio TV AM FM

Telestatus

(Continued from page 64)

alike in two basic respects: (1) The number of homes tuning to daytime video during the week and (2) the regularity with which these homes view.

The report shows nearly all viewing of daytime television is during the afternoon with only about four in ten homes viewing during the morning. In both cities homes tuning to daytime TV averaged about 6.9 hours viewing during the week.

* * *

12 Million Viewers Saw 'Birth'—ARB

TELEVISED birth of a baby last month on NBC-TV's *March of Medicine* was seen by nearly 12 million viewers in over 5 million homes in 37 cities, according to American Research Bureau figures released by Director James W. Seiler.

ARB estimates some 11,592,000 viewers, with nearly 35% of sets in various areas tuned to the program. The audience breakdown was 38% men, 51% women and 10% children. Program was telecast Dec. 2 as part of the regular twice-weekly series sponsored by Smith, Kline & French Labs.

* * *

Chicago Leads L. A. In Live Originations

CHICAGO has moved into second place, ahead of Los Angeles, as origination point for live network television programs, according to Ross Reports on Television published today (Monday).

The research firm issues a monthly index of network TV program originations based on a single week's sampling. Current figures are based on advance network schedules for the week of Jan. 11-17.

New York outdistances all cities with 135¼ hours of live and film programming (122¼ live) set for the sampling period. Chicago has scheduled 18 hours (17 live) and Los Angeles 19 hours (11 live).

Other city totals are: Washington, 6¼ hours (6¼ live); Philadelphia, 7 hours (4¼ live); Cincinnati, 5 hours (5 live); St. Louis, ¾ hour (¾ live), and Baltimore and Pittsburgh, ½ hour each, both live.

Survey of network TV programming by Ross Reports indicates that during the Jan. 11-17 index week, NBC will lead all networks in program service to affiliates with 69½ hours of programming (56½ hours live). CBS-TV will transmit 61¾ hours (53¼ live); DuMont, 32¾ hours (31¾ live), and ABC, 28¼ hours (16½ live).

The firm said that all approximations are based on advance schedules and do not reflect last minute programming revisions.

* * *

Golf Coverage Technique Devised at KECA-TV

DEVISED to augment TV coverage of golf tournaments is new technique by Stuart Woodman Phelps, director with KECA-TV Los Angeles, whereby all the strategic golf plays are brought into focus in one picture. It was premiered on the telecast of the 27th annual L. A. Open Golf Tournament, Jan. 5-6. Cables in double the normal amount were laid underground to connect audio and video channels. Four cameras were utilized. Mr. Phelps directed from a special master control headquarters on the links.

'SHOW BUSINESS'

Kaufman Back by Demand

PLAYWRIGHT George S. Kaufman, dropped from the regular panel of American Tobacco Co.'s *This Is Show Business* because of protests against a remark he made on the Dec. 21 program, will return to the show—by popular demand—when the show becomes a sustainer Jan. 24.

The number of protests against the dropping of Mr. Kaufman was reported by CBS-TV spokesmen as having greatly exceeded the number of protests (about 500) against the remark he made.

The original protests were directed aginst Mr. Kaufman's observation, on the pre-Christmas program, that they should "make this one program on which no one sings 'Silent Night.'" Complaints were based on interpretations of the remark as being "anti-religious" and in "bad taste."

Among the protests that broke with disclosure that Mr. Kaufman had been dropped was one lodged by the Rev. Dr. Truman B. Douglass, chairman of the Broadcasting and Film Commission of the National Council of Churches, who wrote CBS Board Chairman William S. Paley that Mr. Kaufman's remark was "more expressive of religious sensitiveness than of any spirit of derision."

Dr. Douglass said, "The real sacrilege is the merciless repetition of 'Silent Night' and similar Christian hymns by crooners, hillbillies, dance bands and other musical barbarians."

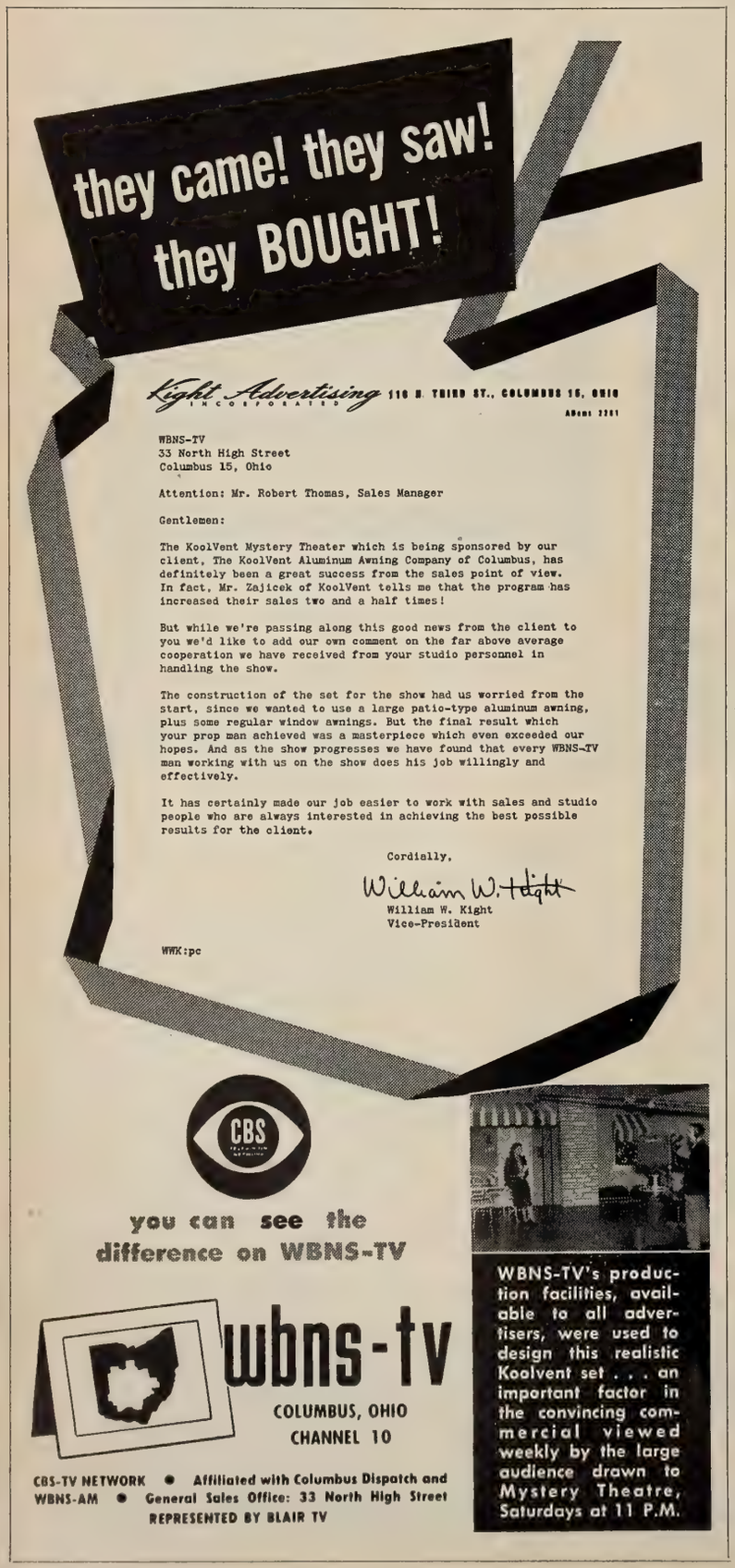
He also objected to the dropping of Mr. Kaufman on protests from a minority of the audience: "It would seem to me," he said, "that before CBS accepted these self-appointed defenders of sanctity as ultimate arbiters of good taste in the realm of religion some attempt might have been made to obtain the opinion of responsible representatives of religious bodies."

Mr. Kaufman himself had said that his "was not wittingly an anti-religious remark. I was merely speaking out against the use and over-use of this Christmas carol in connection with the sale of commercial products."

American Tobacco Co.'s decision to replace the show, which alternates the 7-7:30 p.m. Sunday spot with the Jack Benny program, was reached before Mr. Kaufman made the quip that set off the furor. Effective Jan. 24, the program will be seen Saturday, 9-9:30 p.m., with Mr. Kaufman, Clifton Fadiman and Sam Levenson among the regulars.

Consolidated Sales

COMPLETION of 28 new sales in the past two weeks by Consolidated Television Sales, filmed TV distribution firm, was announced today (Monday) by Peter M. Robeck, general manager.



CROSLEY TV DIV.

11-Month Report Issued

GROSS SALES for the three-station television division of Crosley Broadcasting Corp. for the 11-month fiscal period ending Oct. 31, 1952, totaled in excess of $4.4 million—topping the $3 million gross of Crosley's WLW Cincinnati and $730,000 gross for WINS New York during the same period.

Financial details of the Crosley operations were disclosed in the formal application reported filed with FCC last week for consent to purchase WLTV(TV) Atlanta for $1.5 million from 25 prominent local citizens [B•T, Dec. 15, 1952].

Concurrently, Crosley tendered to the Commission its amended new-station applications for vhf Ch. 11 at Toledo and vhf Ch. 8 at Indianapolis. The Avco Corp. subsidiary had applications pending in those cities prior to the lifting of the freeze last spring.

Crosley's present TV outlets include WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, all Ohio. In addition to these and its 50-kw clear channel WLW and 50-kw independent WINS, Crosley operates several international short-wave stations which are a part of the Voice of America.

Since FCC rules prohibit a single licensee from controlling more than five TV stations, Crosley would be faced with giving up the alternate bid should either of the Toledo or Indianapolis applications be approved and the WLTV transfer consummated after Commission consent.

Last 'Pre-Freeze' Station

The last of the "pre-freeze" and the 108th station to commence operation, WLTV has been on the air since Oct. 1, 1951. In its 13th month of operation, WLTV reported it had gone into the black [B•T, Nov. 17, 1952].

The 25 local citizens comprising Broadcasting Inc., the WLTV licensee, had acquired the station for $525,000 from the Atlanta *Journal* and *Constitution*, licensee of WSB-TV Atlanta. Third operating Atlanta station is WAGA-TV, owned by Storer Broadcasting Co.

WLTV, an ABC affiliate, is assigned Ch. 8.

Final negotiations for the sale were handled by James D. Shouse, chairman of the board of Crosley and vice president of Avco, and William T. Lane, WLTV general manager, who is expected to continue in his present post.

Avco already has a business interest in the South through its appliance manufacturing plant at Nashville.

The Broadcasting Inc. stockholders who would sell their holdings to Crosley, in addition to General Manager Lane, include President Walter C. Sturdivant, owner of Montgomery Knitting Mills of Summerville, Ga., Clement C. Evans, Alfred Kennedy Jr., Harris Robertson and Arthur Montgomery.

WLTV's financial statement, dated Nov. 30, 1952, and submitted with the transfer application, reported a net loss from operations for 1952 in the amount of $126,995.05. No monthly breakdown of finances was given.

Current assets reported were $156,434.48 and fixed assets $635,519.12. Of the latter, land totaled $48,604.31, machinery and equipment $429,905.26 (depreciated value), studio and technical equipment $136,517.25 (depreciated value). With deferred charges of $6,602.14, total assets came to $798,555.74.

The report gave current liabilities of $37,806.06 and long term indebtedness of $150,000, latter due Trust Co. of Georgia. Total of $360,000 in preferred stock and common stock of $504,100 issued.

The application showed that in 1951 WLTV was operating 53.5 hours weekly and in 1952, 63.9 hours per week.

Commercial programs totaled 39.1% of the time, with network commercial 22.5%.

Financial statement for Crosley Broadcasting Corp., included with the WLTV transfer application, showed gross sales of $8,492,324.63 for the 11 month fiscal period ending Oct. 31, 1952. With deduction of $149,345.56 as rebate provision, net sales totaled $8,342,979.07.

For the period, the report showed gross sales for the WLW division totaled $3,052,156.48; WINS division, $733,879.49; inter-company sales of talent, $42,890.69, and inter-company sales of time, $227,384.69. Gross sales for the TV unit totaled $4,436,013.28.

Profit after provision for federal income taxes was reported as $800,956.36, or 9.6% of net sales.

The report listed operating expenses of $5,132,868.70 for this period, plus general and administrative expenses of $1,417,055.16.

The Crosley balance sheet showed an earned surplus balance as of Nov. 30, 1951, of $2,455,779.17, which was adjusted to $2,756,735.53 following addition of the current net profit and deduction of $500,000 paid in dividends.

The balance sheet disclosed total assets of $5,895,483.44, comprised of the following: current assets, $2,886,252.06; investments, $183,685; fixed assets, $1,797,302.63; goodwill (WINS), $867,847; deferred charges, $160,396.75.

Current liabilities were listed at $1,587,671.44, including $1,282,079.90 for taxes. Stock outstanding was given at $1,450,000.

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WLTV *Atlanta*
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WAAM *Baltimore*
owned by WAAM, Inc.

WBEN-TV *Buffalo*
owned by Buffalo Evening News

WFMY-TV *Greensboro*
owned by Greensboro News and Record

WDAF-TV *Kansas City*
owned by The Kansas City Star

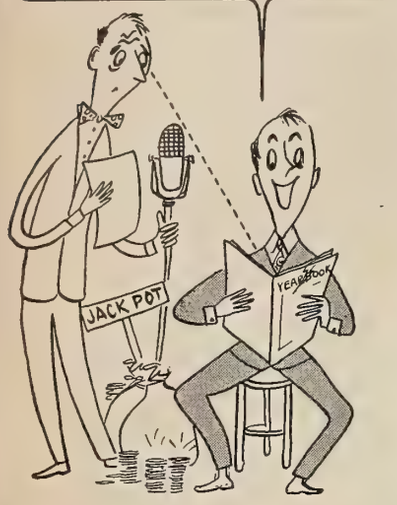
WHAS-TV *Louisville*
owned by the Courier-Journal & the Louisville Times

WTMJ-TV *Milwaukee*
owned by the Milwaukee Journal

WTTG *Washington*
owned by Allen B. DuMont Labs., Inc.

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* Publication dates:

BROADCASTING Yearbook mid-January. TELECASTING Yearbook mid-February.

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Tobey Asks Delay in ABC-UPT Merger

(Continued from page 23)

Sen. Tobey's proposed hearings would be the ABC-UPT merger, it was thought unlikely that the FCC Commissioners would permit themselves to be interrogated on the case. The Commission has carefully over the years refrained from discussing pending matters with Congress. Legally, it cannot go beyond the record.

But in this case Sen. Tobey's message spoke of discussing possible legislation regarding the prohibition of motion picture and TV mergers. Consequently, it was felt that the Commissioners' ideas on the merger could be presented.

Consensus in a 1948 hearing on whether a blanket rule should be promulgated by the FCC to bar applicants with histories of anti-trust violations—which bore most heavily on motion picture interests—was that no general rule should be applied, but that each case should be taken up individually. The ABC-UPT merger, with its related issues concerning Paramount Pictures' anti-trust history, was the first such case following the FCC policy decision.

Oral argument before all seven commissioners saw only the Broadcast Bureau attorneys oppose the examiner's initial decision in toto.

Hearing Division Chief Frederick W. Ford argued that the merger tended to monopoly. He declared that both radio and TV and motion pictures competed for audiences, and that in addition further conflicts might crop up if and when theatre - TV and subscription - TV come of age.

Ford Decries 'Urgency'

Mr. Ford also decried the "urgency" of a decision immediately and declared that further delay would not be adverse to ABC's future.

To the argument that ABC and UPT would continue as separate entities, Mr. Ford quoted from the 1941 FCC Report on Chain Broadcasting that "two arms of a company cannot compete. . . ." This was in reference to the Blue and Red Networks of NBC. ABC is the successor to the Blue Network, which the FCC forced NBC to relinquish in 1943. It was sold to Mr. Noble for $8 million.

FCC attorney Max Paglin argued that the transfers of the radio-TV properties from the old Paramount Pictures to the new producing company was a voluntary action and required prior FCC approval. The applications were filed a few days before the new companies came into existence in January 1950, and were tagged as involuntary transfers. Paramount contended that the 1949 Consent Decree forced it to divide itself into producing and theatre-owning companies and thus was an involuntary action. Involuntary transfers do not require prior FCC approval.

FCC attorney James Juntilla argued that Paramount controlled Allen B. DuMont Labs. by virtue of 25% ownership of DuMont stock.

DuMont is actually and practically controlled by Dr. DuMont, attorney William A. Roberts emphasized in his presentation on the control issue. He cited various instances where the DuMont interests had acted counter to the Paramount directors' wishes. He stressed that Dr. DuMont and his associates actually run the company, that the Paramount directors—they occupy three out of the eight board memberships and represent the Class B stock wholly owned by Paramount—represent an investor's interest rather than an operating interest.

In answer to questions from FCC commissioners, Mr. Roberts acknowledged that Delaware law (DuMont is a Delaware corporation) provided for a type of negative control, but he strongly urged the Commission to look at the actual operating history of the company which, he said, was "dominated" by Dr. DuMont and his associates.

Roberts' Answer

In reply to Miss Hennock, Mr. Roberts said that DuMont feared that it would not be able to compete with the AB-PT company because of its size and its purchasing power in the film, talent and story fields.

However, he acknowledged that DuMont would not feel too badly about the merger if it were permitted to expand its TV station ownership from its present three to the FCC's limit of five. He suggested, however, that the Commission include conditions in its approval of the merger. The conditions, he explained, would inhibit the new company from exercising domination by virtue of its size and relationship to motion picture producers.

DuMont TV Network accounted for about 15% of the estimated $75 million gross of Allen B. DuMont Labs., Mr. Roberts revealed.

It was at this point that Miss Hennock suggested that with TV's economic conditions improved since the ABC-UPT merger was completed, it was no longer necessary to speed final Commission decision on the matter. The FCC had been urged to hasten its final decision, not only by ABC which was feeling the pinch of declining business early in 1952, but also by its affiliates.

Paramount Pictures attorney Paul A. Porter stressed that Paramount's interest in DuMont was that of an investor. He disclosed that Paramount's 25% holdings in DuMont were about 20-25% of Paramount's net assets. This accounted for the calibre of the Paramount directors on the DuMont board (Barney Balaban, Paul Raibourn and Edwin Weisl), he told Miss Hennock in answer to her interrogation.

In answer to another question from Miss Hennock, Mr. Porter said that the subject of DuMont opposition to the ABC-UPT merger had never been taken up by the DuMont board. This was, he said, an indication of Dr. DuMont's control of his company.

History of Paramount Pictures' involvement in anti-trust litigation was traced by Mr. Porter. He stressed that no anti-trust actions had been brought against Paramount since the Consent Decree and the formation of the new Paramount Pictures Corp.

Answering the Broadcast Bureau and DuMont charges that the merged ABC-UPT company would restrain TV in favor of its exhibition business, UPT attorney Duke Patrick stated that such a charge was false. In the first place the merged company would be cutting its own throat, he said. In the second place, there still would be competition from other TV networks—NBC, CBS and DuMont, he declared.

The fact that one of the companies involved in the merger was a motion picture company gave the Commission no right to discriminate against it, Mr. Patrick averred. He cited the history of

MERGER FACTS

Background of Case

ALTHOUGH the most significant part of the many-sided Paramount case is the ABC-United Paramount Theatres Inc. merger, in reality it involves also (1) the qualifications of Paramount Pictures Corp. and of UPT to hold licenses, (2) the renewals and licenses of KTLA (TV) Los Angeles, WBKB (TV) Chicago and WSMB-AM-FM New Orleans, (3) the transfer of ownership of those three properties from old Paramount Pictures Inc. to the new producing company for KTLA and to UPT for WBKB and WSMB, (4) whether Paramount Pictures controls Allen B. DuMont Labs. through 25% ownership of DuMont stock, (5) the licenses and renewals of DuMont-owned WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, and (6) the sale of WBKB to CBS for $6 million after approval of the merger.

The various facets of the Paramount case were ordered to hearing by the Commission in mid-1951. One of the chief issues was the anti-trust activities of the parent Paramount company. Hearings began in January 1952 and ran for 90 hearing days to the end of August. Early in August, the FCC, in the interests of speeding up the case, instructed the examiner to delete from the record all references to anti-trust matters prior to 1948. A fully favorable initial decision was issued by the examiner last November [B•T, Nov. 17, 1952]. The oral argument last week by the FCC *en banc* was ordered after the Broadcast Bureau and DuMont filed exceptions to the examiner's proposals.

the newspaper anti-discrimination clause in the McFarland Bill, told how that provision had been dropped during the conference on the bill because the conferees stated that the Commission had no power to discriminate against any business.

In reference to the anti-trust issues, Mr. Patrick pointed out that UPT had never been sued for anti-trust violations since it was organized in 1950.

Unique situation arose when Comr. Webster questioned whether the transfers were voluntary or involuntary, asked permission to interrogate Mr. O'Brien. Witnesses are not usually questioned during oral argument before an administrative agency. Huddle of participating attorneys ensued, but UPT counsel decided not to put Mr. O'Brien on the stand.

Comr. Webster stated that he was forced to infer from the record that Paramount Pictures had a choice of various methods of complying with the Supreme Court divestiture decision and chose to make a business decision without regard to FCC regulations regarding transfers.

Mr. Patrick took personal responsibility for advising Paramount Pictures to file its applications for involuntary transfers.

Miss Hennock's questioning of Mr. Patrick emphasized that she held objectionable that UPT was the largest theatre chain in the U. S. (it will own 600 theatres following completion of the divestiture program), that it spends $30 million a year on film rentals, that movies compete with TV for audience, that TV has affected movie attendance.

In answer to a question regarding conditions on the grant of the merger from Comr. Eugene H. Merrill, Mr. Patrick stressed that the promises made by UPT and ABC executives during the hearings were binding and that the approval did not have to be conditioned in any way.

McKenna's Plea

A spirited plea for urgency in coming to a final decision was made by ABC attorney James A. McKenna Jr. In answer to questions from Comrs. Hennock, Sterling and Bartley, he recounted the history of ABC's financial plight, related the efforts it had made to gain new capital leading up to the merger agreement with UPT.

Miss Hennock kept hammering that the changed financial climate in TV—with the lifting of the freeze — deprecated the need for haste in arriving at a final decision. Comrs. Sterling and Bartley were interested in whether ABC had been forced to curtail its service to affiliates and whether, if the merger was approved, the network could begin to furnish more commercial programs to its affiliates.

Miss Hennock expressed the fear that the whole TV industry would be taken over by motion picture interests.

Greater Love Hath . . .

HEARKENING to the laments of Walter Compton, general manager of WTTG (TV) Washington, Allen B. DuMont Labs. outlet in the national capital, regarding the demands made on his time in demonstrating to prospective TV station owners the WTTG plant operation, William E. Ware, president of KSTL St. Louis, after a recent visit to WTTG, went away with a feeling of such profound sympathy that he caused to be made up and presented to friend Compton a plaque, "in appreciation" of Mr. Compton's efforts "on behalf of the Future TV Owners of America."

VOD FINALISTS

12 Students Considered

NAMES of 12 high school students picked for the final screening in the sixth annual Voice of Democracy Contest were announced Thursday by Chairman Robert K. Richards, NARTB assistant to the president and public affairs director. A panel of national judges will pick the four national winners, to be announced early in February.

The finalists were chosen from a field of a million entries from 30,000 high schools competing in the broadcast script writing and voicing competition. The contest is sponsored annually by NARTB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce.

The four national winners will receive $500 college scholarships and all-expense trips to Washington and Colonial Williamsburg plus radio-TV receivers donated by RTMA.

Awards will be presented Feb. 18 at the annual VOD luncheon at the Mayflower Hotel, Washington.

Judges are: Dr. Ralph Bunche, Director, Dept. of Trusteeship, United Nations; Joseph Johnson, president, Carnegie Endowment for International Peace; Charles Kuralt, a national winner, 1948-49 Voice of Democracy Contest; Henry R. Luce, publisher of *Life*, *Time* and *Fortune* magazines; Rev. G. Bromley Oxnam, Bishop, Methodist Church; Theodore S. Repplier, president, Advertising Council; Dr. Susan B. Riley, president, American Assn. of University Women; John D. Rockefeller III; Anna Rosenberg, Assistant Secretary of Defense; Eric Sevareid, news analyst, CBS; Paul A. Walker, chairman, FCC; Judith Waller, director of education, NBC.

Justice Tom C. Clark of the U. S. Supreme Court, is honorary chairman of the contest.

Finalists are:

Frank Lammedee, 17, San Marino, Calif.; Thomas J. Walsh, 17, Washington, D. C.; Fred Williams, 16, Palatka, Fla.; Robert Davies, 17, Maui, Hawaii; Janet Jeanne Clowers, 17, St. John, Kan.; Carol Deer, 16, Baton Rouge, La.; Philip C. Shepardson, 18, Williston Academy, Easthampton, Mass.; James Thomas Marshall, 17, Las Vegas, Nev.; Adelaide Nacamu, 14, Peekskill, N. Y.; Robyn Cotner, 17, Wilmington, Ohio; Frank T. White Jr., 17, Spartanburg, S. C.; Frank Edward Self, 17, Dallas, Tex.

Baltimore School Strike

(Continued from page 25)

the education venture, John E. Surrick, vice president and general manager of the station, said that "radio received a challenge and a unique opportunity to provide public service in the finest sense of the word. We have met the challenge, and thus far our efforts to ease a critical situation have been highly successful."

WFBR maintained a 55-minute daily schedule for teachers and cancelled "some local and network commercials to make suitable time available, but this is an emergency and our fullest cooperation is freely given," Mr. Surrick explained.

WWIN also placed its facilities at the disposal of the Dept. of Education, with a 15-minute daily period devoted to air classes. Among other stations offering full-hearted cooperation and participating in the Board of Education's plan were WBAL WBMD WCAO WCMB WITH and WSID.

The pattern in the Baltimore experiment was set on short notice. The Board of Education evolved a schedule for radio and TV classes and appointed about 15 teachers to give classes in either media, depending on their broadcasting experience and aptitudes.

Pupils Attend Air Classes

Pupils reported to their schools each morning—but only long enough to pick up assignments and return home for air classes. They weren't required to listen or view programs, though their parents were urged to encourage them, but extra credits were held out for reports turned in. Pupils were advised beforehand what stations to dial for particular subjects.

Teachers held class in radio-TV studios, generally with a live audience of a dozen or more students and a small blackboard—the set furnished to look as much like a classroom as possible. With a live audience teachers felt they were better able to impart knowledge.

In the opening class for elementary pupils—a science program about thermometers—youngsters in the studio appeared unaware of the existence of WBAL-TV cameras.

School and TV authorities generally feel Baltimore has first claim as a school television pioneer, with a low bow to WBAL-TV for its continuing interest in that field. The station is credited with submitting a television-in-the-classrooms plan three years ago. Telesets were installed in schools as a supplement and soon two hours of programming per week was underway regularly.

One obvious advantage of such a plan, educators point out, is that it assures an appreciable audience, especially for specialized courses which involve experimental equipment. Another benefit, seen by some far-seeing educators, is the possible easing of the teacher shortage now facing schools.

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* Publication dates: BROADCASTING Yearbook, mid-January; TELECASTING Yearbook, mid-February.

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1953 BROADCASTING Yearbook

Eleven More Grants Begin '53

(Continued from page 55)

aural, antenna 600 ft. Pre-freeze operating vhf stations: WBKB (TV), Ch. 4; WNBQ (TV), Ch. 5; WENR-TV, Ch. 7; WGN-TV, Ch. 9.

Pittsburgh (Group B-4, No. 180)—Agnes Jane Reeves Greer (WKJF-FM), granted uhf Ch. 53, ERP 260 kw visual and 130 kw aural, antenna 530 ft. Pre-freeze operating station: WDTV (TV), vhf Ch. 2. Post-thaw uhf grantees: Gallaher, Berry & Woodyard, Ch. 47; Telecasting Co. of Pittsburgh, Ch. 16.

Houston, Tex. (Group B-4, No. 183) —Uhf Television Co., granted uhf Ch. 23, ERP 175 kw visual and 88 kw aural, antenna 510 ft. Pre-freeze operating station: KPRC-TV, vhf Ch. 2. Post-thaw noncommercial, educational grantee: KUHT (TV), vhf Ch. 8.

Houston, Tex. (Group B-4, No. 183) — KNUZ Television Co. (KNUZ), granted uhf Ch. 39, ERP 100 kw visual and 60 kw aural, antenna 520 ft.

In other TV actions last week, the Commission made final its earlier proposals to transfer vhf Ch. 13 from Macon to Warner Robins, Ga., and to substitute uhf Ch. 27 for Ch. 42 at Abbeville, La. [B•T, Dec. 8, 1952].

The use of Ch. 13 at Macon would have violated by about a mile the required minimum co-channel spacing with WAFM-TV Birmingham, Ala., operating on Ch. 13. WMAZ Macon last week amended its application for the channel so as to specify Warner Robins.

Spacing Problem Eliminated

The Abbeville correction eliminates a problem of sub-standard assignment spacing affecting uhf Ch. 38 at Lafayette, La.

The Commission last week further proposed to substitute uhf Ch. 65 for Ch. 29 at Newton, Iowa, and to substitute Ch. 69 for Ch. 39 at Bogalusa, La., to correct allocation errors.

WOAY Oak Hill, W. Va., petitioned the Commission last week to allocate vhf Ch. 4 to Fayetteville, Va., the 1950 population of which was 1,952. However, the petition noted there are seven nearby towns with populations of more than 2,000 persons. Fayetteville is 19.7 miles from Beckley, W. Va., nearest city listed in the Commission's allocation table, and the proposed Ch. 4 allocation would not affect any other assignment, the station said.

Meanwhile, the U. S. Court of Appeals at Philadelphia on Monday, at the request of WWSW Pittsburgh, dismissed the station's appeal of the Sixth Report and Order in which the Commission declined to allocate vhf Ch. 4 to Pittsburgh [B•T, Jan. 5]. Since FCC has since allocated Ch. 4 to nearby Irwin, Pa., WWSW felt withdrawal of the appeal would expedite new TV service to the Pittsburgh area.

Concerning its uhf Ch. 27 grant, WKOW Madison hopes to commence operation by mid-summer using RCA equipment. Headley-Reed Co., representing WKOW, also will handle WKOW-TV.

Rep. Hoffman's WHFC Chicago, uhf Ch. 26 grantee, has no commencement date estimate at this time.

No commencement date has been estimated for Mrs. Greer's WKJF-TV Pittsburgh, granted uhf Ch. 53, according to her son-in-law, Dyke Racey of WAJR Morgantown, W. Va., another Greer station. RCA equipment has been specified, he said, with delivery of a 1 kw transmitter promised in March. GE antenna will be used.

D. P. Carey, president of Hutchinson TV Inc., vhf Ch. 12 grantee at Hutchinson, Kan., reports plans to begin operation in about six months. No equipment has been acquired.

Lester L. Cox, president of the vhf Ch. 3 grantee at Springfield, Mo., Springfield Television, plans to have the new station on the air in six months. RCA equipment, ordered a year ago, was committed for delivery in 30 days, he said. Mr. Cox was required by the Commission, as a condition of the grant, to give up his small holding in KWTO there, headed by his father, Lester E. Cox, who also is identified in ownership of KCMO Kansas City.

The TV application was amended a week ago and the younger Mr. Cox took his father's stock in Springfield Television. The amendment, in effect, dissolved the TV "marriage" of KGBX and KWTO.

William G. Matta, head of WLOA Braddock, Pa., and of Matta Enterprises, uhf Ch. 52 grantee at Atlantic City, plans commencement as soon as RCA equipment can be obtained and installed.

Dave Morris, general manager of KNUZ Houston, uhf Ch. 39 grantee, reported he is negotiating with all manufacturers in order to get on the air as quickly as possible. Target date of two months is desired, he indicated. National representative will be Forjoe & Co.

KEYT (TV) Santa Barbara, Calif., mid-November vhf Ch. 3 grantee, announced last week it has retained Pereira & Luckman, architectural firm which designed the $30 million CBS Television Center in Hollywood, to plan and supervise construction. KEYT estimates on-the-air date in May.

Colin M. Selph, KEYT president, said the studios and offices will be located on Mesa Hill, 420 ft. above the center of the city, while the transmitter site will be atop 4,100-ft. TV Peak in the Santa Ynez mountain range.

Clark Hogan, manager of WOSH-TV Oshkosh, Wis., granted uhf Ch. 48 in late November, reported that if the station's transmitter arrives on its promised date, the station will be on the air by April 15.

WTVI (TV) Belleville, Ill., adjacent to St. Louis and granted uhf Ch. 54 in mid-November, has opened sales offices in Boatmen's Bank Bldg., St. Louis. Belleville executive offices are to be completed in March and May 1 is commencement target date. Federal equipment will be used.

EMPIRE STATE
Tower Problems Discussed

PROBLEMS of installing the Empire State Bldg.'s "Communal Television Transmitting System," as handled by Local 3, IBEW, are discussed in the Jan. 2 issue of the *AFL News-Reporter*.

Among aspects pointed up in the article are the tower's de-icing system and its faculty as a "king size" lightning rod.

The de-icing or sleet-melting system requires 76 kw power for 200 individual heater units. System is automatically controlled by a humidistat — thermostat device which turns on power when ice formation conditions exist. The IBEW said that the lightning rod assembly already is pitted and fused at 100 or more spots where lightning bolts have struck.

INAUGURAL BALL
Networks to Pool TV Pickup

POOLED TV pickup of the Inaugural Ball Jan. 20 was agreed to by top network executives at a meeting with Inaugural Committee Chairman Joseph C. McGarraghy last week.

Although it was agreed ball activities would not be sponsored, it was understood no objections were interposed to institutional commercials preceding and following the TV pickup.

Plan is to pick up the ball at 11 p.m. for one hour, with 30 minutes from the National Guard Armory and 30 minutes from the Georgetown U. gymnasium. The ball is being held in two sections. Which of the local TV stations will do the pickup had not been settled at week's end.

Meeting with Mr. McGarraghy were ABC's Robert H. Hinckley, CBS' Earl H. Gammons, DuMont's Walter Compton and NBC's Frank M. Russell.

WOR-TV TO 88 KW
WPIX (TV) Boost Impending

WOR-TV New York reported last Wednesday it would boost effective radiated power from 22 to 88 kw "immediately" under FCC authority, and expected necessary equipment later this year to permit a further raise to 316 kw ERP, also authorized by FCC. The station, on Ch. 9, said the immediate increase to 88 kw made it "the most powerful station in the country."

WPIX (TV) New York, which was authorized to increase ERP from its present 21.7 to 100 kw, said meanwhile it would make the change as soon as equipment on order from RCA is delivered, and thereby would attain maximum power allowable to it under FCC regulations. WPIX, on Ch. 11, said its coverage area at 100 kw ERP would be 9,400 square miles.

'TODAY' CLIENTS
NBC-TV Adds Nine More

SIGNING of nine new sponsors of segments of NBC's early-morning *Today* television program as announced last week as the Monday-through-Friday show (7-9 a.m. EST and CST) approached its first anniversary (Wed., Jan. 14).

Network officials said the new clients bought a total of 176 five-minute segments of *Today*, the individual purchases ranging from five segments for one advertiser to 65 for another. These nine advertiser are in addition to the 44 who used the show in 1952, spokesmen reported.

The nine are as follows (agencies shown in parentheses):

International Cellucotton Products Co. for Kleenex tissues (Foote, Cone & Belding); General Motors (Kudner Agency); C. H. Masland & Sons (Anderson & Cairns); Willys-Overland Motors (Canady, Ewell & Thurber); Buick Motors Div. (Kudner); Sterling Div. of International Silver Co. (Young & Rubicam); Bendix Home Appliances (Earle Ludgin & Co.); Anson Jewelry (Grey Adv.), and Glamorene Rug Cleaner (Ruthrauff & Ryan).

Cites Mail Response

Asserting that sponsors had realized "outstanding sales results" from the use of *Today*, network spokesmen cited 20,000 mail requests from 33 states in response to a one-time, one-minute offer of free copies of Kiplinger's *Changing Times*, and 13,587 requests for free copies of *Time* magazine within a week after *Time* offered them on a five-minute segment.

Plans for spring, spokesmen said include another "St. Valentine's Day Campaign," similar to last year's in which Pepperell Mfg. Co. recieved more than 2,400 responses to a one-minute offer of a booklet on sheets and blankets.

NBC spokesmen previously had revealed plans to expand *Today* to a coast-to-coast show (see earlier story, page 73).

Tower Light Test

TESTING of daytime air navigation warning light for the proposed 1,747-ft. tower of WFAA-TV Dallas is continuing through the remainder of this month, the station's chief engineer, William C. Ellis, reported last week following submission of request to FCC for 30-day extension of special authority. The high intensity light may solve the daytime marking problem for high television towers [B•T, Dec. 15, 1952]. It is mounted for the test on the south tower of the antenna array of WFAA and WBAP Fort Worth. Government officials and others from Washington are expected to inspect the light late this month, it was indicated.

SAG STRIKE

Talks to Resume Today

SIX-WEEKS-OLD strike by the Screen Actors Guild against producers of filmed TV commercials took a bright turn last week with the announcement that SAG and the Film Producers Assn. of New York will renew negotiation sessions today (Monday).

In a joint statement released Wednesday, SAG and the New York producers declared:

"The Film Producers Assn. of New York and the Screen Actors Guild will resume collective bargaining negotiations at New York next Monday, Jan. 12.

"The Guild and the New York producers association will engage in continuous, open-minded bargaining on all points in dispute in the hope of reaching agreement on a collective bargaining contract covering actors and announcers in television filmed commercials."

In a separate announcement, SAG said that John Dales Jr., national executive secretary of the union, had cautioned all members that the strike will continue until the dispute is settled.

Chances for a settlement were termed "extremely hopeful" by Peter Mooney of Audio Productions, president of FPA. He told BROADCASTING • TELECASTING on Wednesday that each side would have "to give a little and take a little." Although he emphasized there were "many problems" to be resolved.

"We are entering into these negotiations with an open mind," Mr. Mooney said, "and we hold no animosity against the Guild. It's going to take a lot of hard work, but I am extremely hopeful of a settlement."

The nation-wide tieup began Dec. 1 after protracted negotiations between SAG and FPA had broken down, principally over failure to effect an agreement on extra payment to actors for TV commercials that are re-issued [B•T, Dec. 8, 1952].

A settlement between the union and New York producers would presage an end to the strike, it is reported, because 70% of filmed TV commercials are made in New York and a formula achieved there would mould the pattern elsewhere.

SAG's position on the main issue in dispute was that an actor should be repaid his original fee ($70) every time the filmed commercial is re-issued on a network basis (defined as more than one station) and every four weeks when the film is used as a "wild spot"—one used on a network station break or in single locality.

The producers' counter-offer included the use of a commercial on a network (defined as more than 30 stations) for the original payment and a premium for a period of 13 weeks, at the end of which time the fee would be repeated for subsequent use.



film report

Sales . . .

Contracts involving $1,521,000 were signed by **Reub Kaufman**, president of **Guild Films Inc.**, **Don Fedderson**, executive vice president and general manager of **KLAC-TV** Hollywood, and **Liberace**, pianist-star of his own weekly half-hour KLAC-TV program. Under the agreement 177 half-hour programs, starring **Liberace**, will be filmed and distributed nationally by Guild in 1953. Half of the financing, or $750,000, will be borne by the distribution firm. A producer-director is yet to be appointed, but **George Liberace** will continue as musical director for his brother. Each program is budgeted at $13,000, which covers all talent fees. Negotiations are in progress for distribution arrangements on other KLAC-TV programs.

* * *

Block of 119 feature films has been jointly acquired by **KTTV (TV)** and **KLAC-TV** Hollywood from **Hollywood Television Service**, subsidiary of **Republic Pictures**. Produced after 1946, for the most part, the films will be telecast jointly by the two stations "because the block of films involved was too large for one station to absorb." The purchase was negotiated by **Richard A. Moore and Donald Fedderson**, general managers of KTTV (TV) and KLAC-TV, respectively, and **Earl R. Collins** and **Morton Scott**, president and vice president respectively, of Hollywood Television Service.

* * *

Paramount Television Productions Inc. puppet-adventure program, *Time for Beany*, has been sold to the following stations:

WCBS-TV New York, 26 weeks, telecast at 8:15 a.m., Monday through Friday; **KHQ-TV** Spokane, Wash., 13 weeks, also five times weekly; **WGN-TV** *Chicago* (renewal), 13 weeks; **WEWS (TV)** Cleveland, 13 weeks, and **WHBF-TV** Rock Island, Ill., 13 weeks.

Paramount's *Wrestling From Hollywood* has been sold to the following advertisers and stations:

National Brewing Co., 52 weeks, on **WSLS-TV** Roanoke, Va.; **Falstaff Beer**, 52 weeks, on **KTBC-TV** Austin, Tex.; **KROD-TV** El Paso, Tex., 26 weeks, program to be carried participating; **WFAA-TV** Dallas (renewal), 13 weeks; **WCAU-TV** Philadelphia (renewal), 13 weeks, and **WWJ-TV** Detroit (renewal), 13 weeks.

* * *

An agreement has been reached between **Consolidated Television Sales**, New York, and **WABD (TV)** New York granting the station exclusive New York third and fourth-run rights to *Front Page Detective*, film series featuring Edmund Lowe. WABD carried the series of 39 half-hour programs on its first run in New York, sponsored by the Wine Growers Guild, and also the second run, sponsored by Rayco seat covers. The contract for third and fourth-run rights covers period from Feb. 1, 1953, through April 1955.

* * *

Los Angeles Brewing Co., Los Angeles (Eastside Beer), started weekly half-hour *Foreign Intrigue* on **KNBH (TV)** Hollywood, for 52 weeks from Jan. 8. The series, filmed in Europe, stars **Jerome Thor**. The agency is **Warwick & Legler Inc.**, Los Angeles.

* * *

Globe Bottling Co., Los Angeles (Wilshire Club Beverages), starts weekly half-hour filmed *Gene Autry Show*, on **KNXT (TV)** Hollywood, for 26 weeks from Jan. 16. A CBS-TV film package, the series is produced by **Flying A Productions**, Hollywood. Agency is **Factor-Breyer Inc.**, Los Angeles.

* * *

Owl Drug Stores, Los Angeles, starts a Monday through Friday half-hour program, *Owl Startime with Gene Norman*, on **KHJ-TV** Hollywood, for 52 weeks from today (Jan. 12). The show features disc m.c. **Gene Norman** with three-and-a-half filmed musical shorts from **Snader Telescription Library**. Agency is **Milton Weinberg Adv. Co.**, Los Angeles.

* * *

Louis Milani Foods Inc., Los Angeles, started weekly half-hour filmed program, *Milani Theatre of Family Favorites*, on **KRON-TV** San Francisco, for 13 weeks from January 4. The series, produced by **Gil Ralston**, is distributed by **Reynolds Productions**, Beverly Hills. Agency is **Leonard Shane Agency**, Los Angeles.

* * *

Langendorf United Bakeries Inc., San Francisco, starts weekly half-hour filmed program, *The Range Rider*, on **KNXT (TV)** Hollywood, for 52 weeks from Jan. 27. A CBS-TV film package, the series is produced by **Flying A Productions**, Hollywood, and stars **Jack Mahoney**. Agency is **Biow Inc.**, San Francisco.

Availabilities . . .

Charles Michelson Inc., New York, will enter the television field with an open-end spot announcement library service for TV stations. The firm, one of the pioneer radio transcription producers, announces that marketing will begin Feb. 1. Among the one-minute TV spots

(Continued on page 75)

IN SYRACUSE . . .

TELEVISION SUPPLEMENTS RADIO

. . . Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate *surveys of television homes* (October and December 1951) show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request.) Here are the combined results:

Number of Homes Called	Number of TV Homes	TV Homes Only Average Hours per Day		
		Radio	TV	Both
1467	986	3.07	4.52	7.59

The Survey Also Showed:

1 – An average of 2.4 radios per TV home.

2 – 61 radios purchased *after* the homes had television.

3 – Average of 4.4 hours per day of radio listening in non-TV homes.

Comparative loss of radio-listening time in TV homes — only 30%. Here is PROOF that TV has NOT replaced radio in Central New York — merely provides another means of reaching this rich market.

WSYR SYRACUSE
570 KC

WSYR-AM-FM-TV — the Only COMPLETE Broadcast Institution in Central New York
NBC Affiliate • Headley-Reed, National Representatives

CBS-TV WORKSHOP

Planned for Ministers

PLANS for an all-day TV workshop to show ministers and lay associates from the North and Middle Atlantic states how they can make maximum use of television facilities were announced last week by CBS-TV.

Sig Mickelson, CBS-TV director of news and public affairs, said the clinic—part of a week-long communications workshop being conducted under the auspices of the Broadcasting & Film Commission of the National Council of Churches of Christ in America, and one of a series scheduled under the commission's sponsorship [B•T, Dec. 29, 1952]—will demonstrate and explain what is involved in putting a show on the air. It will be held Jan. 29 in CBS-TV's Grand Central studios in New York.

The production of CBS-TV's *Lamp Unto My Feet* program will be shown and analyzed.

Agenda for the clinic, which is being arranged and coordinated by staff producer Bill Workman of the network's public affairs department, includes a welcome and introduction by Mr. Mickelson and speeches and question-answering by the following:

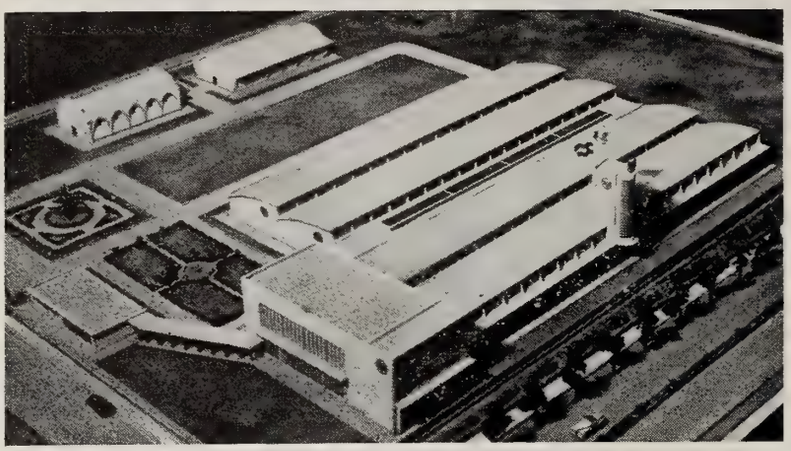
Isabel Redman, producer of "Lamp Unto My Feet"; R. G. Thompson, director of technical operations; E. Carlton Winckler, director of production; James Connors, director, TV production control; Michael J. Foster, director of press information; James C. Shattuck, director of TV editing; Paul Wittlig, director of new effects development; Richard Hopkins, manager of scenic design and construction; Anthony Boschetti, manager of procurement, wardrobe and makeup; H. Grant Theis, manager of film service operations; Gilbert DeStefano, manager of stage lighting; and Judd Whiting, director of "Lamp Unto My Feet."

Hollywood Ad Club

DISCUSSION of "Southern California Radio During 1953" will be led by Norman Nelson, managing director of Southern California Broadcasters Assn., at a Feb. 2 luncheon meeting of Hollywood Ad Club, that city. Robert J. McAndrews, commercial manager of KBIG Avalon and past president of the club, will be chairman.

RCA TO BUILD IN SPAIN

Folsom Announces Plans for $500,000 Plant



FACTORY RCA proposes to build near Madrid and part of surrounding grounds are shown in model.

* * *

PLANS to build a new factory in Spain to produce TV home receivers, phonograph records and record players were announced last Tuesday at a news conference by Frank M. Folsom, president of RCA.

The proposed plant, Mr. Folsom said, will be erected on a 322,000-square-foot site overlooking Madrid, on the main highway to Barajas Airport and the city of Barcelona. He added that it will be completed this year at a $500,000 estimated cost.

Arrangements were made in cooperation with Gabriel Soria, president and managing director of Industria Electronica S.A., associate RCA company in Spain. Mr. Soria, who attended the news conference in New York, said Spain does not have television at the present time but noted that preparations are underway to introduce it some time in 1954.

In describing the venture, Mr. Folsom said the factory initially would concentrate on making 45-rpm records and record players. It would expand into TV, he continued, when Spanish developments in the field progressed.

Mr. Folsom said RCA in this enterprise has entered into a partnership with local business leaders. Besides Mr. Folsom and Mr. Soria, other directors of the new company are Antonio Soria, who has handled RCA product distribution in Spain for the past seven years, and Meade Brunet, a vice president of RCA and managing director of the RCA International Div. Chairman of the Board of Industria Electronica is Demetrio Carceller, formerly Spain's minister of Industry and Commerce.

Commenting on the new company's plans, Mr. Folsom declared:

"This is a significant enterprise, because Spain opens great cultural as well as economic resources to us. We have discussed our plans with Gen. Franco, and we are gratified by his interest in this project, which will help the Spanish worker as well as the Spanish artist."

Mr. Soria, who has been studying American production methods at RCA plants in the U. S. and Canada, said the factory will "embody all of the latest techniques possible for good working conditions and efficient production." He said some Spanish workers would be sent to the U. S. for training in RCA factories.

LBS SUIT

Date May Be Moved Up

LIBERTY Broadcasting System's $12 million anti-trust suit in Chicago against major league baseball clubs is expected to be moved up to May. Attorneys for both sides asked last week to postpone the court date from Jan. 19. Neither side was ready to present evidence or begin the formal hearing in Chicago Federal District Court on the date assigned.

Attorneys for Liberty and the ball clubs still have several depositions or formalized pre-court testimony to take before trial proceedings can begin.

LOBBYIST REPORT

NARTB Executives Liste

HIERARCHY of NARTB reporte as lobbyists in third quarter 19 report to Congress, among oth radio-TV names listed in the *Co gressional Record* last week.

Reporting for NARTB were Ha old E. Fellows, president; Just Miller, chairman and general cou sel; Thad H. Brown, TV D partment manager; Vincent Wasilewski and Abiah A. Churc attorneys, and Ralph W. Hard government relations director. M Hardy reported he receiv $4,375.02 for the third quarter 1952 and spent $660.59 for the ni months of last year.

Among others of interest to t broadcasting industry reportin under the lobby registration la were:

Arnold, Fortas & Porter, for AR Inc., received $5,000 for quarter, spe $439.81 for nine months of 1952.

Jack Bryson, Motion Picture Ass of America, received $6,280.79, spe $4,345.90.

Clear Channel Broadcast Servi spent $1,244.96. Also Ward L. Qua received $3,750, spent $1,103.96.

Earl H. Gammons, CBS vice pres dent, spent $349.50.

General Electric Co. spent $51,644.3

John M. Littlepage for America Tobacco Co. [receipts and expeditur not listed].

Glen McDaniel, former presiden Radio-Television Mfrs. Assn. [receip and expenditures not listed].

Francis M. Russell, NBC vice pres dent, spent $621.55. Also George Wheeler, NBC, spent $83.50.

Henry B. Weaver, Henry H. Glass and Thomas M. Cooley II for Phil Corp. [receipts and expenditures n listed].

Edward K. Wheeler, for Shore Lin Oil Co., spent $19.88. Also Wheeler Wheeler, for Contract Carrier Confe ence, received $1,500, spent $25.70.

AD COUNCIL POSTS

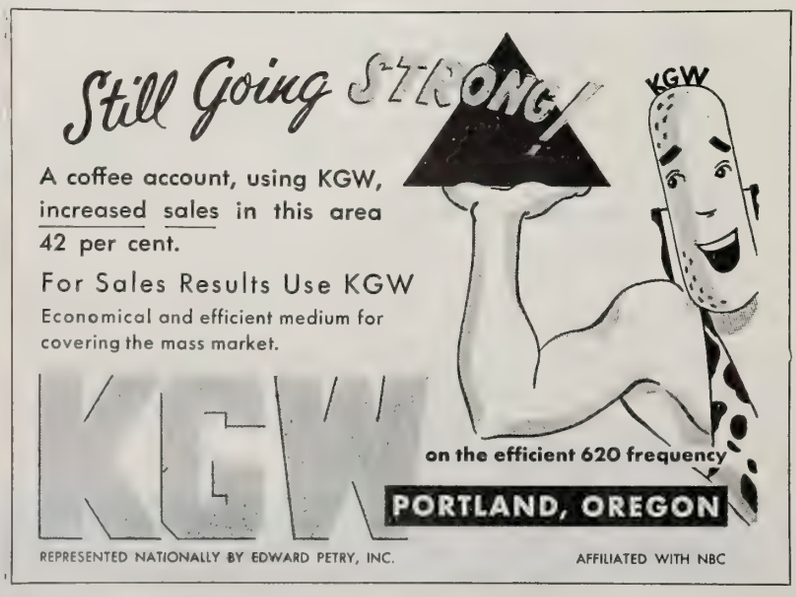
Nunn, Eller Reappointe

ADVERTISING COUNCIL has re appointed Wesley I. Nunn, adver tising manager of the Standard O Co. (Indiana), Chicago, and Russe Z. Eller, advertising manager o Sunkist Growers Inc., Los Angele as volunteer coordinators of publi service advertising campaigns con ducted by the council.

In making the announcement las week, Howard J. Morgens, counc chairman and vice president i charge of advertising for Procte & Gamble Co., Cincinnati, note Mr. Nunn has served in that ca pacity since 1946 and Mr. Elle since 1942.

Young Composers

TWELVE winners were announce last week in the 1952 competi tion for Young Composers Radi Awards. Prizes from $100 to $1,60 were given to secondary, colleg and graduate students for winnin manuscripts. Carl Haverlin, presi dent of BMI and national chairma of YCRA, also announced that th 1953 competition began Jan. 1.



MERRILL POSER

Commissioner's Status Moot

LEGAL complications surround FCC Comr. Eugene H. Merrill, recess appointee, as he contemplates his governmental future.

According to White House sources, Comr. Merrill can serve until the first (1953) session of the 83d Congress concludes. Unless, that is, another Presidential nominee is sent to the Senate by President Truman (whose term ends at noon, Jan. 20) or President-elect Eisenhower.

Comr. Merrill was nominated last Oct. 6 after Congress had adjourned, to fill the unexpired term of ex-Comr. Robert F. Jones, who resigned in the late summer to enter law practice. This term runs until June 1954.

If no nomination is sent to the Senate by President Truman or his successor, Comr. Merrill is qualified to serve until the end of the first session of the 83d Congress, presumably late in 1953. If he is to be paid all that time, however, his name must be sent to the Senate within 40 days after Jan. 3, when the new Congress convened.

Should the new Administration withdraw a Merrill nomination and send up a new name for the FCC post, Comr. Merrill's term would end at the time a new nominee (if confirmed by the Senate) took the oath of office. If the Senate failed to act on a new nomination, Comr. Merrill would remain in office though his pay status would be in issue.

As a practical matter, the White House does not send up any nominations before the President's State of the Union message has been read to Congress a few days after it convenes.

Should Comr. Merrill continue in office under his recess appointment, the exact date at which his term ends in 1953 would become a controversial question should Congress quit via the recess routine instead of adjourning *sine die*.

TV APPLICATIONS

Passed Over by FCC

THE following mutually exclusive applications for new television broadcast stations have been passed over by FCC in order to expedite the processing of uncontested TV applications:

GROUP A

Ohio Valley Bcstg. Corp., Clarksburg, W. Va., Ch. 12.

Clarksburg Bcstg. Corp., Clarksburg, W. Va., Ch. 12.

The Curators of the University of Columbia, Mo., Columbia, Mo., Ch. 8.

KMMO Inc., Columbia, Mo., Ch. 8.

Rudman-Hayutin Television Co., Billings, Mont., Ch. 2.

Billings Television Co., Billings, Mont., Ch. 2.

Montana Network, Billings, Mont., Ch. 2.

Albany Bcstg. Co., Albany, Ga., Ch. 10.

Southeastern Bcstg. System, Albany, Ga., Ch. 10.

Herald Publishing Co., Albany, Ga., Ch. 10.



EXAMINING newly-installed UP Telephoto Service at WOW-TV Omaha are (l to r) Bill McBride, newscaster; Ray Clark, news and special events director; Lyle DeMoss, assistant general manager, and Jack Harenberg, Central Div. chief engineer for UP Newspictures.

MAJOR TV SHOWS

Simon Sees 75% on Film

ABOUT 75% of all major TV shows will have switched to film by the end of 1953, Al Simon, head of Al Simon Productions, predicted at a Hollywood Ad Club luncheon meeting in the Hollywood Athletic Club last Monday.

Speaking as a member of a motion picture-television panel discussion, he emphasized that programs can be produced better and cheaper on film than on a live basis.

He further predicted that with many technical personnel shifting from motion pictures to video, Hollywood will become even more important as a TV production center.

Carl Leserman, executive vice president of International Telemeter Corp., and a panel member, foresaw adoption of some form of subscription TV in two to three years. His firm plans to introduce subscription TV experimentally to the Palm Springs, Calif., area by early March.

Klaus Landsberg, vice president of Paramount Television Productions Inc., and general manager of KTLA (TV) Hollywood, moderated the luncheon meeting.

Sherrill Corwin, head of Metropolitan Theatres Corp., California chain, said he would "hate to think" what would happen to movie theatres "if subscription TV comes to pass," but added that once the FCC grants theatre TV a channel of its own "theatre TV cannot be stopped."

John A. Vizzard, executive of the Assn. of Motion Picture Producers, asserted that TV will not put motion pictures out of business.

Direct Mail Ads

DOLLAR volume of direct mail advertising during the first 11 months of 1952 reached a total of $1,070,741,139, a gain of 9½% over the total for the same period of 1951, Frank Frazier, executive director of the Direct Mail Adv. Assn., reported last week. He put the November 1952 total at $101,-134,574, about 4% above the figure for the same month in 1951.

Chicago Fightcasts

INTERNATIONAL Boxing Club has arrived at a happy medium in Chicago and will inaugurate a new television plan Jan. 28. The club has arranged to schedule two six-round events and one 10-round main event bout at the Chicago Stadium. Only the six-rounders will be telecast so that the major attraction will continue to keep box office figures high. Performers in each of the six-round matches will receive $1,000 for their fighting, along with the publicity attendant to television.

'TODAY' EXPANSION

NBC-TV Works on Details

NBC authorities are working on plans to extend the network's two-hour early-morning *Today* television program from coast-to-coast, spokesmen reported last week. Show observes its first anniversary this month.

Answering speculation that the program might be abandoned, they also said it definitely is scheduled to continue through the year. A method being considered for getting it to the West Coast, it was said, is the tape recording technique developed and demonstrated by Bing Crosby Enterprises. *Today*, which started Jan. 14, 1952, and features Dave Garroway, currently is carried in 40 cities throughout the East and Midwest and as far west as Omaha. It is broadcast Monday-Friday, 7-9 a.m. EST and CST.

WNHC-TV Changeover

WNHC-TV New Haven hopes to make its changeover from Ch. 6 to Ch. 8 and boost visual power output from 18 to 316 kw, already authorized by FCC, by about mid-July, the station said last week. Aldo De Dominicus, general manager and secretary-treasurer, announced receipt of FCC authorization and reported plans for the change.



VULCAN TOWER

The Tower of Strength

Tall Towers for Supporting Television Antennae
Expanded facilities insure quick delivery

Vulcan Tower Company

PLANT:
Birmingham, Alabama
P. O. Box 2467
Phone 54-4441

OFFICE:
Washington, D. C.
3738 Kanawha St., N. W.,
Phone Emerson 2-8071

Strictly Business

(Continued from page 20)

the stake of each, he went South. They planned to camp by tent until they found a radio station that considered them as good as they considered themselves.

They tried a station at Tulsa but they failed to impress. A second try (at KOME Tulsa), and they were put to work writing shows, selling them, running elevators, sweeping floors and announcing Tulsa football games. Salary was $22 a week.

His radio career was interrupted by the war and service in the army as a private. In 1943 he married his college sweetheart, the former Marcille Nickell. Shipped overseas soon after, he saw action with the Thunderbirds (45th Infantry Div.) at Anzio and in France. He was wounded and captured by the Germans in January 1945, spending the duration in a prison camp north of Munich. He lost his right leg during the war. When he left the army he was a major.

To Mr. Barnes the advertising formula is radio and television as a combination. But he maintains that TV will never replace sister radio.

"Film is TV's salvation," he says, adding that live video will become more popular for daytime programming.

The Barnes' home is in Los Angeles' Parklabrea district where his wife doubles as housewife and TV actress. He still pursues his interest in sports, baseball, football and golf in which he shoots in the 90s. A more relaxing pastime is contract bridge.

He is a Mason, a Shriner, and a member of the Greater Los Angeles Press Club, Hollywood Ad Club and the Los Angeles Athletic Club.

EXCLUSIVE contract has been signed between WNAC-TV Boston and Walter Brown, president of Boston Garden, to telecasting rights for WNAC for all Boston Celtics basketball events held in Boston Garden or Boston Arena in the current season.

allied arts



H. SCOTT KILLGORE appointed director of government sales of Emerson Radio & Phonograph Co., N. Y.

JACK LEEWOOD, publicity department, Allied Artists Corp., Hollywood, to Cagney Productions, Burbank, as publicity coordinator on new feature film, "A Lion in the Streets."

HAROLD J. McCORMICK appointed New York district sales manager for General Electric Co.'s receiver department.

JAMES STACEY, account executive with Audio Video Recording Co., N. Y., to Fred Waring Enterprises Inc., that city, to supervise recordings and transcriptions.

ROGER F. LONG appointed sales manager for General Electric Co.'s equipment tube sales in central region with headquarters in Chicago.

GEORGE S. KARIOTIS appointed sales manager, Southern California branch office of Sprague Electric Co., Culver City, Calif.

JOHN R. SHEARER, senior technician, WDTV (TV) Pittsburgh, to Transmitter Div., Allen B. Dumont Labs., as sales engineer.

LARRY CALDWELL, WGIL Galesburg, to WKEI Kewanee, Ill., on engineering staff.

STANDARD RATE & DATA SERVICE Inc., Evanston, Ill., announces publication of new monthly "Canadian Media Rates & Data," devoted to data on Canadian media.

SHELDON RUTTER, industrial design consultant, to Sparton Radio-Television Co., Jackson, Mich., to work on cabinet re-styling.

RADIO APPARATUS Corp., Indianapolis, has moved sales offices of Monitoradio (line of receivers and transmitters for mobile or stationary communications systems) to 1604 W. 92d St., Chicago.

HUDSON RADIO & TELEVISION Corp., N. Y., has published new 196-page catalog of electronic equipment as reference manual for industrial, laboratory, broadcast and other users of electronic equipment.

WILLIAM A. WHEELER, syndicated transcription program service department of WMGM New York, to Columbia Transcription's Los Angeles office to handle West Coast transcriptions and record sales.

JERRY ROSS, director of publicity, ABC Western Div., joins **Jack Tierney,** independent Hollywood publicist, as partner in **TIERNEY - ROSS AGENCY,** radio-TV public relations and program packaging firm. Headquarters are at 1104½ Aqua Vista, North Hollywood. Telephone is Sunset 3-2430.

BARBARA BEST, publicist, Stanley Kramer Co., Hollywood, to Rogers & Cowan, Beverly Hills publicity firm.

Equipment . . .

BERKELEY SCIENTIFIC Div., Beckman Instruments Inc., Richmond, Calif., announces production of laboratory monitor Model 1800, general purpose count rate meter with provision for visual and/or aural indication. Instrument may be obtained with GM Tube and probe.

CALIFONE Corp., Hollywood, announces production of new Model 11AJ automatic portable equipped with Webster changer and "Sleepwatch" complete automatic shutoff of changer and amplifier.

ALLEN B. DuMONT LABS. Inc., Clifton, N. J., announces production of new movable table designated Type 2602, for mounting cathode-ray oscillographs in tilted position.

AMPEREX ELECTRONIC Corp., announces production of Type 6269, new high vacuum clipper diode and rectifier tube, 2 inches long and ¾ inches in diameter. Maximum peak voltage is 16 kv and peak current is 250 ma.

INDUCTION MOTORS Corp., Woodside, N. J., announces production of new 60-cycle, single-phase blower, designed for cooling transmitter tubes, cabinets, chassis, amplifier assemblies and variety of electronic controls.

Technical . . .

SID KAUFMAN, audio engineer, CBS-TV New York, elected recording secretary of Radio and TV Broadcast Engineers Union, Local 1212, IBEW.

THE LATEST WCKY STORY

When you buy W C K Y

YOU BUY SELLING POWER

When you buy W C K Y

YOU GET BUYING AUDIENCE

Fifty Grand in Selling Watts

WCKY CINCINNATI

WTVB POLICY

Single Rate Continued

WTVB-AM-FM Coldwater, Mich., last week announced continuance of its single rate card policy, despite its power increase. WTVB, which until recently operated with 1 kw daytime, now operates with 5 kw fulltime.

Basic hourly rate is $60, with the minute spot rate at $7.50. WTVB-AM-FM is sold also in combination with WSTR Sturgeon, Mich., on a single rate card basis. Both WSTR and WTVB are under the general managership of E. Harold Munn Jr.

EMSCO Derrick & Equipment Co., Houston, Tex., has changed its corporate name to Emsco Mfg. Co.

HOUSTON BAN

Protests Are Mountin

NARTB and the Radio-Televisi News Directors Assn., among oth groups, were drawn into a contr versy last week over Houst Mayor - broadcaster Roy Hofhein ban on radio-TV coverage of ci council proceedings.

Formal complaint was filed wi the two associations and also t Texas Assn. of Broadcasters a Sigma Delta Chi, professional jou nalism fraternity, by KNUZ Hou ton. The station, along with KPR had sought to tape-record the cou cil's first meeting [AT DEADLIN Jan. 5].

Last Monday the city counc began to waver on its restrictio on broadcasts, tape-recordings a telecasts of council sessions.

Mr. Hofheinz advised KNUZ a KPRC the council would reconsid the ban at its next session Wedne day. The broadcaster-mayor sa he still opposed tape-recording a televising of meetings where cit zens speak before the council.

The Houston mayor asked t two stations to submit their vie on what portions of sessions shou be barred. KNUZ itself has he that there should be no restrictio save in instances where a citize may request that his voice not b recorded.

Ban Is Surprise

Mayor Hofheinz and the eigh man council, much to the surpris of radio newsmen, imposed th news blackout Jan. 2, about an ho after they were sworn into offic for a two-year term. Observe noted that Mr. Hofheinz, owner KTHT Houston, KSOX Harlinge and other properties, achieve prominence by smuggling KTH microphones into secret committe sessions during the Republican Na tional Convention last July.

In suggesting the ban after bot KNUZ and KPRC had arranged t cover the first meeting, Mr. Hof heinz said he did not feel council men "should be forced to becom performers, either commercial o sustaining." He added that even i such privileges were granted, the should be accorded all stations. H also felt that "crackpots" woul tend to appear just because o radio.

KNUZ immediately protested th action and spotted it on local news casts. News Editor Crawford polle listeners of *Dateline Houston,* re porting 90% backing the station' position. He felt that Houstor citizens unable to attend counci meetings were entitled to hear th highlights at a more convenien hour and discounted the "crackpot' theory. Mr. Crawford noted tha KNUZ had broadcast portions o previous sessions.

Aside from protesting to NARTB RTNDA, TAB and Sigma Delta Chi, the station urged listeners t state their position. Mr. Crawford also solicited the views of othe Houston stations.

TV SEMINAR
Fellows, Bronk to Speak

EARLY dinner of the third annual Regional Television Seminar at Baltimore Feb. 27-28 will feature as keynote speakers NARTB President Harold E. Fellows and Johns Hopkins U. President Detlev W. Bronk.

The annual TV seminar, originated by WAAM (TV) Baltimore for college students of the East and Southeast who are considering TV careers, is arranged and sponsored by American U. (Washington, D. C.), Johns Hopkins U. (Baltimore), U. of North Carolina, Temple U. (Philadelphia) and the U. S. Office of Education.

Attendance, which is limited to 110 collegians, is not restricted to students at the colleges repersented in the seminar's steering committee, according to officials, who said registration "will be noted in the order received."

Also scheduled for the two-day meeting at WAAM and Johns Hopkins U. are a career panel, "What Can I Do in Television?" a studio demonstration and a panel discussion, "Television Programing: Live vs Film." The 1953 seminar convenes at 2 p.m. Feb. 27 and adjourns at 4 p.m. Feb. 28.

LEES' TELECAST
Termed Big Success

TOP executives of James Lees & Sons Co., Bridgeport, Pa., last week praised the company's closed circuit theatre telecast of a national sales conference Dec. 8 as an "outstanding success." Telecast was carried in 18 motion picture houses in 17 cities [B•T, Dec. 15].

Based on study of reports from each city, Lees president James L. Eastwick commented:

"The Lees Carpet Tele-Session was exceptionally successful. It enabled the chief executives of our company to talk directly to thousands of our customers, stockholders and our sales organizations in every part of the country with efficiency and effectiveness. . . ."

Telecast was carried over the facilities of Theatre Network Television (TNT). Arrangements were made by a subdivision of TNT, Theatre Tele-Sessions, organized to present business meetings via closed circuit theatre television. This subdivision is headed by Victor M. Ratner, director.

UHF CONVERSIONS
Will Be Counted

WTVI (TV) Belleville, Ill., which plans to begin operation May 1 on Ch. 54, reported last week that it made arrangements with the Union Electric Co. of Missouri to keep an accurate count of uhf conversions in the same manner the firm has been keeping account of TV sets sales in St. Louis for the past six years.

Distributors will report movement of converters and converted receivers.

Film Report

(Continued from page 71)

available are announcements for banks, appliance dealers, used car dealers, breweries, laundries, bakeries, retail jewelers, women's wear stores, furniture dealers and introductions to special sales. There also will be weather reports. The service will be available to stations on an annual subscription basis and new releases will be furnished monthly to subscribing stations. The firm reports that the service will enable many local advertisers to order television spots and be charged only for time, as against the current practice of paying both production and time charges.

Production . . .

Arrow Productions Inc., Hollywood, has started production on six half-hour programs in the second group of *Ramar of the Jungle* TV films. Plans are underway for three of the already completed films to be edited into a feature length motion picture for theatrical distribution, under title of "African Adventure," according to executive producer **Leon Fromkess.** Same procedure will be followed for the new group of films to be released theatrically as "Adventure in India."

* * *

Sovereign Productions, Hollywood, is completing "Hired Mother" and "Ride the River," half-hour films in the new CBS-TV series for **General Electric.** Starred in the former are **MacDonald Carey, Laraine Day and Gigi Perreau** with **Tim Whelan** directing. The latter features **Broderick Crawford** and **Skippy Homeir** with **Sheldon Leonard** directing. **Gil Ralston** and **Arthur Ripley** are in charge of production.

* * *

Screen Gems Inc., Hollywood, is completing "The Old Man's Bride," half-hour film to be included in NBC-TV *Ford Theatre* series. **Victor Stoloff** is directing from a script by **Jerry Gruskin.**

Random Shots . . .

Association Films, New York, offering TV stations free safety films on investments, fire, highways, exercise, driving and traffic. Inquiries may be directed to the company's TV department, 347 Madison Ave., New York 17.

* * *

Consolidated Television Sales, TV film sales and distribution firm, has moved its Philadelphia office to 512 Jefferson Bldg., 1015 Chestnut St. New telephone number: Market 7-6369. **Mort Brandes** is the firm's representative in Philadelphia.

Film People . . .

Marshall Grant, film producer with Ruthrauff & Ryan Inc., New York, and formerly a producer with Universal-International Pictures, joins **Gross-Krasne Inc.**, Hollywood, as an executive producer. Firm films CBS-TV's *Big Town* and is shooting some experimental programs for CBS-TV's *Lux Video Theatre.*

* * *

Charles E. Denney Jr. has joined the staff of **Paramount Television Productions**, subsidiary of Paramount Pictures Corp., New York. Mr. Denney's first assignment will be a study of the social and economic aspects of local, as compared with national, television programming in the Los Angeles market under the supervision of Klaus Landsberg, general manager of KTLA (TV).

* * *

Michel Kraike, formerly with Edward Small Productions, Hollywood, has been signed by **Screen Gems Inc.**, that city, as a producer on NBC-TV *Ford Theatre* film series.

* * *

Joyce Cook, story department, Revue Productions, Culver City, to **Frank Wisbar Productions**, Hollywood, as story editor on NBC-TV *Fireside Theatre* film series.

* * *

Ralph M. Baruch, WABD (TV) New York account executive in spot sales, to New York office of **Consolidated Television Sales**, filmed television programming sales and distribution firm, as sales representative.

* * *

Michael Kraike, producer with Edward Small Productions, N. Y., to **Screen Gems**, New York as a producer on *Ford Theatre* series.

* * *

Rev. James K. Friedrich, president of **Cathedral Films**, Burbank, and advisor on audio-visual aids to Church Divinity School of the Pacific, is starting a cross-country tour of 19 cities with the company's new feature length film, "I Beheld His Glory." It is to be made available to churches and religious organizations and released for televising only between Good Friday and Easter. Budgeted at $100,000, the motion picture was shot in both black and white and color.

* * *

Stanley Meyer, producer on NBC-TV's *Dragnet* for Mark VII Ltd., Burbank, father of son, Michael Anthony, Dec. 31.

* * *

Stanley Frazen, supervising editor on CBS-TV's *George Burns and Gracie Allen Show* and NBC-TV's *I Married Joan*, father of girl, Marcy, Dec. 25.

top performance **guaranteed**

Minerva RADIO & TV

STOPWATCH



Filmmeter Model #106F

Special Professional Price

$18.20 net

(side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

☆ NON-MAGNETIC—7 JEWELS

Accuracy certified by our Western Electric Electronic Timer

Write today for new catalog

M. DUCOMMUN CO.

Specialists in Timing Instruments

580 Fifth Avenue, New York 19 • PLaza 7-2540

LARGE window display in Providence's Union Station set up by WHIM in that city, was seen by an estimated 170,000 travelers during the month of December according to the station. Station constructed the display to feature products advertised on the air, and to present its story to passengers using the city's only railroad station. Officials of the Junior Chamber of Commerce revealed the high count upon completion of a traffic survey.

WPTF OFFERS AWARD

TO STIMULATE more support for the 1953 March of Dimes campaign in North Carolina, WPTF Raleigh is offering $100 to the North Carolina county which contributes most to the drive this year. All money collected will go back to the county from which it came. The $100 award will be used in the winning county's fight against polio.

THEATRE USES TV

FOUR-STAR Theatre, Los Angeles motion picture house, started a two-time half-hour program, *Academy Critics*, on KTTV (TV) Hollywood. During telecasts, Jan. 10 and Jan. 17, the theatre's current film, "The Star," was plugged by means of film clips, discussion and questions from panel selected from studio audience. Packaged by Watson-Rand Productions, the program, if successful, will be continued to stimulate theatre attendance. Agency is Emerald Agency, L. A.

NEWS SIMULCAST

FIRST news simulcast to originate in the San Antonio area will be launched this week by WOAI-AM-TV San Antonio. The 15-minute show will be seen and heard every evening at 10 p.m. with Frank Matthews as newscaster. Sponsors are Joske's of Texas, a department store, Lone Star Brewing Co. and Farm & Home Savings and Loan Assn.

CHNS

HALIFAX NOVA SCOTIA

THE

SIGNBOARD

OF

SELLING POWER

IN THE

MARITIME PROVINCES

ASK

JOS. WEED & CO.

350 Madison Ave., New York

He Has the Reasons Why!

5000 WATTS—NOW!

programs promotion premiums

WLEC BOOKMARK

BOOKMARKS are being used by WLEC Sandusky, Ohio, as a monthly promotion for the Ohio Bell Telephone Co., sponsor of *Ohio Story*. Distribution is made to the local Ohio Bell office, the public library and to all sponsors on WLEC with their monthly billings. Bookmarks list programs in the *Ohio Story* series, as well as news of other WLEC shows.

FASHION PREVIEW

PREVIEW of spring fashions of leading designers are being aired on WGH Norfolk, Va., from New York by Mildred Alexander, WGH women's director. Mrs. Alexander is spending two weeks in New York where she is originating her daily broadcasts. Among other special features, a round-table discussion of trends in women's apparel will be broadcast in which fashion designers will participate.

SHOW PROMOTES SELLING

DAYTON, Ohio, which claims leadership in the field of training and development of famous sales executives, went a step further during the past year with the use of WLWD (TV) facilities in that city. The Dayton Sales Executive Club, in cooperation with the station, presented a weekly show to build better public relations toward better selling. Sunday program, called *Selling America*, promoted better selling by showing the opportunities in selling as a profession. Show will continue throughout 1953.

'CALLING ALL CARS'

NEW car every week is no luxury for Tom Armstrong of WGAR Cleveland. Mr. Armstrong, who handles the station's *Calling All Cars* program on which he reviews a new car each week, finds Cleveland auto dealers happy to make a car available for him. WGAR relates that the program which serves as a sounding board for the Cleveland automobile market has stirred Akron dealers to start a similar show.

INAUGURATION TELECAST

GREATER Miami televiewers saw the entire ceremony of Gov. Dan McCarty's inauguration in Tallahassee, Fla., on Jan. 6 on WTVJ (TV) Miami. Ceremonies were filmed by the station's news department and shown the same day. Event was handled by Ralph Renick, news director, and Norman Werthman, cameraman.

TV QUIZ GAME

TV quiz game, *Shadow Stumpers*, which debuted in Baltimore, Md., three years ago, makes its Washington, D. C., premiere on WTOP-TV on a regular weekly basis. Disc Jockey Eddie Gallaher will preside over a panel comprising representatives of local clubs and organizations each Sunday at 3 p.m. Idea is for members to guess identity of objects from silhouette shadows, with valuable prizes awarded to home viewers. Brent Gunts produces *Stumpers*, which was a regular feature of the CBS-TV *Garry Moore Show* for 18 months. Program is being promoted as package with spots, ads and other material through Robert M. Gamble Jr. Advertising, local agency, and also will serve as public service vehicle for local organizations.

COMMUNITY SERVICE

FULL-page ad was run in the *Houston Post* on Dec. 31 by KPRC-TV Houston, outlining the station's services to its community in 1952. Listed in the ad were the religious, national, educational, community, agricultural and safety organizations which had used time on KPRC. Copy also stated that "more than 17 hours out of each 24 . . . more than 6,250 hours on the air during the year" were devoted to community service.

PAMPHLET PRECEDES DEBUT

HERALDING the debut of WKNB-TV Hartford this month is a pamphlet describing the central Connecticut and southwestern Massachusetts area the station will serve. Pamphlet claims the station will have a potential viewing population of some 2,368,342 persons in an area that has an effective buying income of $4,135,798,-768.

HOME-CLASSROOM PROGRAM

WNYC-AM-FM New York and WNYE (FM), Board of Education station, last Monday carried what officials said was the first program broadcast simultaneously to pupils in classrooms and children and parents in their homes. Broadcast featured an address by New York's superintendent of schools, Dr. William Jansen, direct from the control room of the Civil Defense shelter area in his office in Brooklyn. Purpose of the broadcast, according to WNYC spokesman, was to "show the flexibility of communications from the superintendent's office during strikes, storms and other emergencies."

NAEB FOLK SERIES

NETWORK of National Assn. of Educational Broadcasters began a new radio series over 61 stations across the country on Jan. 4 featuring Lou Ford in *Folk Songs and Footnotes*. Show was heard last year by Boston audiences on WBUR-FM, Boston U. outlet where Mr. Ford was program director. Show highlights little-known and authentic folk music of foreign countries, along with a commentary on the origin of the folk music.

WCHN BIRTH NOTICE

NEW outlet in Norwich, N. Y. WCHN, sent out a "birth notice" to announce its debut. Card stated that "the new baby will speak its first words on Jan. 1, 1953," and urged the reader to listen in to the newest member of the Norwich family of industries.

CORONATION CONTEST

CORONATION Contest, which will send the finalist and her escort to London for that event, will get underway today at WKRC-TV Cincinnati. Contest will center around cartoons appearing on WKRC, and will last for 15 weeks. Each week a semi-finalist will be chosen. Contest will be conducted on a new weekly show, *Coronation Court*, panel quiz program involving travel, geography and the Coronation itself. A Coronation Ball will be held during the last week to determine the winner.

SURPRISE PACKAGE

SOME birthday cakes recently sent out by CKVL Verdun, to advertising agencies in Toronto and Montreal, contained a lucky disc, with note to return to the station for a prize. Advertising agency executives who sent the disc back, when they found it in the cake, were astounded to receive a crate the size of a small chesterfield sofa, containing everything from beer to pills to clothing advertised on the station. Samples of everything advertised on the station, except motor cars, were included in the gift box received by agency executives.

LUNCHEON TV

NEW noontime program designed to interest youngsters home from school at lunch has been started on WPTZ (TV) Philadelphia. The show, *Lunch With Uncle Pete*, features Pete Boyle and old time silent comedy films. Mr. Boyle comments on the films which are backed by organ music. On the basis of a report from city schools that some 600,000 children are at home each noon hour from 11:30 a.m.-1:30 p.m., show has been scheduled by the station from 12:15-12:45 p.m.

AAA MEETING

Broadcasting Hosts Named

OST chairman for radio and tele-sion broadcasters at the annual nvention of the Southwestern sn. of Advertising Agencies Feb. -14 in Fort Worth [B•T, Dec. , 1952], will be Harold Hough, ector of WBAP-TV that city.

Performing the same function r radio and television national presentatives will be Joe Evans Free & Peters' Fort Worth of-e, according to Rowland Broiles, esident of Rowland Broiles Co. lv. of Fort Worth and convention neral chairman.

The media men will be guests of AA members at the Feb. 14 eeting and luncheon. Speaker at e luncheon will be Dean J. E. cCarthy of the U. of Notre Dame llege of Commerce.

Other speakers at the three-day nvention will include Frederic mble, president, American Assn. Advertising Agencies; August lson, AAAA staff member; ank Japha, executive secretary, ational Advertising Agency Net-rk, St. Louis, and Harley How-tt, media director, Fitzgerald dvertising Agency, New Orleans. SAAA officers are: President, aul Lago, president of Lago & hitehead, Wichita, Kan.; vice esident, Charles Crosson, presi-nt of Charles Crosson & Co., ouston.

ONG PLUGGER

Rebuffed by WDIA

ERT FERGUSON, co-owner and neral manager, WDIA Memphis, st week rebuffed attempts of a ng plugger to buy his way into e station's programming.

He answered a letter signed by a r. Joe Davis of New York, noting r. Davis sent a letter to WDIA's oduction director at his home ad-ess enclosing a check for $5 hich "you say is the amount you opose to pay him per week in e beginning in order to have him e" that the records "you are pro-oting are played regularly on this ation." The check was brought to s attention immediately, Mr. erguson said, adding:

" . . . Words are hardly adequate express my opinion of anyone ho endeavors to promote records such a manner and you may be re that as long as you have any-ing to do with [that company's] cords, none will ever be played on is station except under the pres-re of such extreme popularity at it would be poor programming omit them from our schedule. our check is being returned here-ith. . . ."

EW St. Louis received an award ec. 27 from St. Louis Jazz Club for ation's "contribution to the further-g of traditional jazz." Station pre-nts weekly jazz show, *New Orleans eritage.*



APPOINTMENT of Rep.-elect Alvin M. Bentley (R-Mich.) (l) as vice president of WKNX-AM-TV Saginaw, Mich., was announced at dinner attended by station executives and civic leaders. Shown at head table with Mr. Bentley, who also becomes director of Lake Huron Broadcasting Corp., are William J. Edwards (c), vice president and general manager of WKNX-AM-TV, and Howard H. Wolfe, station manager and secretary-treasurer. Mr. Edwards also reported plans for March opening of WKNX-TV on uhf Ch. 57 and four-day TV Exposition in city's Civic Auditorium [B•T, Jan. 5].

ADVERTEST PLAN

To Incorporate Projects

NEW MARKET research plan designed to meet the needs of advertising agencies and manufacturers has been announced by Advertest Research, Brunswick, N. J. First study will be made in the New York area next March.

To be known as Advertest Combined Research, the plan will incorporate specific projects into one operation at reduced cost and be available to subscribers on a yearly subscription basis. Surveys will be based on personal interviews. Plan grew out of Advertest monthly studies of "The Television Audience of Today" and will be expanded to cover other market regions later this year.

RTES WORKSHOPS

Debate TV Methods' Merits

RELATIVE and competitive advantages of commercial telecasting versus theatre and subscription television will be debated Jan. 15 at the first of a series of evening workshop meetings to be held in NBC's Studio 6-B in New York, under the auspices of the Radio & Television Executives Society. Don McClure, RTES board member, is chairman of the workshops, which will start at 7:30 p.m.

At the opening session, Hugh M. Beville, NBC director of research, and George Nixon, NBC manager of engineering development, will speak for commercial TV. Nate Halpern, president, Theatre Network Television, will represent theatre television, and Paul Raibourn, vice president, Paramount Pictures Corp., will give the case for subscription TV.

On Feb. 12, the RTES workshop will deal with program rating services, with representatives of ARB, Hooper, Nielsen and Pulse as speakers. The March 12 session will take up radio and TV rate cutting, the April 16 meeting the problem of standardizing TV costs and production procedures, and the May 21 workshop a report on getting a uhf station started.

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
Extra-Week Nov. 9-15, 1952
EVENING, ONCE-A-WEEK
NIELSEN-RATING

Current Rank	Program	Current Rating Homes %
1	Jack Benny (CBS)	13.7
2	Amos 'n' Andy (CBS)	12.5
3	Charlie McCarthy Show (CBS)	11.3
4	Our Miss Brooks (CBS)	10.2
5	Lux Radio Theatre (CBS)	9.9
6	People Are Funny (CBS)	8.6
7	You Bet Your Life (NBC)	8.1
8	Tarzan (CBS)	7.9
9	Philip Morris Playhouse On Broadway (CBS)	7.9
10	Gene Autry Show (CBS)	7.5

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ASCAP INCOME UP

New High Expected for '52

ASCAP will ring up a record-breaking income of more than $16 million for 1952. it has been estimated. All-time high fourth quarter revenue, expected to be well over $4 million and perhaps approach the $4.5 million mark, plays a big part in pushing ASCAP's 1952 income up some 14% over the $14 million in 1951.

Broadcasters have again contributed the largest share of the ASCAP revenue, with advance estimates crediting radio station managements with payments of $9 million to $10 million and TV station operators with about $4 million for the right to use ASCAP-licensed music on the air.

'ARMY HOUR'

Returns to Broadcast Scene

THE award-winning *Army Hour* of World War II days will be revived early next month and beamed to overseas troops through the facilities of the Armed Forces Radio Network, it has been revealed.

Through the cooperation of NBC, the Army Dept. will produce a weekly 30-minute tape-recorded program, to be distributed overseas to some 69 AFRN stations. Documentary-musical format of the World War II *Army Hour*, which won a Peabody award for its excellence, will be retained.

Series will be supervised by the Army Dept.'s Training Information & Education branch, under Maj. Gen. Floyd Parks, with that service supplying the funds. NBC will donate technical assistance and library clips. Plans for the series were outlined by Col. Edward Kirby, radio-TV branch chief, Dept. of Army.

While the programs will be tailored as an information service for servicemen, NBC is expected to air them in the continental U. S. as it did in World War II. The tapes will be released each Sunday, to be used locally that week, and series is tabbed to run "for the duration."

Returning for the revival are Eddie Dunham, NBC producer who handled the original show. He has been named consultant to Gen. Parks. Mr. Dunham has been handling production chores for the *Voice of Firestone*. Ed Herlihy will assume announcing duties.

Mystik Names JWT

MYSTIK Adhesive Products, Chicago, for its Mystik tapes, has named J. Walter Thompson, same city, to handle its advertising effective Jan. 1. The new agency, taking over from George Hartman, also Chicago, will continue TV spot schedules in some 25 markets and a feature film on WNBQ (TV) Chicago. New media schedules have not been set. JWT vice president Ted Weldon is account executive.



MOBILIZATION

Fowler Reports 'Job Ahead'

A PLAN for computing full mobilization needs, including "rock-bottom" civilian requirements, to meet any full-scale war eventuality has been outlined by Defense Mobilizer Henry H. Fowler to President Truman.

Data on resources that would be needed to support a maximum military production program in wartime is being compiled by mobilization agencies, Mr. Fowler reported. Agencies have been asked to break down non-military production into categories of defense-supporting and essential civilian uses.

Mr. Fowler gave his views and conclusions in an eighth quarterly report titled "The Job Ahead for Mobilization." It covers production, resources, manpower, wage-price controls, civil defense and other mobilization factors.

Among points made by the Defense Mobilizer were these:

● Authority in the Defense Production Act for priorities and allocation of materials should be continued beyond June 30 when these controls are due to expire.

● Current lags in defense electronics and other production "are no longer attributable in any large degree to bottlenecks in the flow of materials, components or machine tools."

● Of the various types of electronics-communications devices now in production, 95% are of new design since Korea, constituting a "technological revolution that is still in its early stages."

● "A development holding great promise for the future is the successful use . . . of transistors instead of vacuum tubes."

● Further relaxation of the Controlled Materials Plan for copper, aluminum and steel is anticipated in 1953.

● The Conelrad broadcast alert plan "is expected to be in full operation before the end of February." Despite this plan to deny navigational aid to the enemy, civil defense preparedness "is still far below the level of progress achieved in military and industrial mobilization."

● Acute shortages continue among highly skilled technical help in defense and essential civilian activities. Further study should be given to "the occupational requirements of the armed forces and essential civilian activities." Means are under study for expanding and conserving the labor force and improving use of manpower.

● Government power to limit stabilization pressures has been "seriously reduced" by abolition of control of installment credit. Suspension of ceilings on radio-TV receivers and other goods was described as among the "most important" curbs.

WDAF Card Format

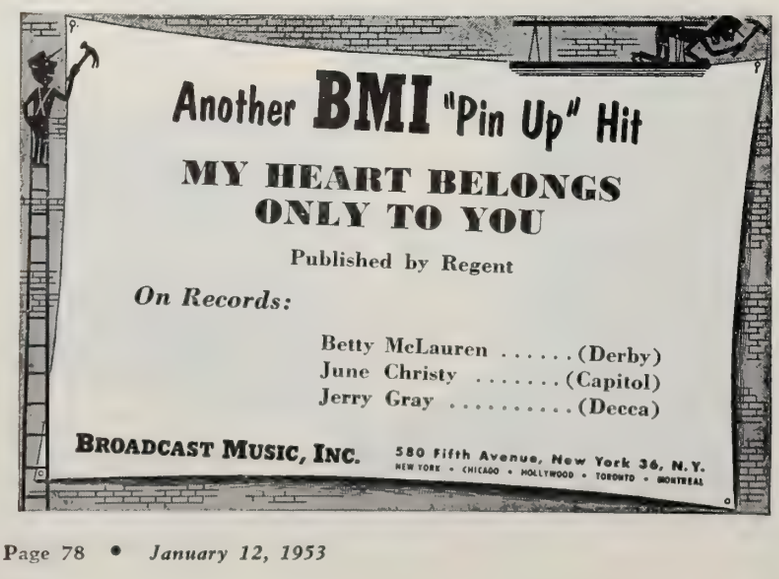
NEW WDAF Kansas City, Mo., rate card No. 19, which goes into effect Feb. 1, reverses usual rate card format by listing first the station's lowest rates, Class C time, and listing last its highest rates, Class A time. Thus, according to V. A. Batton, station manager, the prospective advertiser is greeted with station's lowest instead of its highest rates. Credit for the new rate card format goes to H. Dean Fitzer, managing director of WDAF-AM-TV, Mr. Batton said.

U. of Ill. Event

NEW FEATURE of the sixth annual Festival of Contemporary Arts from Feb. 27 to April 12 at the U. of Illinois will be a TV program on contemporary arts which will be produced March 10 at the university studio and screened in an adjoining theatre, according to Dean Rexford Newcomb of the university's College of Fine and Applied Arts. TV equipment and production techniques also will be demonstrated.

ABC-CBC TV Pact

AGREEMENT between ABC and Canadian Broadcasting Corp. on importation of sponsored TV network shows was announced in Canada Dec. 31. Same arrangements were made with ABC as with NBC and CBS announced Dec. 29 [B•T, Jan. 5, 1953]. Unofficially this is understood to be 50% of new station time rates for CBC TV stations at Toronto and Montreal.



SET OUTPUT

FRS Reports Gain in '52

OUTPUT of radio-TV receivers and other household appliances rose substantially late in 1952, the Board of Governors of the Federal Reserve System reported last week.

Surveying general business and financial conditions, the board noted substantial gains, "with television output continuing at unusually high levels in December." Christmas retail sales were reported by FRS as reaching record volume.

In radio output, highest unadjusted index averages in November were in the order named: Small radios, automobile sets, consoles and combinations, and AM-FM console combinations. In TV output, consoles, table and combination sets ranked in that order.

Meanwhile, the Board of Governors announced plans for a 12-city survey of consumer finances during January and February. Interviewers ask consumers their plans to purchase radio and television sets and other durable goods. Particular attention will be paid planned consumer purchases "because of the central position of these industries in the national economy," it was explained.

Cities of Baltimore, Chicago, Boston, Cleveland, New York, Detroit, Los Angeles, Philadelphia, Pittsburgh, San Francisco, St. Louis and Washington, D. C., and their suburban areas will be covered in the study.

TV & EATING

Meck Cites Firm's Survey

NEED for crescent-shaped dining tables fronting a television set and greater parental control over children's viewing habits was outlined in Chicago past fortnight by John S. Meck, president of Scott Radio Labs., from the results of a survey his firm conducted in suburban Wheaton.

Of 300 fifth-grade youngsters interviewed, 63% said their parents let them watch television while eating, and 49% said the entire family watched video during the evening meal.

Mr. Meck said this calls for more parental guidance in program selection, and that "hasty gulping of meals before the TV set is likely to deprive the next generation of one of the greatest pleasures of family life, sprightly dinner-time conversation."

Commenting on the fact that 7% of the youngsters said they had TV in their dining rooms, Mr. Meck said the "only reasonable alternative" to balancing plates on the knee or getting a crick in the neck is a crescent-shaped dining table which would place all diners in front of the video receiver.

JACK GREGSON, m.c. of *Live Like a Millionaire* on ABC, is now serving as host on daily transcribed *John Sebastian Show*, sponsored by Coca-Cola.

PRESS CRITICS

Hit Walker, Hennock Visit

NEWSPAPERS in two widely separated sections of the country have raised editorial hob with efforts by some FCC Commissioners to whip up enthusiasm for non-commercial educational TV.

The *Press Democrat* of Santa Rosa, Calif., editorialized that the FCC "has arrogated to itself the job of trying to stampede the taxpayers of California into signing a blank check for non-commercial educational television."

Referring to recent visits of FCC Chairman Paul A. Walker and Comr. Frieda B. Hennock, the newspaper said that they have "crossed the continent to attempt to propagandize the stampede into major proportions."

Cost Factor Cited

The editorial pointed out that the "true cost picture has neither been determined nor hinted to the public" and that it was likely that if stations were established "programming would go far afield from basic education and become involved with 'do gooder' campaigns of wide scope."

"The Commissioners of the FCC," the newspaper said, "are not hired to attempt to rush Californians, or anyone else, into a venture where costs are unknown, and where nature of programs has not even been worked out, much less approved by the public."

The *Indianapolis Star* has advocated closer cooperation between educational institutions and commercial stations. Pointing out that Indiana U. had arranged with WTTV (TV) Bloomington to telecast an increased schedule of educational programming, the newspaper said:

"Hoosiers will cheer this decision . . . in conquering the problem of educational video. It will mean that an important feature of university training and presentation of educational broadcasts will be accomplished at lowest possible cost through utilizing WTTV's equipment.

Others Asked to Note

"Many another state university currently planning erection of TV stations at tremendous expense to the taxpayers, would do well to cancel their plans and adopt the wiser course chosen by I. U.

"This is assuming, of course, that other state universities are as fortunate as I. U. in having in their cities such progressive and cooperative men as Sarkes Tarzian, president of WTTV, who is to be commended for his generous concord in this endeavor."

ABC-TV's *Ellery Queen* program (Wed., 9-9:30 p.m. EST) received an award from *Parade* magazine for "public service in the national effort to combat crime." Presentation was made on program by *Parade* editor Jess Gorkin.

On All Accounts

(Continued from page 12)

resident Roosevelt.

His handsome appearance and rained speaking voice brought him o Hollywood in 1942 under a one-ear Warner Bros. movie contract. ollowing a film assignment in Air Force" and other movies, he ook a course in commercial avia-ion and received his pilot's license n late 1943.

New York City was his next port f call and Mr. Crago joined ABC s announcer. Assignments includ-d such programs as the *Boston ymphony, Washington Story* and ewscasts for *This Week Around he World.* He also covered the Jnited Nations sessions at Hunter ollege for ABC.

A transfer to the network's Iollywood headquarters occurred n November 1947 and for the next ew years his assignments va-ied in both radio and TV. At ABC e met newswriter Leonard Shane, who established an agency in 1950. Ir. Crago joined him two years ater.

Billings Soar

Reluctant to boast about the oung agency's annual billing, Mr. rago said it is in seven figures, 5% of which goes to radio and V. He looks to a substantial in-rease in those media during 1953.

Agency accounts include such dvertisers as Retail Clerks' Union, ocal 770 (AFL) which sponsors weekly half hour public service rogram *770 on TV* on KTTV (TV) Iollywood with Mr. Crago as noderator. Other major accounts ith a high budget percentage al-otted to TV and radio are Louis Iilani Foods Inc., Cock & Bull everages (ginger beer) and sev-ral local advertisers.

Mr. Crago believes that all media omplement each other. It is his rm conviction that television will ave a stimulating effect on the ompetition for the advertising ollar.

Emphasizing the importance of radio as a medium and cautioning that it must not be overlooked, he says TV is a challenge to every other medium in every major advertisers' budget.

"There is no more danger of TV driving radio out of business than there was 25 years ago when the cry went up that radio would sound the death knell of black and white. TV just opens one more avenue of information to the public."

He contends the smart advertisers will trust to the good judgment of their agencies in the selection of the right medium for the product to be promoted.

The Cragos—she is the former Mildred Beranek—were wed Jan. 25, 1936. With William Jr. and Mildred, aged 12 and 10 respectively, they make their home in suburban Sherman Oaks. Mr. Crago's hobbies are golf, flying and sailing.

THE SIGMA DELTA CHI AWARD IN JOURNALISM

Radio-Television

NOMINATIONS INVITED

Deadline Feb. 9, 1953

SEND ENTRIES TO:

Victor E. Bluedorn, Ex. Dir.

Sigma Delta Chi

35 E. Wacker Dr., Chicago 1.

Additional details on request



FIGURING in Intermountain Network promotions are President Meyer (r) and Executive Vice President Paige. ➤

COMEDY PLAN

NBC-TV Marks Anniversary

FIRST anniversary of NBC-TV's Comedy Development Plan, a subdivision of the network's New Program Development Dept., was celebrated by a special quarter-hour program titled *A Chance to Show,* Sunday, Jan. 4 (5:30-45 p.m. EST). New Program Development Dept. is under the direction of Merritt (Pete) Barnum, with Bill Gargan Jr. heading the Comedy Development Plan.

Under auspices of the plan, new comedians and entertainers who are professionals but who have never appeared on television are given a chance to audition on alternating Thursday evenings before NBC-TV producers, directors and executives. The Comedy Development Plan offers an opportunity for a showcase with appropriate material.

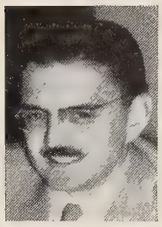
Under Mr. Barnum's jurisdiction, the New Program Development Dept. is planning to develop new dramatic shows similarly.

EIGHTH Annual West Coast Exhibition of Advertising Art will be held by the Art Directors Club of Los Angeles, Feb. 25 through March 11. Medals and certificates of merit will be awarded in 12 classifications.

INTERMOUNTAIN

New Promotions Announced

GEORGE C. HATCH has been advanced from president of Intermountain Network Inc. to chairman of the board of directors, it was announced after a meeting of the board Dec. 22 at the regional network's Salt Lake City headquarters.



Mr. Hatch

In other changes, all were effective Jan. 1, Intermountain Network's board elevated Lynn L. Meyer, vice president, to president, and named Jack Paige, vice president, as new executive vice president.

The board added Thomas Kearns Jr. as vice president and elected Arch L. Madsen, co-owner of KOVO Provo, Utah, and KEEP Twin Falls, Ida., as a new director.

Mr. Meyer, who has been associated with Intermountain Network more than 10 years, previously was in the broadcasting and advertising agency field at Minneapolis-St. Paul.

Mr. Paige, who joined the regional network in November 1949, previously had been associated with MBS in executive capacities.

Intermountain, which claims to be one of the largest regional networks in the country, covers 11 states in the intermountain West and serves 61 affiliates.

The network's sales for 1952 showed an increase of 18% over 1951 and Intermountain predicts its 1953 business outlook will continue upward. During the past year Intermountain opened a Denver sales office under supervision of Kenneth Palmer, former commercial manager of KVER Albuquerque. Majority of Intermountain affiliates also are affiliated with Mutual.

PRO FOOTBALL

Media Aids Ticket Sales

CASH SALES of 3,101 professional football season tickets—at $19.80 each—were directly attributable to the impact of radio and television last month when the National Brewing Co. used its programs in Baltimore to promote the sale of tickets to next year's games.

More than 600 tickets were sold the first day that Bailey Goss on WMAR-TV Baltimore made the announcement. The following programs, all sponsored by National Brewing, helped the sale of tickets: *National Review, Wrestling with Bailey Goss, National Amateur Time,* and *Hollywood Offbeat,* all on WMAR-TV, and *The National Sports Parade* on WBAL Baltimore.

Kenyon & Eckhardt, New York, is the agency.

STERLING DRUG

FTC Complaint Dismissed

COMPLAINT charging Sterling Drug Inc., heavy broadcast advertiser, and its agency, Ruthrauff & Ryan, both New York, with alleged misrepresentations for Ironized Yeast Tablets was dismissed by the Federal Trade Commission last Thursday.

The respondents have discontinued the ad claims and revised statements relative to the therapeutic effectiveness of the preparation, the commission noted. FCC said it felt "that the interest of the public would not be served in continuing the proceeding." Whether the statements were made in radio and TV continuities was not revealed.

CBS Adds KSWB

ADDITION of KSWB Yuma to the CBS Radio Network as a bonus station to KOOL Phoenix, effective today (Monday), has been announced by William A. Schudt Jr., national director of station relations for CBS Radio. Total CBS Radio affiliates now number 217. Owned and operated by the Maricopa Broadcasters, of which Gene Autry is president, KSWB will begin operations today. It will operate unlimited time on 1240 kc with 250 w. James Cox is general manager.

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1953 KINESCOPES

Thees Sees Heavy Demand

INCREASED demand will bring all-out production and steady sales of TV picture tubes during 1953, according to a prediction by L. S. Thees, general sales manager of RCA Victor's Tube Dept.

He said the expected manufacture of 6¼ million new TV receivers and a renewal demand for 3¾ million kinescopes will place a serious strain on the industry's tube factories and that the shortage will be "even more serious" unless the industry abandons its usual practice of curtailing production during summer months.

He said the shortage may not be felt keenly until after the second quarter of 1953, and suggested a steady, full-production load on a 12-months basis.

Mr. Thees said present trends indicate more than 70% of 1953-produced TV sets will have picture tubes larger than 19 inches in size, and said existing manufacturing facilities "are not yet geared" to produce enough large tubes. This is because industry heretofore has been geared to produce smaller picture tubes, he said, citing 1950's production of eight million kinescopes.

CUMMINGS SUIT

Filed by Producer Greene

PUNITIVE damages of $100,000 and $19,200 for loss of salary were sought in a suit filed last Monday in Los Angeles Superior Court by producer Mort Greene against actor Robert Cummings. Mr. Greene, who resigned a month ago as producer on NBC-TV's *My Hero* film series, starring the actor and packaged by Don Sharpe, charges Mr. Cummings induced Mr. Sharpe to cancel their work agreement.

Mr. Greene last month had filed a $19,000 breach of oral contract suit against Mr. Sharpe, Mr. Cummings, Mrs. Cummings and the Golden Key Trust [B•T, Dec. 22, 1952]. Simultaneously, Mr. Greene had filed an attachment against Mr. Sharpe, seeking payment for the remainder of an alleged 48 weeks work contract.

FCC actions



JANUARY 2 THROUGH JANUARY 8

CP-construction permit — **ant.-antenna** — **cond.-conditional**
DA-directional antenna — **D-day** — **LS-local sunset**
ERP-effective radiated power — **N-night** — **mod.-modification**
STL-studio-transmitter link — **aur.-aural** — **trans.-transmitter**
synch. amp.-sychronous amplifier — **vis.-visual** — **unl.-unlimited hours**
STA-special temporary authorization — **CG-conditional grant**
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 87.

January 2 Applications . . .

ACCEPTED FOR FILING

License for CP

WAMI Opp, Ala.—License for CP, as mod., which authorized new AM.

WARN Ft. Pierce, Fla.—License for CP, as mod., which authorized new AM.

WRHT Griffin, Ga.—License for CP, as mod., which authorized new AM.

KCRB Chanute, Kan.—License for CP, as mod., which authorized new AM.

AM—1420 kc

WLET Toccoa, Ga.—CP to increase power from 1 to 5 kw.

Change Antenna System

KPOA Honolulu — License for CP which authorized changes in ant. system.

Change Transmitter Location

WJXN Jackson, Miss. — License for CP, which authorized change in trans. location and change in ant. system.

AM—540 kc

KFRM Kansas City, Mo. — CP to change frequency from 550 to 540 kc, increase power from 5 to 10 kw, hours of operation from D to unl.

AM—1340 kc

KSID Sidney, Neb.—License for CP which authorized change in frequency and hours of operation.

AM—1330 kc

WWPA Williamsport, Pa. — CP to change from 1340 kc, 250 w to 1330 kc, 5 kw and change trans. location.

Replace Expired CP

WAGS Bishopville, S. C.—CP to replace expired CP which authorized new AM on 1380 kc, 1 kw-D.

WFMO Fairmont, N. C.—CP to replace expired CP for new AM on 860 kc, 1 kw-D.

Renewal of License

Following stations request renewal of license:

WKIC Hazard, Ky.; WEW St. Louis; WTSB Lumberton, N. C.

January 2 Decisions . . .

BY COMMISSION EN BANC

Change Facilities

KGAL Lebanon, Ore.—Granted CP to change facilities from 930 kc, 1 kw-D to 920 kc, 1 kw-U, DA, engineering conditions.

Modified CP

WLIN, Merrill, Wis.—By order, modified CP granted Dec. 4, 1952 authorizing WLIN to increase power on 550 kc from 1 to 5 kw and move studio and trans. to Wausau, Wis., by adding condition: "No construction or installation of equipment effected prior to Dec. 4, 1952 shall be utilized by the permittee in constructing the facilities authorized by this permit". Action was taken upon consideration of affidavit of permittee filed Dec. 15, 1952 disclosing certain preliminary steps in the construction of new facilities had been undertaken prior to Dec. 4 and requesting that CP granted that date be conditioned accordingly.

License Renewal

Granted renewal of following licenses to General Electric Co. for regular period: WGY and WRGB (TV) Schenectady.

January 5 Applications . . .

ACCEPTED FOR FILING

AM—1150 kc

KSJV Sanger, Me.—CP to change from 900 kc to 1150 kc; hours of operation from D to unl.; install DA-N. AMENDED to change name of applicant to John H. Poole tr/as Poole Bcstg. Co.

AM—1420 kc

KTOE Mankato, Minn.—CP to change from 1 kw-N to 5 kw-N.

Replace Expired CP

WAGS Bishopville, S. C.—CP to replace expired CP which authorized new AM, to be operated on 1380 kc, 1 kw-D.

Renewal of License

Following stations request renewal of license:

KVRH Salida, Col.; KBIZ Ottumwa, Iowa; KSEK Pittsburg, Kan.; KFAL Fulton, Mo.; WHED Washington, N. C.

TENDERED FOR FILING

Replace Expired CP

WJWS South Hill, Va.—CP to replace expired CP for new AM on 1370 kc, 1 kw-D.

KREM Spokane, Wash.—CP to increase D power from 1 to 5 kw.

January 6 Decisions . . .

BY BROADCAST BUREAU

Granted License

WVOW Logan, W. Va.—Granted license for AM; 1290 kc, 1 kw, 5 kw-LS, DA 2, unl., conditions.

KTKT Tucson, Ariz.—Granted license for AM; 1490 kc, 250 w, unl.; conditions.

WIFM Elkin, N. C.—Granted license for AM; 1540 kc, 250 w-D; conditions.

WLCS Baton Rouge, La.—Granted license covering change in frequency, increase in power, installation of a new trans. and DA-DN, and change in trans. location; 910 kc, 1 kw, DA-1, unl.; condition.

Change Antenna System

WJLD Homewood, Ala.—Granted CP to make changes in ant. system by adding TV ant.

Modification of CP

WTCW Whitesburg, Ky. — Granted mod. CP for approval of ant., trans. and studio location.

WBOY Tarpon Springs, Fla.—Granted mod. CP for approval of ant., tra and studio location; condition.

WPIN St. Petersburg, Fla.—Grant mod. CP to change trans. location a studio location.

KVRV Victorville, Calif. — Grant mod. CP to make changes in tra equipment, ant. and ground syste change trans. and studio location.

WCGA Calhoun, Ga.—Granted m CP for approval of ant., trans. lo tion, specify studio location and cha type trans.; conditions.

KREH Oakdale, La.—Granted m CP for approval of ant., trans. a studio location.

Granted STA

National Bcstg. Co., New Yor Granted STA to operate WNBT N York, as experimental television s tion employing call sign KE2XJV purpose of testing RCA Color Tele sion system; authority valid for per Jan. 5 and Feb. 28, 1953, inclusive, a operation is limited to maximum 30 minutes daily between 9 a.m. a 1 p.m.

Change Name

KSON San Diego, Calif. — Gran mod. license to change name to Fredric Rabell and Dorothy Johns Rabell d/b as KSON Bcstrs.

Extension of Completion Date

WJIM Lansing, Mich.—Granted m CP for extension of completion d to 7-6-53; conditions.

KFYO Lubbock, Tex.—Granted m CP for extension of completion d to 3-1-53; conditions.

Granted CP

WBRE - FM Wilkes - Barre, Pa Granted CP to make changes in censed station (2.3 kw; ant. hei 1,190 ft.; Ch. 253).

WCPO Cincinnati, Ohio—Granted to change trans. location of AM; inst new trans. and make changes in a system.

January 7 Decisions . . .

ACTIONS ON MOTIONS

By Hearing Examiner Annie Nea Huntting

Port Arthur College, Smith Ra Co., Port Arthur, Tex.—Ordered t any depositions taken on Dec. 8, 19 by Smith Radio Co. in Port Arthur v not be admitted in evidence in p ceeding, and that depositions of p sons listed in notice served by mail Smith Radio Co. on Port Arthur C lege shall not be taken except u further order of Commission; furt ordered that jurisdiction is retained Commission for purpose of issu such further orders herein, on Co mission's own motion or on motion any party, as may be necessary a proper after determination is ma with respect to consolidating appli tion of Jefferson Amusement Co. hearing herein and after pre-hear conference is held at which efforts be made to obtain agreement up convenient time and place for taki by all parties, of such depositions may be necessary and proper; furt ordered that in event application Jefferson Amusement Co. or any ot application is consolidated with t proceeding, involving applications TV Ch. 4, Smith Radio Co. shall se upon each additional applicant a c of aforesaid "Notice to Take Depo tions" together with copy of order Dec. 30, 1952.

The Enterprise Co., Beaumont Bc Corp., KTRM Inc., Beaumont, Tex Overruled opposition and objection The Enterprise Co. and Beaum Bcstg. Corp., of Dec. 31, 1952, to not of intention to take deposition of W. Hobby on Jan. 10, 1953, in Houst Tex., filed by KTRM Inc. on Dec. 1952, in proceeding involving appli tions for TV Ch. 6.

By Hearing Examiner Fanney N. Lit

Stark Bcstg. Corp., Canton, Ohi Granted petition to amend applicat for CP for new TV to show increa ERP; current changes in officers, dir tors and stockholders; amendment corporate charter; current informat

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s to applications pending before Com-ission and that it is licensee of CMW Canton, Ohio, etc.

Hearing Examiner Basil P. Cooper

Tampa Television Co., Tampa, Fla.—anted petition to amend TV applica-on to amend exhibit 3 of application order to show additional business terests of L. Maxcy and H. H. Baskin, ockholders in applicant corporation.

January 7 Applications . . .

ACCEPTED FOR FILING

Install Center Tower

WOC Davenport, Iowa—CP to install new center tower and mount TV ant. on top. AMENDED to make changes in DA system.

Application Amended

WHUN Huntingdon, Pa.—CP to specify top loading of present ant. system. AMENDED to change from 1400 kc, 250 w-unl. to 960 kc, 500 w-D and change type trans.

Replace Expired CP

WFMO Fairmont, N. C.—CP to replace expired CP which authorized new AM on 860 kc, 1 kw-D.

WJWS South Hill, Va.—CP to replace expired CP which authorized new AM on 1370 kc, 1 kw-D.

Renewal of License

Following stations request renewal of license:

KNBC-FM San Francisco; WDEL-FM Wilmington, Del.; WQAM-FM Miami, Fla.; WBBM-FM Chicago; WFAM (FM) Lafayette, Ind.; KSO-FM Des

(Continued on page 87)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
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Help Wanted

Managerial

Wanted: Experienced, hard-working commercial manager for California medium market station affiliated major network. Ability to sell and direct sales. Excellent opportunity for go-getter. Wholesome community, real living. Box 443S, BROADCASTING • TELECASTING.

Wanted immediately . . . studio manager for city of 12,000 population. Good opportunity for right man. Box 462S, BROADCASTING • TELECASTING.

Sales Manager Midwest independent excellent market. Reasonable effort and ability can earn over $10,000.00 annually. Draw against 15% commission plus percentage growth. Prefer man 35 to 45. Thoroughly experienced with good sales record. Send complete details first letter. Box 494S, BROADCASTING • TELECASTING.

Salesmen

A well established medium sized firm representing radio and television stations seeks a young man, replies in confidence, with New York time buying or representation experience. Give complete details in letter. Box 268S, BROADCASTING • TELECASTING.

Experienced local salesman wanted by 5000 watt CBS New England affiliate tops in its field. Salary and commission. Earning power excellent and advancement assured to steady, reliable, persevering man. If applicant is TV-minded will have opportunity in not too distant future. Applications confidential. Send full details to Box 397S, BROADCASTING • TELECASTING.

Salesman for local accounts. Salary plus commission. Good market. Texas ABC station. Box 460S, BROADCASTING • TELECASTING.

Michigan independent with TV application. Good pay, excellent future. Drawing account $350.00 to $600.00 monthly depending on ability. 15% commission. Send complete personal history first letter. Write Box 493S, BROADCASTING • TELECASTING.

If you can sell on the air, run an RCA board, and do a little music library work, send your disc (tape), photo, and resume to Bud Pentz, KWBE, Beatrice, Nebraska.

New station wants experienced radio time salesman who is friendly, energetic and reliable. Excellent opportunity. Contact manager, WION, Ionia, Michigan.

Salesman-new station, excellent field. Commission against draw. Expenses out of town. Opportunity to grow up with new business. Job open now. Phone, wire, write, WPDR, Portage, Wis.

Program director - announcer. 5,000 watt NBC affiliate has opening for highly qualified program man who is top-flight announcer in his own right and who has proven executive ability to direct others and assume full responsibility programming a high-class station. Only a man with good education and experience will be considered. Send complete details including past and expected earnings, photo, audition, etc. WSAV, Savannah, Ga.

Announcers

Staff announcer, needed by Southern network affiliate with TV plans. Must be conscientious and versatile. Salary commensurate with ability. Box 364S, BROADCASTING • TELECASTING.

Sportscaster and a news writer—progressive Midwestern regional station. Good working conditions. Send complete information. Box 396S, BROADCASTING • TELECASTING.

Southern full time regional network affiliate needs good announcer. Excellent working conditions and hours. Apply by letter only. Box 418S, BROADCASTING • TELECASTING.

Small Michigan independent needs good announcer. Small friendly city, modest salary. Box 431S, BROADCASTING • TELECASTING.

Newscaster plus regular announcing shift. Permanent. Texas location. Tell all. Box 459S, BROADCASTING • TELECASTING.

Announcer-engineers wanted. Network station Ozark payground region. Announcing emphasis. Salary commensurate ability and experience. Send picture, audition and details first reply. Write Box 485S, BROADCASTING • TELECASTING.

Regular staff announcing position open. George Overton, Radio Station KMUS, Muskogee, Oklahoma.

Announcer-excellent opportunity for ambitious young single man. Send tape or disc to KNEM, Nevada, Mo.

Wanted—announcer-program director at 250 watt network affiliate. Emphasis on local programming, sales. Contact General Manager, WBRW, Welch, W. Va.

Wanted: Qualified announcer at Radio Station WFRP, Savannah, Georgia. Applications should be addressed to Dick Hull.

Disc jockey-announcer who is capable of running a good pop record show, plus reading news and straight commercials. Send disc and complete details including salary desired to Marshall Rosen, WNXT, Portsmouth, Ohio.

Announcer-engineer, first class ticket. Experience desired but not necessary. $70.00 to start. Permanent job. Mail qualifications, tape or disc to WSAL, Logansport, Indiana.

Staff announcer with year or two's experience for 5000 watt CBS affiliate in 115,000 city. Prefer young man, draft exempt with Midwest background. Write for applicatoin and send disc or tape to Personnel Dept., WSBT, South Bend, Indiana.

Announcer with first phone, by Mutual affiliate in lake and citrus area, home of Cypress Gardens. Limited experience acceptable if basic qualifications good. WSIR, Winter Haven, Florida.

WTIP, Charleston, W. Va., needs experienced dependable announcer by February first. Good salary. Write immediately to program director.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Wanted—One announcer-engineer with first class ticket for new kilowatt daytimer in Louisville, Mississippi. Position open about February 1st. Good pay, good future for right man. Air mail audition, photo, full particulars including salary requirement to Box 111, Louisville, Mississippi.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Wanted—Engineer, announcer-engineer at 250 watt East central network affiliate. Announcing experience desirable; not essential. Box 167S, BROADCASTING • TELECASTING.

Small Michigan independent small city needs announcer/engineer. Modest salary. Box 432S, BROADCASTING • TELECASTING.

Wanted engineer-announcer for 250 full time Mutual affiliate in Florida. $75.00 for forty hours to start. Good opportunity for right man. Send tape or disc, photo and qualifications in first letter. Box 442S, BROADCASTING • TELECASTING.

Experienced first-class engineer with announcing voice. $78.38 per week of 45 hours. Midwest college town of 30,000. Box 450S, BROADCASTING • TELECASTING.

Wanted engineer—large Michigan full-timer needs married 1st phone engineer. TV expected in near future. Average starting wage $65.00 per week with automatic raises after 6 months and 1 year. Two weeks vacation with pay. Must have car. Full information and references necessary. Write Box 455S, BROADCASTING • TELECASTING.

First phone operator for downtown console, transmitter trick, midwest local. Minimum $73.00 weekly if experienced. Will consider beginner. Box 479S, BROADCASTING • TELECASTING.

Wanted: chief engineer for leading Massachusetts AM station. Station holds TV grant and offers exceptional opportunity for right man. Box 491S, BROADCASTING • TELECASTING.

Wanted—chief engineer with announcing experience, 250 watt full-time Mutual outlet. Start $80.00 a week. Excellent living conditions. KTNM, Tucumcari, New Mexico.

Engineer — regional daytimer. $50.00 weekly. Write, phone—Wallace Wurz, Chief, KXGI, Fort Madison, Iowa.

Engineers needed for WACL and WJAZ. Contact Lloyd McKinney, Waycross, Georgia.

Combination man or first class operator with limited experience wanted immediately Beri Morre, WAMI, Opp Alabama.

First class engineer studio transmitter. Work $57.50, 40 hour week. Experience desirable, not necessary. WCEM, Cambridge, Md. Phone 1580.

First class phone engineer. No experience required. Car necessary. Transmitter work only. Phone WDBC, Escanaba, Michigan.

Wanted: Engineer-announcer daytime station, first class ticket. Permanent. Also commercial man. WEAB, Greer, South Carolina.

Wanted engineer with first class license. WGRM, Greenwood, Mississippi.

Engineer: 1st phone, 250 watt station with TV application, remote experience desirable, Chief Engineer, WKNY, Kingston, New York.

Engineer with experience . . . Would consider a combo man. WKRM, Columbia, Tennessee.

Engineer for year round opening. Start January-February, as desired. Some announcing depending upon ability. Send details, WLPO, La Salle, Illinois.

Engineer first phone, some announcing. Fast growing city. Permanent. Immediate opening. WMDN, Midland, Michigan.

Wanted immediately, engineer or combo. Good pay. Wire collect, WNAT, Natchez, Mississippi.

Help Wanted (Cont'd)

Experienced engineer. No announcir Kilowatt directional and FM. Se complete details and picture with a plication. Al Scott, WNDB, Dayto Beach, Florida.

Combination or engineer, full deta in first letter. WRIC, Richlands, V

Transmitter engineer for 5000 watt rectional AM. Write or wire Ler Kilpatrick, WSAZ, Inc., Huntingt West Virginia.

Wanted: combination engineer-a nouncer. Looking for first class m to take over chief engineer and p announcing shift. Announcing must good, prefer ad lib experience. Exc lent town to settle down and be p of community. If you've got what takes, we will pay. Joe Phillips, WSS Starkville, Mississippi, The Home Mississippi State College.

Wanted first class engineer. Radio S tion WSSV, Petersburg, Virginia.

First phone; transmitter operat WSYB, Rutland Vermont.

Immediate opening, first phone en neer, inexperienced applicants cons ered, 1000 watt daytime station, g full resume first letter. Write WWY Pineville, West Virginia.

Transmitter operator with first cl license for NBC affiliate. 5 kw a FM. No announcing. Experience d sirable, not necessary. Box 1056, Tv Falls, Idaho.

Production-Programming, Other

Copy-writer experienced. Good po tion with 1,000-watt Midwest stati Good salary, based on experience, man or young woman who can pr duce live-wire commercial copy. Se full particulars, photo and sam scripts with first letter. Box 41 BROADCASTING • TELECASTING.

Top continuity writer, network aff iate, Great Lakes region. Send co plete details first letter. Box 48 BROADCASTING • TELECASTING.

News man with good announcing vo to gather, write and edit local ne Some experience or background this position. Job requires some a nouncing, newscasting, and use of ta recorder. Ability more important th experience. Write Manager, WC Coatesville, Pa.

Regional 'indie' needs 'go-getter' good radio market. No TV compe tion. $$$$ and chance to advance co mensurate with ability. Will not co sider less than 3 years experien broadcasting. Must have proven bac ground in sales. Will accept only w prepared resumes for considerati Write J. Fitzpatrick, General Manag WLYC, Williamsport, Pennsylvania.

Good opportunity for live-wire co tinuity writer with good knowledge traffic. Opportunity to assume pr gram director as soon as proven qu ifications. 300 Portlock Building, N folk, Virginia.

Television

Technical

Wanted — experienced engineer transmitting and studio equipme Temporary foreign service assig ments. Write giving background d and references. Box 475S, BROA CASTING • TELECASTING.

Production-Programming, Other

Television home economist to speci ize in cooking wanted by leadi Southern station for permanent po tion and daily on-camera show. Go salary. State experience and qual cations and include references a picture. Box 464S, BROADCASTING TELECASTING.

Situations Wanted

Managerial

Manager-program director. 15 ye radio experience, all branches, inclu ing 3 years profitable manageme Sober, reliable, married. Will produ results with low overhead. Excelle references. Available immediately d to sale of station. Particularly int ested manage new station; build fr ground up. Or PD metropolitan in or network. Salary open. Box 34 BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

on't tolerate break-even operation. ill manage small station for draw ainst percent of net. Net and inde-endent experience. Married, settled, rogressive. Owner-manager successful ation. Moving for wife's health. vailable immediately. Box 408S, ROADCASTING • TELECASTING.

ommercial, also sales manager, pro-otion - publicity director, national ackground, 20 years experience. alented copy writer, creator of shows. op references, tee-totaler, employed kw stations. Prefer Southern or outheastern coast location. Others nsidered. Box 433S, BROADCAST-NG • TELECASTING.

he $8400.00 question. That's what I'm arning right now. The hard way too. resently general manager of an indie one of the country's fifteen major arkets. This station has been profit-ble since I put it on the air a year d a half ago. I don't have to be uaranteed the $8400.00 (yearly that but the potential must be there so at I can do that and better. Will also nsider buying into a property. Write e now for a happier and more pros-erous new year. Box 477S, BROAD-ASTING • TELECASTING.

anager—with 20 years of constructive dio background. Not a has been, but man who can get the job done, in les, programming and administra-on. If you'll check my background day I'll be working for you to-orrow. Box 478S, BROADCASTING • ELECASTING.

rogram manager: Station experience om 250 to 50,000 watt as program anager, manager, announcer, con-unity director. Network and agency xperience over NBC and ABC—also levision production and writing. Will rnish highest references from past d present affiliations. Presently pro-am manager for leading station and egional network. Contact Robert D. illiams, 2128 Lakeshore Drive, Bir-ingham 9, Alabama.

Salesmen

alesman — experienced, aggressive, eady, reliable, strong on promotion; eks connection in warm climate. ox 467S, BROADCASTING • TELE-ASTING.

ales manager—program director-an-uncer, good news man, 12 years ex-erience. Wants good station with op-ortunity. South or Southeast pre-rred. Excellent references. Box 496S, ROADCASTING • TELECASTING.

Announcers

nnouncer. Desires staff position. Vet-an, 28. Single. Free to travel. Prefer hall community. References, resume, sc on request. Box 384S, BROAD-ASTING • TELECASTING.

vailable March 1st. A-1 morning air lesman. Mature, experienced, versa-e, reliable. Can really sell early orning rural or urban audience. Ex-llent news and commercial delivery. o over yakkity yak. Now employed ajor network station. Prefer North entral or Eastern states. Climate ange desired. Family man, excellent alth. Box 390S, BROADCASTING • ELECASTING.

nnouncer, draft exempt. General staff ening. Specializing news and sports ay-by-play. Prefer New England, ew York, New Jersey, Pennsylvania Maryland. Audition, resume on re-est. Box 391S, BROADCASTING • ELECASTING.

illbilly DJ with national recognition ants change to power station or pro-otion and talent minded local in large arket. Now in South. Box 430S, ROADCASTING • TELECASTING.

nnouncer-PD. 10 years, last 3 PD ading independent. 29, family. Ki-anian. Best references. Box 434S, ROADCASTING • TELECASTING.

n your man! DJ-news, now working all market. Veteran, 26, friendly tch. Tape-photo. Box 440S, BROAD-ASTING • TELECASTING.

an build you a tailored saleable disc ow. Five years solid experience all ases announcing, production, news. st references, veteran. 350 month inimum. Proven air salesman. Ged-y 4-4494 Brooklyn. Box 441S, ROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Announcer—5 years combined commercial educational experience. Veteran, college graduate, 25. Prefer Middlewest. Box 444S, BROADCASTING • TELECASTING.

Disc jockey — average hooper rating surpasses all other programs in his area. TV appearance good. Write Box 449S, BROADCASTING • TELECASTING.

Commercial disc jockey. First phone. Also news, sports, etc. Five years experience. Three years present position. Box 451S, BROADCASTING • TELECASTING.

Announcer and/or program director. Eight years experience in large and small markets including one year TV. Know all phases of announcing. Top rating as Western jockey. Box 452S, BROADCASTING • TELECASTING.

Sports announcer: Present station has dropped 90% of sports coverage due to network shows. Top play-by-play. Outstanding references. Box 454S, BROADCASTING • TELECASTING.

Most versatile man in the land experienced announcer, biggest disc jockey show this area, play-by-play, news, MC, degree in radio, married, veteran, 28, employed. Box 457S, BROADCASTING • TELECASTING.

Baseball announcer. Fully experienced in radio. Also college football, basketball. Auditions available. Highest recommendations. Available between now and March 1. Box 461S, BROADCASTING • TELECASTING.

Together—Mr. and Mrs. team. Young. Separately—announcers, disc shows, station operation. Experience in Radio and TV. Box 472S, BROADCASTING • TELECASTING.

All-round experience. Mature voice/delivery. Topflight quality. Employed. Box 463S, BROADCASTING • TELECASTING.

Newscaster, reporter, SDX-NARND member, wire service and newspaper correspondent, journalism degree, currently network affiliate newscaster, 5 years experience. Box 465S, BROADCASTING • TELECASTING.

Staff announcer, Radio-TV experience. Newscasting; DJ; forte; music; station operation. Box 473S, BROADCASTING • TELECASTING.

Announcer, draft exempt, 23 years. 2 years experience AFRS production direction, disc jockey, operate control board, Write. Free to travel. Box 487S, BROADCASTING • TELECASTING.

Morning man six years experience desiring to locate in Florida. Godfreyish style. Can build and hold audience. Reply to Box 488S, BROADCASTING • TELECASTING.

Announceress. Experienced in radio & TV—women's programs, news, music shows, station operation. Box 474S, BROADCASTING • TELECASTING.

Announcer: 28, desires staff position. Clear mature voice. Married, veteran, willing to travel. Disc, photo-particulars on request. Box 497S, BROADCASTING • TELECASTING.

Announcer, DJ, news, board man. Pathfinder graduate. No drinker, smoker, or floater. Florida only. Dick David, 5101 8th Street, Washington, D. C.

Paige pleads position. Announcer-control board operator, some station experience. Single, capable, reliable, desires position New England, Pennsylvania, New Jersey, Maryland. Frank Paige, 311 Melrose Street, Brooklyn 37, New York.

Announcer, news, DJ, continuity . . . Experience light but particularly strong play-by-play all sports. Interested connection New England or Eastern Seaboard. 30, single, college B. A., conscientious, reliable, available now. References, tape, disc resume promptly. Alan Phillips 318 Snediker Avenue, Brooklyn 7, New York.

Experienced, capable staff announcer—authoritative, intimate style, specializing in news, commercials, and TV with dramatic background. Married, 34, veteran. Southwest and Western states only. Leon Unatin, c/o B. Schwartz, 5200 Arden Drive, Phoenix, Arizona.

Situation Wanted—(Cont'd)

Announcers thoroughly trained and capable. DJ, News, commercials and copy. Good board men. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C.

Five years experience. No glamour boy. Hard worker. Go anywhere. 2214 No. 23rd Street, Phoenix, Arizona.

Technical

Engineer: first phone, experienced in control and transmitter operation. TV school. Will travel. $80.00 minimum. Box 436S, BROADCASTING • TELECASTING.

1st class operator—year of experience. Wants permanent position with opportunities. Box 437S, BROADCASTING • TELECASTING.

Available immediately. Draft exempt. 10½ months AM experience. 1st phone. Prefers New York City. Box 439S, BROADCASTING • TELECASTING.

Technical director or chief engineer available on thirty (30) days notice. Best of references from past and present employer. Past experience includes supervision of installation of AM, FM and TV stations for major equipment supplier. Will consider permanent position only. Minimum starting salary $7500.00 per year. Box 448S, BROADCASTING • TELECASTING.

Engineer pioneer Northwest television station—desires change of residence. Five years chief engineer leading television station. Practical experience in installation operation and maintenance. Full details and qualifications, references and picture, latest airmail—go anywhere. Box 453S, BROADCASTING • TELECASTING.

First class ticket with nine months experience, some announcing. Radio and television graduate. Box 470S, BROADCASTING • TELECASTING.

Chief Engineer: Experienced with directionals, also high frequency, high powered stations. Can build station from C. P. Available first of March. All inquiries answered confidentially. Prefer Southeast. Box 476S, BROADCASTING • TELECASTING.

Engineer: Twenty years broad experience Broadcasting Communications operations and constructions. First phone, first telegraph, ham licenses. Excellent references, all offers considered. Box 484S, BROADCASTING • TELECASTING.

First class, draft exempt. Radio engineer, recent graduate. Some TV broadcasting. Box 498S, BROADCASTING • TELECASTING.

First phone—desires position. No experience. Anywhere in U. S. Leo Miele, 3520 Astoria Blvd., Astoria 3, New York.

Transmitter operator. License plus broadcast experience. Please specify requirements. Lewis Sherlock, Box 891, Denver, Colorado.

Production-Programming, Others

Experienced local news gatherer, writer, broadcaster. Also sports. Northeast, Midwest. Box 435S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Young woman with experience in news, copy, promotion and sales wants permanent position in news or sales department with progressive station. Prefer West coast, but will accept right job anywhere. Box 458S, BROADCASTING • TELECASTING.

Do you need someone to handle your promotions, good will and special events? Write Box 466S, BROADCASTING • TELECASTING.

News-sports director, 10 years Associated Press experience plus announcing, film and photo experience. Box 468S. BROADCASTING • TELECASTING.

Korea veteran, journalism graduate looking for position with future in metropolitan area. Six years programming and announcing. Tape on request. Box 483S, BROADCASTING • TELECASTING.

Our newsman with over 10 years experience and a journalism degree behind him is seeking a permanent position at a large clear or regional station or in other phases of radio news operation. In less than two years he has developed an outstanding news department for us and now seeks larger opportunity. He is an excellent executive and organizer, handles mike work well, knows radio news thoroughly. We recommend him highly and invite your inquiries. Box 490S, BROADCASTING • TELECASTING.

Television

Technical

Television chief engineer, presently employed, experienced GE, RCA, DuMont. Just finished construction complete RCA TV station. Desire position chief or well-paid maintenance engineer. Top references, sober, single, car. Two weeks notice. Box 447S, BROADCASTING • TELECASTING.

First class engineer. Graduate 66 weeks engineering course. Deforest's Training Inc., Chicago. Details first letter. Les Jordan, Route 3, Box 4C, Marysville, California.

Production-Programming, Others

Producer-director-writer. Successful presentations demonstrate originality-showmanship. Exceptional commendations. Box 410S, BROADCASTING • TELECASTING.

TV newsman, ad-lib style, 5 years radio-TV news experience. Midwest, $150.00. Box 469S, BROADCASTING • TELECASTING.

TV writer-idea-man-producer; executive, and network shows in 12 years AM-TV experience. Age 28, married, college graduate. Excellent references. Box 471S, BROADCASTING • TELECASTING.

Television executive. Five years uninterrupted experience production, writing, direction with major TV outlet. First-hand knowledge all television programming and production. Special emphasis news, public service, special events. Particularly interested program director commercial or educational station agency television chief. Highest references. Box 482S, BROADCASTING • TELECASTING.

Topnotch

SALESMAN—SALES MANAGER

FOR RADIO TELEVISION

Outstanding contacts with key station and agency executives. Longtime experience of effective selling: Former sales manager of 50 kw station. Salesman for leading national representative. Television film selling experience.

Box 480S, Broadcasting • Telecasting.

For Sale

Stations

Midwest. 1000 W. Indie. Control with 51% for $21,000. Box 445S, BROADCASTING • TELECASTING.

Equipment, etc.

Two Dayton Acme TV 16 mm projectors, new, original cost, $4,000 each, will be sold at good discount. Make offer. Box 382S, BROADCASTING • TELECASTING.

For sale and immediate delivery complete new RCA television equipment, including 5 kw transmitter, master control equipment, dual film projection equipment with dual camera chains, complete studio equipment including dual camera chains, control room equipment and lighting, mobile truck unit with twin camera chains, also complete 16 mm film equipment including processing unit. For detailed information apply. Box 456S, BROADCASTING • TELECASTING.

RCA modulation monitor type 66-A. Less dust cover. 3 Jenson coaxial reproducers, type RD-153. One blonde, 2 walnut finished. All in good condition. All offers considered. W. C. Ward, WBUZ, 4421 Southern Avenue, Washington 19, D. C.

Collins 21-A 5 kw AM transmitter completely re-wired and in excellent condition available soon. $10,000.00 price includes tubes and required spares. WGBF, Evansville, Indiana.

Equipment for sale—W. E. Co. 506 B-2 10 kw FM transmitter; on air 17,000 hours, 3 years. Spare tubes and parts: G. E. Co. BM-1-A freq. and mod. monitor; 1000 ft. 3 in. transmission line and air supply and circulator. 2000 CFM, electrostatic filter, heat coils. A. P. Frye, WMBI Transmitter, R. 1, Elmhurst, Illinois, Phone Elmhurst 180J.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Co., 1600 Broadway, New York 19, N. Y.

AMPEX tape recorders, two demonstrators. A real bargain at $695.00 each. 18 months to pay on approval of your credit. Radio engineering Company, 908 Kansas Avenue, Topeka, Kansas.

Wanted to Buy

Equipment, etc.

Used serviceable TV cameras and equipment. Send details and asking price. Box 489S, BROADCASTING • TELECASTING.

Interested in any and all equipment for a VHF channel 7-13 television station including 2 to 5 kw transmitter 4 to 6 bay antenna, film, camera and projectors, studio cameras and all other associated equipment. Box 446S, BROADCASTING • TELECASTING.

Miscellaneous

Wanted—Southern radio stations to advertise hair pomades—commission sales basis. Box 438S, BROADCASTING • TELECASTING.

Miscellaneous (Cont'd)

Experienced radio broadcaster entering recording field. Need business associates to share profits and responsibilities fifty-fifty. Replies confidential. Box 492S, BROADCASTING • TELECASTING.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio. License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Salesmen

EARN $10,000 OR MORE in '53
Liberal commissions paid by Top Radio ET & TV Film Producer. Exclusive territories granted to "live wires". Write Box 495S, BROADCASTING • TELECASTING.

Announcers

TOP QUALITY STAFF MAN WANTED

Must have experience. Must be dependable and responsible. Good steady position offered, network station, Great Lakes area. Send disc, date available, photo, details and background, salary expected. Box 499S, BROADCASTING • TELECASTING.

Announcer, experienced only, preferably with First Class license, but will consider unlicensed applicants capable of learning control board operation. Good pay guaranteed in accordance with your own ability to fulfill our requirements. Apply by letter only, enclose resume of training and experience, together with a recent photograph. State salary requirements. The position we offer affords pleasant work in a modern, congenial atmosphere. Write to J. Gordon Keyworth, General Manager, Radio Station WMNB, 466 Curran Highway, North Adams, Mass.

For Sale

Equipment, etc.

WISCONSIN INDEPENDENT

Profitable operation. Single station market, non TV. Netting $2,000 monthly—even more in June when station becomes debt free. $80,000. Terms. Box 481S, BROADCASTING • TELECASTING.

Wanted to Buy

Equipment, etc.

TV CAMERA CHAIN WANTED

Used "IKE" or Image "ORTH" wanted for school. Condition not important. Write Mr. Kaplan, Pierce School, 52 East 19th Street, New York, N. Y.

EAST GERMANY

Berlin Station on Air

DIRECT transmissions from a new television center in East Germany were launched Dec. 21 with a two-hour test program in observance of Soviet Premier Josef Stalin's 73d birthday.

Details of the new TV Center in Berlin were revealed by the Office of the Public Affairs Adviser, Bureau of German Affairs, U. S. Dept. of State.

Transmissions until Dec. 21 had been limited to relay of film and still fare. Live programs emanate from TV studios in Adlershof. According to plans outlined by Hermann Zilles, head of the center, the building will have four studios and a hall with 75 seats for public shows.

Miscellaneous

How about Erecting, Altering, Painting your Tower-Antenna-Lights?
We're ready
J. M. HAMILTON & CO.
PAINTING • ERECTING
MAINTENANCE • YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.
316 Briland St., Tel: King 8-8230, Alexandria, Va.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Station managers advise us of your hard-to-fill personnel openings in radio and TV. Qualified personnel capable of passing ability and aptitude tests make application for positions. Hoot Associates Agency, Inc., 15 East 40th Street, New York 16, New York. Licensed and bonded under state laws.



CANADA LISTENING

Sunday P. M. Habits Va

TWICE yearly survey of Sunda afternoon listening habits in Ca ada shows that the percentage listening varies with the size the city. Toronto, second large city in Canada, shows a very lo percentage of sets-in-use, whi Halifax, a much smaller city, sho more than a third of the sets in t city are turned on.

The report, prepared in Ap and December by Elliott-Hayn Ltd. Toronto, used 10 markets f the survey: Halifax, Montre English, Montreal-French, Ottaw Toronto, Hamilton, Winnipeg, R gina, Edmonton and Vancouve The report is made for each st tion between noon to 5:30 p.m and lists sets-in-use, program ra ings, and percentage of listene by half-hour program periods.

It is of interest to note that western Canada, where Americ network shows are carried in t late afternoon hours, highest se in-use figures and program ratin are shown for American netwo comedy programs.

Robert Swan

FUNERAL services were held Los Angeles last Monday for Ro ert Wade Swan, 54, an instruct at the Frederick H. Speare Rad & Television School, Hollywoo Mr. Swan died Jan. 1 at Sawte Veterans Hospital, that city, f lowing a two months' illness. pioneer in Los Angeles radio, was for many years on the KE announcing staff and served KHJ chief announcer. He is su vived by his wife, Ione, and daughter, Mrs. Arvia Carter.

PHIL DAVIS Musical Enterpris N. Y., producing TV film soundtra with instrumental musicians for Nee ham, Louis & Brorby on behalf S. C. Johnson & Sons for *The Nam the Same* on ABC-TV. Davis firm a has signed a 13-week contract wi Kal, Ehrlich & Merrick, Washingt and the Christian Heurich Brewing for rental of Davis musical tradema for Old Georgetown beer.

SOUTHERN
TOP NETWORK
$70,000.00

The only station in an excellent medium size Southern market.

MIDWEST
REGIONAL
$75,000.00

A fulltime regional facility in a booming Midwest market.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

WANTED
THREE ENGINEERS { NEW ORLEANS / BATON ROUGE / LAKE CHARLES

Chief engineer, Baton Rouge, $300 per month to start. New Orleans, assistant engineer, $250 per month to start. Lake Charles, combination engineer-announcer, $260 per month to start. Yearly bonus, vacation; New Orleans and Baton Rouge are daytime stations, only. Unusual good working conditions. Advancement opportunities available to competent men.

We are also applying for TV stations, and ambitious engineers will be given opportunities in this field as well. Write or phone collect Tulane 6388.

STANLEY RAY
General Manager
WBOK, Inc.
NEW ORLEANS, LA.

Our Respects To

(Continued from page 48)

cooperation with Geoffrey Wade, icago agency.

He set up a television commer- l laboratory there, where ex- rimental sound films are pro- ced for testing by the Schwerin search Corp., New York. The udio is equipped with a 16 mm mera and synchronized tape re- rded sound, field lighting and re- rding power. Technicians and eative personnel produce stop- tion, animation and small live- tion films. Test results enable e firm to spot "more efficient" mmercials.

In 1950, Les Waddington added oduct supervisor on the new ctine to his other duties. He pervised all advertising and pro- tion in introducing the anti- otic to the medical profession d to consumers.

Mr. Waddington wandered into dio for the first time when at- ding Iowa State in Ames. His ucation was financed by work as musician and between 1933 and 37 he soloed and appeared with e Sax-O-Four on such stations KFAB Lincoln, WOW Omaha d KOIL Council Bluffs.

He was born Feb. 27, 1913, in naha. After studying music and e-engineering at Municipal U., enrolled at Iowa State, from ich he was graduated in 1937 th a bachelor of science degree mechanical engineering. He jored in aeronautics and in- strial management, and earned teaching certificate in education d psychology.

Joins Instrument Firm

His first job out of college was th the C. G. Conn instrument mpany in Elkhart, one of the rld's largest, where he worked an experimental acoustical en- neer for four years.

His musical and engineering ap- udes led to his early promotion a design engineer in 1941, and chief design engineer in 1945. remained at this job, designing e company's entire line of in- ruments, until 1947 when he went Miles Labs.

Mr. Waddington's merchandising perience with Conn was trans- red to Miles, where all radio d TV purchases are merchan- ed for each salesman, who uses n personal promotion with drug- ts. The company has more than 0,000 dealers and 500 jobbers the U.S., and distributes its oducts throughout the world. port advertising is handled by bert H. Otto agency, New York.

Miles currently is networking rt Massey on CBS Radio and ual, *Hilltop House* on CBS dio, *One Man's Family* and *News the World*, both on NBC radio, plemented with national TV t. Network TV has been pped, although the company has d it.

Miles sponsored its first radio w, *Songs of Home Sweet Home*, on WLS Chicago in January 1932, adding the famed WLS *National Barn Dance* a year later. Since then it has used these network vehicles successfully: *Lum 'n' Abner*, *Quiz Kids* (AM-TV), *Bob and Ray*, the *Alec Templeton Show*, *Queen for a Day*, *Ladies Fair* and Edwin C. Hill.

Mr. Waddington keeps time free for many family, social and civic activities. His wife is the former Emma Howe. They have two youngsters, James Howe, 11, and Janet Lee, 9. He and his son have launched a long-range boat building project, starting with an eight-foot pram kit boat, and this winter will begin construction of a cabin outboard cruiser designed by Mr. Waddington. They plan to take it on expeditions along the upper Mississippi and on the Lake of the Ozarks.

The family is boat-happy, he says, becuase they usually spend their vacations with Mrs. Waddington's parents at Saybrook, Conn., on Long Island Sound. Both Jim and Janet are active in Scout work and their father serves on the district committee of the local council.

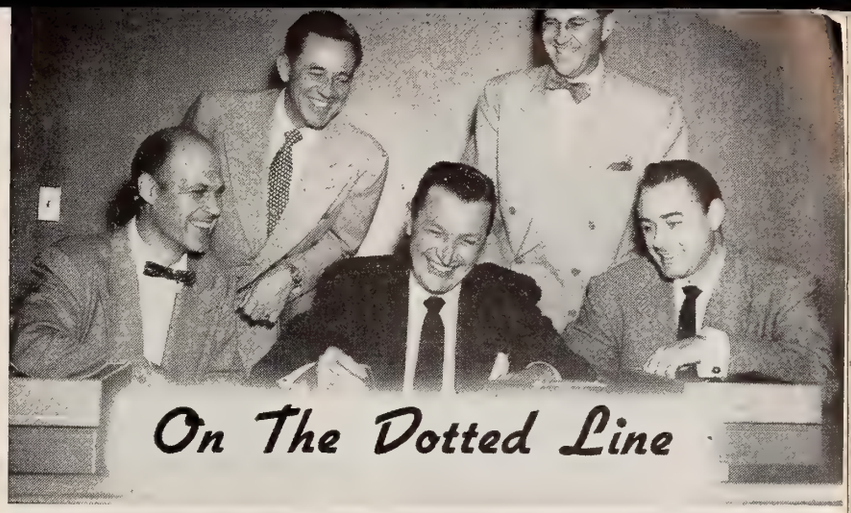
He is former president of the local Kiwanis Club, for which he directed the Elkhart Music Festival two years; co-producer and director of the Railroad Centennial in 1951, sponsored by the Chamber of Commerce, and a member of the Elkhart Concert Club and Knife and Fork Club.

Mr. Waddington is a registered professional engineer, a member of Alpha Sigma Lambda and Adelante fraternities, the American Federation of Musicians and the Assn. of National Advertisers, in which he has worked on the radio and television, motion picture, magazine and research committees.

Ralph Judge Elected

RALPH JUDGE, sales manager of H. N. Stovin & Co., Toronto station representative firm, was elected 1953 president of Radio Representatives Assn. at its annual meeting at Toronto Dec. 30. He succeeds Norm Brown, Radio Time Sales Ltd., Toronto. Other officers elected were Alex Bedard, Radio Representatives Ltd., vice-president; Bill Mitchell, All-Canada Radio Facilities Ltd., secretary; Bruce Butler, Joseph Hardy & Co., treasurer, and A. A. McDermott, Radio & Television Sales Inc., publicity director.

BILL COSTELLO, CBS Radio White House correspondent, has been named a member of the six-man 1953 Screening Committee for the foreign study and research fellowship program administered by the Ford Foundation board on overseas training and research. The committee will choose approximately 100 persons for fellowships.



On The Dotted Line

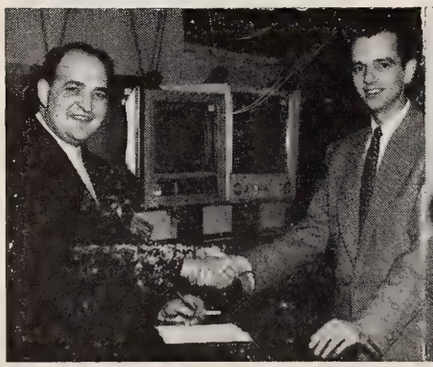
KBIG Avalon signs rival new Dodge-Plymouth used car dealers for show, *Sale of Two Cities*. L to r: Carl Philipp, mgr., Eddie Nelson Inc., Huntington Park; Stu Wilson, KBIG prod. mgr.; Tom Ashbrook, Tom Ashbrook Inc., South Gate; Robert J. McAndrews, KBIG coml. mgr., and Spence Fennell, Fennell Adv.



KENNETH M. COOPER (l), WORC Worcester, Mass., gen. mgr., and Thomas M. Donlin (r), WORC coml. mgr., watch Alfred W. Smith, pres., Worcester County Electric Co., sign for Holy Cross basketball.



BRYCE BENEDICT, sls. rep., KFH Wichita, Kan., looks on with pleasure as Ernest R. Esterline, general manager of the Bell Clothing Co., Wichita, signs to sponsor Edward R. Murrow's newscasts.



PHIL DAVIS (l), for Quality Appliance & TV, buys 450 spots on 10 day saturation drive from Bob Rohrs, acct. exec., WING Dayton, Ohio.



MILT SCOTT (l), M. B. Scott & Assoc., Hollywood agency, and Jack Stafford, acct. exec., KLAC Hollywood, conclude $56,745 year-long pact for Skycoach Airlines, Burbank.

WISN Milwaukee signs 39-week contract with three International Harvester Corp. dealers for Frederic W. Ziv's *I Was a Communist for the FBI*, beginning Jan. 14. L to r: Ira Kritz, Milwaukee mgr., Int. Harvester Refr.; Harry D. Peck, sta. mgr.; Richard Shireman, sls. mgr.; Mike Meehan, acct. exec., all WISN, and D. C. Elliott, asst. dist. mgr., Int. Harvester.



HIGHPOINTS IN '52

Jolliffe Lists Top Ten in Radio Electronics, TV

TOP 10 achievements in radio-electronics and television during 1952, as listed last week by Dr. C. B. Jolliffe, vice president and technical director of RCA, were as follows:

1. Extension of TV service through the lifting of the TV station "freeze" and the opening of uhf.

2. Progress in development and application of the transistor, tiny electronic device which performs many of the functions of electron tubes.

3. "Successful field tests of the RCA compatible color television system and tricolor tube, embodying standards recommended by the National Television System Committee. These tests, conducted over NBC facilities, resulted in the refinement of equipment and the acquiring of valuable experience in color TV programming."

4. Extension of electronics and television for such industrial and defense uses as metal detection, radio heating, electronic metering.

5. Coming into wide use of microwave communications systems in this country and abroad.

6. Improved sound recording techniques, new phonograph record players and introduction of "EP" (extended play) 45-rpm records.

7. Emergence of theatre television, providing large-screen viewers of top sporting events and musical production in nearly 100 locations from coast-to-coast.

8. Introduction of the portable TV camera-transmitter — the "walkie-lookie"—by RCA to facilitate coverage of news events. Its debut was at the national political conventions in Chicago.

9. Opening of RCA's first trans-Pacific TEX radio teleprinter exchange service, between San Francisco and Honolulu, emphasizing "the importance of this direct two-way communications system in commerce and government."

10. New and greatly improved radar installations for maritime and aviation uses.

HALPIN REPORTS

Multiple TV Set Trend

TREND to two-television homes was reported by D. D. Halpin, general manager of the receiver division of Allen B. DuMont Labs., at the opening of the winter furniture shows in Chicago's Merchandise and Furniture Marts last week.

Mr. Haplin said the television trend is similar to that of radio, which expanded set usage into other rooms than the living room in the 1930s, and he estimated two to three million of the 22 million sets now in use are in multiple-set homes. Only 2% of families buying new receivers are turning in old sets, he said.

Television has caused a boom in living room furniture sales, said W. E. S. Griswold Jr., president of W & J Sloane Co., New York City. Thomas I. Levitt, president of Boutell Bros., Minneapolis, and new president of the National Retail Furniture Assn. said few furniture stores carry TV sets because the markup is not enough to make a profit.

Among exhibitors of radio and TV sets was Raytheon Television and Radio Corp., which showed its entire line and introduced three 21-inch video models with equipment for phonograph installation.

RAND ADVERTISING

Debt Settlement Attempted

COUNSEL for Joseph Warner, president of Rand Adv. Agency, New York, reported last week he is attempting to work out a settlement for some 125 creditors which have claims estimated at $35,000 against the agency.

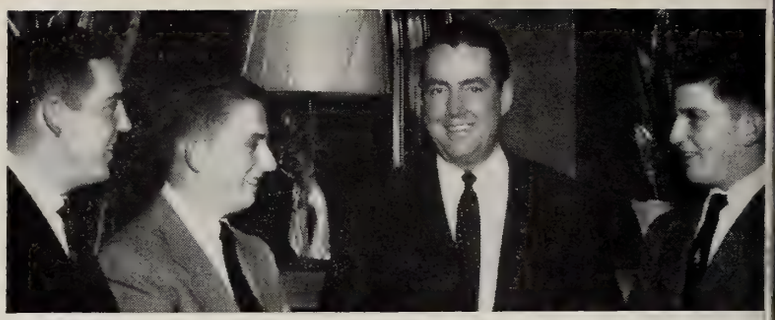
Benjamin Cohen, New York attorney representing Mr. Warner, said the agency has gone out of business and that Mr. Warner has no personal assets. According to Mr. Cohen, most of the debts are to radio stations and representative firms for radio time bought by the agency. He reported that he had held a creditors' meeting at his office Dec. 31, at which he had explained Mr. Warner's financial status and had offered his services to firms interested in a settlement. Accounts that the Rand agency handled included Staminal and the Perfume Sales Co., both New York.

Carr Appointed

THOMAS S. CARR, veteran broadcaster and public relations advisor, last week was appointed executive secretary to Maryland Gov. Theodore McKeldin. The post pays $6,000 a year. From May 1947 to Aug. 1951, Mr. Carr served as administrative assistant and vice president-station manager of WANN Annapolis, Md. Since 1951 he has been in the public relations field.

Morton's Promise

A PROMISE that the Voice of America will supply truth to clear away the Communist "fog of fraud and distortion" was given by VOA Director Alfred H. Morton in a New Year's Day message to overseas listeners. Mr. Morton, TV consultant and former network executive who assumed the VOA post last fall, said the U. S. State Dept. shortwave radio arm would "continue to bring you the truth as free men see it" and extended friendly greetings on behalf of the American people.



TWO SONS of Irving E. Rogers (2d from r), president and treasurer of H dreth & Rogers Co. (WLAW-AM-FM Boston), have been elected to executi posts with the *Lawrence* (Mass.) *Eagle-Tribune*, published by their fath [B•T, Jan. 5]. L to r: Irving E. Rogers Jr., assistant business manager, a Allen B. Rogers, assistant treasurer of the *Eagle-Tribune;* Mr. Rogers Sr., a another son, Alexander H. (II). Latter passed up radio-newspaper field organize and direct a construction firm. WLAW was founded on Dec. 1 1937, by Alexander H. Rogers, the boys' grandfather.

NPA CHANGES

Electronics Div. Split

APPOINTMENT of Donald S. Parris as acting director of the Electronics Division of the National Production Authority was announced last Thursday by H. B. McCoy, NPA acting administrator.

Mr. Parris, who has been serving as deputy assistant in the division, succeeds Richards W. Cotton, who returned to Philco Corp. effective last Saturday. Mr. Cotton, who is assistant to the president of Philco, will retain his post as chairman of the Electronics Production Board.

At the same time, NPA's Electronics Division underwent a realignment first revealed last month [B•T, Dec. 15, 1952].

The Electronics Division last Monday was divided into two branches—Production, comprising equipment and component sections, and Program & Requirements, covering CMP (the Controlled Materials Plan) and expediting functions.

Mr. Parris, a veteran of Commerce Dept. and NPA operations and an electronics specialist, also will serve as acting chief of Program & Requirements. R. D. Parker of NPA, formerly with Western Electric, heads up Production. Section includes J. Bernard Joseph, a specialist in broadcast equipment. Lee Golder, chief of the radio-TV section and formerly with Magnovox, has resigned.

WEISS TO ADDRESS

Chicago TV Council

PSYCHOLOGICAL sales for agency clients will be discussed by Edward H. Weiss, president of Weiss & Geller, Chicago, at the next luncheon meeting of the Chicago Television Council Jan. 21 at the Sheraton Hotel.

Mr. Weiss will discuss the Toni Co. in particular since his agency recently took over the bulk of the Toni billing after resignation of the account by Foote, Cone & Belding, also Chicago. Council President George Heinemann, program director of WNBQ (TV) Chicago, has designated the meeting "Boss' Day," asking council members to "bring your boss if you aren't one."

GAMES BY METER

May Shape Baseball on T

BELIEF that major league bas ball will move in the direction metered television in 1953 w voiced last week by Walter O'Malley, president of the Broo lyn Dodgers.

Mr. O'Malley said he thoug "this year will see baseball ma important progress in the solutio of what most of us call the tel vision mystery." He predicted th "before long" fans will pay a f to see a major league game on T

CHICAGO TO PROB

Television Program Conte

TELEVISION program content scheduled to get a going-over the Chicago City Council, with i dustry representatives, educato and the public testifying at hea ings to be called by a Council Su committee on Television.

The subcommittee, organized la Thursday after a meeting of t judiciary committee, is headed Alderman Patrick P. Patrone. I will work with six other alderme one of whom is John J. Hoellen w introduced a resolution late la month which started the video i vestigation.

Hearings of an informal natu are expected to begin next we Alderman Patrone said. Leaders all segments of the industry fr stations to companies may called.

Alderman Hoellen, in his resol tion noted a "shocking increase teen-age crime" in Chicago in t past year, and the existence of connection between the showing . . . crime films [on TV] and t shocking increase" in teen-a crime.

At the council committee hea ing Thursday, Police Chief Tim thy O'Connor testified that, in I opinion, there could be a very clo relationship between the inciden of crime by youngsters in Chica and the television shows air there.

GOLD medal has been awarded WJAR-TV Providence, R. I., for el tion night coverage in annual 19 *TV Guide* reader poll completed December.

FCC Actions

(Continued from page 81)

oines, Iowa; WPAD-FM Paducah, y.; KALB-FM Alexandria, La.; WWJ-M Detroit, Mich.; WMBH-FM Joplin, o.; WMIN-FM St. Paul; WMBO-FM uburn, N. Y.; WQXR-FM New York; NBC-FM New York; WHPE-FM High oint, N. C.; KGPO (FM) Grants Pass, re.; WDOD-FM Chattanooga, Tenn.; TAR-FM Norfolk, Va.; WDBJ-FM oanoke, Va.; WKWK-FM Wheeling, . Va.; WWCF (FM) Greenfield, Wis.; CHI (FM) Chicago Hgts., Ill.; WDBQ-M Dubuque, Iowa; KWRE Warren-n, Mo.

Extension of Completion Date

WAUG-FM Augusta, Ga.—Mod. CP hich authorized new FM for exten-on of completion date.

License for CP

WRGA-FM Rome, Ga.—License for P. as mod., which authorized new M.

Change Antenna Type

WXHR (FM) Cambridge, Mass.—CP change type trans. to Collins, 37M-4, sec.; ERP to 6.89 kw and overall ht. height.

WBRE-FM Wilkes-Barre, Pa.—CP to nange type ant. to Collins 37M-3, 3 ec.; change trans. location to 4.5 mi. E of Wilkes-Barre; change ERP to 3 kw; increase overall ant. height.

WLVA-FM—CP to change type ant. GE Type BY-2-A, 2 bay circular.

anuary 8 Decisions . . .

BY COMMISSION EN BANC

Renewal of License

Following stations granted renewal licenses for regular period:

KATY San Luis Obispo, Calif.; KAVL ancaster, Calif.; KCKN Kansas City, an.; KCMJ Palm Springs, Calif.; DKD Clinton, Mo.; KDMO Carthage, o.; KFGT Fremont, Neb.; KFIR North end, Ore.; KFRM Kansas City, Mo.; FSB Joplin, Mo.; KIHR Hood River, re.; KOLE Port Arthur, Tex.; KREI armington, Mo.; KRES St. Joseph, o.; KWFC Hot Springs, Ark.; KWKC bilene, Tex.; KWSD Mt. Shasta, alif.; KXLW Clayton, Mo.; WAML aurel, Miss.; WEMP Milwaukee, Wis.; EXL Royal Oak, Mich.; WFHR Wis-nsin Rapids, Wis.; WGNI Wilming-n, N. C.; WLBC Muncie, Ind.; WSOY ecatur, Ill.; WTYS Marianna, Fla.; USJ Lockport, N. Y.; KSD St. Louis, o.; KVOX Moorehead, Minn.; WAIR inston-Salem, N. C.; WBAC Cleve-nd, Tenn.; WCBI Columbus, Miss.; CTA Andalusia, Ala.; WDBQ Dubu-ue, Iowa; WENT Gloversville, N. Y.; EVE Eveleth, Minn.; WFAU Augusta, e.; WFBG Altoona, Pa.; WGWC elma, Ala.; WHAR Clarksburg, W. Va.; HAT Philadelphia, Pa.; WIRY Platts-urg, N. Y.; WJOI Florence, Ala.; KRM Columbia, Tenn.; WLAV Grand apids, Mich.; WWPG Palm Beach, la.; KGBX Springfield, Mo.; KICK pringfield, Mo.; KMMO Marshall, Mo.; APA Raymond, Wash.; KATO Reno, ev.; KBUR Burlington, Iowa; KCOM ioux City, Iowa; KGFW Kearney, eb.; KGLO Mason City, Iowa; KIBH eward, Alaska; KIHN Hugo, Okla.; IJV Huron, S. D.; KIST Santa Bar-ara, Calif.; KJFJ Webster City, Iowa; LWT Lebanon, Mo.; KOCY Oklahoma ity, Okla.; KPRK Livingston, Mont.; RBA Lufkin, Tex.; KRJF Miles City, ont.; KRMD Shreveport, La.; KROC ochester, Minn.; KROS Clinton, Iowa; RUX Glendale, Ariz.; KSET El Paso, ex.; KSTT Davenport, Iowa; KSWM oplin, Mo.; KTTR Rolla, Mo.; KUIN rants Pass, Ore.; KWNW Wenatchee, ash.; KWWL Waterloo, Iowa; KXEO exico, Mo.; KXOK St. Louis, Mo.; ABM Houlton, Me.; WALL Middle-own, N. Y.; WATG Ashland, Ohio; BGE Atlanta, Ga.; WBRE Wilkes-arre, Pa.; WBRK Pittsfield, Mass.; CMI Ashland, Ky.; WFEB Sylacauga, la.; WGAA Cedartown, Ga.; WHHM emphis, Tenn.; WHAN Charleston, C.; WJRI Lenoir, N. C.; WKGN noxville, Tenn.; WLDY Ladysmith, is.; WMBO Auburn, N. Y.; KAND orsicana, Tex.; KFYO Lubbock, Tex.; FMO Cape Girardeau, Mo.; KNCM oberly, Mo.; KSCJ Sioux City, Iowa; TXL San Angelo, Tex.; KVIC Vic-oria, Tex.; KWTO Springfield, Mo.; XGI Fort Madison, Iowa; WGRV reenville, Tenn.; WKEY Covington, a.; WMON Montgomery, W. Va.; RAW Reading, Pa.; WWPA Williams-ort, Pa.; WCBD Chicago, Ill.; WKYW ouisville, Ky.; KULE Ephrata, Wash.; EEK Peoria, Ill.; WGTL Kannapolis, C.; KING-TV Seattle, Wash.; KSD-V St. Louis, Mo.; WMBR-TV Jack-nville, Fla.; WTVJ Miami, Fla.; VER Albuquerque, N. M.; WKOW adison, Wis.

FCC roundup

New Grants, Transfers, Changes, Applications



box score

SUMMARY THROUGH JANUARY 7

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,375	2,358	163	251	164
FM Stations	626	583	57	9	5
TV Stations	126	98	189	1,009*	242

* Filed since April 14, of which 186 have been granted.

For Television Grants and Applications see page 56.

* * *

Non-Docket Actions . . .

TRANSFER GRANTS

WIRA Fort Pierce, Fla.—Indian River Bcstg. Co. Granted transfer of control from Douglas Silver and O. L. Peacock to **Chanticleer Bcstg. Co.** for $62,450. Transferee is licensee of WCTC-AM-FM New Brunswick, N. J. Granted Jan. 8.

WJR-AM-FM Detroit, Mich.—WJR: The Goodwill Station Inc. Granted relinquishment of *de jure* control by Mrs. Frances S. Richards, individually and as Executrix of Estate of George A. Richards, deceased, to **C. Russell Feldman** and **L. R. Jackson,** Trustees for George A. Richards Life Insurance Trust, et al., through sale of 12,740 shares of stock (2.4%) for $9.125 per share, or $116,252.50 cash, payment to be made by Trustees from funds of Life Insurance Trust. Before transfer Mrs. Richards had 24.91% of stock as individual and 26.12% as Executrix of Estate; after transfer she has 22.45% of stock as individual and 26.12% as Executrix of Estate. Messrs. Feldman and Jackson had 5.81% of stock; after transfer they have 8.27% of stock together. Granted Jan. 8.

KHBR Hillsboro, Tex.—Hill County Bcstg. Co. Granted assignment of license from partnership consisting of R. W. Calvert, W. N. Furey and Ross Bohannon, to **Ross Bohannon,** tr/as Hill County Bcstg. Co. because Mr. Bohannon has contributed $22,629 and the two partners $6,100 each to the partnership, the interests of the two assigned partners are being sold to Mr. Bohannon for $20. Granted Jan. 8.

New Applications . . .

AM APPLICATION

Haines City, Fla.—KWK Inc., 540 kc, 10 kw daytime DA; two tower array, each tower 350 ft. above ground, located 6.4 mi. WNW of Haines City, Fla. Estimated construction cost $116,815, first year operating cost $184,000, revenue $191,000. Applicant is licensee of KWK St. Louis, Mo. Filed Jan. 7, 1953.

TRANSFER REQUEST

WMBD Peoria, Ill.—Peoria Bcstg. Co. Assignment of license to **WMBD Inc.** through sale of 510 shares of stock for $441.17 per share, or total of $225,000. Principals in assignee include President **Charles C. Caley** (66.67%), now 25% owner of WMBD, and vice president and general manager of station, and **John E. Fetzer** (33.33%), president and 52% owner of WKZO-AM-TV Kalamazoo, Mich., and WJEF - AM - FM Grand Rapids, Mich. Assignors include Carl P. Slane, who will sell 86 shares of stock for $37,941.08, Frances P. Slane, who will sell 212 shares of stock for $93,529.46, and Elizabeth P. Talbott, who will sell 212 shares of stock for $93,529.46. Assignee is applicant for new TV station in Peoria, contingent on FCC approval of this assignment first [See TV Applications, pg. 58]. Filed Jan. 8.

GE Renewals

REGULAR renewal of license has been granted by the FCC to General Electric Co. stations WGY and WRGB (TV) Schenectady, following several years of operation on temporary extensions of license. Renewal action had been delayed, as in the case of certain other radio and TV outlets, while the FCC reviewed its policy concerning firms which have been involved in anti-trust proceedings.

LONG MICROWAVE

GE Presents to Pipeline Firm

FORMAL presentation of what is said to be the world's longest private microwave radio system was made last week by GE to Transcontinental Gas Pipe Line Corp. in Washington.

Presentation took the form of a master key given by GE's Dr. W. R. G. Baker to Transcontinental's President Claude A. Williams.

The 1,840-mile pipeline microwave communication system, established with 59 links between Falfurrias, Tex., and Newark, N. J., operates at 2 mc and contains the equivalent of 12 telephone channels. Entire system was built by GE and operational tests were completed last month. It now is operating with seven of the 12 channels, providing radio-telephone facilities for operation and maintenance of the pipeline.

Additional voice communications may be added later by utilization of the five unused channels. Possibility also exists that the unused channels may be employed for carrying signals to control motors, to read meters, open and close valves and perform similar tasks.

Kudner 1952 Billings

KUDNER AGENCY Inc.'s broadcast billings amounted to an estimated $15 million in 1952, placing it in a three-way tie for 11th place among agencies in that respect, Lennen & Newell and Ted Bates Inc. also having billed at the $15 million level in radio and television [B•T, Jan. 5]. The Kudner billings —estimated at approximately $10.2 million in television and $4.8 million in radio—were omitted inadvertently from Broadcasting • Telecasting's Jan. 5 listing of leading radio-TV agencies.

Monarch's New Buy

MONARCH Wine Co., Brooklyn (Manischewitz wine), will sponsor *I Am the Law* film series on DuMont's owned stations — WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh — on Monday, 8-8:30 p.m. EST for 26 weeks starting Feb. 16. Agency is Donahue & Coe, New York.

WKOW RENEWED

Atlass Group Withdraws

FCC last Wednesday removed from hearing and granted renewal of license to WKOW Madison, Wis., after the Monona Broadcasting Co., licensee, had taken action Nov. 10, 1952, to terminate its business relationship with Atlass Amusement Co.

Question of whether WKOW had acquired CBS affiliation by hiring Atlass Amusement Co. as management consultant had been implied by FCC on May 15, 1951, when the Commission set aside its April 15, 1951, grant of license renewal to WKOW and placed the station on temporary license.

The Commission on Nov. 7, 1951, designated for hearing WKOW's application for renewal of license and on Sept. 25, 1952, denied WKOW's petition of March 28, 1952, asking that its application for renewal without hearing be reconsidered.

The FCC had asked for information on why WKOW cancelled its affiliation contract with MBS early in 1950 and affiliated with CBS in May 1950. H. Leslie Atlass Sr. is CBS Central Division vice president and general manager of CBS-owned WBBM Chicago, and also owns 19% of WIND Chicago. His son, H. Leslie Atlass Jr., is president and with his sister and brother, owner of Atlass Amusement Co., and is program director of WIND. Ralph Atlass, brother of H. Leslie Atlass, is vice president and general manager of WIND, controls WLOL Minneapolis, and KIOA Des Moines. He also is a director of WMCA New York.

In a second petition for reconsideration on Dec. 1, 1952, WKOW informed the FCC that the station and Atlass Amusement Co. had terminated their business relationships. The petition stated that WKOW had purchased from Atlass Amusement Co. principals "all of the stock held by them" in WKOW.

In the petition, WKOW said it "has not in the past relinquished to Atlass Amusement Co. any of its rights or responsibilities relating to control" of WKOW and that "there is no possibility" that Atlass "will enjoy any semblance of control . . . in the future."

FM Saturation

BECAUSE of FM saturation in Washington, FCC last week proposed to remove Class B Channel 238 from Baltimore and add it to Washington. Unique action would allow suburban WBUZ (FM) Bradbury Heights, Md., to change from Class A to Class B operation. All 10 usable Class B channels are in use in Washington while Baltimore is using only 4 of the 11 allocated to it. The 11th Class B channel allocated to the Capital cannot be used by WBUZ because of interference to WUST-FM Bethesda, Md., the other Class A station in the Washington metropolitan area.

New Grantees Commencement Target Dates

(Continued from page 57)

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
KROD-TV	El Paso, Tex.	4	July 31	Dec. 14‡	CBS, DuMont	Taylor
KTSM-TV	El Paso, Tex.	9	Aug. 14	Jan. 4‡	NBC	Hollingbery
WSEE-TV	Fall River, Mass.	46	Sept. 14	May	.....	.....
	Ozark TV, Festus, Mo.	14	Dec. 31	July 1	.....	.....
WTAC-TV	Flint, Mich	16	Nov. 20	Unknown	.....	.....
WCTV (TV)	Flint, Mich.	28	July 11	Early 1953	.....	.....
WFTL-TV	Fort Lauderdale, Fla.	23	July 31	March 1	.....	Sears & Ayer
WITV (TV)	Fort Lauderdale, Fla.	17	July 31	Unknown	.....	.....
KFSA-TV	Fort Smith, Ark.	22	Nov. 13	May 1	.....	.....
WFMD-TV	Frederick, Md.	62	Oct. 24	Unknown	.....	.....
KMJ-TV	Fresno, Calif	24	Sept. 18	May 1	.....	Raymer
WTVS (TV)	Gadsden, Ala.	21	Nov. 6	April	.....	.....
KGUL-TV	Galveston, Tex.	11	Nov. 20	March 1	.....	.....
KTVR (TV)	Galveston, Tex.	41	Nov. 20	Unknown	.....	.....
WBAY-TV	Green Bay, Wis.	2	Nov. 13	March 1	.....	Weed
WCOG-TV	Greensboro, N. C.	57	Nov. 20	Unknown	.....	.....
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May	.....	Bolling
	Harrisburg Bcstrs, Harrisburg, Pa.	71	Dec. 31	Unknown	.....	.....
WAZL-TV	Hazleton, Pa.	63	Dec. 18	Unknown	.....	Meeker
WEHT (TV)	Henderson, Ky.	50	Nov. 20	Unknown	.....	.....
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953	.....	Branham
KGMB-TV	Honolulu, T. H.	9	Aug. 7	Dec. 1‡	CBS, ABC, NBC	Free & Peters
KONA (TV)	Honolulu, T. H.	11	Oct. 24	Nov. 22‡	DuMont	Forjoe
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown	.....	.....
KNUZ-TV	Houston, Tex.	39	Jan. 8	March	.....	Forjoe
	Uhf TV Co., Houston, Tex.	23	Jan. 8	Unknown	.....	.....
	Hutchinson TV Inc., Hutchinson, Kan.	12	Jan. 8	Unknown	.....	.....
WHCU-TV	Ithaca, N. Y.	20	Jan. 8	Nov. 15	.....	.....
	U. of N. Y., Ithaca,. N. Y.	*14	Jan. 8	Unknown	.....	.....
WIBM-TV	Jackson, Mich.	48	Nov. 20	Unknown	.....	.....
WJTV (TV)	Jackson, Miss.	25	Sept. 11	Jan. 15	CBS, ABC, NBC, DuMont	Katz
WARD-TV	Johnstown, Pa.	56	Nov. 20	Unknown	.....	Weed
WKMI-TV	Kalamazoo, Mich.	36	Nov. 26	Unknown	.....	.....
WFAM-TV	Lafayette, Ind.	59	Dec. 23	May 1	.....	Rambeau
KTAG (TV)	Lake Charles, La.	25	Dec. 18	April-June	.....	Adam Young
WONN-TV	Lakeland, Fla.	16	Dec. 31	Unknown	.....	.....
KSWO-TV	Lawton, Okla	7	Dec. 4	April	.....	Taylor
WIMA-TV	Lima, Ohio	35	Dec. 4	Unknown	.....	.....
WLOK-TV	Lima, Ohio	73	Nov. 20	March 15	.....	H-R Reps
KFOR-TV	Lincoln, Neb.	10	Oct. 16	April 1	.....	Petry
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Feb. 1	.....	Weed
KRTV (TV)	Little Rock, Ark.	17	Sept. 18	April 15	.....	Pearson
KETV (TV)	Little Rock, Ark.	23	Oct. 30	Unknown	.....	.....
KPIK (TV)	Los Angeles	22	Dec. 10	Sept. 1	.....	.....
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown	.....	.....
WKLO-TV	Louisville, Ky.	21	Nov. 26	Spring 1953	.....	.....
KCBD-TV	Lubbock, Tex.	11	Oct. 9	Spring 1953	.....	Pearson
KDUB-TV	Lubbock, Tex.	13	Oct. 9	Nov. 13‡	CBS, DuMont	Avery-Knodel
WLVA-TV	Lynchburg, Va.	13	Nov. 13	Feb. 15	.....	Hollingbery
WWOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown	.....	.....
WKOW-TV	Madison, Wis.	27	Jan. 8	July	.....	Headley-Reed
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown	.....	.....
WMAC (TV)	Massillon, Ohio	23	Sept. 4	April 1	.....	.....
WCOC-TV	Meridian, Miss.	30	Dec. 23	Unknown	CBS	.....
WALA-TV	Mobile, Ala.	10	Nov. 26	Jan. 4‡	ABC, NBC	Headley-Reed
WKAB-TV	Mobile, Ala.	48	Aug. 7	Dec. 30‡	DuMont, CBS	Forjoe
KNOE-TV	Monroe, La.	8	Dec. 4	April 1	.....	H-R Reps
KFAZ (TV)	Monroe, La.	43	Dec. 10	April 1	.....	.....
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March	.....	Taylor
WLBC-TV	Muncie, Ind.	49	Oct. 30	March 8	.....	.....
WTVM (TV)	Muskegon, Mich.	35	Dec. 23	Unknown	.....	.....
WNAM-TV	Neenah, Wis.	42	Dec. 23	Late Summer	.....	Clarke
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown	.....	Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 31	.....	Bolling
WTLV (TV)	New Brunswick, N. J.	*19	Dec. 4	Unknown	.....	.....
WKST-TV	New Castle, Pa.	45	Sept. 4	February	.....	.....
WNLC-TV	New London, Conn.	26	Dec. 31	July	.....	Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown	.....	.....
WOSH-TV	Oshkosh, Wis.	48	Nov. 26	April 15	.....	.....
WPFA (TV)	Pensacola, Fla.	15	Nov. 13	June	.....	Young
WEEK-TV	Peoria, Ill.	43	Aug. 28	January	NBC	Headley-Reed
WTVH-TV	Peoria, Ill.	19	Dec. 18	Unknown	.....	.....
WIP-TV	Philadelphia, Pa.	29	Nov. 26	Unknown	.....	.....
WTVQ (TV)	Pittsburgh, Pa.	47	Dec. 23	Unknown	.....	Headley-Reed
WENS (TV)	Pittsburgh, Pa.	16	Dec. 23	February	.....	.....
WKJF-TV	Pittsburgh, Pa.	53	Jan. 8	Unknown	.....	.....
KPTV (TV)	Portland, Ore.	27	July 11	Sept. 19‡	NBC	NBC Spot Sales
WEOK-TV	Poughkeepsie, N. Y.	21	Nov. 26	Dec. 1953	.....	.....
KCSJ-TV	Pueblo, Col.	5	Oct. 30	March 1	.....	Avery-Knodel
KDZA-TV	Pueblo, Col.	3	Nov. 13	Feb. 1	.....	.....
WETV (TV)	Raleigh, N. C.	28	Oct. 16	March 1	.....	Avery-Knodel
KZTV (TV)	Reno, Nev.	8	Dec. 23	March	.....	.....
WEEU-TV	Reading, Pa.	33	Sept. 4	May 15	.....	Headley-Reed
WHUM-TV	Reading, Pa.	61	Sept. 4	Jan. 15	CBS	H-R Reps.
WROV-TV	Roanoke, Va.	27	Sept. 18	January	ABC	Burn-Smith
WSLS-TV	Roanoke, Va.	10	Sept. 11	Dec. 11 ‡	NBC, CBS	Avery-Knodel
WROH (TV)	Rochester, N. Y.	*21	July 24	Unknown	.....	.....
WTVO (TV)	Rockford, Ill.	39	Sept. 11	Unknown	.....	.....
WKNX-TV	Saginaw, Mich.	57	Oct. 2	March	.....	Gill-Keefe & Perna
KFEQ-TV	St. Joseph, Mo.	2	Oct. 16	April	.....	Headley-Reed
WSUN-TV	St. Petersburg, Fla.	38	Oct. 9	May 1	.....	Weed
KGKL-TV	San Angelo, Tex.	3	Dec. 18	Unknown	.....	.....
KTXL-TV	San Angelo, Tex.	8	Nov. 26	Unknown	.....	.....
KITO-TV	San Bernardino, Calif.	18	Nov. 6	Fall 1953	.....	Hollingbery
WKAQ-TV	San Juan, P. R.	2	July 24	1954	.....	Inter-America
KEYT (TV)	Santa Barbara, Calif.	3	Nov. 13	May	ABC, DuMont, CBS, NBC	.....
WGBI-TV	Scranton, Pa.	22	Aug. 14	April	CBS	Blair-TV Inc.
WTVU (TV)	Scranton, Pa.	73	Aug. 14	Feb.-March	.....	Cooke
KWTV (TV)	Sioux City, Iowa	36	Oct. 30	Unknown	.....	.....
KVTV (TV)	Sioux City	9	Nov. 20	April 1	CBS	Katz
KELO-TV	Sioux Falls, S. D.	11	Nov. 20	Feb. 1	.....	Taylor
WSBT-TV	South Bend, Ind.	34	Aug. 28	Dec. 22‡	.....	Raymer
KHQ-TV	Spokane, Wash.	6	July 11	Dec. 22‡	NBC, ABC	Katz
KXLY-TV	Spokane, Wash.	4	July 11	Jan. 15	CBS, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV)	Springfield, Mass.	61	July 11	February	.....	Hollingbery
KTTS-TV	Springfield, Mo.	10	Oct. 9	April	.....	.....
	Springfield TV Inc., Springfield, Mo.	3	Jan. 8	July	.....	.....
KSTN-TV	Stockton, Calif.	36	Jan. 8	Unknown	.....	.....
WHTV (TV)	Syracuse, N. Y.	*43	Sept. 18	Unknown	.....	.....
KMO-TV	Tacoma, Wash.	13	Dec. 10	May 1	.....	Branham
KTNT-TV	Tacoma, Wash.	11	Dec. 10	.....	.....	Weed
KCNA-TV	Tucson, Ariz.	9	Dec. 18	Unknown	.....	.....
KOPO-TV	Tucson, Ariz.	13	Nov. 13	Feb. 1	.....	.....
KVOA-TV	Tucson, Ariz.	4	Nov. 13	Feb. 1	NBC	Raymer
KANG-TV	Waco, Tex.	34	Nov. 13	June 1	.....	.....
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown	.....	.....
WATR-TV	Waterbury, Conn.	53	Oct. 30	March 1	.....	Rambeau
WWNY-TV	Watertown, N. Y.	48	Dec. 23	Unknown	.....	.....
WIRK-TV	West Palm Beach, Fla.	21	Dec. 18	Unknown	.....	.....
KFDX-TV	Wichita Falls, Tex.	3	Dec. 18	March 18	.....	.....
KTVW (TV)	Wichita Falls, Tex.	22	Nov. 6	April	.....	.....
WBRE-TV	Wilkes-Barre, Pa.	28	Oct. 2	Jan. 1‡	NBC	Headley-Reed
WILK-TV	Wilkes-Barre, Pa.	34	Oct. 2	Feb. 1	ABC-DuMont	Avery-Knodel
WRAK-TV	Williamsport, Pa.	36	Nov. 13	Unknown	.....	.....
KIMA-TV	Yakima, Wash.	29	Dec. 4	March	.....	.....
KIT-TV	Yakima, Wash.	23	Dec. 4	August	.....	.....
WNOW-TV	York, Pa.	49	July 11	April	DuMont	.....
WSBA-TV	York, Pa.	43	July 11	Dec. 22‡	ABC	Radio-TV Rep
WFMJ-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV	Youngstown, Ohio	27	July 11	January	CBS, DuMont, ABC	Raymer
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown	.....	.....
WHIZ-TV	Zanesville, Ohio	50	Dec. 10	April 1	.....	.....

‡ On the air, operating commercially. * Educational permittee.



SALES executives of WONS Hartford, Conn., meet with five used car dealer to discuss plans for new phone-quiz show. L to r: Seated, Arthur Mossberg Arthur Motor Sales (Studebaker); Cy Kaplan, WONS sales manager; Jo Wiley, Manchester Motor Sales (Oldsmobile); Martin Sayet, Fitzgerald Motor (Ford); standing, James Cannon, Packard-Windsor (Packard); Harold LaBie Fitzgerald Motors; Phil Zoppi, WONS sales representative; Herber Jester, W Hart Buick (Buick). Dealers have banded together to bolster used car sales Program, *Auto Tune Derby*, is aired Monday through Friday at 6:30 p.m

WDAF Placed on Grid by Justice

(Continued from page 23)

Co. management referred to the broadcast aspects:

The Government seeks to have the Star divest itself of both its radio and television stations although Congress has repeatedly refused to pass legislation conferring such powers. The Star went on the air for the first time in 1922, among the first five radio stations in the U. S., long before there was even a station in New York for instance. We pioneered in this field because we felt it was an opportunity to serve our community. We took a financial beating for years. We were one of the first five stations that constituted the original NBC network, being the westernmost outpost at the time. The Government on radio complains of a rate practice prevailing in years only 1933 to 1937, long since abandoned. Not until now —two weeks before the end of the Truman Administration has any governmental agency challenged our conduct of radio.

The Government seeks to have the Star divest itself of its television station, WDAF-TV. The same opportunity was open to any other applicants to go into the television field when we did. The facts are losses then being suffered by television were so terrific, everyone hesitated to take the risk. The Star believed Kansas City was entitled to television service and chose to pioneer this new service as it had in radio, and expected to take terrific losses. Fortunately, it turned out the other way. Goodness knows, the outgoing Administration certainly wouldn't have given the Star any preference or favors on a license if there had been anybody else ready to take the risk.

Mr. Roberts added that "our business practices, covering nearly three-quarters of a century, have been an open book, still are, and conform to the law and good morals."

The publishing executive thus reiterated his comments of last June when the possibility of anti-trust action first was raised. At that time the firm was ordered to produce all corporate records and contracts of the *Star* and WDAF-AM-TV since Jan. 1, 1926.

Combination Rates

Mr. Roberts told BROADCASTING • TELECASTING then that no practice of combination rates between any of the two newspapers and radio-TV properties was involved. He noted that 173 U. S. newspapers use the practice whereby advertisers buy space in two newspapers under common ownership.

The original subpoena called for all contracts signed by the publishing firm, including those of WDAF-AM-TV; pacts for news services and features, and all advertising contracts for the past 26 years.

Sec. 313 of the Communications Act on which the government based its revocation request reads as follows:

. . . Whenever in any suit, action, or proceeding, civil or criminal, brought under the provision of any of said laws or in any proceedings brought to enforce or to review findings and orders of the Federal Trade Commission or other governmental agency in respect of any matters as to which said Commission or other governmental agency is by law authorized to act, any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may adjudge, order and/or decree that the license of such licensee shall, as of the date the decree or judgment becomes finally effective or as of such other date as the said decree shall fix, be revoked and that all rights under such license shall thereupon cease: PROVIDED, HOWEVER, That such licensee shall have the same right of appeal or review as is provided by law in respect of other decrees and judgments of said court.

Prior to enactment of the McFarland amendment to the Communications Act last year, broadcasters were placed in so-called "double-jeopardy," with the FCC authorized *per se* to revoke licenses of broadcasters previously convicted in court of anti-trust violations.

McGranery Comment

Commenting on the anti-trust action, Atty. Gen. McGranery described it as "another in the Anti-Trust Division's series of cases to restore to businessmen the right to advertise freely in media of their own choosing." He cited the Supreme Court-AP case, observing that "freedom to keep others from publishing is not guaranteed by the Constitution."

Newell A. Clapp, Acting Assistant Attorney General of the division, stated: "Advertising plays an important role in our free enterprise system and is essential to the success of competing newspapers and broadcasting stations. It is vital that advertising channels not be closed by private combinations."

The indictment further alleged that the defendants "refuse and threaten to refuse to accept advertising, or discriminate as to space, location or arrangements of advertising if the advertiser uses competing media, or a larger ad in competing media"; that the company's rate structure for local display advertising provides for tie-in sales which exclude advertisers from using other media; that national and classified advertisers are required to buy ads in both the *Star* and *Times;* that subscribers are forced to pay for delivery of the *Times*, the *Star* and the *Sunday Star* in "forced combination"; and that news carriers are required to refrain from delivering competing media.

The Star Co. also publishes the *Weekly Star Farmer*. Until last July the company was the only publisher of daily newspapers of general circulation. At that time the Kansas City News-Press Co. began publication of a daily tabloid-sized paper.

With respect to advertising rates, The Star Co. said:

The basic theory underlying both the indictment and the civil complaint of the Government is that the *Star* has attempted to create a monopoly in this territory. Anybody with the slightest knowledge of business knows that the greatest factor in forcing consolidations and the involuntary discontinuance of newspapers, which is all very regrettable, is the Government itself. The tax burden has become so terrific only the strongest papers can stand up under it. Newspapers have had to increase both subscription and advertising rates in a mad race to keep up with costs. As rates go up, advertisers necessarily concentrate their spending in the papers that do the best job for them. All the anti-trust suits in the world will not stop this trend unless the Government itself can get taxes down. This trend is eliminating newspaper competition. Almost as big a factor has been the tremendous increase in newsprint prices, equipment costs and labor costs. Those are the major factors that are creating situations which the Government seems to be complaining of.

WDAF took the air in 1922 and WDAF-TV in 1949. The television outlet, now described as a valuable adjunct profitwise to the newspaper properties, formally opened a $1.5 million plant last June. WDAF-TV is the city's only video outlet. The four radio stations besides WDAF are KCKN KCMO KMBC and WHB.

The Supreme Court's ruling is likely to pass judgment on common newspaper practice of combination unit rates for advertising. In the Times Picayune Co. case, the court upheld a complaint filed by the *New Orleans Item.*

Observers noted that in the Kansas City case, there were no "competing media" there before July, despite references in the indictment. It was also pointed up that the subpoena action was launched a month earlier. Nub of the charges was seen as the "special discounts" provision covering The Star Co.'s three newspapers.

Political Implications

With the source of the complaint undisclosed, there was speculation that the anti-trust suit was politically inspired, as contended by the publishing firm itself. The anti-trust case will be one of nearly 150 to fall in the hands of the Eisenhower administration this month.

In the New Orleans dispute, the court held that the Times Picayune Co. attempted to "monopolize" a segment of the afternoon newspaper general and classified advertising field represented by advertisers who could not buy space in the firm's *Evening States* and the rival *Item.*

The radio properties of the Times-Picayune Co. (WTPS-AM-FM) were not directly involved, however, as are the broadcast properties in the Kansas City fracas. Only other recent case touching on radio-TV stations was that of the *Lorain* (Ohio) *Journal* and *Mansfield* (Ohio) *Journal* which were convicted of violating anti-trust laws. They were cited for advertising practices tending to "destroy" WEOL Elyria by refusing to sell space to advertisers who bought time on the station [B•T, Dec. 17, Oct. 22, 1, 1951].

Libel Bills

(Continued from page 38)

candidate or not, should be permitted to defame an innocent man or his family. That's the crux of this matter.

"Personally, I don't think the Horan amendment is legal. You can't absolve radio or TV stations from the consequences of defamation. No court would uphold that point of view.

"Radio or TV stations are an instrumentality, just as newspapers are. Do you know of anyone who would exempt newspapers from liability for libel?"

Reiterating that his greatest interest is in protecting innocent victims of defamation, Mr. O'Hara also suggested a situation where a penniless, irresponsible candidate might impugn the reputation of his opponent yet go scot-free because he has no assets.

Rep. Horan takes the position that since the law forbids censorship of political candidates' speeches, then Congress which passed that law ought to take the broadcasters off the hook by exempting them from damages. Last week he planned to confer with Ralph W. Hardy, director of NARTB's Government Relations Department, then resubmit his bill. NARTB has supported his bill.

Among other bills proposed in the first week of the new Congress:

Rep. Joseph R. Bryson (D-S.C.) reintroduced HR 1227 which would ban advertising of alcoholic beverages on radio or TV.

Rep. Carroll D. Kearns (R-Pa.) recommended a fine of $100 and/or 30 days in jail as penalty for using the U. S. flag for advertising purposes (HR 139). Rep. Eugene J. Keough (D-N. Y.) recommended registration of trade marks using words, "White House," be prohibited (HR 72).

A number of bills to repeal the 20% tax on motion picture theatre admissions was introduced. Among them were HR 188 by Rep. Victor Wickersham (D-Okla.), and HR 6 by Rep. John D. Dingell (D-Mich.).

Rep. Kearns also introduced H Res 26 which calls for a continuance of the Gathings Select Committee investigating pornographic books and magazines.

Other bills included several calling for a new Commission on the Organization of the Executive Department.

RULES CHANGES

Proposed by FCC

NUMEROUS changes, mostly editorial and corrective, were proposed by FCC last week with respect to portions of the Commission's rules and standards for AM, FM and TV.

In the AM rule changes, Sec. 26, the sunrise-and-sunset table, would be deleted and FCC would prescribe the time of operation in the individual station's license in accordance with a standardized procedure proposed in Sec. 3.79.

Another proposal affecting FM and TV rules, the Commission would amend its rules to provide a more specific and uniform method for computing the height of an antenna above average terrain. The proposed method is based on eight evenly-spaced radials starting with true North and would expressly specify the method for treating radials which extend over large bodies of water or foreign territory.



at deadline

SPURIOUS EMISSION PROBLEM IS STUDIED

COOPERATION of radio-TV manufacturers on solving spurious emissions interference problem urged Friday by Dr. W. R. G. Baker, vice president of General Electric Co. and director of RTMA Engineering Dept., at industry-wide conference in New York. He termed problem real and serious and warned against potential government inspection if not solved.

Glen McDaniel, RTMA general counsel, said FCC has power to regulate spurious emissions. If courts rule otherwise, Commission would be given authority through legislation, he said. RTMA President A. D. Plamondon Jr. said interference from transmitters and receivers limits additional radio-TV channels and that suppression would aid business.

Dr. Baker called meeting after FCC asked JTAC to study problem. He pledged RTMA support and announced formation of three task forces: on receivers, headed by Kenneth Chittick, RCA; on transmitters, by James Keister, GE, and one by D. G. Fink, Philco Corp. to coordinate JTAC-IRE-FCC work.

WSTV FILES COMPLAINT

REQUEST that FCC take action to force Storer Broadcasting Co. to elect which of two pending TV applications it intends to pursue was made Friday by WSTV Steubenville, Ohio, applicant for Ch. 9 there. Request was in form of motion for Commission to take prompt action on petition filed last July. Basis for WSTV petition is fact that Storer owns four TV stations (WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta and KEYL (TV) San Antonio) and under FCC rules is limited to total of five. Therefore WSTV avers Storer should not be permitted to have two TV applications on file—for Steubenville-Wheeling market and for Miami.

KIMBALL BACK AT GT

DAN A. KIMBALL, Secretary of Navy who steps down Jan. 21, has been re-elected vice president and director of General Tire & Rubber Co., positions he gave up when he accepted post of Assistant Secretary of Navy in 1949. Mr. Kimball also was director of MBS, but whether he will return to that post will not be determined until April meeting of network. General Tire, which owns majority stock of MBS, also owns and operates Yankee and Don Lee networks, as well as New England and West Coast stations and WOR-AM-FM-TV New York.

AGRONSKY HEADS GALLERY

MARTIN AGRONSKY, ABC commentator, was elected president and chairman of executive committee of Congressional Radio-TV Galleries at meeting Friday in Washington. He succeeds Hollis Seavey, MBS. Others elected were Richard Harkness, NBC, vice president and vice chairman; Bill Costello, CBS, secretary, and Joseph F. McCaffrey, MBS, treasurer. Members of executive committee include above and Julian Goodman, NBC-TV; George J. Marder, UP Radio, and Ann Corrick, Crosley.

Meeting set Feb. 7 for annual Radio Correspondents Assn. dinner, also agreed to submit change of name to Radio & Television Correspondents Assn. to membership vote.

TRUMAN NAMES MERRILL

PRESIDENT TRUMAN submitted Friday to Senate name of Comr. Eugene H. Merrill, Utah Democrat, for remaining two years of term of former Comr. Robert F. Jones. (See early story page 73.) Nomination, one of two score, is considered formality since Senate not likely to confirm any of President Truman's nominees. Mr. Merrill was given recess appointment last October following resignation of GOP Comr. Jones.

LEBHAR HAS HOPES FOR TV

BERTRAM LEBHAR Jr., director of WMGM New York and nearing completion of negotiations for purchase of station and its FM affiliate from Loew's Inc. for $2 million (earlier story page 27), intends to apply for TV channel immediately if deal goes through, it was learned Friday. (New York City government and WNEW New York already have filed for Ch. 31, only one available in city, and WOV and WHOM New York have announced they will file jointly.)

It also was reported that, although Mr. Lebhar is offering advertisers and others investors several plans for investment in new corporation—and reportedly is getting favorable reaction—he would retain full operating control. With WMGM (formerly WHN) for 14 years as director of sales and director of station, he has built it into sports specialist which, over past six years, has had gross billings exceeding $2 million per year.

ANOTHER 540

ANOTHER request for newly-opened 540 kc channel filed with FCC last week when KFBM San Diego submitted application for frequency with 5 kw fulltime, DA-1, for San Diego. Earlier in week KWK St. Louis filed for same frequency, 10 kw daytime, DA, for Haines City, Fla. (see application, page 87). KFMB, now on 550 kc with 1 kw fulltime, DA-1, expects change to 540 kc will cost $41,500; estimates annual operating cost after change as $205,000, revenue as $220,000.

KARM SALE

SALE of 50% interest in KARM Fresno, Calif., by sole-owner Hattie Harm for $60,000 to General Manager Clyde Coombs was disclosed in application filed with FCC Friday. FCC earlier granted sale of KROY Sacramento by Mrs. Harm and Mr. Coombs for $425,000 to C. L. McCarthy, manager KGO San Francisco, and associates [B•T, Dec. 29, 1952].

GONE ARE THE CALLS . . .

LAST "TV" call letter assignment possible in W call series was made by FCC Friday to Gallaher, Berry & Woodyard, Pittsburgh uhf Ch. 47 grantee. It is WTVQ (TV). And according to Edwin P. McVey, FCC's call letter expert, TV combinations in K call series "are going fast." Mr McVey is assignment clerk in Application Control Section, Authorization Analysis Division, Safety & Special Radio Services Bureau.

PEOPLE . . .

JACK W. SMOCK, vice president, Foote, Cone & Belding, N. Y., to Los Angeles office of Young & Rubicam as vice president and manager of that office, effective March 1. At that time, E. E. SMITH, present L. A. manager of Y&R, returns to New York office.

A. V. B. GEOGHEGAN, vice president in charge of media relations of Young & Rubicam, New York, named co-chairman of plans board and will serve in that capacity with Louis N. Brockway, executive vice president of agency. In his position on board, he replaces C. L. Whittier, who retired from agency as of first of year.

APPOINTMENT of ABC sportscaster BOB FINNEGAN as assistant to JOHN T. MADIGAN, ABC-TV director of news, special events and sports, is being announced today (Monday). Mr. Madigan also announced appointments of JOHN DUNN as managing editor of ABC-TV's *All-Star News* program; MARY LAING, as acting supervisor of ABC's WJZ-TV New York newsroom, and CLAIRE B. WIRTH, as administrative assistant in department. All appointments take effect immediately.

RODGER S. HARRISON, Sterling Silversmiths Guild of America, to J. M. Mathes Inc., N. Y., as account executive.

DOROTHY KENNEDY, McCann - Erickson, N. Y., to copy department of Sullivan, Stauffer, Colwell & Bayles, that city.

MARVIN POTTS, art director at Foote, Cone & Belding, Chicago, elected vice president.

TV APPLICATIONS

TOTAL new and amended television station applications rose to 13 Friday (earlier applications, page 58), with late Friday evening filing of request for uhf Ch. 33 in Miami. Applicant, new to radio-TV, headed by New York home builder Sherwood R. Gordon. His attorney: Florida ex-senator Claude Pepper. Other application filed last week from KOWL Santa Monica, Calif., seeking uhf Ch. 52 (assigned to Corona, Calif.).

NEW APPLICATIONS

Santa Monica, Calif.—KOWL Inc. (KOWL), uhf Ch. 52, ERP 107 kw visual, 57.8 kw aural; antenna height above average terrain 2,910 ft., above ground 190 ft. Estimated construction cost $206,660, first year operating cost $225,000, revenue $260,000. P. O. address: Pico Blvd. at the Ocean, Santa Monica. Studio location to be in Corona; transmitter atop Mt. Wilson. RCA equipment. Sole stockholder in applicant: **Arthur H. Croghan**, who has 5.6% interest in WJBK Detroit. City priority status (for Corona, Calif.): Gr. B-1, No. 139.

Miami, Fla.—Television Coroporation of Greater Miami, uhf Ch. 33, ERP 20.78 kw visual, 10.39 kw aural; antenna height above average terrain 407 ft., above ground 424 ft. Estimated construction cost $218,472, first year operating cost $235,000, revenue $220,000. P. O. address: 37 N. E. 1st Ave., Miami. Studio and transmitter location 500 Biscayne Blvd. RCA equipment. Principals include **Sherwood R. Gordon** (70%), Shadow Lawn Homes Inc. (builders and developers), New York City, and Dorna Cleaners & Launderers Inc., West Hempstead, N. Y.; **Edna W. Gordon** (20%), wife of Mr. Gordon, and **Louis A. Wildman** (10%), Wilbar Photo Engraving Co. and Higwill Matrix Co., both New York. City priority status: Gr. B-4, No. 194.

LOUIS HAUSMAN NAMED

LOUIS HAUSMAN, CBS Radio administrative vice president, named to 16-man planning committee for 10th anniversary Brand Names Day conference to be held April 15 at Waldorf-Astoria, New York. He will supervise entertainment plans in cooperation with Lester Gottlieb, CBS vice president in charge of network programs.

the RIGHT COMBINATION *for maximum performance at minimum cost*



NO SPLICES. As always, plastic-base Audiotape in 1200 and 2500 ft reels is guaranteed *splice-free.*

NO FRICTION SQUEAL. Perfected anti-friction process eliminates annoying tape squeal—prevents "tackiness" even under extreme temperature and humidity conditions.

MINIMUM DISTORTION. Audiotape's oxide coating is especially formulated to give *maximum undistorted output.* Comparative tests show its marked superiority in this respect.

MAXIMUM UNIFORMITY. All 7" and 10" reels of plastic-base Audiotape are *guaranteed* to have an output uniformity within ±¼ db—and a reel-to-reel variation of less than ±½ db. And there's an actual output curve in every 5-reel package to prove it!

PRECISION TIMING. Improved reel design with 2¾" hub reduces timing errors by eliminating the tension and speed changes formerly encountered at the beginning and end of the winding cycle. Ratio of OD to hub diameter is the same as the standard NAB 2500 ft reel.

CONSTANT PITCH is another advantage of the new reel design resulting from the more uniform tape speed throughout the winding cycle.

SLOWER ROTATIONAL SPEED, due to larger hub diameter, minimizes vibration and avoids possible damage to tape on fast forward and rewind.

REDUCED HEAD WEAR can also be expected, because the maximum tape tension is materially decreased.

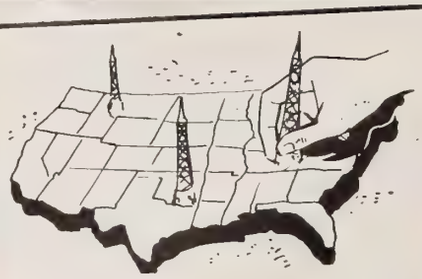
audiotape gives you all these advantages at no extra cost!

* Trade Mark

This new 1200 ft plastic reel with 2¾" diameter hub is now being supplied on all orders for 7" reels unless otherwise specified... at no increase in price. Remember—with Audiotape, there's only *one* quality—the finest obtainable! Audiotape is available in all standard size reels from 150 to 5,000 feet.

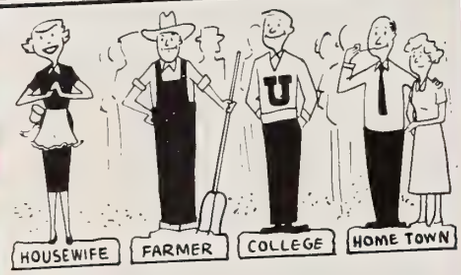
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Export Dept. 13 East 40th St., New York 16, N.Y., Cables "ARLAB"

audiodiscs audiotape audiofilm audiopoints



Markets

Buy any part of the U.S.A.—by STATES, TRADE TERRITORIES, GEOGRAPHICAL REGIONS—whatever covers your distribution!



Audience

Farmer, Hometown People, College Students, Housewives—you may select any of the receptive audiences!



Time

From sign-on to sign-off, 631 KBS stations may be purchased any time of day!



Announcements or Programs

Station Breaks, Minutes, 15-Minute or Half Hour Shows, etc.—all are available on any of the 631 KBS Stations.



Merchandising

Keystone cooperates with any advertiser in a merchandising program that gets results!



Live or Transcribed

Many advertisers use live announcements; others use transcriptions.

123456"

Number of Broadcasts

Any number of Broadcasts per station you need to do the job!

SELECTION AND FLEXIBILITY

IS THE KEYNOTE OF THE KEYSTONE BROADCASTING SYSTEM.

Build your own network by selecting the stations you need. The Keystone Network is flexible—you may buy the time periods with adjacencies you need to reach a selected audience. You may use live copy or transcriptions. The number of announcements or length of campaigns is up to you. You may do all this with *one order, one rate,* and *one invoice.*

KEYSTONE BROADCASTING SYSTEM, INC.

• New York: 580 Fifth Ave. • Chicago: 111 W. Washington

• Los Angeles: 1930 Wilshire Blvd.

JANUARY 19, 1953 35¢ PER COPY

BROADCASTING TELECASTING

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TV & Radio Ready For Inaugural
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WSM-TV Booster Test Success
Page 58

FEATURE SECTION
Starts on Page 75

22ND year
THE NEWSWEEKLY OF RADIO AND TV

Like babies go for rattles

Just like babies go for rattles, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

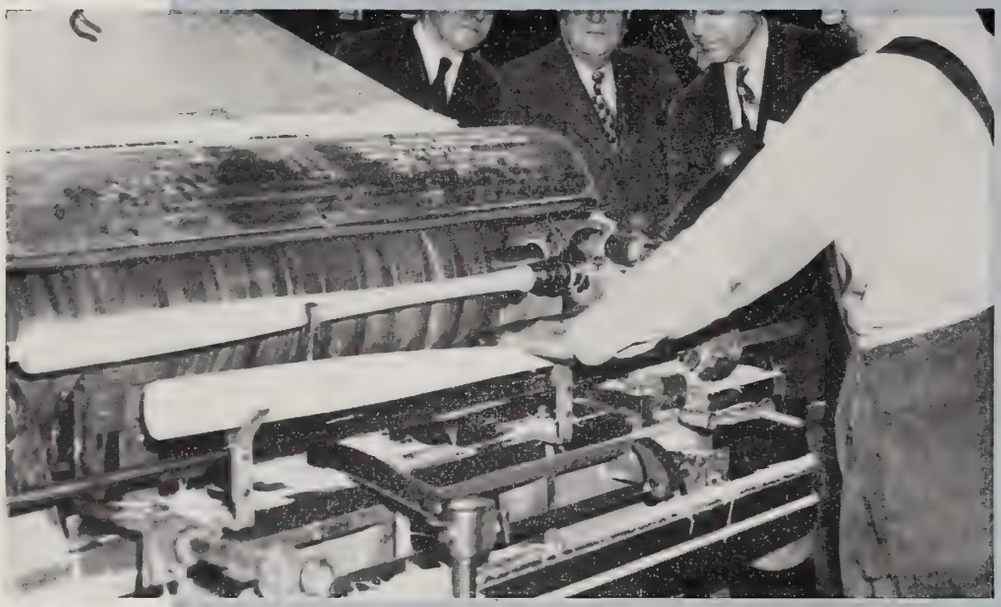
W-I-T-H can produce low-cost results for you, too. Get your Forjoe man to give you all the details.



IN BALTIMORE W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

Go where there's GROWTH...





Bats and Burley

Everybody knows of famous "Louisville Slugger" bats, made in the world's largest bat factory at Louisville. Bats and other diversified wood products (furniture NOT included) rank fourth in importance among all Kentucky industries. Wood products sales in 1951 totalled $105,000,000, an increase over 1939 of more than 438%.

Equally famous is Kentucky's burley tobacco. The 1951 tobacco income was 222 million dollars, representing a gain of over 300% in 12 years. Kentucky leads the nation in farm income gains.

Go where there's GROWTH..

GO WHAS! No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.

(Benson and Benson)

CBS

WHAS

Louisville, Kentucky

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director

Represented Nationally by Henry I. Christal Co., New York, Chicago, San Francisco



your new

Here is the first issue of your new **BROADCASTING • TELECASTING.** It is restyled from cover to cover. There are no gimmicks or frills. News content isn't curtailed; in fact, coverage is expanded feature-wise.

We had no concerted subscriber demand for a change. We undertook the job to give you a better, easier-to-read paper. This is in recognition of the changing times and the rapid growth of the fields we serve.



1st issue, Oct. 15, 1931

People are busier. There are more of them in this business of radio and television broadcasting on both sides of the rate card. More people do more things and make more news. Good housekeeping and prudent management dictate that this news should be presented in orderly fashion.

As you thumb through this issue, you'll detect a new body-type face. It is Times Roman. It was selected because it provides maximum clarity with no boost in size. It is as new as the transistor.

There are three columns instead of four on the news pages. The headlines are more meaningful. Every "lead" story is highlighted in a blurb which gives you the substance in a twinkling. There are no "jumps"—each story reads through to completion.

The book is side-stitched, utilizing ingenious new automatic binding equipment installed by our printers, the National Publishing Co., here in Washington.



Feb. 15, 1933

The stock is heavier and whiter.

These are the mechanical changes, which keep abreast of the most modern techniques of the graphic arts.

Editorially, the newsmagazine is departmentalized, except for lead stories. You will find the same kind of news in the same relative position each week. The index on Page 12 is your infallible guide.

There is the new fully-integrated Feature section beginning on Page 75. Here are the "How To" articles; stories on successful campaigns; by-lines by people who have something to say; pieces on good business practices; new ideas.

(The new mechanical production process will make it possible to get reprints with little or no time lag. Overall production will be faster.)

Physically, this issue is a far cry from Vol. 1, No. 1, published on Oct. 15, 1931, at the bottom of the depression. We were a semi-monthly then, and our average issue ran 48 pages. (Now the average, without YEARBOOKS or the MARKETBOOK, runs 100 pages per week.) Then our staff totaled six as compared with today's 60. Radio's gross volume was $60 million. The 1952 figure, for radio and television, will eclipse $1 billion.



Nov. 26, 1945

In founding "BROADCASTING, the News Magazine of the Fifth Estate," our aspiration was to make it the written voice of the spoken medium. Our principal aim was to fend off the thrusts of the Government ownership advocates, who had succeeded in enslaving radio almost everywhere else in the world. The success of the broadcast media was to be our success.

Today, our constant duty is precisely what it was then but with frontiers unlimited. We try to keep our readers the best informed in any art, profession or industry. Editorially, we call our shots as we see them.

We are mindful of our responsibilities and of your trust in us. You radio and television broadcasters, advertisers, agencies, engineers, artists, writers, producers, directors, manufacturers, syndicators, suppliers—and, indeed, Government in good times and bad—have created and developed these magnificent arts. We have been privileged to report this running story over these past 22 eventful years—the greatest success story of them all.

With this restyled newsmagazine we do not alter our editorial policy, philosophy or objectives. We have simply undertaken to give you a better paper. There are rough spots mechanically, which will be sandpapered and burnished as we hit our stride.

Editorially it's unchanged. The same excellent staff is producing it. We like it.

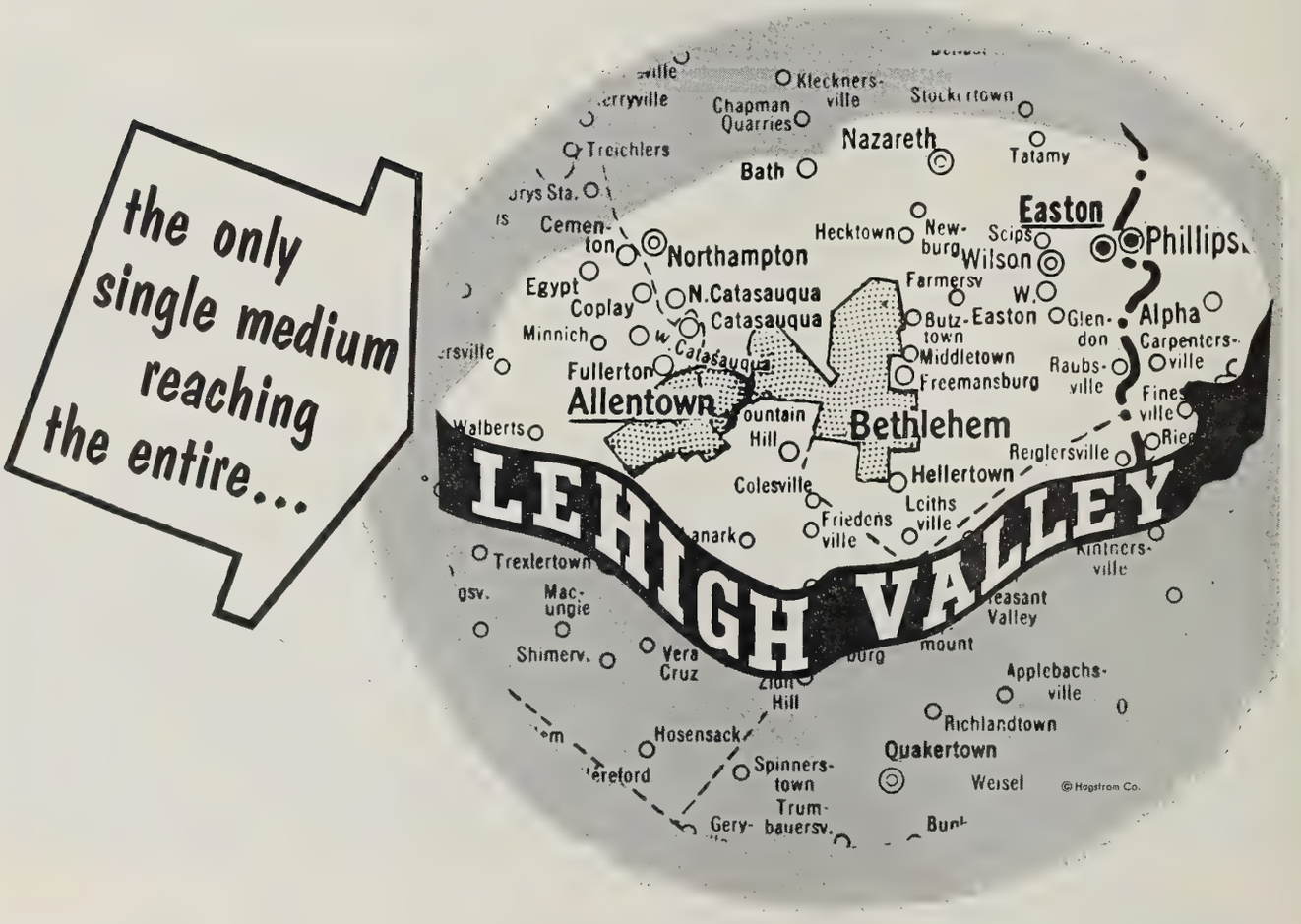
We hope you agree.

Sol Taishoff

Newest profit opportunity in television...

WLEV-TV

Bethlehem, Pa.
Allentown • Easton



WLEV-TV, first television station in the Lehigh Valley, offers a dynamic profit opportunity to advertisers. Its market is long-known as a region of stable prosperity—as one of tremendous sales response. Top time available now. Write for information.

NBC .TV • Affiliate

A Steinman Station

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

closed circuit®

REUNION of old Mutual team of Frank White and William H. Fineshriber Jr. at NBC, where Mr. White assumed presidency Jan. 2, is in immediate offing. Mr. Fineshriber, executive vice president of MBS, reportedly is resigning to join NBC about end of February as vice president and general manager of radio and television networks, reporting to John K. Herbert, vice president in charge of radio-TV networks. Vice president-general manager post was kept open when Mr. White left it to become president.

★ ★ ★

IMMINENT departure of William H. Fineshriber as executive vice president of MBS to join NBC, may mean Thomas F. O'Neil, MBS chairman and president, will take over immediate operating duties of network. His righthand bower in MBS and WOR-AM-TV operations is Glenn Taylor, vice president of General Teleradio, MBS-WOR-Yankee-Don Lee parent company, and former General Tire executive.

★ ★ ★

MOURNFUL predictions that expansion of TV station coverage across country will soon reach proportions beyond ability of advertising to support are not being taken as seriously as in former months. Market researchers point to increased advertising expenditures paralleling growth in national income, predict that further rises in years immediately ahead will be enough to support TV on full national scale without need to siphon funds from other media.

★ ★ ★

MORE AND MORE reports of out-and-out blackmail in filing of TV applications are being heard in Washington. It works this way: Formidable applicant is all alone on channel. New company is formed and files what amounts to strike application. Word gets to qualified applicant that business can be done and payoff is asked for either in cash or in stock interest. FCC is aware of this but apparently doesn't know what to do about it. (See editorial, page 122.)

★ ★ ★

THERE MAY be veritable snowstorm of opinions in ABC-United Paramount merger decision by FCC but with five or possibly six of seven members reaching same conclusion (approval on all counts) but via different routes. Because case breaks down into half-dozen different components, it's likely that several members may not see eye-to-eye on same problem. But so far as is indicated, only Comr. Hennock will be all-out dissenter.

★ ★ ★

THERE WON'T BE decision by FCC on ABC-UPT until week of Jan. 26 at earliest. That's because Comr. Hennock, in serving notice to FCC of her intention to dissent, asked for three weeks from Jan. 5 oral argument to prepare her views. Miss Hennock expected to take off against merger as one that ties together Paramount and DuMont, as well as ABC and UPT, and also Paramount's half-ownership of Telemeter (pay as you go) and Chromatic Labs. (Lawrence color tube). She lumps in DuMont's three TV stations with ABC's five and Paramount's KTLA, arriving at nine stations—as in same orbit, thereby in violation of the five-station limit. Most, if not all, of her colleagues disagree.

★ ★ ★

PRELIMINARY results of first installation of automatic AM remote control operation equipment (no engineers at transmitter) under FCC experimental grant are reported most encouraging. Equipment has been installed by KEAR San Mateo, San Francisco Bay area, operating on 1550 kc. If experiments develop as predicted, significant aid will be afforded many small stations and way will be opened also for larger ones under emergency conditions with automatic equipment.

★ ★ ★

STATION representatives wish radio station operators would make up their minds promptly whether or not to adopt single day-night rate. They report agency time-buyers reluctant to sign contracts at present rates so long as there is chance they will be lowered, fear decision may be postponed until advertising appropriations have been allocated to other media with rates currently more stable.

★ ★ ★

SIGNS appearing around networks that crackdown tactics will replace wrist-slapping if ad-libbing comedians insist on interjecting impromptu and off-color remarks despite firm bans.

★ ★ ★

MINDFUL of precedent set by Baltimore's broadcasters during strike that closed schools in that city [B•T, Jan. 12], New York TV and radio station operators Friday were planning to preempt daytime hours and make them available to Superintendent of Schools Jansen and his staff should threatened strike of building maintenance personnel force shut-down of New York schools.

★ ★ ★

ALL-RADIO Affiliates Committee, formed in heat of first impending round of network radio rate cuts two years ago, will meet at Clearwater on Feb. 7, immediately after NARTB board sessions, to ponder its fate and, depending on that decision, consider possible lines of future activity. Industry-wide meeting of affiliates who formed and supported committee is expected in conjunction with NARTB's Los Angeles convention, with Committee Chairman Paul W. Morency, WTIC Hartford, insisting this time he will make good his determination—expressed year ago but overruled by affiliates—to step down from chairmanship due to press of other business.

IN THIS ISSUE

LEAD STORY

Will the Republican administration clean house at the FCC? The answer probably will come this week. If it's to be a thorough shake-up, chances are a new chairman will be brought in from outside. If the change is to be less drastic, Vice Chairman Hyde may be moved up. *Page 27.*

ADVERTISERS & AGENCIES

A dozen advertisers are buying spot schedules for spring, and two others are about ready with their plans. *Page 30.*

Blatt's department store, Atlantic City, reports the latest results of its change from newspapers to radio as a basic advertising medium. The record: bigger sales, more out-of-town customers and a 22% increase in charge accounts. *Page 28.*

FACTS & FIGURES

More than 20% of the paid political time on TV networks during the 1952 campaign was broadcast in the last three days before the election. *Page 32.*

INAUGURAL

Radio-TV coverage of tomorrow's Inauguration of Dwight D. Eisenhower will carry the proceedings to more people than have seen all other Inaugurations combined. Oath and Inaugural address will be sustaining coverage, but broadcasts of other events will be sponsored. *Page 37.*

GOVERNMENT

FCC grants 11 TV stations, to make a total of 197 authorizations issued since the freeze was lifted. About 700 applications await processing. *Page 42.*

EQUIPMENT

Compatable color TV system specifications are approved by the National Television Systems Committee. But before the group of representatives of leading manufacturers applies for FCC approval, perhaps three or four months of field testing must be done. *Page 72.*

FEATURES

Feature Section begins on *Page 75.*

The case for live television. *Page 77.*

Antell's pitch on radio and television. *Page 80.*

How to expand and improve the use of television by department stores. *Page 84.*

UPCOMING

Jan. 22-24: Canadian Broadcasting Corp. Board of Governors, Ottawa, Canada.

Jan. 24-25: Retail Advertising Conference, Conrad Hilton Hotel, Chicago.

Jan. 26: Continuance of Theatre-TV allocations hearings, FCC, Washington.

(Other Upcomings, see "For the Record")

WATCHES, WATCHES AND MORE WATCHE

IMAGINE! OVER

$2,500.00

WORTH OF 17-JEWEL CURVEX WATCHES

...52 BRAND NEW GRUENS FOR YOU TO GIVE AWAY

FREE!



S!

The Most Exciting

GIVE-AWAY DEAL

Ever to Hit Radio!



You get a

★ **STAR-STUDDED SHOWCASE**

of musical entertainment!

Featuring Guy, the Lombardo Trio, the Twin Pianos, the Picture Story, Lombardo vocalists Kenny Gardner and Don Rodney, and announcer David Ross.

You get all the elements for a

★ **SMASHING SALES-SUCCESS!**

Exciting, colorful displays, productive point-of-sale material, magnetic merchandising and newspaper ad mats, power-packed publicity, listeners' Clue Book. All assure an aware and ever-increasing audience.

You get

★ **MORE SALES—MORE PROFITS!**

as the No. 1 advertiser in your market!

AMERICA'S NO. 1 FAVORITE!

THE GUY Lombardo SHOW

"The Sweetest Music This Side Of Heaven"

"THE SWEETEST, SMOOTHEST, SUREST SALES-MAKER EVER SPONSORED!

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK

HOLLYWOOD

The Purpose of Advertising
is to get

RESULTS

Evidence of WLS position as a result producing medium for advertising is found in the impressive group of advertisers who, like those listed below, use the station consistently year after year. They and many others have found that listener loyalty to WLS extends to the station's advertisers —and that midwest people *buy* the products they hear about on WLS. Listener loyalty produces advertising results.

Bristol-Myers	9 yrs.	Pioneer Hibred Co.	16 yrs.	Colgate-Palmolive-Peet	10 yrs.
Ralston-Purina	12 yrs.	Chrysler Corp.	8 yrs.	Vick Chemical Co.	14 yrs.
Allied Mills	14 yrs.	Oshkosh Overall Co.	16 yrs.	Murphy Products Co.	21 yrs.
Block Drugs	9 yrs.	Procter & Gamble	16 yrs.	Groves Laboratories	10 yrs.
Campbell Cereal Co.	23 yrs.	Carter Medicine Co.	15 yrs.	Sterling Drug	9 yrs.
Consolidated Products	12 yrs.	Flex-O-Glass	16 yrs.	Keystone Steel & Wire Co.	21 yrs.
Phillips Petroleum	9 yrs.	Lever Bros.	8 yrs.	Metropolitan Life Ins.	8 yrs.
General Foods	9 yrs.	Hulman & Co.	13 yrs.		
Standard Brands	7 yrs.	Little Crow Milling Co.	14 yrs.		

ABC NETWORK
890 KILOCYCLES

50,000 WATTS
CLEAR CHANNEL

WLS

The PRAIRIE FARMER STATION

CHICAGO 7

REPRESENTED BY JOHN BLAIR & CO.

at deadline

ABC Affiliates Urge Action on Decision

CALL for ABC affiliates to urge Senate Interstate and Foreign Commerce Committee members not to permit Congressional hearing to delay ABC-United Paramount Theatres merger decision, sounded by ABC Advisory Committee Chairman Roger W. Clipp (WFIL Philadelphia) in wire to all affiliates Jan. 13, has already brought action.

Quick check of half dozen members of Committee Friday afternoon showed they already had received wires. Among them: Sen. Homer E. Capehart (R-Ind.), two-three wires, letters; Sen. Warren G. Magnuson (D-Wash.), two wires, one letter; Sen. Andrew F. Schoeppel (R-Kan.), ten wires and letters, also one or two long distance telephone calls; Sen. Dwight Griswold (R-Neb.), one telegram.

Mr. Clipp's telegram to all ABC radio affiliates called attention to BROADCASTING • TELECASTING Jan. 12 story on Sen. Charles W. Tobey's intervention, referred to fact application had been before FCC for 19 months. Mr. Clipp also said:

In my judgment, the merger would increase competition within our business and benefit the industry and the public. . . . It seems imperative to me that the membership of the committee understand the consequences that are resulting from the long delay in this decision. Naturally each ABC affiliate will have to decide whether or not it desires to take action, but after reviewing the situation as detailed in the trade press, I feel it my duty as chairman of your Advisory Committee to send you this message.

L'HEUREUX OPEN-MINDED

TREK to office of Robert D. L'Heureux, newly appointed chief counsel of Senate Interstate and Foreign Commerce Committee, has already begun by proponents and opponents of ABC and United Paramount Theatres merger, urging their views on man who will be Sen. Charles W. Tobey's right hand assistant. Mr. L'Heureux, who hails from New Hampshire, same as Sen. Tobey, has already seen several of parties, is open-minded on subject, wants to get full facts so Sen. Tobey can hold hearing quickly.

Tea Council to Spend $1,500,000 on Promotion

U. S. TEA industry and three major tea-producing countries—India, Ceylon and Indonesia—agreed to spend $1,500,000 annually to promote sale of tea here. Tea-producing countries and industry will be partners in non-profit corporation to be called Tea Council of United States of America, replacing former Tea Council. First chairman will be Robert B. Smallwood, president of Thomas J. Lipton. Tea council has used radio-TV spot campaigns in fall and spring (see story page 30 on Cuba sugar spot radio drive).

SPRAGUE AIR FORCE UNDER SECRETARY

ROBERT C. SPRAGUE, president of Sprague Electric Co., North Adams, Mass., and former head of Radio - Television Mfrs. Assn., will be named Under Secretary of Air Force, it was confirmed Friday at President-Elect Eisenhower's New York headquarters.



MR. SPRAGUE

Appointment of Robert W. Burgess, former economist and actuary of Western Electric Co., as Director of Census, succeeding Roy V. Peel, was announced Friday.

Mr. Sprague, 65, is graduate of U. S. Naval Academy. He served with Navy until 1928 when he retired and founded company he heads. As Air Force Under Secretary, he will succeed Roswell L. Gilpatric, New York attorney.

Mr. Sprague brings to his new military post extensive experience in connection with tooling up of electronics industry for defense program, development of new material and conservation of scarce metals. He has been in close touch with Pentagon and has been key factor in connection with electronics gear used in modern military planes.

Active for years in RTMA affairs, he was elected president in 1950, serving as both president and board chairman until Glen McDaniel assumed presidency in 1951. He continued as board chairman until election of A. D. Plamondon Jr., Indiana Steel Products Co., in 1952 as both president and chairman.

Besides sponsoring and organizing Joint Electronics Industry Committee to serve as advisory liaison with military, he was member of many groups working with government. His parts manufacturing enterprise is one of most successful in electronics field.

Mr. Burgess, 65, is closely familiar with Census Bureau functioning. He has served in advisory capacity with the Bureau of Labor Statistics and is nationally known as authority on business techniques, economics and statistical methodology. He had served with Western Electric 28 years before retiring last July. Director Peel has been on leave from U. of Indiana, where he is member of faculty.

• BUSINESS BRIEFLY

BOSCO TO APPOINT ● Bosco Co., New York (flavored drink), TV advertiser now handled by Robert Orr & Assoc., expected to appoint Ruthrauff & Ryan, New York, as its advertising agency, effective shortly.

FORD PLANS ● Frederick Lewis Allen and his wife, Agnes Rogers, will write and Leland Hayward will produce Ford Motor Co.'s two-hour, two-network television anniversary program in June.

13-WEEK RADIO-TV ● Penick & Ford Ltd., New York (My-T-Fine desserts), is planning spot campaign in 30 radio markets and about 18 television markets, effective mid-February for 13 weeks.

P & G PLACING ● Procter & Gamble, Cincinnati, for Ivory Flakes, placing 52-week spot announcement radio campaign in scattered list of markets. Agency is Compton Adv., N. Y.

EARLY MORNING RADIO ● Sinclair Refining Co., New York, scheduling early-morning radio spot announcement campaign to start early in March and run through end of year. Agency is Morey, Humm & Johnstone, N. Y.

CHICLE BACK ● American Chicle Co., New York, on behalf of its Dentyne chewing gum is returning to radio with spot campaign which Dancer-Fitzgerald-Sample, N. Y., is placing effective Feb. 9 until early June.

ONE-MINUTE RADIO ● Virginia Dare Wine, N. Y., through David Mahoney, N. Y., buying one-minute radio spots in and around programs that appeal to male audiences, starting Feb. 9 in scattered 75 markets.

WYATT & SCHUEBEL NAMED ● Langlin, Wilson, Baxter & Persons, of Houston, to appoint Wyatt & Schuebel, N. Y., as its television and radio department, effective immediately.

GENERAL FOODS BUYS ● General Foods Corp., New York (Post Toasties, Calumet), starting *Robert Q. Lewis Little Show* on CBS Radio, Mon.-Fri., 4-4:05 p.m. EST beginning Jan. 21. General Foods, for same products, also signed for sponsorship of *Rocky Jordan* on Columbia Pacific Radio Network, Fri. 6-6:30 p.m., PST, starting Jan. 23. Agency: Foote, Cone & Belding, N. Y.

Stender, Lewis VPs

H. GILBERT STENDER and William H. Lewis Jr. elected vice presidents of Benton & Bowles, New York. Mr. Stender has been with agency since 1934, Mr. Lewis since 1951.



Santa was snowed under in sunny WAGA-land . . .



The 56 darker counties outside of Metropolitan Atlanta (Fulton, DeKalb and Cobb counties) accounted for 38% of the total response. In each of those counties the ratio of mail to population was at least 20% of the ratio for Metropolitan Atlanta, which accounted for 7,158 or 53% of the total response. White counties account for 9% of the total response.

13,624 LETTERS IN 19 DAYS!

Maybe it was Miss Atlanta, Santa's helper, or the old chap himself, played by our own Tom Doster—or the chance of having him read their letters on WAGA-TV that caused an average of 717 kids a day to write. But the fact is: this 15-minute show, Monday through Friday at 6:15, pulled a total of 13,624 responses from 133 counties in 5 states between November 28 and December 24.

For audience . . . for coverage . . . for results . . . let WAGA-TV play Santa Claus to your sales program every day in the year.



waga-tv

CHANNEL 5 CBS-TV IN ATLANTA, GA.

Represented Nationally by the Katz Agency, Inc.
TOM HARKER, National Sales Director, 488 Madison Ave., New York 22
BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

at deadline

Ford Grant Earmarked For Chicago Educational TV

FORD FOUNDATION has promised $150,000 to buy transmitting equipment for non-commercial, educational TV station in Chicago. That, plus $175,000 already budgeted by Chicago Board of Education for studios and facilities, may be enough to put station on air. Biggest problem yet unsolved is how to finance operations. Plan is to solicit contributions from public, business concerns and philanthropic foundations.

Non-profit corporation which would build and operate station on reserved Ch. 11 is expected to be incorporated soon with cooperative participation of 11 organizations, including schools and cultural groups. One condition of Ford grant: Title to equipment bought with $150,000 grant would remain in foundation's name for at least five years.

KTLA Request Refused

REQUEST of KTLA (TV) Los Angeles that FCC "take such action as it deems necessary" to permit KTLA (TV) to simultaneously rebroadcast Presidential Inauguration coverage on local NBC, CBS and ABC owned TV outlets, was turned down by Commission Friday. In telegram to Klaus Landsberg, vice president of Paramount Television Productions Inc., KTLA (TV) licensee, FCC said Commission "has considered your complaint and the responses [of the networks] and does not find that any action is warranted."

Mr. Landsberg's complaint, dated Jan. 7, told Commission his rebroadcast request was refused by NBC and other networks had not replied. KTLA (TV) offered to share line and microwave charges for event, explaining no facilities were available for its own use. Copy was sent to Rep. Harry R. Sheppard (D-Calif.). Networks, in reply to FCC inquiry, explained refusal did not deprive anyone of service while ABC-TV observed grant of request would cause "wasteful duplication and loss of audience for KECA-TV to the detriment of those making possible the wide dissemination of this program."

DuMont Billings Up

DuMONT TV network had gross billings of $10,531,839 for 1952, increase of 35.6% over 1951 gross, Chris J. Witting, director and general manager, announced Friday. Food advertisers accounted for largest billings, aggregating $2,756,901, with drug advertisers second with $2,073,547, followed by beverage sponsors, $992,614; appliance advertisers, $905,134; tobacco clients, $903,810.

General Foods Corp. was top DuMont client in 1952, followed by Drug Store Television Productions, Larus & Brother Co., Curtis Publishing Co., Wine Corp. of America, Serutan Co., American Chicle Co., Mennen Co., Admiral Television Corp., International Shoe Co. Ranking agencies placing business with DuMont last year were: Benton & Bowles, Product Adv. Corp., Warwick & Legler, BBDO, Weiss & Geller, Franklin Bruck Adv. Corp., Lennen & Newell, Dancer-Fitzgerald-Sample, Kenyon & Eckhardt, N. W. Ayer & Son.

KIEVE TO GOP POST

ROBERT S. KIEVE, copywriter at CBS Television, named special assistant to Emmet J. Hughes, administrative assistant to President-elect Dwight D. Eisenhower. With CBS and CBS-TV since 1950, Mr. Kieve served under Mr. Hughes at U. S. Embassy in Madrid from 1943 to 1947, was program director of WGVA Geneva, N. Y., 1947-1950.

KOB Hearing Set

HEARING on extension of special service authorization of KOB Albuquerque, N. M., for operation on 770 kc, scheduled Jan. 26 before Examiner James Cunningham, has been postponed to Feb. 11, FCC reported Friday. Examiner denied petition of WBZ Boston for continuance until April 1.

5 New Applicants

LATE last week five more applicants filed for new television stations at FCC (earlier applications, page 116). They were:

Fort Smith, Ark.—Razorback Television Co., vhf Ch. 5; ERP 33 kw visual, antenna height above average terrain 398 ft. Construction cost $280,450, annual operating cost $146,600, revenue $168,000. Owner of applicant is Burnett Estes, owner of Shaw & Estes (general contractors), Dallas.

Boston, Mass. — Greater Boston Television Corp., vhf Ch. 5; ERP 100 kw visual, antenna height above average terrain 508 ft. Cost $458,000, operating cost $600,000, revenue $700,000. Stockholders include Joseph A. Dunn (4.76%), president of WORL Boston, Richard Maguire (4.76%), 10% owner of WORL, and 19 other 4.76% stockholders, all Bostonians.

Poland Springs, Me.—Mt. Washington TV Inc., vhf Ch. 8; ERP 106 kw visual, antenna height above average terrain 3,817 ft. Cost $450,000, operating cost $400,000, revenue $450,000. Stockholders include Horace Hildreth (35.2%), 50% owner WABI-AM-TV Bangor, Me., and president of Bucknell U., Lewisburg, Pa.; John W. Guider (11.8%), 99% owner of WMOU-AM-FM Berlin, N. H., and president of Hill Building Corp., Washington, D. C.; WTVL Waterville, Me. (11.8%), Granite State Network (WKBR-AM-FM), Manchester, N. H. (6%), and Tyrone Corp. (investments) (35.2%), Pittsburgh.

Trenton, N. J.—Peoples Bcstg. Corp., uhf Ch. 41; ERP 18.45 kw visual, antenna height above average terrain 385 ft. Applicant is licensee of WTTM Trenton, N. J., WOL-AM-FM Washington and WRFD Worthington, Ohio.

Beloit, Wis.—Beloit Bcstg. Co., uhf Ch. 57; ERP 20.82 kw visual, antenna height above average terrain 235 ft. Cost $216,000, operating cost $142.000, revenue $178,000. Applicant is licensee of WGEZ Beloit.

NEW 18 LB. CAMERA

"REVOLUTIONARY" new TV camera, weighing 18 pounds and incorporating features — including pictures of equivalent quality — of 351-pound standard field camera chain to be used by ABC-TV in Inauguration coverage Tuesday, network announced late Friday. It sends pictures by shortwave and is first camera to be used which does not employ cable, ABC said. Called "Peek-a-View," it was made available to ABC by Dage Electronic Corp., Beach Grove, Ind.

PEOPLE

CALEB COFFIN, 44, advertising manager and director of public relations for E. R. Squibb & Sons Inc., died Thursday in his home in New York after illness of several months. He joined Squibb in 1945 after war-time service with U. S. Air Force, from which he was discharged as lieutenant. He had served previously as account executive with John Price Jones, fund raising organization.

DAVID R. FENWICK, Los Angeles account executive for Calkins & Holden, Carlock, McClinton & Smith, New York, has been elected member of Presidents Associates of Occidental College.

LEON MEADOW, Ted Bates & Co., N. Y., to Harry B. Cohen Adv., same city, as writer.

EDGAR KOBAK, owner of WTWA Thomson, Ga., business consultant and president, Advertising Research Foundation, will be keynote speaker at all-day meeting of New York chapter, American Women in Radio & Television, Jan. 31 at Hotel Astor. His topic: "Of mice and women in broadcasting and telecasting."

JOHN HARGREAVES, 30, assistant night operations supervisor at NBC, died in fall from his 10th floor apartment in New York Friday when he apparently was overcome by smoke or panic from fire in his home. He joined NBC as page in 1942, and worked in music library before assuming present post.

Paley Urges Sept. 1 Campaign Kickoffs

LARGELY on basis of television's growth, shortening of presidential campaigns by moving national political conventions from July to about Sept. 1 was advocated by William S. Paley, CBS board chairman, in speech prepared for delivery Saturday night. He was to address Poor Richard Club in Philadelphia, which gave him club's gold medal achievement award—his second—for "contribution to the strength of the nation through his service to government."

SAG Settlement Close?

EARLY SETTLEMENT of Screen Actors Guild's strike against producers of TV filmed commercials was viewed as possibility Friday as negotiators ended five straight days of talks in New York. Spokesman for producer hinted progress had been made in negotiations but said he could offer no statement. Parties agreed last week to renew negotiations to settle seven-week-old dispute [B•T, Dec. 12, 1952].

Network to South Bend

NETWORK TV facilities were made available to WSBT-TV South Bend Friday by connecting it to Cleveland-Chicago circuit, AT&T announced. Bell system nationwide TV network now serves 116 stations in 73 cities.

RADIO
STATION
KFMB
Is
Now
CBS
RADIO
NETWORK
in
San Diego,
California
550 on Dial

John A. Kennedy,
Board Chairman
Howard L. Chernoff,
General Manager

Represented by
The BRANHAM Co.

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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

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BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston.

BUSINESS: S. J. Paul, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO

260 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Advertising Representative.*
Jane Pinkerton, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
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One will get you twenty thousand in

Big Aggie Land

WNAX's $3.5 Billion Countrypolitan Market

YOUR CLASS A CHAINBREAK on WNAX reaches a potential audience of 20,000 radio homes for $1. The potential approaches actuality because WNAX is heard 3 to 7 times a week in 80% of Big Aggie Land's homes.

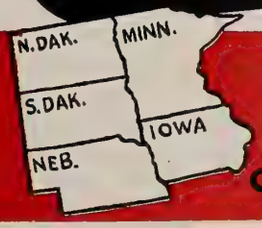
One of the reasons for such acceptance is the Farm Service Dept. It airs 53 programs every week; its personnel travel 50,000 miles annually, reporting on all activities of interest to farm listeners. Its Farmstead Improvement Program caused "face-lifting" throughout Big Aggie Land—and earned the approval of just about everybody.

ONE OF THE world's richest agricultural areas, Big Aggie Land is 267 counties in Minnesota, the Dakotas, Nebraska and Iowa—a million radio families with at least two things in common: money to spend ($3½ billion annual retail purchases); and the habit of listening to WNAX (which averages more than 3 times the share-of-audience of any competing station).

As a market, Big Aggie Land is surpassed only by metropolitan NYC and Chicago. One station—and only one—delivers these countrypolitan riches—solidly. That's WNAX, where you belong for economical selling. For proof, check with our national reps, the Katz Agency.



WNAX-570



YANKTON-SIOUX CITY

A Cowles Station

CBS Radio 570 KC 5000 WATTS

FLASH!

WAVE-TV

OFFERS TOP AVAILABILITY!

A few top-notch spot participations are now available on "MASTERPIECE MOVIE-TIME", *at surprisingly low cost!*

FORMAT: A tremendously popular series of topflight *modern* film features never before telecast in Louisville. Now in its second year, "MASTERPIECE MOVIE-TIME" is a master audience puller . . a truly first-class show.

TYPICAL SHOWS: Upcoming features include "WITHOUT HONOR" (1949) with Laraine Day and Franchot Tone; "SCANDAL IN PARIS" (1947) with George Sanders and Carole Landis; "JOHNNY ONE EYE" (1950) with Pat O'Brien and Wayne Morris; and "DON'T TRUST YOUR HUSBAND" (1948) with Fred MacMurray and Madeleine Carroll.

TIME: Tuesday night at 9:45 — the *perfect* movie-time for televiewers.

CHECK WITH: Free & Peters!

WAVE-TV
FIRST IN KENTUCKY
Channel 5

NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.
Exclusive National Representatives

STUDIO ONE

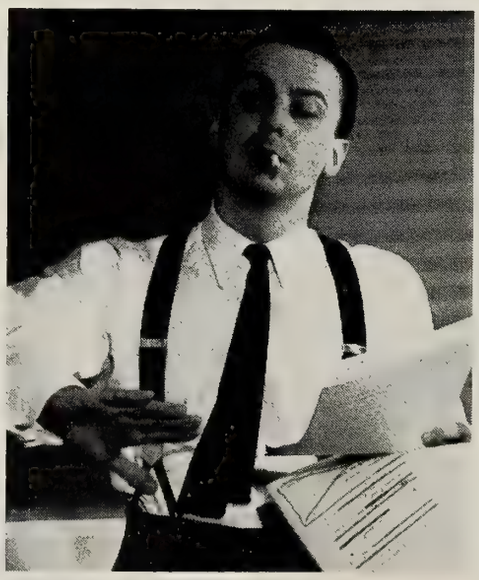
"Studio One"—"The Trial of John Peter Zenger," CBS-TV, Jan.12.
Sponsor: Westinghouse Electric Corp.
Agency: McCann-Erickson Inc.
Producer: Fletcher Markle.
Director: Paul Nickell.
Editorial Supervisor: Vincent O'Connor.
Story: Irve Tunick.
Cast: Eddie Albert, Marion Seldes, Frederic Worlock, Jacques Aubuchon, J. W. Austin, Leslie Barrie, Frank Wilson, Carl Frank, Ian Martin, Murray Matheson, Henry Barnard.

IN THE light of the continuing surveillance against possible encroachments on its hard-won freedoms, it was fitting that the American press recall its indebtedness to a humble German printer in observing National Printing Week.

It also seems peculiarly proper that television—newest member of the communications family and now seeking its own level alongside established printed media—should give added impetus to the recounting of the heroic struggle of John Peter Zenger for freedom of expression.

CBS-TV's revival of this pre-Revolutionary War drama, it should be reported at the outset, was an artistic and technical triumph—one in the highest tradition of its *Studio One* productions.

Within the art form of the television drama, the Westinghouse play unfolded with admirable restraint and luster under the skillful hand of Fletcher Markle, not to ignore for a moment the superb casting. For Mr. Markle it represented a distinct achievement worthy of accolades once accorded Worthington Miner, former *Studio One* producer.



FLETCHER MARKLE
Producer, *Studio One*

Some viewers may have found it difficult to project actor Eddie Albert into the title role, remembering his portrayal in "Brother Rat" and other light-hearted endeavors. But Mr. Albert is equal to the characterization, partly because of the underdog nature of his role and the sterling performances by others in heavier sequences.

The *Studio One* televersion opens prior to Zenger's establishment of the *New York Weekly Journal* (the city's second newspaper), and after his apprenticeship with William Bradford on the *Gazette* in November 1733. There is popular dissatisfaction with the *Gazette*, a virtual government organ, and with Mr. Bradford, who also served as the King's Printer for the Province of New York.

Assisted financially by those opposed to Gov. Cosby, the humble Zenger renounces his early indifference to any thought of launching a popular newspaper in conflict with the ruling power.

The cameras faithfully record Zenger's momentary inner conflict, the urging of backers and the start of the *Weekly Journal*. But it is when the scenes shift to the Governor's quarters that *Studio One's* production blossoms into first-rate drama—thanks to a brilliant portrayal of Cosby by Jacques Aubuchon.

The play unfolds forcefully in these scenes: Zenger's arrest in his printing shop in 1734; his appearance before and denunciation of Gov. Cosby; discussions between the tyrant Cosby and his vain attorney-general, Delancey; the prison scene with Zenger and his wife, and—as the denouement—the persuasive jury speech by Zenger's attorney, Andrew Hamilton (graphically played by Frederic Worlock), who comes out of retirement to handle the case.

Mr. Hamilton methodically refutes the concept that "the greater the truth, the greater the libel" and redefines truth as a justifiable defense, while admitting allegations that the Zenger *Weekly-Journal* was scandalous, malicious and seditious. It is here, and rightfully so, that the camera is trained closeup to best advantage as Hamilton defies a court interpretation of libel and carries Zenger's case to the jury which acquitted him.

It is this reviewer's opinion that *Studio One's* version of the trial—and particularly Mr. Worlock's portrayal—will rank among the high points of television drama, this or any year.

* * *

THE GHOST OF HAMLET

Episode in "One Man's Experience" Mon.-Fri., 11:45 a.m.-noon on DuMont TV Network.
Producer-Director: Lawrence Menkin.
Adaptor: Jay Bennett.
Cast: Jack Manning.

SOONER or later, someone was bound to do "Hamlet" as a daytime serial. The most famous of Shakespeare's tragedies is, when one stops to think about it, an almost perfect model of a soap opera plot.

Here is murder, brother murdered by brother. Here is avarice, the murderer inspired by a longing to inherit his brother's kingdom and by lust (here is sex) for his brother's wife.

Here, most requisite of all, is the bewildered central character, caught in a web of troubles not of his own making, the hapless victim of the "slings and arrows of outrageous fortune." Here is psychiatry, the son seeing his father's ghost, hearing it demand that he avenge his father by murdering his uncle.

Here is plot and double plot, the play within the play to catch the guilty off guard and force a confession, the accidental murder by the hero of his sweetheart's father, driving the sweet young girl to suicide and her brother and lover to fighting over her grave. Only the final scene, where a fencing match is turned to mass murder through the introduction of poisoned foils and poisoned cup, would be avoided or altered to save today's sudsy hero for new adventures.

Even that did not bother Jay Bennett, writer of the TV script "The Ghost of Hamlet" presented five mornings a week, 11:45 a.m. to noon, on the DuMont TV Network. For this presentation was one of a series, each complete in itself, telecast under the generic title of *One Man's Experience*, which can go on forever re-



JACK MANNING
Hamlet in a trench coat

gardless of what happens to any particular set of characters. Normally, each drama runs its course in a single Monday-to-Friday week. For "Hamlet" the time was extended to two weeks.

The basic difference between *One Man's Experience* and other TV serials is that the complete story is presented by a single character, who on a bare stage enacts the central role and narrates the story, an idea of high economic appeal in these days of general complaint over the rising costs of TV production. As produced by Lawrence Menkin, each day's episode opens with a long shot of an actor, trench coated but hatless, crossing the studio against a background of stacked flats, while the announcer proclaims: "From the naked stage of a television studio, an actor comes into your living room."

The actor, Jack Manning, as Hamlet, gave the customary resume of the plot to date, followed by the formal opening title and credits. (The opening commercial would also go there if the program were sponsored.) Then, in slacks, pullover and shirt open at the throat, Hamlet plunged into the day's action, reciting the story in modern English, larded with many pertinent and all the familiar lines from the play itself.

With such a role and with his face in close-up much of the time, Mr. Manning deserves full credit for playing it straight and resisting the temptation to overact. Mr. Bennett also merits high praise for a script which kept the involved plot line intelligible to the lay viewer without unduly offending any Shakespearean students in the audience. Mr. Menkin, too, rates commendation for presenting in the informal manner appropriate to this daytime series a drama usually staged with the full panoply of costumes, scenery and special effects.

But for all that, the fact remains that "Hamlet" was not conceived as a one-man show. Its characters are kings, queens and nobles, whose accustomed background is pageantry and pomp; its plot deals not with common but with royal intrigue; it calls for velvet and ermine and a grand setting, not slacks and a bare stage.

So while Messrs. Menkin, Bennett and Manning are to be complimented on a project that was interesting, challenging and courageous, the outcome could not honestly be called a complete success. It was, however, an experiment well worth undertaking and it is good to learn that DuMont plans to repeat the two-week serial "The Ghost of Hamlet" early in February.

* * *

THE BOB HOPE SHOW

NBC Radio, Mon.-Fri., 11:45-12 Noon EST; Wednesday, 10-10:30 P.M. EST.
Sponsor: General Foods Corp.
Agency: Young & Rubicam Inc.
Star: Bob Hope.
NBC Program Manager: Harry Bubeck.
Producer-Director: Bill Lawrence, morning shows; Jack Hope, evening shows.
Announcer: Bill Goodwin.
Writers: Howard Blake, Freddie Fox, Mort Lachman and Chuck Stewart, on morning shows; Larry Marks and Norman Sullivan on evening shows.

BOB HOPE is a package now, a day and night personality not much different from the character who has been regaling radio audiences for 15 straight years.

As in the Year One of Hope, who started in radio in 1932 and has been on regularly since 1938, he relies heavily on the topical gag, the self-promotional gag, the girl gag, the gag in general, and Bing Crosby.

His daytime programs, a quarter-hour of nonsense heard 11:45-12 noon Monday through Friday on NBC, started in November. His evening show, a half-hour each Wednesday, also on NBC, is linked to the morning series both by contract (an estimated $2 million a year for the package) and by format.

The main difference between the quarter-hour morning show and the half-hour evening show is 15 minutes. Like those that made and kept him a favorite, both sizes are compounded of gags, guests and gags. It's still a pleasant combination, the way he does it.

Day or night, he starts off with the usual staccato-fire of wisecracks. On the morning this reviewer was paying attention, the latest Hope motion picture—"Road to Bali"—was, as seems to be the case more often than not, tossed into the laugh mill and wrung dry, along with the comic's customary concern with taxes: "I wouldn't mention it, except I have a government to support." Then the Crosby jokes: "This is probably our last 'Road' picture—unless Bing gets a new girdle, the next one will have to be a freeway."

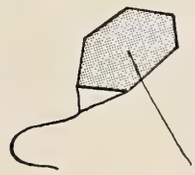
And so on.

Both morning and evening shows are transcribed, and many of the longer ones are to be done before military audiences, which certainly are a Hope show's best showcase. Last week it was at Fort Ord, Calif., and the audience was more than obliging. Friend Crosby's appearance as a guest helped, but friend Hope was getting his laughs anyway.



BOB HOPE
Now day and night

ADMIT
JUST ONE FACT!
"local
advertisers know
the Best Buy in
their own Market."
... AND YOU ADMIT
YOUR ADVERTISING
SHOULD INCLUDE KITE!



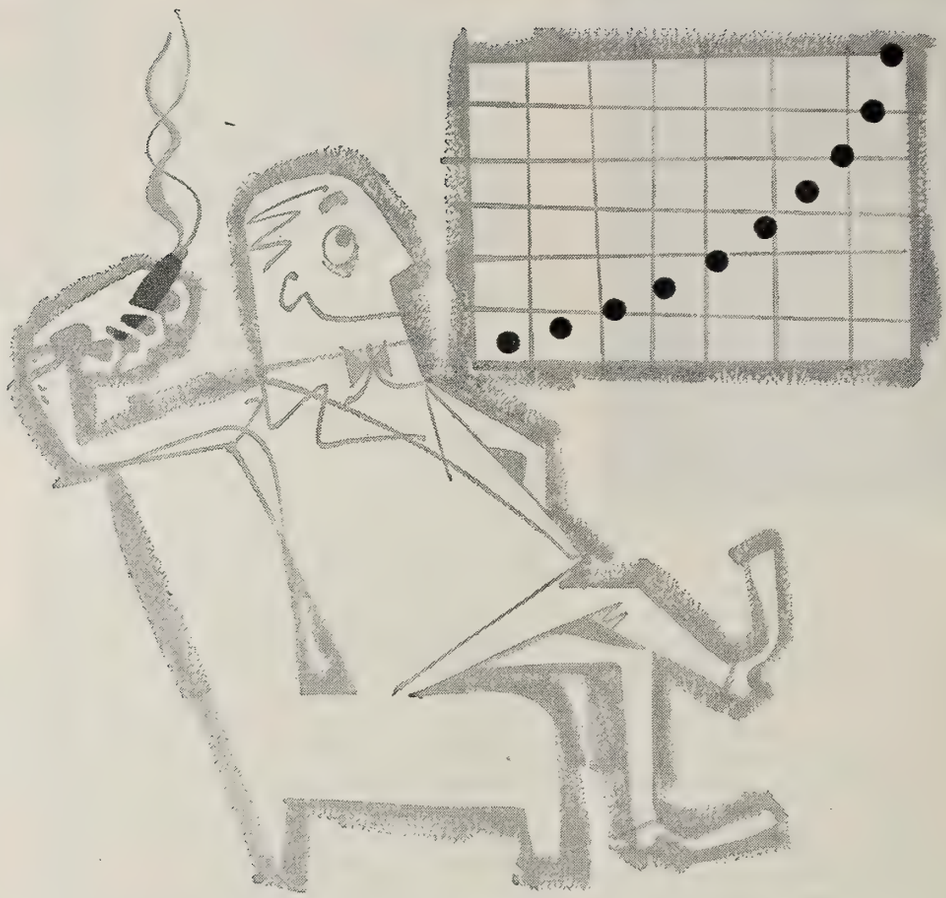
most local
advertisers
buy KITE ...
most local people
listen to KITE

★ FOR INSTANCE:

Local Department
Stores Sponsor More
Programs on Kite
Than any Other
San Antonio
Station ....
Radio or TV

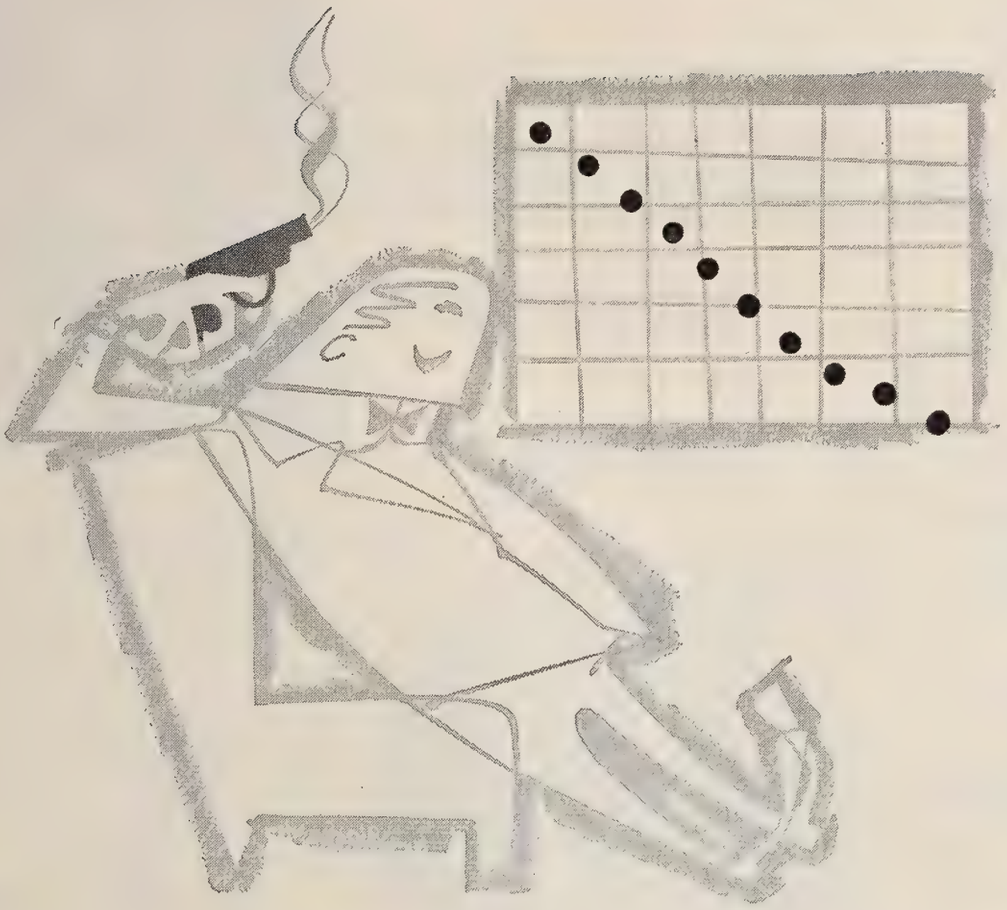
KITE
AM and FM

YOU, TOO,
CAN KITE YOUR
SALES WITH
A KILOWATT
IN
SAN ANTONIO!



some spots are better

For the best spot, at the right time, at the right place



than others

Boom or bust . . . it's all in the way you plot the spots. And it's a story with a happy ending every time you use the television stations represented by NBC Spot Sales.

These stations take a personal interest in making your spot TV advertising a sales success. Their merchandising activity, for instance, has paid off for advertisers in nine leading markets. Direct mail . . . point-of-sale displays . . . on-the-air and newspaper promotions . . . calls on key outlets by local TV personalities . . . all these and more help sales curves climb.

By every measure, spot TV advertising is your best media value today. Just call your NBC Spot Salesman now and you'll be all smiles when you plot the spots on your next sales chart.

representing
TELEVISION STATIONS:

WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*
KPTV	*Portland, Ore.*

representing
RADIO STATIONS:

KNBC	*San Francisco*
WTAM	*Cleveland*
WRC	*Washington*
WNBC	*New York*
WMAQ	*Chicago*

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta**

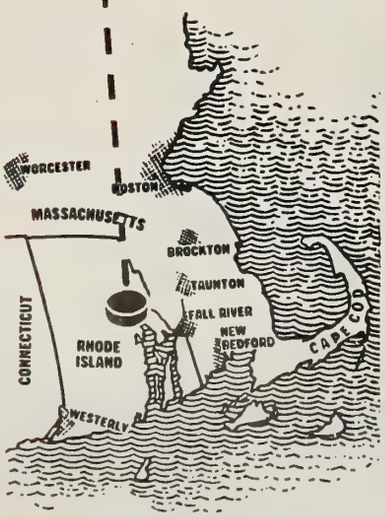
**Bomar Lowrance Associates*



SHOOT FOR YOUR PERSISTENT SALESMAN

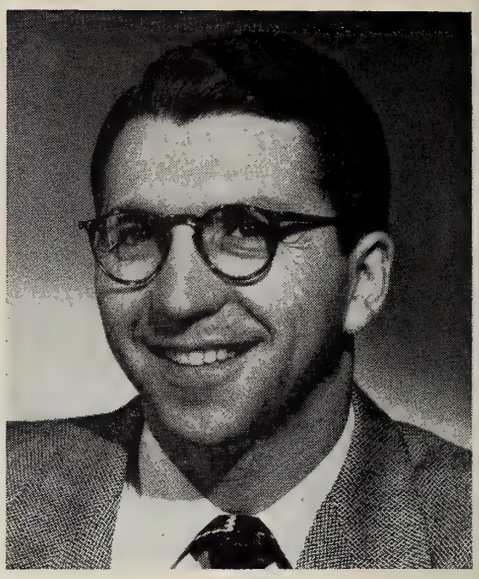
UNDUPLICATED COVERAGE IN 253,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 759,000 PEOPLE . . . IN PROSPEROUS SOUTHERN NEW ENGLAND

WJAR-TV PROVIDENCE



Represented Nationally by Weed Television

our respects



to SIMON GOLDMAN

SEVERAL years ago a youngish-looking speaker, partially hidden behind a huge pair of horn-rimmed glasses, stood on the stage of the Eighth Street Theatre in Chicago. His audience was a group of fellow broadcasters, some of whom must have wondered why this quiet-speaking lad had been selected to tell them how to run their business.

Before Simon (no middle name) Goldman had uttered a half-dozen paragraphs, his NAB convention audience was listening attentively. These veteran broadcasters were told to get off their posteriors and get out on the street where neglected retail dollars were waiting to be plucked. They were told that local industries—even the heavy ones—were good prospects for station business. The speaker even suggested that every program on a station's schedule should be built for sponsorship.

The compelling logic and tireless energy of the WJTN Jamestown, N. Y., general manager, abetted by a genial personality, have carried him to national prominence as member of a number of NARTB (nee NAB) committees. Locally he's prominent, too—so prominent that it would probably take a foot or so of column space just to list the organizations.

Stresses Local Activity

This local activity is part of his business philosophy. Si Goldman contends that every station should give liberally of its time and facilities to local projects. He feels just as strongly that every station executive and employe should be active in civic work. This philosophy obviously pays because WJTN and its manager have long been known far beyond the western New York area as an outstanding example of local station operation.

Si Goldman is strictly a New York Stater. Born in Carthage, N. Y., Jan. 18, 1913, he attended primary and high school in that city. In 1931 he entered Syracuse U., majoring in advertising and adding a radio course under Dean K. G. Bartlett. He was graduated in 1935 *magna cum laude*.

That first taste of radio on the campus led him into the offices of WSYR Syracuse as merchandising manager. A few months later he became sales manager of WJTN and he has been there ever since, aside from a brief turn at WSYR in 1938 and a tour of Army duty during World War II.

WJTN named him general manager in 1940, following a few months later with a vice presidency and directorship. In 1943 he enlisted in the Army, serving in Europe 18 months as a member of the Communications Div. of the 12th Army Group. Returning to Jamestown after 2½ years in the service, he resumed his position as WJTN vice president and general manager.

When the industry's trade association decided to set up a division devoted to small market station activities, Simon Goldman was named a member of the Small Market Stations Executive Committee. That was in 1946. A year later he became its chairman and was active at the special small market station portion of the 1947 NAB convention at Atlantic City.

He was named to the NAB Radio Committee in 1949, becoming its chairman in 1950. Last autumn he was elected secretary of Broadcast Advertising Bureau. He is a member of BAB's Executive Committee.

Saluted at Syracuse Sessions

Syracuse U. honored Mr. Goldman in 1949 by selecting him from a field of 500 alumni for "outstanding work in the management field of radio." This citation was awarded on the first annual Radio Journalism Day of the university.

The list of Si Goldman's activities starts with the Community Chest, of which he is vice president. He has headed various divisions and groups of the chest for many years. He is chairman of the Business Development Commission of the Jamestown Chamber of Commerce and is a board member of the local YMCA, Jamestown Girls Club and Chautauqua County Fair Assn.

Other affiliations, many in an official capacity, include Jamestown Advertising & Sales Club, Red Cross, Kiwanis Club, and director and past president of Little Theatre of Jamestown. An enthusiastic golfer, he belongs to Moon Brook Country Club and last summer attained a lifelong dream—a hole in one. He's quite a sailor, too, and belongs to Chautauqua Lake Yacht Club. He is a former city men's doubles champion in badminton and also held the mixed doubles championship.

In 1948 he married Meurice Finer. They have a two-year-old son, Richard Michael.

Mr. Goldman is one of the early and enthusiastic advocates of programming as against spots. He decided years ago to concentrate on getting advertisers into programs, with spot rates priced high and limited in number. Many of these spot buyers can be converted to programs, however, he points out.

One of his outstanding Jamestown feats in the '40s was to get every department store in the city on WJTN, the largest spending as much as 80% of its budget on radio, the second 50% and the third 80%. This selling of local retail and wholesale accounts provides a stimulus that is felt all the way up to the manufacturer, he argues.

Mr. Time Buyer...

RADIO and TELEVISION MARKETS

worth thinking about

TELEVISION

Channel 6

WTVN TV

COLUMBUS OHIO

Tops in local programming, the best from ABC and Dumont, merchandising assistance plus, years of practical know-how, and the most modern TV facilities in the country are yours when you specify WTVN-TV to do the job.

RADIO

WIKK

ERIE, PA. - 5,000 WATTS

Here's a 5000 Watt ABC Affiliate with top Hooperating—plenty of teamwork to give you SALES—more and more the choice of local advertisers.

SERVED AND SOLD

TELEVISION

WICU TV

THE ERIE DISPATCH STATION

ERIE, PA.

The winner of top TV merchandising awards—all four networks, and now with 1000% more power. The only TV outlet in Erie, Pennsylvania's Third City.

RADIO

WTOD

1000 WATTS

TOLEDO, OHIO

A 1000 Watt independent that's tops in News, Music and Sports—a favorite listening habit of Toledo!

Incidentally, we'll appreciate your passing on to your Space Buyer friends the fact that the 132 year old Erie Dispatch is an aggressive daily and Sunday newspaper well worth consideration in any budget.

RADIO

WHOO 10,000 WATTS

ORLANDO, FLA.

Local people in the know buy Orlando's WHOO. Many outstanding success stories are being written here. Its 10,000 Watts will sell for you in Florida.



★ **RADIO**
★ **TV**
★ **NEWSPAPER**

WRITE FOR FULL DETAILS

EDWARD LAMB *Enterprises* INC.

New York Office—Hotel Barclay —Home Office—500 Security Bldg., Toledo, Ohio

National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WHOO—Orlando, Fla.—Avery-Knodel, Inc.
WIKK—Erie, Pa.—H-R Co.
ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.
WTOD—Toledo, O.—Headley-Reed Co.
WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION
WIBW CBS RADIO in Topeka
Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

OPEN MIKE

Here It Is

EDITOR:

. . . A bouquet for your publication. I read it from cover to cover every week, and a quick shuffle through our agency's Monday mail is always first on the docket.

I don't see how you can improve it very much, so I'm awaiting the appearance of the "new" B•T next week with a great deal of interest.

George Brenard
Radio Director
Hugo Wagenseil & Assoc.
Dayton

* * *

Text for Today

EDITOR:

I came upon a few verses from the Bible which for prospective television station operators present more truth than poetry. I thought you and your readers might get a kick out of them.

Luke 14:28-30 "For which of you intending to build a tower, sitteth not down first, and counteth the cost, whether he have sufficient to finish it? Lest haply after he hath laid the foundation, and is not able to finish it, all that behold it begin to mock him, saying, 'This man began to build and was not able to finish'."

Ain't it so?

Hugh A. Smith
V. P. & Gnl. Mgr.
KXA Seattle

[EDITOR'S NOTE: Does this passage, which Mr. Smith quotes correctly, entitle Luke to be patron saint of television station builders?]

* * *

Bang

EDITOR:

. . . It would be appreciated if . . . any advertising agency or organization that mailed anything to . . . WMIK [would] check with us on any business mailed during the week of Jan 5 . . . .

Maurice K. Henry
General Manager
WMIK Middlesboro, Ky.

[EDITOR'S NOTE: The truck delivering mail to Middlesboro the afternoon of Jan. 9 blew up and its cargo was destroyed.]

* * *

High Rentals

EDITOR:

. . . We have found a substantial new source of income for AM, FM and TV stations which is largely untapped, and, believe it or not, it's income that does not require one cent of expense on behalf of the station. You are undoubtedly familiar with the expansion of various radio services used for dispatching taxicabs, trucks, etc. The power limitations on the crowded frequencies are extremely strong, so the only possibilities of increasing coverage are through additional antenna height.

In many cities the highest point in the area is an AM, FM or TV tower . . . . By contacting those who have such radio services as well as companies which sell mobile radio equipment, it is possible to secure a considerable number of very favorable lease agreements providing for the location of these antennas on the regular AM, FM or TV transmitting tower.

When properly installed, a number can be used with no interference whatsoever with the primary service or with each other . . . .

Please don't get the idea that I am in any way minimizing the original purpose for which the tower was built. However, I think it is very poor business to close our eyes to a considerable source of income which involves no expense whatsoever . . . .

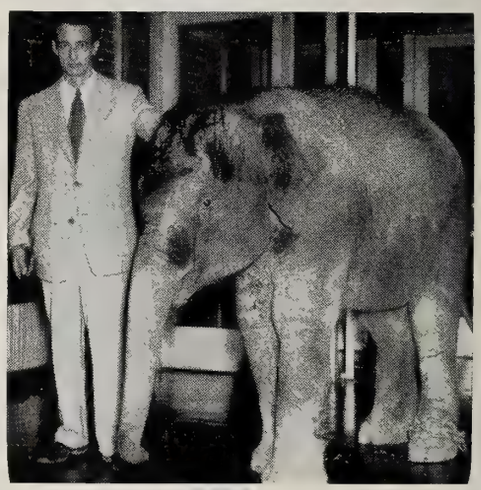
Edward A. Wheeler
President
WEAW (FM) Evanston, Ill.

* * *

Animal Act Again

EDITOR:

Just a few weeks ago, WBZ-TV borrowed a baby elephant from the world-famous Chase Animal Farm, for the television program, *Animal Fair*. Because none of the freight doors were wide enough, this "baby" (2,000 pounds) had to be escorted through the main



lobby to the television studio. With the elephant in the picture is the owner of the animal farm. [For *Animal Fair* story, see page 86.]

I guess this ought to top the other animal stories in your recent "Open Mike" columns.

Joe Cullinane
Publicity Director
WBZ-TV Boston

* * *

Ownership

EDITOR:

On page 90 of the Jan. 12 edition of BROADCASTING • TELECASTING under the new TV applications heading, it is stated that Arthur H. Croghan an applicant for uhf television at Santa Monica, Calif., . . . is . . . the owner of a 5.6% interest in WJBK Detroit. This is erroneous. As I believe you know, Storer Broadcasting Co. is the sole owner of WJBK-AM-FM-TV in Detroit . . . .

John B. Poole
Secretary
Storer Broadcasting Co.
Detroit

[EDITOR'S NOTE: In routine processing, B•T failed to correct a statement made officially in the application that Mr. Croghan filed with the FCC.]

* * *

Help Wanted

EDITOR:

Anonymously, I would like to expound on a deplorable situation which doubtless is shared by other members of the broadcasting family.

Each week your columns carry many alluring advertisements of available positions—too often with the tag: "Send complete details first letter with disc and photo, Box so-and-so."

Has it been the experience of others who answer these ads to find that after careful preparation of the required credentials no answer whatever is forthcoming? . . .

The station involved should not only acknowledge the application but should advise the

applicant one way or the other and also return the photo, tape, etc. . . .

Thanks for B•T. It tops my kilocycles.

Name withheld

* * *

It Was Wonderful

EDITOR:

. . . This is an excellent time to compliment you upon the excellent service rendered the industry by BROADCASTING•TELECASTING. As I see it, your material is outstanding and you may be sure I will continue to be among your regular readers.

As a result of the "Strictly Business" column, I heard from many old friends. It was wonderful.

S. J. Reulman
Pacific Coast Manager
The Katz Agency Inc.
San Francisco

* * *

Capital Offense

EDITOR:

This is a suggestion for your "style sheet"—as a New Year's Resolution:

Whenever you print the noun—
Radio-TV,

Please spell "Radio" with a capital "R"—thus giving Radio the courtesy of capitalization, as Television is "TV."

It's a big little thing to do; but it will help!

Don Davis
President
WHB Kansas City, Mo.

[EDITOR'S NOTE: Since "television" is not capitalized when spelled out, it would be inconsistent to capitalize "radio." However, B•T will continue to capitalize "AM," the abbreviation for radio, as it capitalizes "TV."]

* * *

Demotion

EDITOR:

An error in the [Jan. 12] BROADCASTING • TELECASTING . . . states that James Leonard has been appointed to the post of sports director for WLWC Columbus.

. . . The original release announced the appointment of James Crum to this position. James Leonard is general manager of WLW-C and announced James Crum's new post . . . .

Louis A. Gallop
Director, Client
Service Dept.
WLWC (TV) Columbus, Ohio

[EDITOR'S NOTE: B•T's apologies to Mr. Leonard and to Mr. Crum, who is pictured below.]



* * *



Mrs. Lucille Simmons

Lake-Spiro-Shurman, Inc.

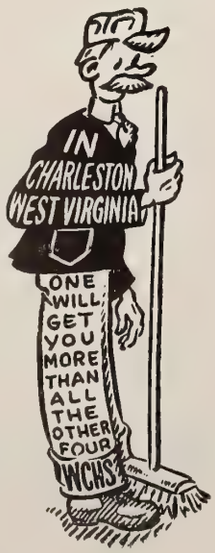
Radio Center

Memphis, Tenn.

Dere Lucille:

Our postmastur here shure needed some St. Josephs aspirins at Christmas time becuz we shure had a batch of mail. He sez thet Charleston's mail has been larger each yere for about 25 yeres. Th' only way peeple kin buy more stamps and send more packiges is to earn more muney and spend more of it which is what they must hev done. Uncle Sam's mail is just one of th' records we're settin' here. Another record was set by WCHS with 5,000 on 580. Th' stashun dun better in '52 then ever before. I reckon thet means a hull lot of mighty satisfied advurtisers on th' Number One Stashun in th' state just like there is a big bunch of peeple in th' state who've been hearin' about St. Josephs on WCHS for many yeres.

Yrs.,



algy.

CBS
5,000 watts
580 KC
WCHS
Charleston, W. Va.
Represented by Branham



What makes a tree grow?

That question is an easy one . . . up to a certain point. Botanists will tell you the tree gets energy from the sun so that it can convert nutrients and moisture into growth. They call the process photosynthesis.

But ask just *how* the process operates, what actually happens in the plant's cells . . . and they can only shake their heads. That is still one of nature's secrets that has so far eluded the probing of science.

The effects of radiation on living cells is one of the subjects under study in the Biology Department of Brookhaven National Laboratory, on Long Island, founded by leading universities under contract with the Atomic Energy Commission. Brookhaven's primary aim is to produce new knowledge of the atom, the basic building block of the physical world. Working alongside the physicists, chemists and other scientists at Brookhaven are botanists, geneticists and medical scientists, whose interest lies in the application of atomic tools to the quest of new knowledge in their own respective fields.

Equipment Brookhaven scientists are using in their studies of the atom includes the cosmotron. Nothing like the cosmotron has ever existed before. Its main element is a gigantic doughnut-shaped magnet 235 feet in circumference, and built of Bethlehem steel. We made the 288 individual blocks that compose the magnet at our plant at Bethlehem, Pa., and shipped them to Brookhaven, where Bethlehem engineers put them together to form the complete magnet.

Scientists at Brookhaven are placing great reliance on the cosmotron to help them in their task of further unlocking the mysteries of the atom, and in applying that new knowledge for the benefit of mankind.

BETHLEHEM STEEL



WHEN A BIG CONTRACT HINGES ON A SHOWING...

Here's how to project your TV previews

Important money rides on a film preview for a client, whether the client is local or national.

That's why it makes sense to screen your shows and commercials at their very best in image and sound quality. You can do it with the projector which has set a new standard of performance in the 16mm. field . . . the Eastman 16mm. Projector, Model 25.

Its new-design principles include a special sealed-in-oil bath movement which transports films surely, easily, and quietly. This movement, and the main projector mechanism, blower, and reel arms are all driven by separate but synchronized motors. Operation is smooth, dependable, trouble-free.

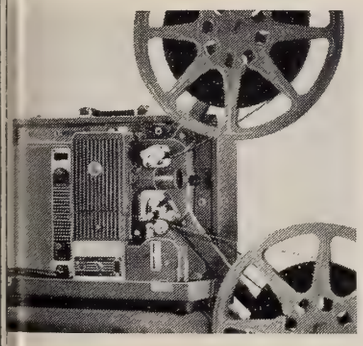
Images appear on the screen superbly brilliant, sharp from edge to edge. Projected by Lumenized Kodak Projection Ektar Lenses *f*/1.5 (choice of five focal lengths), they represent the finest optical system ever designed for 16mm. projectors.

Sound is amazingly faithful. The Model 25's sound drive is so stable it eliminates mechanical flutter. And whatever the film, you can always focus sound optics for optimum reproduction.

These are some of the reasons the Model 25 is being used for previewing films in so many TV stations, including network originating stations. Your Kodak Audio-Visual Dealer will be glad to give you complete details on this remarkable projector . . . ask him, too, about the Pageant, Kodak's new portable 16mm. sound projector, and about the superversatile Cine-Kodak Special II Camera—or use the coupon.

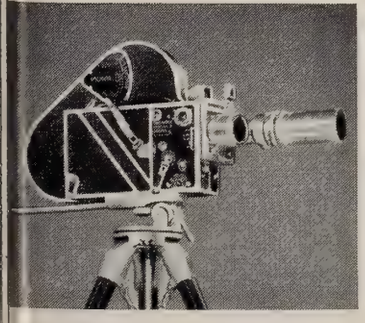
The Eastman 16mm. Projector, Model 25

is available in both tungsten (shown above) and high-intensity arc models. Designed for permanent installation, it is portable with minor disassembly.



The 16mm. Kodascope Pageant Sound Projector

is popular with TV salesmen for showing TV films in clients' or advertising agencies' offices. Top tonal and picture quality among portable sound projectors; "lifetime" lubrication.



The 16mm. Cine-Kodak Special II Camera

ideal for filming commercials, news events—most any TV assignment. Amateur in ease of operation, its built-in ability to make fades, dissolves, multiple exposures, animations, and other features establish it as professional in scope.

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EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Please send me the booklets checked: ☐ *Eastman 16mm. Projector, Model 25;* ☐ *16mm. Kodascope Pageant Sound Projector;* ☐ *16mm. Cine-Kodak Special II Camera.*

NAME_____ POSITION_____

COMPANY_____

STREET_____

CITY_____ (Zone)

STATE_____

Kodak
TRADE-MARK



. . . . Their names were Bosco (on the left) and Bertram (on the right). They lived in a park and were fed by sightseers who usually rewarded the bears' antics with juicy morsels. Bertram died recently . . . starved to death. It seems that the tourists ignored Bertram and fed Bosco.

The picture tells the story. Both bears have the same entertainment assets but Bosco is "advertising" his wares by bellowing out for all to hear. Result: Bosco's advertising brought in the business (juicy morsels) while Bertram starved to death.

There are Boscos and Bertrams in the business world. Both have good products to sell but the Boscos are "telling the world" about their businesses by "bellowing out" their sales pitches over Radio, while the Bertrams quietly wait for business and just as quietly go out of business.

Radio brings in the juicy morsels of business. Of course, the louder the "bellow", the better the radio buy. In Oklahoma City, of course, your loudest bellow is KOMA . . . the best cost-per-thousand buy and the only 50 kw CBS outlet in Oklahoma, serving you from a brand new quarter-million dollar studio.

KOMA Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES
50,000 WATTS • CBS RADIO STATION OKLAHOMA CITY



on all accounts

AL SIMON'S career affords persuasive evidence it pays to be a jack of all TV trades.

He is president of Al Simon Productions and is associate producer of the filmed CBS-TV *Burns & Allen Show* and the NBC-TV *I Married Joan*. He finds time to film TV commercials for various accounts and occasionally produces a pilot film such as the *Mickey Rooney Show*, and he also writes for TV and for magazines.

A Columbia U. School of Business graduate in 1932, Mr. Simon later was awarded a Doctor of Jurisprudence degree from New York U. He was an Alpha Epsilon Pi.

Mr. Simon entered radio after writing a few years for such magazines as *Colliers, Cosmopolitan, Coronet, American* and *This Week*, and he became associated with major programs, including *Truth or Consequences*. Radio assignments brought him to Hollywood in 1946 and two years later he was in TV. He helped set up the TV version of *Our Miss Brooks* and later was associate producer on CBS-TV's *I Love Lucy*. He also produced film commercials for Procter & Gamble on the NBC-TV *Red Skelton Show*.

Selling Is Basic

He believes people in his field are basically in selling—not making entertainment—and feels every penny must help make the product attractive, both to sponsor and viewer. He thinks time and money spent on artistic sets and lighting are wasted because details are lost on home screens.

A former New Yorker, Mr. Simon believes the TV trend is toward a Hollywood point of origin, especially filmed video: "Hollywood, for example affords plenty of studio space in which a producer can retain his basic sets at a reasonable cost," he says. He thinks certain types of labor and other production costs generally are lower in Hollywood.

On the *Burns & Allen Show* and *I Married Joan* his jurisdiction is on budgets, film, production personnel and other physical phases. At Al Simon Productions, however, his scope covers every item.

A man who works at a fast tempo, Mr. Simon recently started a series of film shorts to aid the U. S. Treasury Dept. in promoting savings bonds. Leaning toward filming of commercials, he plans several additional film series.

Mr. Simon and his wife, the former Judy Rutherford, and son, David Anthony, 3, live in suburban Brentwood, 20 minutes from Hollywood.

Dig Deep with Doug





COLOSSUS OF THE CAROLINAS

No other advertising medium in the Carolinas digs so deep as radio—no other radio station in the Carolinas equals WBT's total coverage. With WBT and imaginative, experienced Doug Mayes on your staff, you can spade up sales in fields relatively untouched by other Carolina advertising media.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

Still More Jobbers

in Louisiana, Arkansas, Texas

Praise KWKH



JOE T. MONSOUR, President, Monsco Supply Company, Shreveport, SAYS:

"KWKH does a good job for us"



M. A. DICKSON, President, Shreveport Druggist, Inc., Shreveport, SAYS:

"Whole-hearted thanks to KWKH"



JOHN B. WILLIAMS, Owner, Food Brokerage House, Shreveport, SAYS:

"KWKH coverage is excellent"

Every good media man knows that buying radio time should involve more than a cut-and-dried analysis of rates, power, network affiliation, etc., etc. Every station has a "personality" . . . has a tangible record, either good or bad, for influencing its listeners *and producing sales.* These qualities are best appraised by local business men who *hear* the station, who *use* the station, and who know what it can do *every day.*

Read the excerpts at the left from letters written us by three typical jobbers in the KWKH area. They testify to KWKH's advertising impact—*to KWKH's ability to produce sales at low cost!*

Get all the KWKH facts. We'll be glad to send them. Write direct or ask your Branham representative.

KWKH

A Shreveport Times Station

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company Representatives

Henry Clay, *General Manager*

50,000 Watts • CBS Radio

BROADCASTING TELECASTING

January 19, 1953 Vol. 44, No. 3

WILL GOP CLEAN HOUSE? FCC FATE UP THIS WEEK

There's strong demand for full-scale reorganization under the soon-to-be appointed chairman, with new talk of "drafting" former Comr. Robert F. Jones. But another group endorses promotion of Vice Chairman Rosel H. Hyde. Lew Weiss and Charles Garland are running briskly for those two upcoming vacancies.

THE EISENHOWER Administration is expected to decide this week the fate of the FCC —whether there will be a stem-to-stern housecleaning with a newcomer as chairman or whether widely-endorsed Vice Chairman Rosel H. Hyde will be promoted.

Official word was lacking from GOP New York headquarters, but there were widespread reports as the week ended predicting the "draft" of former Comr. Robert F. Jones for the chairmanship. This was not denied in GOP councils, but Mr. Jones himself was noncommittal. He had resigned last October to enter communications law, and prior to that it had been freely predicted that he would be in line for the chairmanship under a Republican Administration.

Comr. Jones, who had been the most outspoken of the Republican minority on the FCC during his five-year tenure, is held in high regard by his erstwhile Republican colleagues in Congress. He served for a decade as a Congressman for the Lima, Ohio, district.

Staff Reorganization

If Mr. Jones is asked by the GOP high command, it would not surprise observers to see him accept the call as a "good Republican" but probably for a short term during which he could direct the staff reorganization being insistently demanded by patronage-hungry party members. That might even be for the five months that remain of Chairman Paul A. Walker's term, because the Democratic chairman can be retired by the incoming President through the mere device of issuing an executive order. The other vacancy is that of Mr. Jones' original term, which expires June 30, 1954. It is now held by Eugene F. Merrill, Utah Democrat, who is a Truman recess appointee.

The demand for a reorganization of the Commission is premised on a staff memorandum submitted to Eisenhower headquarters alleging that there's nothing good about the agency, that it is infested with left-wingers, and that it needs a house-cleaning. Implicit in this, it is understood, is the view that an existing FCC member—Mr. Hyde for example—would not be disposed to purge the FCC staff to the extent deemed necessary. The specification is for a "real Republican" strong, vigorous and of sufficient courage to clean out the staff if need be.

On the other hand, if the "orderly transition" proponents prevail, it will see the elevation of Mr. Hyde, an Idaho Republican and a career man, to the chairmanship, buttressed by two "strong appointments" for the vacancies, to aid him in the reorganization task. Both the General Counsel's office and the Broadcast Bureau are specifically mentioned as in need of "purging," with the elimination of employes "blanketed in" without competitive civil service examinations during the early days of the Roosevelt Administration.

Should Mr. Jones be unavailable, and should the "chase the rascals out" zealots prevail, then an "outsider" could well get the chairmanship nod. In the forefront, despite some known opposition, is understood to be Lewis Allen Weiss, former head of Don Lee and former Mutual chairman, whose home is in Los Angeles. He served as deputy director of NPA until last year, and has strong political as well as industry support. Although not now an avowed candidate for the chairmanship, Mr. Weiss is actively in pursuit of an appointment, and endorsements are piling up at both Ike's Commodore Hotel headquarters and at the Republican Committee headquarters in Washington. He originally was a candidate for the chairmanship, which is filled by the President from among the qualified FCC members.

Garland Is Strong Candidate

Coming up strong as a candidate for one of the vacancies is Charles Garland, general manager of KOOL Phoenix, and a 30-year veteran of radio. A former Illinois Republican worker, he has the established endorsement of Republican National Committeeman Eugene C. Pulliam, Indiana and Arizona publisher and owner of WIRE Indianapolis. Sen. Homer Capehart (R-Ind.) also is said to be supporting him, along with Ray S. Donaldson, Washington attorney for Radio-Television Mfrs. Assn., and the Senator's erstwhile executive assistant. The Garland campaign was particularly active last week but it was thought unlikely that both he, as a resident of Arizona, and Mr. Weiss, as a California resident, would be named in view of desired geographical representation.

Mr. Pulliam met with General Ike in New York last Friday morning, and is understood to have endorsed Mr. Hyde for the chairmanship and Mr. Garland for one of the vacancies.

Meanwhile the field of active candidates had not diminished. Thad Brown Jr., director of television operations and counsel to the TV Board of NARTB, was understood to have substantial political as well as industry endorsement. His mother is Mrs. Howard A. Coffin, a Republican National Committeewoman from the District of Columbia and a member of the Eisenhower Inaugural Committee. Mr. Brown's father, the late Thad Sr., was a member of both the Federal Radio Commission and the FCC, from 1932 until 1940.

Clark Is Mentioned

There was some thought being given to the appointment of an attorney familiar with common carrier aspects of regulation to the FCC, notably in the light of the expected departure of Chairman Walker, who had been head of the Oklahoma Corporation Commission. Mentioned in this regard is Owen Clark, a 39-year-old lawyer, living in Yakima, Wash. He had served for a time as chairman of the State Public Utilities Commission but is now in private practice of law. He was active in the Eisenhower Presidential campaign in Washington.

Former Congressman Albert M. Cole of Holton, Kan., still is being urged by some of his friends to seek one of the FCC vacancies. He is said to have this under advisement. Mr.



ROBERT F. JONES
Slated for draft?



CHARLES GARLAND

General Manager, KOOL Phoenix

Cole now is serving as director of the personnel division of the Republican National Committee and presumably will be asked to remain in a high executive position with the committee when Wesley Roberts, a fellow Kansan and his former campaign manager, assumes the chairmanship of the committee in succession to Arthur E. Summerfield, who becomes Postmaster General. Mr. Cole, 51, is an attorney and is held in highest esteem by his erstwhile Congressional colleagues.

Eisenhower Consulted

The question of the FCC appointments has been taken up with Gen. Eisenhower, it was ascertained last week. He was represented as feeling that there is need for reorganization, not only of the FCC, but of many agencies in Washington. There is some question in his mind, one informant said, about elevating "career men" on the ground that they would not be disposed to clean house to the extent required.

The depth to which consideration has gone was indicated in one report that screening officials of the Republican Committee are interviewing candidates for top staff positions, including that of General Counsel. One prospect interviewed, it was asserted, is a practicing attorney in Detroit. It is accepted as a foregone conclusion that Benedict P. Cottone, present General Counsel, will resign shortly after the inauguration this week.

One highly placed Eisenhower aide said the high echelon entertained doubts about having any "tired Republicans" carried over from New Deal-Fair Deal bi-partisan commissions, take over any of the independent agency chairmanships. Countering this view, however, was the feeling that in the case of the FCC, for example, Mr. Hyde should take over the chairmanship, with the assistance of two new "strong" appointees, at least at the outset of the new Administration.

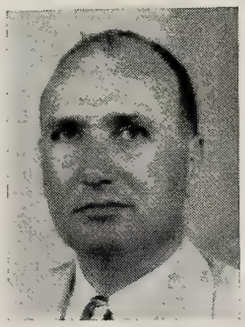
Much Support for Hyde

There appeared to be considerable support for the Hyde promotion. It was regarded as logical. It would also give the Administration an opportunity to observe FCC operations for a while. The importance of keeping the television processing lines open is recognized. This factor, more than any other one, it was thought, might bring the "orderly transition" approach, through promotion of Mr. Hyde.

BLATT'S ACCENT ON RADIO IN MEDIA SWITCH TOLD NRDGA

NRDGA hears how an Atlantic City department store, facing increasing daily newspaper rates, changed over to radio for 18 months, tailoring programs, spots to reach selected audiences. Result: Bigger sales, more out-of-town customers and a 22% jump in charge accounts. (For earlier stories on the store's success with radio see B•T, Aug. 4, 1952; Sept. 3, 1951.)

SUCCESS of an advertising program by the M. E. Blatt Co., Atlantic City department store, that relies heavily on radio and uses no daily newspaper space at all was described last Tuesday by Murray L. Klahr, Blatt's advertising and sales promotion manager. He spoke at a session of the National Retail Dry Goods Assn. convention in New York.



Mr. Klahr

The NRDGA's 42d annual meeting was held Monday through Thursday at the Hotel Statler.

Summing up Blatt's emphasis-on-radio policy in effect for the past 18 months, Mr. Klahr declared:

"The M. E. Blatt Co. is firmly convinced now that radio has a definite place in our future planning. We know now that we can sell all types of merchandise by the use of radio. We know now that radio gives us the coverage we need and we know now that to use radio successfully, any retailer must use radio and I really mean use it! We dabbled in radio for years before July 1951 with mediocre success but since that time radio has received a fair portion of our budget. And as we know now, when we used radio by necessity, it really did a sales job."

Blatt's Heavy Radio Plunge

Speaking in a panel discussion that considered the overall topic of "How to Profit from the Revolution in Advertising," Mr. Klahr explained that Blatt's heavy plunge into radio resulted from a re-examination of daily newspaper rates. He noted that between 1948 and 1951, major Atlantic City dailies introduced several rate increases. After a close appraisal of the entire picture, Mr. Klahr added, Blatt's decided the newspapers' rates were "entirely out of line with the coverage offered in the store's trading area."

In outlining Blatt's radio plans, Mr. Klahr pointed out that programs were tailored for specific audiences and stressed that this consideration weighed heavily in the success of the company's advertising program. Listed on Blatt's schedule on three radio stations, according to Mr. Klahr, are an average of 175-200 30-second and one-minute spots a week, 12 five-minute newscasts a day, seven days a week; one to three daily participations on a popular woman's program; a two-hour disc jockey show from beach-front hotels six times a week during the summer, and special events broadcasts from time to time.

As examples of pinpointing programs and advertising toward selected audiences, Mr. Klahr singled out the *Concert Hall* program on which Blatt's promoted women's finer hosiery, shoes and television sets and the Easter parade broadcast used to stimulate sale of ready-to-wear accessories.

The switch to heavy emphasis on radio in July 1951 brought immediate results, Mr. Klahr declared. He said the store sold 60 dozen $1.98 garment bags in one week by use of a few spots a day on three radio stations, adding:

"The M. E. Blatt Co. had no precedent for this kind of sales response in all its years of newspaper advertising."

Opens New Market

Mr. Klahr credited radio with opening a whole new market to the department store business—the out-of-town shopper. He said Blatt's charge account and delivery records showed that since July 1, 1951, there has been "a substantially greater volume of sales from this out-of-town traffic than ever before."

"There has been a 22% increase in new, regular charge accounts and we attribute the increase to radio's greater penetration and wider coverage," Mr. Klahr asserted. "This new market helps not only us, but the entire business community of Atlantic City."

Blatt's bold step in discontinuing daily newspaper advertising has resulted in inquiries from retailers all over the country, asking if they should adopt a similar policy, Mr. Klahr said. He declared his reply always has been that it might not be wise to cancel daily newspapers completely but that he always has advocated giving radio "a better portion of the advertising budget."

"A better balance between radio and newspaper can surely result in securing better volume at a cost more in keeping with a sensible, sound operation," Mr. Klahr argued.

He added that although Blatt's contemplates returning to daily newspapers sometime in the future, the company "will always make extensive use of radio."

Announcement of the best radio programs sponsored by retailers during 1952 was made by John F. Hardesty, director of local promotion for Broadcast Advertising Bureau, which sponsored the competition jointly with NRDGA. He noted in a brief talk that retailers made "overwhelming use" of "saturation" spot announcements during the last year, pointing out

they were carried out on a "staggered" basis, as in newspapers, rather than on a small, day-to-day schedule.

Categories and winners:

Programs beamed to a general family audience (large stores): Joske's of Texas, San Antonio, for *Classics in Jazz,* KTSA San Antonio.

Programs beamed to a general family audience (small stores): Bigelow's, Jamestown, N. Y., for *Breakfast With Bigelow,* WJTN Jamestown.

Programs beamed to women's audience (large stores): Sibley, Lindsay, Curr, Rochester, N. Y., for *Tower Clock Time,* WHAM Rochester.

Programs beamed to women's audience (small stores): Linn & Scruggs, Decatur, Ill., for *Something to Talk About,* WDJ Decatur.

Programs beamed to teen-age audience (small stores): Yard's, Trenton, N. J., for *School Scoops,* WTTM Trenton.

Spot saturation campaign (large stores): Joske's of Texas on KTSA KITE KONO KIWW and KCOR, all San Antonio.

Spot saturation campaign (small stores): Betty Lee, Warren, Pa., on WNAE Warren.

Special award for outstanding use of saturation coverage technique: Wolf & Dessauer, Ft. Wayne, on WOW WANE WGL and WKJG, all Ft. Wayne.

Special award for comprehensive use of radio: Rosenbaum Bros., Cumberland, Md., on WTBO Cumberland.

Special award for outstanding coordination with other media: Robert Simpson Montreal Ltd. on CJAD Montreal.

'Ad Woman' Judges Named

JUDGES to select the 1953 Advertising Woman of the Year, who will be honored during the Advertising Federation of America's convention in Cleveland June 14-17, were announced last week by Mabel S. Obenchain, AFA vice president and chairman of the Council on Women's Advertising Clubs. They are: Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana; Ben R. Donaldson, director of advertising and sales promotion, Ford Motor Co., and Jean Wade Rindlaub, vice president, BBDO, who was the award winner in 1951. Deadline for entries is April 1. Details may be secured from AFA headquarters, 330 W. 42d St., New York 36.

Radio-TV Growth at C & W

CUNNINGHAM & WALSH, New York, last week announced a realignment and enlargement of its radio and television media department.

William G. White, formerly with Joseph Katz Co., Baltimore, joins the agency in the newly created position of assignment manager of radio and television media.

He will work with Newman F. McEvoy, vice president in charge of media, and F. Robert Bauer, manager of radio and television media.

General Foods Buy

GENERAL Foods Corp., New York (Post Toasties, Calumet), has bought Monday-through-Friday, 4-4:05 p.m. EST period on CBS Radio, starting Jan. 21 for 52 weeks. Program is to be announced. Agency is Foote, Cone & Belding, New York.

SMALL AGENCIES TOLD, 'ACT BIG'

A modest agency shouldn't be modest, believes Walter Weir of Donahue & Coe. It should advertise, refuse to do free planning, oppose the advertiser if necessary and ally itself with organizations of fellow agencies, he tells second annual LAA meeting in New York.

IN A SPEECH before the second annual meeting of the League of Advertising Agencies in New York last Friday, Walter Weir of Donahue & Coe, explained how "the small agency can do things in a big way, too."

"I think it is preferable for the small agency to act in a big way to begin with. First, I think it should advertise. I advertised —and out of an investment of less than $5,000 I attracted three accounts directly that brought an even million dollars worth of billing into my agency."



Mr. Weir

Mr. Weir was head of his own agency prior to his affiliation with Donahue & Coe.

"I think," he continued, that the "small agency acts in a big way when it refuses to present speculative layouts and copy —unless they are part of a proposed plan of action based on a study of the advertiser's business and unless they are paid for. No surgeon, consulted for a major operation, is expected to perform a minor operation first on the cuff."

Other Ways for Small Agency

Other ways in which a small agency acts "in a big way," Mr. Weir said, is "when it opposes a move on the part of an advertiser which it honestly feels is not to the advertiser's benefit," and "when it belongs to an organization such as this."

Officers for 1953 were installed at the meeting: Louis E. Reinhold, Richmond Advertising Service Inc., as president; Max B. Pearlman of the M. B. Pearlman agency, as executive secretary; S. Duane Lyon of S. Duane Lyon Inc., Kenneth Rader of the Kenneth Rader Co., and David E. Rothschild of David E. Rothschild Adv., as vice presidents; Charles Ford, Iverson-Ford Assoc., treasurer, and Max Sinowitz, Chelsea Adv., as secretary.

Mennen Series

MENNEN Co., which moves from Newark, N. J., to its new plant in Morristownship, also N. J., early in May, has begun a series of radio broadcasts on WMTR Morristown as part of the company's community relations program. The radio series, *Mennen Bulletin Board,* serves two purposes, according to company officials. One is "to help Morristown residents to know each other better" by presenting news of local civic organizations and club activities on the show. The other is to present institutional messages about the company's operation to help residents get to know the Mennen Co. better.

Comer & Reames Inc. Formed

TWO well-known names in Kansas City, Mo., advertising were joined Jan. 1 with the forming of a new agency, Comer & Reames Inc. Mrs. Comer, who was an active partner with her late husband in the Russell C. Comer Co., is president of the new corporation. Gardner Reames, senior account executive of the Comer company, is executive vice president.



PRESENT for preview of the WCAU-TV Philadelphia program, *Split Seconds in History,* sponored by Gemex Co., during meeting of Gemex watch band dealers in that city, were (l to r): William Lichtenfels, Gemex vice president; William A. Swartman, advertising and sales manager; Robert McCredy, WCAU-TV sales manager; Willard Pleuthner, vice president of BBDO, Gemex agency, and Eugene Prestinari, Gemex president.

DOZEN FIRMS PLAN SPRING SPOTS

Here are details on a dozen advertisers and their spring advertising plans. A BROADCASTING • TELECASTING spot check has revealed that spot radio will be used extensively in these advertisers' campaigns.

PLANS of the Cuban Sugar Growers Assn. for the first time in its history to enlist radio in a 150-market campaign were revealed last week, highlighting extraordinary action in the radio spot field in which one dozen national advertisers were discovered in a BROADCASTING• TELECASTING spot check to have already formulated spring plans, with two others preparing schedules to be available shortly.

At least three of the sponsors, it is known for a certainty, will use 150 markets or more.

The entry of the sugar growers, it was ascertained, is in large measure a result of the Coffee Bureau's and the Tea Bureau's similar institutional campaigns, in which an entire industry rather than a particular brand has been promoted. Starting in April, the sugar campaign will continue for 39 weeks. Cunningham & Walsh, New York, is the agency.

Details on the eleven other advertisers whose early preparations will provoke a new stir of activity in the already active spot field are as follows:

Hillman's Mayonnaise, New York, will launch a national campaign late in April in about 150 radio markets. Benton & Bowles, New York, is the agency. The spot schedule calls for a three-week saturation plan, then a few weeks of hiatus, followed by an eight-week drive completing the compaign.

Electrolux Corp., New York, starts a new spot schedule in 200 radio markets in late February. BBDO, New York, is preparing the schedule.

Grove Labs., for Fitch Shampoo, St. Louis, will be using more than 100 markets in a national campaign starting in March. Contract will extend for 30 weeks. Agency is Harry B. Cohen, New York.

Shulton Toiletries is bringing out a new product, Stick Deodorant for Men and will use about 70 radio markets starting May 18 for 13 weeks. Wesley Assoc., New York, is the agency.

Lever Brothers' Silver Dust will spark a 13-week spring campaign to be followed by a 13-week fall spot radio schedule, to be placed mostly in secondary markets. Agency is Sullivan, Stauffer, Colwell & Bayles, New York.

Mennen Products, New York, through Kenyon & Eckhardt, also New York, is planning to expand its early morning program schedule in about 40 markets. Firm uses 10- and 15-minute early morning radio programs.

Dow Chemical Co., Midland, Mich., for its Saran Wrap (a plastic food wrap), will use women's participation shows in 13 radio markets, six in the east starting today (Monday) and seven in the West starting Feb. 2. MacManus, John & Adams, New York, is the agency.

Amozo Desserts, through Kenyon & Eckhardt, New York, is expanding its present schedule.

Benton & Bowles, New York, is formulating the Conoco campaign, which is expected to break in about three weeks in radio markets.

Colgate-Palmolive-Peet's Super Suds is contemplating a radio campaign slated for a March starting date if approved. Cunningham & Walsh, New York, is the agency.

Crosley TV sets, through BBDO, New York, is still adding radio spot campaigns as new television markets open. Firm uses co-op programs on a saturation basis.

Seydel's 'Segue'

VICTOR SEYDEL, radio and TV director, Anderson & Cairns, seeking a word to stump the artists of the agency at a spelling bee between artists and copywriters, thought of "segue," a radio and TV scripters' term for transition between sound patterns such as one musical theme to another. He checked with Funk & Wagnalls, the lexicographic house. It never had heard of the word. Then Mr. Seydel called Ray Bloch and Dr. Frank Black, CBS and NBC musical directors, respectively. Each gave similar definitions. But Dr. Black informed Mr. Seydel that Funk & Wagnalls had telephoned 10 minutes before to confirm the modern-day application of the term. Result: "Segue" will appear in the next F & W dictionary. Thus, Mr. Seydel may be directly responsible for getting a new radio-TV word into the English language.

Sylvania TV Set Drive

NATIONAL advertising schedule for Sylvania TV sets will be expanded this year, William D. Stroben, advertising and sales promotion manager of the Radio and Television Div., Sylvania Electric Products Inc., announced last week.

Included in the expansion will be co-sponsorship with Wildroot Co. of the half-hour Sunday radio series *The Shadow,* on Mutual network. Mr. Stroben said he felt the extensive radio coverage will do much to saturate areas which will be new or richer TV markets in the future.

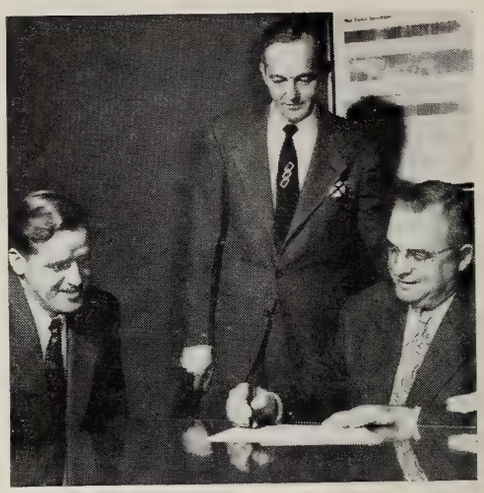
The national advertising campaign will be backed by intensified local promotion including radio and TV advertising, Mr. Stroben said.

Roy S. Durstine Inc., New York, is the agency.

Henry T. Ewald, Co-Founder of Campbell-Ewald

HENRY T. EWALD, 67, a co-founder of Campbell-Ewald Co., died Jan. 9 in Detroit of a heart ailment. The agency he helped start grew rapidly with the expansion of the automobile industry. From 1917 until last autumn he had been president of the agency, becoming board chairman last autumn.

Mr. Ewald was a key factor in some of the biggest campaigns in advertising history. He served as board chairman of American Assn. of Advertising Agencies and was a director of Advertising Federation of America and Traffic Audit Bureau. Born in Detroit of German immigrant parents, he entered the agency field with an investment of $3,000. He became Campbell-Ewald president in 1917 when Frank J. Campbell, first president, retired.



TOM HARRISON (l), national spot sales director, WSM Nashville, and Hi Bramham (c), WSM-TV local sales manager, watch as George Doyne of Doyne Adv. agency signs for area Coca-Cola Bottlers and the Neuhoff Packing Co., a subsidiary of Swift & Co., to sponsor broadcasts and telecasts of Vanderbilt basketball games.

NEW BUSINESS

Spot

Kraft Foods, Chicago, next week will introduce new swiss cheese with 13-week test campaign of TV announcements and participations in Miami, Philadelphia and New Orleans. Cheez Whiz cheese spread will be advertised in series of participations and spots in Memphis and Seattle for six weeks from Feb. 1. Kraft will also expand Alaskan schedule of four spots weekly per station in Fairbanks and Anchorage to include Juneau and Ketchikan. Agency: J. Walter Thompson Co., Chicago.

Indiana Bell Telephone Co. has renewed complete 1952 schedule of one-minute spots and station breaks on 22 Indiana AM stations for this year. Television will probably be used also. Agency: J. Walter Thompson Co., Chicago.

Mutual Funds Dept., Kidder, Peabody & Co., members of New York stock exchange, starting participations in *Barbara Welles Show* on WOR New York and *Skitch Henderson Show* on WNBC New York effective today (Mon.), in addition to sponsorship of weekly *Your Money at Work* on WOR. Agency: Doremus & Co., N. Y.

West End Brewing Co., Utica, N. Y. (beer and ale) will sponsor Abbott & Costello television film series in four markets: Utica, Binghamton, Syracuse and Schenectady. Agency: Harry B. Cohen, N. Y.

Consolidated Royal Chemical Corp., Chicago, sponsoring *Roy Acuff Show,* Fri., 8-8:30 p.m. CST, effective Jan. 16 for 52 weeks. Stations carrying show are WSM Nashville, WREC Memphis, WDOD Chattanooga, WSB Atlanta, WBT Charlotte, WAPI Birmingham, WWL New Orleans, WNOX Knoxville and KARK Little Rock. Agency: Ross Roy Inc., Chicago.

Falstaff Brewing Corp., St. Louis, to sponsor *Game of the Day* broadcast of major league baseball games over MBS in some areas of country, starting March 30. In other areas, program to be sponsored on co-op basis, as in past. Agency for Falstaff: Dancer-Fitzgerald-Sample, N. Y.

past. Agency for Falstaff: Dancer-Fitzgerald-Sample, N. Y.

Rexall Drug Co. Ltd., Toronto (Rexall products), has started spot announcements thrice weekly for one year on French-language stations in eastern Canada. Agency: Ronalds Adv. Agency Ltd., Toronto.

Network

Colgate-Palmolive-Peet Co., N. Y., sponsoring *Lorenzo Jones* on NBC Mon.-Fri., 5:30-45 p.m. EST, for 52 weeks, effective Jan. 5. Agency: William Esty Co., N. Y.

Mutual of Omaha, Omaha, Neb. (insurance), sponsoring *On the Line With Bob Considine* for 52 weeks on NBC, Sun., 3:30-4 p.m. EST and on NBC-TV, Tues., 10:45-11 p.m. EST. Agency: Bozell & Jacobs, Omaha.

Colonial Dames Inc., Hollywood (cosmetics), started *The George Fisher Show* on 22 Columbia Pacific Radio Network stations, alternating Tues. and Thurs., 1:15-1:25 p.m. PST, for 26 weeks from Jan. 8. Agency: Geoffrey Wade Adv., Hollywood.

Sunbeam Corp., Chicago (appliances), sponsoring weekly 15-minute Bill Henry news show on NBC-TV seven-station network Sun., 4:45-5 p.m. CT, effective yesterday. Agency: Perrin-Paus, Chicago.

Olympia Brewing Co., Olympia, Wash., renews weekly quarter-hour news broadcast on 41 Don Lee stations for 52 weeks from Jan. 3. Agency: Botsford, Constantine & Gardner, Portland, Ore. **Miles Calif. Co.,** L. A. (Alka-Seltzer), renews 12 times weekly quarter-hour *Alka-Seltzer Newspaper of the Air* for 52 weeks from Jan. 1, and five times weekly quarter-hour *Curt Massey Time* for 52 weeks from Dec. 29, both on 45 Don Lee stations. Agency: Geoffrey Wade Adv., Hollywood.

Ecko Products Co., Chicago, renews 13 quarter-hour segments of *Welcome Travelers* on full NBC-TV network. Agency: Dancer-Fitzgerald-Sample, Chicago.

Sweets Co. of America, Hoboken, N. J., now sponsoring *Tootsie Hippodrome* on ABC-TV Sun., 12:15-12:30 p.m. EST, will expand program to half-hour effective Feb. 1. Agency: Moselle & Eisen, N. Y.

Sun Oil Co., Phila., renews *Three Star Extra* on NBC, Mon.-Fri., 6:45-7 p.m. for 52 weeks. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y.

Mayfair Markets Inc., L. A. (Southern California chain), started *Quick, What's the Answer* on five Don Lee California radio stations, Wed. and Fri., 2-2:30 p.m. PST, for 52 weeks from Dec. 31. Agency: Ad Masters Adv., L. A.

White House Co., N. Y., was to sponsor one-time-only *Hit Record Program* over ABC radio yesterday (Sun.), 9:30-9:45 p.m. EST. Agency: National Mail Order Network Inc., N. Y.

North American Van Lines, L. A., renews alternate weekly first quarter-hour segment of *CBS Radio Newsroom—Sunday Desk* on 19 CPRN stations, Sun., 5:30-5:45 p.m. PST, and *Let's Go Hollywood* on 23 CBS Radio Arizona and Mountain stations, Sun., 1:15-1:30 p.m. PST, both for 13 weeks from Jan. 25. Agency: Caster Assoc., L. A.

Green Giant Co., Le Sueur, Minn., renews *Edward R. Murrow News* on 12 CPRN stations, Tues. and Thurs., 5-5:15 p.m. PST, for 13 weeks from Jan. 27. Agency: Leo Burnett Co., Chicago.

Revlon Products Corp. to sponsor Tuesday telecasts of *Jane Froman's U. S. A. Canteen* on CBS-TV, Tues. and Thurs., 7:45-8 p.m. EST, effective Feb. 10. Agency: William H. Weintraub & Co., N. Y.

Tidewater Associated Oil Co., N. Y., renewing *Broadway to Hollywood* on DuMont, Thurs., 8:30-9 p.m. EST, for 13 weeks starting Jan. 22. Agency: Lennen & Newell, N. Y.

International Shoe Co., St. Louis (Red Goose shoes), renewing *Kids & Company* on DuMont TV Network, Sat., 11:30 a.m.-12 noon EST, for 13 weeks effective Feb. 7. Agency: D'Arcy Adv., St. Louis.

Agency Appointments

Austin-Green Inc., N. Y. (So-Fistik indelible lipstick), appoints Friend, Reiss, McGlone Adv., that city. So-Fistik will start in radio with participating sponsorship of *Jack Lakey Show* three times weekly on WINS New York, beginning today (Mon.).

Durham Chemical Co., L. A. (pesticides and insecticides), appoints Geoffrey Wade Adv., Hollywood **Snowden Hunt Jr.** is account executive.

Hayden, Stone & Co., member of N. Y. Stock Exchange, appoints Albert Frank-Guenther Law Inc., N. Y., for Mutual Fund Dept.

City of Cars, L. A. (used car operation), appoints Irwin Co., Beverly Hills. **Frank Warren, Allen McKee, Hugh Brundage** and **Tavy Kandt** are account executives. Radio-TV will be used.

Robbins Mills Inc., N. Y., appoints Weiss & Geller, New York Inc., same city.

Jules Montenier Inc., Chicago (Stopette and Finesse) through Canadian distributor **Frank Badger Co. Ltd.,** Toronto, appoints Ronalds Adv. Agency Ltd., Toronto.

Mason Farms & Hatchery, Somerville, N. J., appoints Abner J. Gelula & Assoc., Phila.

Steel Furniture Mfg. Co., Baldwin Park, Calif., appoints Tilds & Cantz Adv., Hollywood.

Stop and Shop Super Markets, Boston and New England, names Grey Adv., N. Y.

Louis Milani Foods Inc., L. A. (sauces, dressings, concentrated and dehydrated foods), appoints Arthur Meyerhoff & Co., Beverly Hills. **Jim Ward** is account executive. TV is being used.

Davis Furniture Co., Travel-Chek Inc. and **Blaisdell Mfg. Co.** (automotive accessories), all Long Beach, Calif., appoints West-Marquis Inc., that city.

Aireloom Bedding Co., Alhambra, Calif., appoints Geoffrey Wade Adv., Hollywood. **Snowden Hunt Jr.** is account executive. Radio will be principal medium.

Emmental Cheese Corp. appoints J. M. Mathes Inc. N. Y., for Swissette, Gruyere processed cheese.

Desmond's, L. A. (five store chain of retail men's, women's and boys' clothing), and **J. F. O'Connor,** L. A. and Hollywood (Lincoln-Mercury dealer), appoints Phil D. McHugh Co., L. A. Radio is being used.

Sutherland Refiner Corp., Trenton, N. J., appoints Roland G. Ullman Organization, Phila.

Martin-Dell Milk Co., S. F., appoints Hoefer, Dieterich & Brown Inc., that city. **John H. Hoefer** is account executive.

Early Apple Advisory Board, Sebastol, Calif., appoints Knollin Adv. Agency, S. F.

NIELSEN ISSUES RADIO-TV RATINGS

Again it was the old favorites leading the radio-TV parade, 'Amos 'n' Andy' and 'Lucy,' respectively.

TOP-RATED radio and TV programs for certain weeks in November and December 1952 have been issued by the A. C. Nielsen Co. CBS' *Amos 'n' Andy* topped evening, once-a-week listings while CBS-TV's *I Lovy Lucy* received TV honors in number and percentage of homes reached. Nielsen ratings follow:

NIELSEN-RATING*, TOP RADIO PROGRAMS
Week, Nov. 16-22, 1952

Current Rank	Program	Current Rating Homes %
	EVENING, ONCE-A-WEEK (Average For All Programs)	(5.4)
1	Amos 'n' Andy (CBS)	13.6
2	Jack Benny (CBS)	13.2
3	Charlie McCarthy Show (CBS)	11.9
4	Lux Radio Theatre (CBS)	10.9
5	Our Miss Brooks (CBS)	9.6
6	People Are Funny (CBS)	9.5
7	Philip Morris Playhouse (CBS)	9.1
8	You Bet Your Life (NBC)	9.0
9	Great Gildersleeve (NBC)	8.1
10	Suspense (CBS)	8.1
	EVENING, MULTI-WEEKLY (Average For All Programs)	(3.3)
1	One Man's Family (NBC)	6.0
2	News of the World (NBC)	5.9
3	Lone Ranger (ABC)	5.8
	WEEKDAY (Average For All Programs)	(4.3)
1	Romance of Helen Trent (CBS)	7.8
2	Our Gal, Sunday (CBS)	7.8
3	Guiding Light (CBS)	7.7
4	This Is Nora Drake (Seeman) (CBS)	7.7
5	Ma Perkins (CBS)	7.6
6	Aunt Jenny (CBS)	7.5
7	Wendy Warren and the News (CBS)	7.2
8	Perry Mason (CBS)	7.0
9	This Is Nora Drake (Toni) (CBS)	6.7
10	Big Sister (CBS)	6.6
	DAY, SUNDAY (Average For All Programs)	(2.2)
1	True Detective Mysteries (MBS)	4.4
2	Martin Kane, Private Eye (NBC)	4.0
3	Shadow, The (MBS)	3.7
	DAY, SATURDAY (Average For All Programs)	(3.3)
1	Stars Over Hollywood (CBS)	7.0
2	Theatre of Today (CBS)	7.0
3	Fun For All (CBS)	6.4

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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NIELSEN-RATINGS TOP TELEVISION PROGRAMS
Two Weeks Ending Dec. 13, 1952
NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	13,774
2	Colgate Comedy Hour (NBC)	11,415
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco Co. (CBS)	10,360
4	Texaco Star Theatre (NBC)	9,326
5	Dragnet (NBC)	9,090
6	Buick Circus Hour (NBC)	9,066
7	You Bet Your Life (NBC)	9,058
8	All Star Revue (NBC)	8,878
9	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	8,486
10	Philco TV Playhouse (NBC)	8,312

% OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	72.3
2	Arthur Godfrey's Scouts (CBS)	62.0
3	Colgate Comedy Hour (NBC)	59.4
4	Texaco Star Theatre (NBC)	57.9
5	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	55.6
6	Buick Circus Hour (NBC)	51.3
7	Dragnet (NBC)	49.0
8	All Star Revue (NBC)	46.8
9	You Bet Your Life (NBC)	46.5
10	Jack Benny Show (CBS)	46.4

The Nielsen "Per Cent of TV Homes Reached in Program Station Areas" gives a relative measurement of the audience obtained by each program in the particular station areas where it was telecast—all TV homes in those station areas ABLE to view the telecast being taken as 100%.

Factors causing differences in performance of programs include not only program appeal but number, strength and popularity of stations; strength of surrounding programs; time of day, etc.

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THREE DAYS PRIOR TO ELECTION HAD 20% OF CAMPAIGN VIDEO

Analysis of Publishers Information Bureau reports shows concentrated television tends to influence any voters who might not have made up their minds. Party groups, however, did not make the list of first 10 sponsors.

ALTHOUGH November included only three pre-election days, political forces so intensified their use of broadcast media in a last-minute attempt to convince doubtful voters that their time purchases for Nov. 1, 2 and 3 formed an imposing part of their total campaign expenditures.

Publishers Information Bureau report on purchases of TV network time during November shows $307,133 worth purchased by political groups, more than 20% of the $1,448,092 spent for political TV network time during the entire Presidential campaign.

Opening Days in November

Unlike October, when the Stevenson-Sparkman Forum Committee was the foremost political spender for TV network time, Citizens for Eisenhower was the No. 1 political client in the opening days of November, with gross purchases on the TV networks of $102,367.

No political party or group made the list of top ten TV network advertisers in November, however. As expected, Procter & Gamble Co. heads the roster for the month, the only TV network client to purchase more than a million dollar's worth of time in this medium (see Table I). General Motors Corp. ranked second and Colgate-Palmolive-Peet Co. third. Leading advertiser in each category of advertising on the TV networks is listed in Table II.

Table III showing total combined expenditures of each class of advertiser, lists foods first, followed by tobaccos, toilet goods, laundry soaps and cleansers, and automotive advertising, with the same classes in the same order comprising the first five for both November and January-November 1952. This table also affords comparisons of November and the 11-month period of 1952 with the same periods of 1951.

TABLE I

TOP TEN TV NETWORK ADVERTISERS IN NOVEMBER 1952

1.	Procter & Gamble Co.	$1,293,940
2.	General Motors Corp.	942,065
3.	Colgate-Palmolive-Peet Co.	829,500
4.	R. J. Reynolds Tobacco Co.	667,828
5.	Lever Brothers Co.	647,660
6.	American Tobacco Co.	569,331
7.	General Foods Corp.	470,109
8.	Liggett & Myers Tobacco Co.	393,330
9.	General Mills	374,420
10.	Philip Morris & Co.	339,675

TABLE II

LEADING TV NETWORK ADVERTISER IN EACH PRODUCT CATEGORY FOR NOVEMBER 1952

Category	Advertiser	Gross Time Expenditures
Apparel, Footwear & Accessories	International Shoe Co.	$ 65,870
Automotive, Auto. Access. & Equip.	General Motors Corp.	874,605
Beer, Wine & Liquor	Pabst Brewing Co.	153,520
Building Materials, Equip. & Fixtures	Glidden Co.	36,980
Confectionery & Soft Drinks	Pepsi-Cola Co.	95,400
Consumer Services	Arthur Murray School of Dancing	32,070
Drugs & Remedies	American Home Products Corp.	188,400
Entertainment & Amusements	Chicago Bears Football Club	950
Food & Food Products	General Foods Corp.	470,109
Gasoline, Lubricants & Other Fuels	Texas Co.	133,725
Household Equipment & Supplies	General Electric Co.	286,305
Household Furnishings	Armstrong Cork Co.	70,425
Industrial Materials	Reynolds Metals Co.	125,895
Insurance	Prudential Ins. Co. of America	49,860
Jewelry, Optical Goods & Cameras	Longines-Whittnaur Watch Co.	74,346
Office Equip., Stationery & Writing Supplies	Hall Brothers	100,125
Political	Citizens for Eisenhower	102,367
Publishing & Media	Curtis Publishing Co.	43,277
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	168,015
Smoking Materials	R. J. Reynolds Tob. Co.	667,828
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,014,375
Sporting Goods & Toys	Lionel Corp.	38,045
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	653,244
Miscellaneous	Quaker Oats Co.	96,360

Shipments of TV Sets Increases Sharply

SHIPMENTS of TV sets to dealers totaled 5,208,614 units in the first 11 months of 1952, compared to 4,415,422 in the same 1951 period, according to Radio-Television Mfrs. Assn. In November 756,855 sets were shipped to dealers compared to 409,681 in the same 1951 months.

Following are TV set shipments to dealers by states for the first 11 months of 1952:

State	Total	State	Total
Ala.	64,369	Neb.	44,623
Ariz.	20,559	Nev.	59
Ark.	13,373	N. H.	18,990
Calif.	495,052	N. J.	206,572
Col.	75,003	N. M.	7,423
Conn.	110,185	N. Y.	634,600
Del.	17,634	N. C.	104,164
D. C.	51,519	N. D.	306
Fla.	85,056	Ohio	391,173
Ga.	94,991	Okla.	86,573
Idaho	509	Ore.	27,638
Ill.	292,499	Pa.	445,004
Ind.	193,304	R. I.	32,083
Iowa	89,448	S. C.	20,002
Kan.	32,925	S. D.	963
Ky.	71,487	Tenn.	66,018
La.	54,605	Texas	229,416
Me.	9,178	Utah	27,860
Md.	94,483	Vt.	6,307
Mass.	211,072	Va.	94,009
Mich.	226,462	Wash.	85,325
Minn.	74,934	W. Va.	57,011
Miss.	18,057	Wis.	80,293
Mo.	137,204	Wyo.	2,111
Mont.	183		
		Grand Total	5,208,614

Radio-TV Retail Chains Sales Surveyed by Commerce

SALES of large retail radio chain stores last November were 3% higher than in the same month in 1951 but 2% off the October 1952 pace, the Commerce Dept.'s Census Bureau reported Jan. 9.

In a survey of percentage change in sales of all types of businesses throughout the U. S., the study also compared 11-month figures of 1952 with a similar period the preceding year for large radio stores. It found sales off 1%. The study, though labelled radio, presumably covered firms selling both radio and TV receivers. "Large" stores were defined as those organizations operating from 1 to 10 units and whose dollar volume of 1948 sales ranged between $50,000 and $1 million.

Comparing November, 1952, with (1) November 1951 and (2) October 1952, and (3) the 11 months of 1952 with the same period of 1951, the Census Bureau report also covered sales percentage changes of household appliance and radio stores in these selected areas:

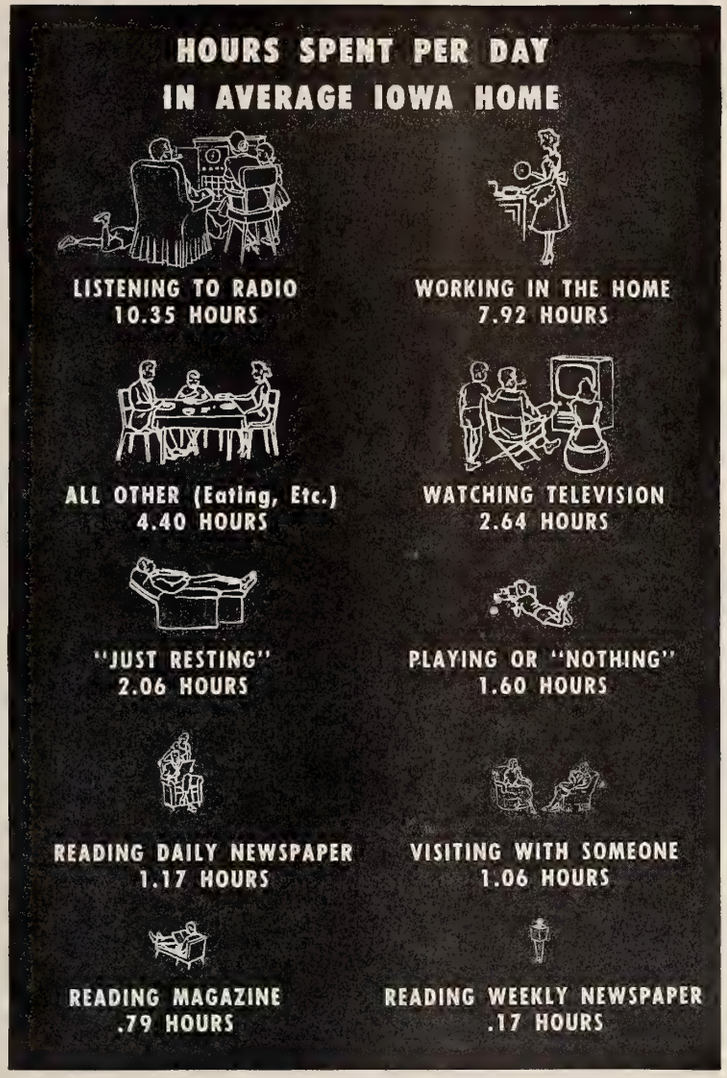
Los Angeles County, Calif.: —5%, —10%, +4%.
San Francisco County, Calif.: +11%, —6%, +9%.
District of Columbia (city of Alexandria and

TABLE III

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR NOVEMBER AND JANUARY-NOVEMBER 1952, COMPARED TO 1951

Category	Nov. 1952	Jan.-Nov. 1952	Nov. 1951	Jan.-Nov. 1951
Apparel, Footwear & Accessories	$ 283,967	$ 2,761,403	$ 327,452	$ 2,833,467
Automotive, Auto. Access. & Equip.	1,728,925	14,086,967	1,147,509	9,851,767
Beer, Wine & Liquor	428,251	5,063,241	583,780	5,145,714
Building Materials, Equip. & Fixtures	36,980	439,634	44,340	60,430
Confectionery & Soft Drinks	457,280	4,567,786	376,817	2,938,875
Consumer Services	32,070	306,828	18,465	386,017
Drugs & Remedies	757,674	5,282,075	385,175	2,322,167
Entertainment & Amusement	950	3,875	.....	.....
Food & Food Products	2,928,685	30,551,405	2,683,110	23,233,914
Gasoline, Lubricants & Other Fuels	337,080	3,290,668	376,515	2,595,974
Horticulture	.....	12,370	.....	.....
Household Equipment & Supplies	956,434	9,041,681	1,103,237	7,571,829
Household Furnishings	282,634	2,078,821	375,852	3,327,201
Industrial Materials	385,260	3,542,789	137,310	2,425,899
Insurance	86,950	490,223	33,320	355,990
Jewelry, Optical Goods & Cameras	$ 263,839	$ 2,087,329	$ 216,557	$ 1,789,642
Office Equipment, Stationery & Writing Supplies	100,125	1,329,235	145,950	700,800
Political	307,133	1,448,092	.....	.....
Publishing & Media	52,389	750,808	93,570	824,584
Radios, TV Sets, Phonographs, Musical Instruments & Access.*	354,927	3,682,420	286,780	4,227,056
Retail & Direct by Mail	.....	915,842	190,042	1,902,656
Smoking Materials	2,601,419	25,648,130	1,904,528	15,840,942
Soaps, Cleansers & Polishes	1,785,410	18,910,868	1,390,220	9,733,320
Sporting Goods & Toys	38,045	53,103	.....	.....
Toiletries & Toilet Goods	2,449,404	22,253,215	1,949,882	14,576,303
Miscellaneous	221,880	1,718,955	148,916	1,189,799
*Totals	$16,877,711	$160,317,763	$13,919,327	$113,834,346

SOURCE: Publishers Information Bureau
*National Political Convention and Election Returns programs not included.



RADIO LISTENING DOMINATES IOWA HOME LIFE!

—AND WHO IS IOWA'S BEST ADVERTISING BUY!

Radio listening is far and away the most dominant activity in the average Iowa home. Time spent "Working in the Home" is the only close competition!

These facts were taken from the 1952 Iowa Radio-Television Audience Survey. They were compiled from "In-Home Activities Diaries" kept quarter-hour by quarter-hour by 1,164 Iowa families the day following personal interviews by trained researchers.

The 1952 Study proves again that, in Iowa, radio is far more than a leisure-time source of relaxation. Iowans, depend upon radio for news, weather and market reports, for home-making hints and recipes, for music and entertainment, for educational enlightenment and spiritual guidance. *Radio penetrates and reflects Iowa life!*

Dr. F. L. Whan of Wichita University and his staff personally interviewed 9,143 families for the 1952 Study. Their response has furnished much new and authentic data which will be of greatest value to every advertising and marketing man who has a stake in Iowa. Write today for your copy of the 1952 Survey — or ask Free & Peters. It will be sent you *free*, of course.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

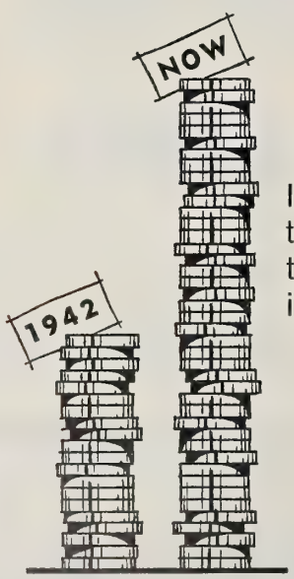
Nobody needs a slide rule to prove that most advertising *costs* have gone up in the past ten years. But sometimes people overlook the fact that advertising *values* have also zoomed upward!

And more than ever,

RADIO serves you the biggest slice of ADVERTISING VALUE

Radio now delivers the biggest audiences in history.

Yet the cost of using radio has increased far less than any other costs in the advertising business! Here's an illustration—



It now takes $206 to buy engravings that cost $100 in 1942

BUT it takes only $114 to buy time that cost $100 in 1942 .. on **KYW**, the 50,000-watt Westinghouse station that dominates the rewarding Philadelphia market area



In six of the nation's leading markets, Westinghouse stations provide unbeatable advertising coverage.. at a cost-per-listener that makes every dollar count.. for more!

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Arlington County, Va., and part of Montgomery County, Md.): —19%, —14%, —1%. Cook County, Ill.: +6%, —9%, —2%. Adams and Allen Counties, Ind.: +3%, —8%, —11%. Suffolk County and parts of Middlesex and Norfolk Counties, Mass.: —15%, —8%, —15%. Wayne County, Mich.: +6%, —1%, —1%. City of St. Louis and St. Louis County, Mo., and East St. Louis, Ill.: —21%, —13%, —10%. Essex and Hudson Counties, N. J.: +8%, +3%, —7%.

City of New York and part of Westchester County, N. Y.: +6%, +4%, —9%. Erie County, N. Y.: +13%, +1%, —4%. Monroe and Wayne Counties, N. Y.: —3%, —12%, —17%. Cuyahoga County, Ohio: —13%, —8%, —16%. Allegheny County, Pa.: +8%, —14%, —10%. Philadelphia County, Pa.: +9%, —1%, +8%. Norfolk and Princess Anne Counties and cities of Norfolk, South Norfolk and Portsmouth, Va.: —16%, —15%, +9%. King County, Wash.: —10%, —17%, —3%. Milwaukee and Waukesha Counties, Wis.: —10%, —13%, —7%.

Tube Shipments Decline

SHIPMENTS of TV picture tubes to set manufacturers and factory sales of receiving tubes declined in November from the October level, according to Radio-Television Mfrs. Assn. November picture tube sales to manufacturers totaled 754,060 units valued at $16,651,793 compared to 862,431 tubes valued at $19,761,300 in October. Receiving tube shipments totaled 36,942,664 units valued at $24,554,156 in November compared to 41,880,318 tubes valued at $28,397,281 in October.

TV Is Leading News Source, Advertest Study Reveals

TELEVISION has become the greatest single source of news in TV homes, after trailing other media for the past four years.

This was announced in the latest monthly Advertest Research Continuing Subscription Study, "The Television Audience of Today."

Advertest reported that an average of 99 out of 100 families interviewed in the New York metropolitan area said they regularly watch TV news programs. The popularity of weather programs also was revealed by the study.

Main reasons given by interviewed families for their increased interest in video news is that the viewer is more able to relax while learning of news developments and that the news is presented pictorially. News audience per TV family was 2.8 members.

New U. S. Population Count

TOTAL population of the United States, was about 158,012,000 as of Nov. 1, 1952, according to Roy V. Peel, director of the U. S. Census Bureau. This figure, including armed forces overseas, was about 6,880,000, or 4.6%, over the April 1950 count as recorded in the 1950 census. Total population reached nearly 158½ million Jan. 1, 1953, according to Director Peel.

TELESTATUS®

Weekly TV Set Summary—January 19, 1953—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	5,500
Austin	KTBC-TV	18,180
Baltimore	WAAM, WBAL-TV, WMAR-TV	453,074
Binghamton	WNBF-TV	101,450
Birmingham	WAFM-TV, WBRC-TV	122,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	986,567
Buffalo	WBEN-TV	315,738
Charlotte	WBTV	280,499
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,290,287
Cincinnati	WCPO-TV, WKRC-TV, WLWT	391,000
Cleveland	WEWS, WNBK, WXEL	694,280
Colorado Springs	KKTV	12,500
Columbus	WBNS-TV, WLWC, WTVN	268,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	225,000
Davenport	WOC-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Isle., E. Moline	
Dayton	WHIO-TV, WLWD	264,000
Denver	KFEL-TV, KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV, KTSM-TV	.....
Erie	WICU	175,550
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	225,000
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	148,391
Honolulu	KGMB-TV, KONA	12,386
Houston	KPRC-TV	211,500
Huntington-Charleston	WSAZ-TV	131,122
Indianapolis	WFBM-TV	292,000
Jacksonville	WMBR-TV	88,900
Johnstown	WJAC-TV	534,982
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	263,675
Lancaster	WGAL-TV	183,020
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,457,058
Louisville	WAVE-TV, WHAS-TV	214,887
Lubbock, Tex.	KDUB-TV	14,999
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	180,190
Miami	WTVJ	159,700
Milwaukee	WTMJ-TV	386,021
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Mobile	WALA-TV, WKAB-TV	.....
Nashville	WSM-TV	96,168
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	133,213
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	152,498
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,124,585
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Richmond	WTVR	157,452
Roanoke	WSLS-TV	39,800
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Isle., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	106,800
San Antonio	KEYL, WOAI-TV	120,444
San Diego	KFMB-TV	166,150
San Francisco	KGO-TV, KPIX, KRON-TV	494,000
Schenectady-Albany-Troy	WRGB	250,450
Seattle	KING-TV	223,600
South Bend	WSBT-TV	8,000
Spokane	KHQ-TV	14,539
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	206,135
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	85,000
Washington	WMAL-TV, WNBW, WTOP-TV WTTG	418,147
Wilkes-Barre	WBRE-TV	.....
Wilmington	WDEL-TV	128,418
York	WSBA-TV	21,000

Total Stations on Air 127* Total Markets on Air 78*

Total Sets in Use 20,365,674

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . .
there are
292,000
Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel 6



"First in Indiana"

interested in selective or full coverage for your TV program?



you can do better with SPOT— *much better*

When you buy on a Spot basis, it's easier to fit your TV program coverage to your sales situations. With Spot, you choose only the markets you wish . . . as many as you need, or as few—and find that stations clear time more readily. You enjoy uniform and pleasing picture quality through film, and save enough on Spot time charges to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC. *National Advertising Representatives*

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

RADIO, TV TO SHOOT THE WORKS IN COVERING INAUGURATION

Networks mass personnel and facilities in nation's capital as time for ceremonies draws near. Oath and Inaugural address will be covered as public service but most other events will be carried under sponsorship. 70 million to watch on television.

RADIO and television coverage of the inauguration of Dwight D. Eisenhower as President of the U. S. tomorrow (Tuesday) by major networks will present a detailed and comprehensive picture to more people than witnessed all previous inaugurations combined.

Starting at 11:30 a.m. and continuing through 4:30 p.m., radio and television staffs will give the nation an intimate view and report of the procession, the swearing-in ceremonies, reaction of the crowds and dignitaries from all parts of the U. S. and the world.

To cope with the tremendous project, all networks have bolstered their Washington staffs with personnel from New York and other centers. Additional equipment, much of it new, has been delivered to insure full coverage of all newsworthy developments.

The number of TV viewers who will watch the proceedings was estimated by Sig Mickelson, CBS-TV director of news, at 70 million.

According to plans late last week, the timetable on TV coverage calls for all networks to begin at 11:30 and continue until about 4:30 p.m. EST. Late that evening they will cover the Inaugural Ball from the National Guard Armory and the Georgetown U. gymnasium.

Radio coverage will vary according to the network, but will begin at 11:30 a.m. and include parade, swearing-in ceremonies and address, crowd reaction and pickups from the inaugural balls.

Radio-TV networks will carry the 12 noon to 1 p.m. portion—the oath-taking and Inaugural address—and the Inaugural Ball as a public service, unsponsored. Other portions will be sponsored on most networks.

Breakdown of plans according to networks, as announced last week:

CBS

Aside from the public service portions, coverage by CBS Radio will be from 11:30 a.m. to 12 noon, 4-5 p.m., and 11:15-12 midnight and will be sponsored by Packard Motor Co. Agency for Packard is Maxon Inc.

The operation will be supervised by Wells Church, CBS Radio's director of news and public affairs. Robert Trout has been assigned to provide the running story, with pickups from various points by Douglas Edwards, Charles Collingwood, Allan Jackson, Griffing Bancroft, Bill Downs, Joe Wershba, Claude Mahoney, and Edward Morgan.

Mr. Church said nearly 100 persons would be on hand in Washington to write news bulletins, edit copy, and handle technical operations. He indicated an equal number will be stationed at other cities around the world, including Paris, London, Rome, Berlin, Tokyo, and in the U. S. to direct special pickups.

From 4-5 p.m. CBS Radio will broadcast a special program covering the entire story up to that time, including recordings expressing the reaction of legislators, statesmen, and the man in the street. This material will be edited for presentation by Irving Gitlin, who performed a similar chore at the conventions in Chicago last summer.

CBS-TV's coverage will be similar to CBS Radio's with the same personnel and schedule, with the exception that CBS-TV plans to remain on the air continuously until 4:30 p.m. Packard also is sponsoring CBS-TV coverage.

The network has planned two pre-inauguration features, *Inauguration Preview*, scheduled for yesterday (Sunday), 4-4:30 p.m., and *Inauguration City*, today, 3:30-4 p.m.

Overall supervision of the network's coverage will be handled by Sig Mickelson, director of news and public affairs.

NBC

NBC has planned its radio coverage from 11:30 a.m. to 2:30 p.m. and TV from 11:30 a.m. to 4:30 p.m. EST. General Motors has bought radio-TV coverage of all main events save the Inaugural Ball. Agency is Kudner Inc., which handled the Republican National Committee advertising activities during the political campaign.

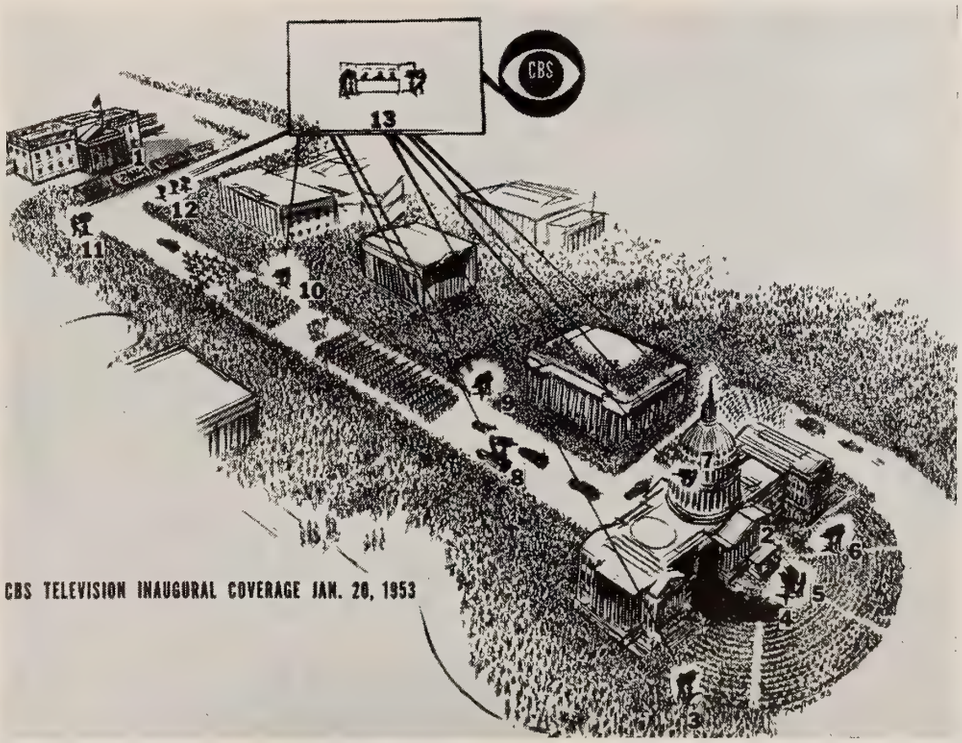
NBC-TV coverage will be supervised by William McAndrew, director of public affairs, and will use over a dozen cameras strategically placed along the parade route from the Capitol to the reviewing stand. Gene Juster will assist him. Cameras will be located at the Apex and Treasury buildings, the Capitol and other points. Television coverage will be paced to the succession of events, while NBC radio will switch pickups as the occasion warrants.

Anchor men for radio-TV coverage will be Morgan Beatty and Clifton Utley, with assistance from a corps of network commentators. Focal TV switching point is the Wardman Park Hotel, home of NBC Washington facilities.

Commentators on radio include George Hicks, W. W. Chaplin and Leon Pearson; on TV, H. V. Kaltenborn, Richard Harkness, Earl Godwin, Merrill Mueller, David Brinkley and Frank Bourgholtzer.

Upwards of 125 staff personnel will work on the coverage, according to Mr. McAndrew. NBC coverage will be highlighted with use of a mobile TV unit (a Cadillac sedan) complete with studio-type electronic equipment and a hand-camera, plus other truck-size mobile units. Camera is smaller than a walkie-talkie used during the conventions and will be used for closeups, particularly of Gen. Eisenhower's reactions in the parade.

GM commercials will be institutional and will shy away from any association between the motor firm and certain aspects of the Inauguration which are bound to crop up (examples, NBC's use of a Cadillac sedan, any



CBS-TV Inauguration coverage will involve more than 150 news, production and technical personnel. These men will be stationed at the swearing-in ceremony and along the parade route at these positions: (1) White House reviewing stand; (2) Inaugural platform at Capitol; (3, 4, 5 and 6) in front of the Capitol; (7) camera on the Capitol rotunda; (8) the CBS-TV mobile TV-camera-car in parade; (9, 10 and 11) along the parade route; (12) battery of three cameras covering the reviewing stand and White House grounds, and (13) master control in WTOP-TV studios where pickups from 14 cameras will be relayed to an estimated nationwide audience of more than 70 million persons.

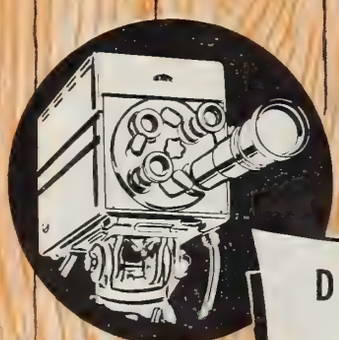
Another

DU MONT

Station

COMPLETE TELECASTING EQUIPMENT

. . . ON SCHEDULE

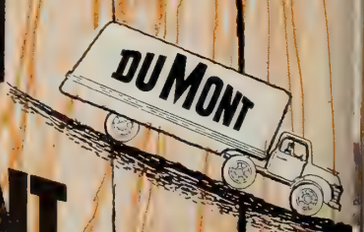


DESTINATION:

TUCSON, ARIZONA

OLD PUEBLO BROADCASTING CO.





All eyes in southern Arizona will turn to Channel 13 as the state's most powerful television station goes on the air.

KOPO-TV, Tucson, is another Du Mont-equipped station with a successful start assured through the "On Schedule" delivery of Du Mont equipment.

RUSH

DU MONT

TELEVISION TRANSMITTER DIVISION

Allen B. Du Mont Laboratories, Inc.

1500 Main Avenue, Clifton, N. J.

Arizona's most Power-Full TV station

channel 13

The sun will shine approximately 336 days a year on KOPO-TV, Tucson, Arizona's most powerful TV station. The "Sunshine City", Tucson, is the county seat of Pima County, the main shopping area for southern Arizona.

Pima County, home of Davis-Monthan Air Force Base, offers a combination of the four "C's"—Copper, Cattle, Cotton, and Climate to induce industries such as Grand Central Aircraft and Hughes Electronics — and more tourists each year.



IN TUCSON

KOPO-TV

Arizona, the "Baby State", is growing by leaps and bounds.

Pima County is showing amazing gains—

POPULATION:

1940 Census	72,838
1950 Census	141,216
(93.9% gain)	
1952 Estimate	180,000
1960 Estimate	268,000

INCOME FOR CITY OF TUCSON:

Industrial Payroll	$ 44,695,000.00
Non-Industrial Payroll	41,000,000.00
Tourist Revenue ..... Over	33,000,000.00
As of November 1952, Total	Over $118,695,000.00

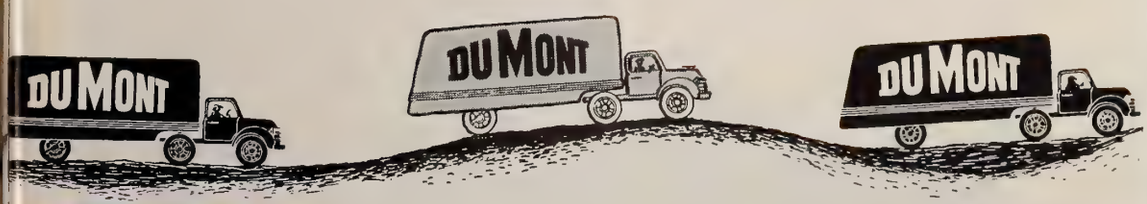
PIMA COUNTY INCOME REPORTED BY PRIVILEGE SALES TAX DIVISION:

1940-41	$53,417,607.00
1951-52	272,759,537.00

KOPO-TV

Principal Owner — Gene Autry
General Manager — E. S. Mittendorf
Engineered by Walter J. Stiles

KOPO-TV will boom your sales message to all the residents of Pima County and southern Arizona via the main track—**POWER!**





OLD PUEBLO BROADCASTING COMPANY
115 West Drachman Street, Tucson, Arizona

another **GENE AUTRY** enterprise

Affiliated with **CBS** *and* **DU MONT** *Television Networks*



TAKING part in ABC-TV cameramen's tests of the network's "white fleet" of Willys-Overland station wagon "miniature studio" jeeps to be used in tomorrow's ABC-TV coverage of the Eisenhower inauguration, are (standing in center) Merle Worster (l), Eastern TV engineering operations manager, and Frank Marx, engineering and general services vice president.

reference to Charles E. Wilson, GM president, etc.). NBC-TV will film all events for later network use.

ABC

Continuous broadcast of the proceedings will be made by ABC radio from 11:30 a.m. to 4:30 p.m. and from 11-11:15 p.m. ABC's sponsor is Willys-Overland Motors, serviced by Ewell Thurber Assoc. From 8-9 p.m. the network will present a special Inaugural Highlights program.

Heading the list of ABC commentators will be Walter Winchell, backed up by John Daly, Elmer Davis, Erwin Canham, Martin Agronsky, Paul Harvey, Quincy Howe, Walter Kiernan, Bryson Rash, Ted Malone, Leo Cherne, Ruth Crane, John Edwards, and Taylor Grant.

The network reported it will draw upon the resources of a staff of 100 specialists and plans to use more than 35 microphones in mobile and fixed positions.

Under the sponsorship of Willys-Overland, ABC-TV's reporting of inaugural proceedings will be the same as ABC radio's. It will run from 11:30 a.m. to 4:30 p.m., but the Inaugural Ball will be covered by ABC-TV for a full hour, 11 p.m. to midnight.

DuMONT

DuMont's coverage, as yet unsponsored, will begin at 11:30 a.m. and continue through 4:30 p.m. and include the ball from 11 p.m. to midnight. WABD (TV) New York, DuMont-owned station, will carry only the 11:30 a.m. to 1 p.m. portion of the ceremonies, covering the procession and the oath-taking and address.

From 10-11 p.m. DuMont will present films of the proceedings of the day.

The network will make its telecast of inauguration events available to WOR-TV New York from 11:30 to 1 p.m.

MUTUAL

Beginning at 11:30 a.m. Mutual will report Inauguration activities until 4:30 p.m. and continue at the Inaugural Ball at 11:30 p.m. Wildroot Co., Buffalo, will sponsor nine special broadcasts, with other segments of Mutual's schedule being made available as cooperative features for local and regional sponsorship.

Wildroot sponsorship will include two pre-inaugural broadcasts today from 10:30-10.35 p.m. and 11:30-11:35 p.m., plus seven Inauguration day segments: At 11:30 a.m., 12:55 p.m., 2, 3, 4, 10:30 and 11:30 p.m. BBDO, New York, is the agency servicing the Wildroot account.

Describing the swearing-in ceremonies for Mutual will be Fulton Lewis Jr. and Fred Fiske. Everett Holles and Hazel Markel will describe the inaugural procession. On-the-street descriptions of the crowd and reaction of spectators will be provided by Frank Singiser, Joseph McCaffrey, Wallace Fanning, Arnold Freeman, Willis Conover, and Ray Morgan.

The network plans to use about 75 persons to handle all details of the assignment.

Ike-Nixon Telecast Feb. 1

POST-INAUGURAL appearance of Gen. Eisenhower and Richard Nixon as U. S. President and Vice President on an American Legion *Back to God* telecast on NBC-TV Feb. 1, 1:30-2 p.m. EST, was announced by the network last week. President Eisenhower will speak from the White House and Mr. Nixon from the Center Theatre in New York, where the event will be held.

Independents and Others Plan Inaugural Coverage

Washington will be a busy place tomorrow for the radio-TV newsmen as well as for the countless politicians who will be in town. The independent station newsmen and the many "special" news reporters will be on hand.

RADIO-TV coverage of the Jan. 20 inauguration of President-elect Eisenhower and Vice President-elect Richard M. Nixon will include a number of independent radio and TV stations as well as the national originations by the networks.

Many Washington broadcast correspondents, as well as special newsmen on assignment for the historic ceremonies, plan to tape record or "shoot" with consumer type motion picture cameras the highlights of Inauguration Day from their seats on Capitol Hill and from other locations.

Only two direct broadcasts by independents have been arranged, according to Congressional Radio-TV Galleries officials. They are WOOK Washington and WKNX Saginaw, Mich. KSD St. Louis has also made arrangements to feed direct broadcasts to its home transmitter, but does not plan to feed the Capitol Hill oath-takings.

Plans for Relay

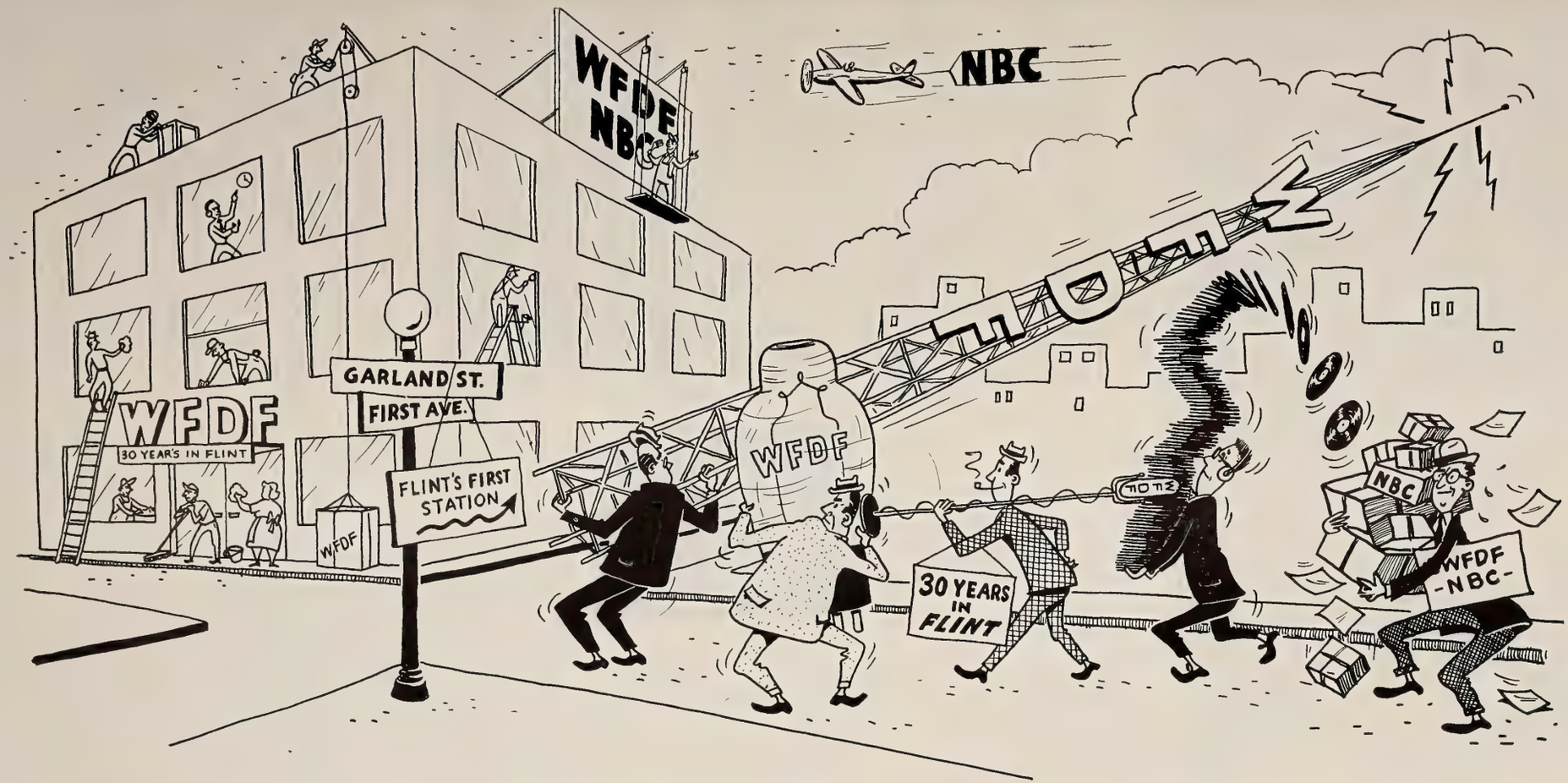
In addition to independent broadcasters, British Broadcast Corp. and Voice of America have made plans to relay to Britain and the world respectively the memorable occasion.

The following stations among others have received credentials for coverage of the Capitol Hill ceremonies:

WGMS Washington; WGBI Scranton, Pa.; WLAM Lewistown, Me.; KWWL Waterloo, Iowa; WCSH Portland, Me.; WSAY Rochester, N. Y.; WDAS Philadelphia; WGAR Cleveland; WTUX Wilmington, Del.; WDEL Wilmington, Del.; WHGB Reading, Pa.; WERE Cleveland, O.; KCKN Kansas City; WIBW Topeka, Kan.; WJXN Jackson, Miss.; WORD Spartanburg, S. C.; WISC Madison, Wis.; WAPO Chattanooga, Tenn.; Radio Diffusion Francaise; KCNA Tucson, Ariz.; Crosley Broadcasting Co.; KGEZ Kalispell, Mont.; WCFM (FM) Washington; AP Radio; UP Radio.



THIS special camera-mounted Cadillac will be used to augment NBC-TV coverage of tomorrow's inauguration ceremonies. WNBW (TV) Washington's equipment is shown.



THINGS ARE MOVING IN FLINT, MICHIGAN!

SALES aren't the ONLY things that move (up of course) in Flint, Michigan.

WFDF has moved to its new quarters, GARLAND STREET AT FIRST AVENUE, and established one of the finest broadcasting centers in the Middle West.

On or about March 15th, America's First Network moves to Flint's First Station . . . Yes, Sir!—NBC MOVES TO W F D F!

and--

To move *your* product—do what thousands of successful advertisers have done—SEE FABULOUS FLINT on its WONDERFUL WFDF!

WFDF FLINT MICH.

Associated with WOOD and WOOD-TV
Grand Rapids—WFBM and WFBM-TV
Indianapolis—WEOA Evansville

REPRESENTED BY THE KATZ AGENCY

FLINT MICH. **WFDF**

FCC GRANTS 11 NEW TV STATIONS; JUNE MAY END UNCONTESTED LIST

Toting up TV grants, the Commission counts 305 authorizations of which 197 received the go-ahead after the freeze. To date 108 pre-freeze and 19 post-freeze stations are on the air of which seven of the latter are uhf. Some 700 applications remain in various stages of processing.

WHILE high FCC sources last week unofficially reported June as the target date for cleaning up virtually all pending uncontested TV applications, the Commission on Thursday announced grants for 11 more new stations, 6 vhf and 5 uhf, including the first TV outlets for Montana and North Dakota.

Only three states remain without TV authorizations—New Hampshire, Vermont and Wyoming—but applications are pending in these states.

This brings to 305 the number of TV stations authorized in the U.S., of which 197 have been granted since lifting of the freeze last April. Of the post-thaw permits, 11 are for non-commercial, educational stations.

As of last Thursday, there were 127 stations on the air, of which 19 represent outlets authorized since lifting of the freeze. Seven of these are uhf stations.

Processing on the city priority Group A-2 line (cities without service) was extended to No. 168, Rochester, Minn., where KROC received vhf Ch. 10.

St. Louis Gets Uhf

Processing on the Group B line (cities with service) did not go as far as the earlier grant to No. 183, Houston, Tex., where two uhf permits had been authorized [B•T, Jan. 12]. Top Group B city last week was No. 179, St. Louis, where Broadcast House Inc. received uhf Ch. 36. Principals in KSTL there have interests in the new uhf grantee.

There are about 700 applications, part in hearing, pending before FCC and awaiting processing.

Here are the new stations approved:

Great Falls, Mont. (City priority Group A-2, No. 108)—Buttrey Broadcast Inc. (KFBB), granted construction permit for vhf Ch. 5, effective radiated power of 8.9 kw visual and 6.5 kw aural, antenna height above average terrain 100 ft. Comr. Frieda B. Hennock dissented.

Fargo, N. D. (Group A-2, No. 114)—WDAY Inc. (WDAY), granted vhf Ch. 6, ERP 70 kw visual and 35 kw aural, antenna 170 ft.

Boise, Ida. (Group A-2, No. 135)—Idaho Broadcasting and Television Co. (KGEM), granted vhf Ch. 9, ERP 32 kw visual and 16 kw aural, antenna 2,050 ft. Previously granted: KIDO-TV, vhf Ch. 7.

Butte, Mont. (Group A-2, No. 144)—Copper Broadcasting Co. (KOPR), granted vhf Ch. 4, ERP 14.5 kw visual and 7.3 kw aural, antenna 350 ft.

Columbia, Mo. (Group A-2, No. 150)—Curators of U. of Missouri, granted vhf Ch. 8 (commercial), ERP 205 kw visual and 105 kw aural, antenna 800 ft.

Billings, Mont. (Group A-2, No. 152)—Rudman-Hayutin Television Co., granted vhf Ch. 8, ERP 12 kw visual and 6.2 kw aural, antenna 390 ft.

Salinas, Calif. (Group A-2, No. 164)—Salinas-Monterey Television Co., granted uhf Ch. 28, ERP 105 kw visual and 60 kw aural, antenna 2,340 ft.

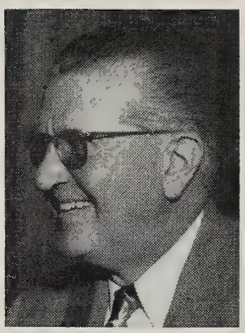
Rochester, Minn. (Group A-2, No. 168)—Southern Minnesota Broadcasting Co. (KROC), granted vhf Ch. 10, ERP 105 kw visual and 54 kw aural, antenna 639 ft.

Dallas, Tex. (Group B-2, No. 155) — UHF Television Co., granted uhf Ch. 23, ERP 220 kw visual and 115 kw aural, antenna 510 ft. Operating: KRLD-TV, vhf Ch. 4; WFAA-TV, vhf Ch. 8.

Louisville, Ky. (Group B-2, No. 156)—Robert W. Rounsaville (WLOU), granted uhf Ch. 41, ERP 240 kw visual and 125 kw aural, antenna 260 ft. Operating: WAVE-TV, vhf Ch. 5; WHAS-TV, vhf Ch. 9. Previously authorized: WKLO-TV, uhf Ch. 21.

St. Louis (Group B-4, No. 179)—Broadcast House Inc. (KSTL), granted uhf Ch. 36, ERP 275 kw visual and 145 kw aural, antenna 580 ft. Operating: KSD-TV, vhf Ch. 5. Previously authorized: WTVI (TV) Belleville, Ill., uhf Ch. 54.

Earl Reineke, president and general manager of WDAY Fargo, vhf Ch. 6 grantee, said he hoped to get on the air as soon as equipment could be installed, observing that the rigid winter might result in delays. RCA equipment is contemplated, he said, and the station hopes to become an NBC affiliate along with its sister AM operation. The WDAY representative is Free & Peters, which is expected to represent the television operation also.



Mr. Reineke

Frank Carman, president of KOPR Butte, vhf Ch. 4 grantee, asserted every effort would be made to place the station in operation as soon as possible. He likewise alluded to the rugged weather in the Butte area. KOPR is an ABC affiliate and Mr. Carman assumes the TV station will be an affiliate of that network. The national representative will be George P. Hollingbery Co.

Mr. Carman, who also heads KGEM Boise, vhf Ch. 9 grantee, said the new Boise TV station—which will transmit from a mountain top—will be placed in operation by fall "if the winter does not close us in." RCA equipment will be used, he said, and ABC affiliation is contemplated along with representation by George P. Hollingbery Co.

David Gentling, general manager of KROC, Rochester, Minn., vhf Ch. 10 grantee, said the station has a target date of April. RCA equipment was ordered in 1948, he asserted. Network negotiations will be undertaken at once. The national representative will be Robert Meeker Assoc. Inc.

Joseph P. Wilkins, president and general manager of KFBB Great Falls, awarded vhf Ch. 5, said changes are contemplated in location and design of antenna, but that every effort will be made to expedite operations. Indicated equipment is RCA, he said, and he looked for affiliation with CBS-TV. The national representative is Weed & Co.

William Ware, president of Broadcast House Inc., vhf Ch. 36 grantee at St. Louis, said DuMont equipment will be used. The estimated starting date, he said, is April 15. Negotiations have not started for network affiliation or national sales representation. Mr. Ware also is general manager and 25% owner of KSTL St. Louis, independent outlet.

On behalf of the U. of Missouri, commercial vhf Ch. 8 grantee, Lester E. Cox, Springfield and Kansas City broadcaster who serves as trustee and advisor to the school, said it is hoped to have the new Columbia station on the air within six months. While equipment has not yet been ordered, RCA is indicated, he said.

The operation will be unique, he said, in that the school plans to function as a laboratory for commercial television operations. It was for that reason the school applied for a commercial facility, he said.

Missouri's Plan

Mr. Cox and Frederick A. Middlebush, president of U. of Missouri, stated:

The U. of Missouri, under today's grant by the FCC for a television station in Columbia, will make use of this new facility for two major purposes.

The first is to serve as a vehicle for carrying the University's educational programs to all parts of the state of Missouri.

The second is to serve U. of Missouri students in a new field of professional and technical training. In this field, students will be given practical experience in television advertising, news dissemination and in all phases of the technical operation of radio and television stations.

In conjunction with the new television station, and as a part of it, it is planned to develop a laboratory for the purpose of developing sound motion pictures of an educational nature for television. The laboratory will also make and furnish films for other television stations in the state, as well as transcriptions for radio stations. Under the University's plan, all radio and television stations within the state will benefit from this grant because the income from commercial programs through the University station, over and above the actual cost of operation, will be ploughed back into the filming and recording of educational programs.

These films will be available for use by radio and television stations throughout the state. The money to build this station has been provided, in the main, through gifts and grants hitherto made to the University and assigned by the Board of Curators for this purpose.

The television committee will now contact the national television networks and will do everything possible to obtain selected network programs so that the best of TV programs can be provided to people in this listening area, together with the educational programs. It is expected that it will be at least six months before the new television station will be in operation.

Through the addition of this new facility, the U. of Missouri will now take its place in the field of radio and television education in a manner similar to that enjoyed by its School of Journalism in the field of press communication.

FCC Stumbling Block

IT TAKES more than equipment to start a radio station—as three persons suspected of stealing broadcast fixtures found to their chagrin last week. The FCC turned down their application for a station license, although the three reportedly had $25,000 worth of stolen equipment in their possession—enough to apply for license.

Now being held for investigation by Middletown, Ohio, police, the trio reportedly stole equipment from stations in Ohio, Kentucky and Indiana. Their plans apparently fell through when the FCC denied their application, it was reported.

Among stations reportedly victimized were WNOP Newport, Ky.; WCMB Connersville, a cable relay station at Osgood, Ind.; WSLM Salem, Ind.; WMVO Mt. Vernon, Ohio, and WORX Madison, Ind.



MEMBERS of NARTB Code Review Board conferred Thursday with Sen. Charles W. Tobey (R-N. H.), Senate Interstate & Foreign Commerce Committee chairman. Front row (l to r): Walter Damm, WTMJ-TV Milwaukee; John E. Fetzer, WKZO-TV Kalamazoo, board chairman; Sen. Tobey; Thad Brown, NARTB. Back row, C. E. Arney Jr., NARTB; Ewell K. Jett, WMAR-TV Baltimore; Harold E. Fellows, NARTB president; J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; Edward H. Bronson, NARTB code affairs director.

TV IS WONDERFUL, TOBEY ASSERTS, BUT HE DEMANDS 'SQUARE DEAL'

In friendly session with NARTB code board, chairman of powerful Senate committee commends the industry for its good programs. But he warns stations and networks they may run into adverse public reaction if they get too commercial or relax ethical standards of their programming.

SEN. CHARLES W. TOBEY, who calls himself "just an ordinary fellow from New Hampshire," will keep a close watch on radio and television programs as he occupies the top government radio regulatory seat.

Long an enthusiastic radio listener and television viewer, the chairman of the powerful Senate Interstate & Foreign Commerce Committee isn't going to miss many electronic tricks —especially if they're off-color or over-commercial.

Chairman Tobey unfolded his TV and radio philosophy Thursday in a meeting with the NARTB Television Code Review Board (see code story page 54).

Senator States Views

The fiery New Hampshire Senator, who rose to nationwide fame through his castigation of criminals in telecasts of the famed Kefauver hearings, has definite views on the role of TV and radio in the nation's life. Moreover, it's obvious at this point that he won't hesitate to express his opinions—good or bad.

Before the NARTB code group could proceed with an explanation of its functions, Chairman Tobey interjected, "Your programs need improvement."

John E. Fetzer, WKZO-TV Kalamazoo, Mich., code board chairman, came back quickly with the answer, "That's the very job we aim to do."

"Television is the greatest medium we ever had, probably the greatest invention in history," Chairman Tobey said. "It's in its infancy. All I want is a square deal."

Mr. Fetzer explained that the code board has been in operation since last March and that TV stations subscribe to it voluntarily.

"What percentage of stations are in it?" Chairman Tobey asked. Mr. Fetzer said a hundred stations subscribe of 110-plus now on the air.

"Some of the stuff is trash," Chairman Tobey said. "At times you fellows seem to be concentrating on dollars, dollars, dollars. If you overdo the commercials, there's danger of bad public reaction. I listen every night. There are many wonderful programs. I enjoy them."

Mr. Fetzer said the code board is making "a conscientious effort to find out what the public wants."

"We study the programs carefully," he continued. "We review programs and commercials. We investigate hundreds of situations. We are making an earnest effort to find out what the public wants and are working out methods of finding out what people think of television service.

"After all, we live by sufferance of the American people. We have adopted this method of self-regulation. It has been in operation less than a year. We are trying to make self-regulation work."

"Something like a student council?" Chairman Tobey suggested.

"No," Mr. Fetzer answered. "It's way above that. It's a serious and voluntary effort by U.S. television stations to improve their product and serve the public interest."

NARTB President Harold E. Fellows detailed some of the code board's functions to the chairman and summarized the professional experience of its members.

Taking part in the conference, besides Messrs. Fetzer and Fellows, were J. Leonard Reinsch, WSB-TV Atlanta, board vice chairman; Walter J. Damm, WTMJ-TV Milwaukee; Ewell K. Jett, WMAR-TV Baltimore; Thad Brown Jr., director of television at the NARTB Robert K. Richards, NARTB assistant to the president and public affairs director; C. E. Arney Jr., NARTB secretary-treasurer; Edward H. Bronson, NARTB director of TV code affairs. Nicholas Zapple, of the Senate committee staff, presented the NARTB group to Chairman Tobey. Mrs. A. Scott Bullitt, KING-TV Seattle, a code board member, was not present.

President Fellows told Chairman Tobey how the code board operates, explaining that its members "sit in judgment on these programs."

Mr. Jett noted that TV networks and stations have their own continuity acceptance departments, with one network having 35 on the staff. "They eliminate thousands of offensive items that might have gone on the air," he said.

"Television's wonderful," Chairman Tobey said. "I wouldn't be without it in my home. I love it. You fellows have a friend in me. Come here any time. You have a friend here. I'm an ordinary fellow from New Hampshire. We're all free men. Anyone can tell me to go to hell. That's his right."

Turning to individual programs, the chairman asked, "What happened to that big fellow Saturday nights—Murray?" He was told Ken Murray would soon be back on the air.

"What happened to *We the People?*" he continued. "Is it the ratings? Can you believe those ratings? I've enjoyed *Amos 'n' Andy* 20 years. Why do they repeat programs? Run out of ideas? I'm just talking out loud." He was told there will be no more repeats on *Amos 'n' Andy*.

"Why don't you get that Sullivan to smile Sunday nights?" the chairman continued. "He's deathlike. Is that a fair criticism?"

As members of the board were leaving, Chairman Tobey repeated his invitation to the board and NARTB staff officers to "come here anytime."

After the meeting, the chairman was asked about his half-hour New York interview with President-elect Eisenhower in New York the day before. He wouldn't get specific, but conceded he might have discussed radio and television. "They're mighty important subjects," he added. Without going into details, he said he had discussed the FCC and many other regulatory agencies with the President-elect. "We covered a lot of ground," he said. "Most everything."

FTC Ad Probers Get New Boss

GOVERNMENT probers who poke through complaints of false advertising in radio, television and other media got a new boss the past fortnight. Appointment of Daniel J. Murphy as director of the Federal Trade Commission's Bureau of Anti-deceptive Practices was announced by FTC Chairman James Mead.

Mr. Murphy succeeds Richard P. Whiteley, named assistant chief of FTC's Litigation Division (under the same bureau). Mr. Murphy's post of assistant director in anti-deceptive practices went to William M. King, who also becomes chief of litigation.

The commission also reported on its activities for last October. Total of 1,049 radio and periodical advertisements were set aside for further study, with 663 channeled to the investigation division and 18 marked for litigation.

RADIO-TV BARRED FROM HEARING

Battle to gain equal treatment with the press is an unceasing one for the radio and TV media. Last week broadcast newsmen were banned by one Senate committee but were promised equality by another.

RADIO-TV was rebuffed last week in an attempt to cover a Congressional hearing, but received some encouragement from the chairman of another committee.

At the same time, Rep. Emanuel Celler (D-N. Y.) introduced a resolution (H Res 86) which would order the House Judiciary Committee to study the rights of witnesses before Congressional committees. He made it clear that the banning of microphones and cameras was one of the "rights" he felt witnesses should have.

Foreign Relations Bans Media

First and major committee meeting of the 83d Congress from which radio and TV as well as other "eye-witnessing" media were refused coverage rights, was the Senate Foreign Relations Committee hearing on the nomination of John Foster Dulles to be Secretary of State in the new Eisenhower Administration.

All media were permitted to participate in the opening phases of the hearing Thursday afternoon, but all except the press were required to depart before the Senators' questions to Mr. Dulles began.

Broadcast media newsmen were told to take the matter of Senate committee hearings coverage up with Sen. William F. Knowland (R-Calif.), chairman of the Senate Republican Policy Committee. Sen. Knowland, through his family, has an interest in KLX-AM-FM Oakland (*Oakland Tribune*).

On the encouraging side of the Congressional coverage picture, Sen. Joseph R. McCarthy (R-Wis.), chairman of the Government Operations Committee and of its Investigations Subcommittee, said last week that the use of radio and TV was discussed at the committee's organization meeting last Wednesday. He said that the matter will be decided "when the occasion arises." Previously, Sen. McCarthy said he favored permitting radio and TV to participate in Investigations Subcommittee hearings.

The Senate permits each committee to decide which media should be permitted to cover its meetings and hearings.

Rep. Celler's resolution calls for the Judiciary Committee, or a subcommittee, to study and draw up a "code of procedures" for the conduct of hearings and examination of witnesses before House committees.

To BROADCASTING • TELECASTING, the Brooklyn Congressman reiterated his opposition to permitting radio mikes and TV cameras—as well as newsreel cameramen and still photographers—to participate in covering House committee meetings. "Radio and television," he said, "are not the proper medium for Congressional committees."

Celler Raises Doubts

Some of the questions Mr. Celler asked were: (1) Why permit slanders and unconfirmed accusations to be broadcast to the public? (2) Who will decide what hearing shall be broadcast or televised? (3) Who is going to decide which advertisers shall be permitted to sponsor the hearings?

Another aspect which troubles Mr. Celler is his feeling that only the most dramatic Congressional hearings will be picked for broadcast coverage. "The most dramatic hearing is not always the most important," he said. "It's the hard-working, quiet committees that do the significant work—and they won't make a good showy radio or television program."

Mr. Celler has expressed himself in opposition to radio-TV coverage of Congressional hearings before.

However, House Speaker Joseph W. Martin Jr. (R-Mass.) has declared he feels it is up committee members to decide whether they wish to permit radio-TV to cover meetings. In this, he reversed a ruling by former Speaker Sam Rayburn (D-Tex.) which banned the broadcast media. Two weeks ago, first TV coverage of a House committee was permitted by the House Armed Services Committee in open hearings on air crashes [B•T, Jan. 12]. Other House committee chairmen also have said they would not object to radio or TV coverage [B•T, Jan. 12].

White Praises Ban Lift

PRAISE for lifting the ban on radio-TV coverage of House committee hearings was voiced Jan. 9 by NBC President Frank White. NBC, with permission of House Speaker Joseph Martin, made public the following telegram sent to Mr. Martin by Mr. White:

"Your decision to authorize committees to open House committee meetings to television and radio coverage if they so desire is greatly applauded by all Americans who understand that an informed public is one sinew of democracy's strength.

"We at NBC have repeatedly urged that television cameras and radio microphones be permitted wherever news is made in order to bring the best possible story of the event to the public, a task for which both broadcasting media are eminently suited. I hope committee chairmen will follow through so that the people will get the full benefit of your decision."

Katyn Forest—A Decade Later . . . . . *AN EDITORIAL*

FEW broadcasters may have understood the significance of a recent report by the Katyn Forest Massacre Subcommittee of the House in which, among other findings, the Congressmen announced there had been an effort by the World War II Office of War Information and the FCC to suppress certain news about that black crime against mankind.

The facts, after all, have become clouded if not forgotten during the passing years. It was in Katyn Forest more than 10 years ago that more than 5,000 of the finest young men of Poland were lined up, their hands tied behind them, and shot. The Nazis said the Soviets did it; the Soviets said the Nazis did it. The Katyn Committee has concluded, after long investigation, that the evidence in this sordid case points to Soviet guilt.

But a collateral conclusion by the committee is that certain officials of the wartime FCC and OWI joined in a move to prevent Polish commentators on U. S. broadcasting stations from expressing their viewpoints about the guilt of the Soviets. Several station managers and foreign-tongue commentators appeared before the Katyn Committee and testified to that effect.

Another who testified before that committee was Robert K. Richards, able assistant to the president of the NARTB. As long ago as 1942, Mr. Richards had reported to the Office of Censorship, where he was a broadcast censor during the war, that the War Problems Division of the FCC and the Foreign Language Section of the OWI were engaged in an effort which, whether by contrivance or not, was usurping the function of the only agency designated to supervise censorship.

Mr. Richards, with Edward H. Bronson—who now is NARTB's director of Television Code affairs and was then also a censor—undertook an exhaustive study of the OWI-FCC procedure. They discovered, and Mr. Richards later testified to the fact before a Select Committee of the House, that the Commission was granting temporary renewals to some foreign language broadcasters who failed to "take a hint" from OWI minions that certain of the station commentators were "undesirable." It was established conclusively that some good American citizens, both native born and naturalized, were removed from the air because of this pressure.

This was total suppression—the complete throttling of opinion—a kind of censorship not even justified in wartime. As a result of the investigation, the courage of certain foreign language licensees and the decisiveness of Byron Price, who was director of censorship, this excursion into the field of program control was broken up.

Mr. Richards and Mr. Bronson would have won no popularity contests among certain licensees and many staff members of the Commission and OWI in 1943 when their findings were publicized. The Select Committee investigation was an ill-starred one—but the latter-day Katyn Forest Committee report has confirmed their findings. Perhaps it is not too late, although a decade has passed, to bow in the direction of these two gentlemen, who may have made a unique contribution to free broadcasting in this nation.

Surely there is an old lesson to be learned anew: That vigilance against program control by Government must be eternal.

Meet BIG MIKE



Meet BIG MIKE . . . the Midwest's biggest entertainer and salesman. BIG MIKE is the pacesetter for an Empire! In this land of plenty . . . too real to be fabulous . . . lives BIG MIKE, physical trademark of the Big Station KFAB. BIG MIKE knows everybody . . . everybody knows BIG MIKE. He's the biggest, most powerful voice in the land. When he speaks . . . people in five states listen . . . they act, they buy. BIG MIKE is the powerful influential, friendly index to a $2,000,000,000 market, a market made up of 2,000,000 busy, friendly people . . . who live and work in the perfect balanced economy of agriculture and industry. Hear the BIG MIKE-KFAB story, from General Manager Harry Burke or Free and Peters.

THE MIDWEST-EMPIRE STATION

1110 K.C. **KFAB**

50,000 WATTS **OMAHA** CBS RADIO

BIG MIKE IS THE PHYSICAL TRADEMARK OF KFAB, NEBRASKA'S MOST POWERFUL STATION —

Thank You, Mr. Sperry....!



● D. C. (Clem) Sperry, advertising manager of the Oklahoma Tire & Supply Co., is an astute buyer and staunch advocate of radio advertising. He places advertising on 58 radio stations in the four-state area served by his firm's 207 stores. Above Mr. Sperry holds plaque awarded his company and KTUL as "first prize" in the automotive division of the BAB "Radio Gets Results" contest last March.

Oklahoma TIRE & SUPPLY CO.
QUALITY PRICE

HOME OF BETTER VALUES

GENERAL OFFICE and WAREHOUSE
6901 E. Pine Street P. O. Box 885
TULSA, OKLAHOMA

December 20th, 1952

Mr Bud Blust, Sales Mgr.
Radio Station KTUL
Boulder on-the-park
Tulsa, Okla.

Bud :

I wonder if you and the other members of your sales staff realize just what a fine job your Sales Promotion Manager, George Ketcham and his efficient staff have been doing for KTUL thru' these past ten years.

As you perhaps do not know, I maintain a file in my office for all of the radio stations in our operating area...some seventy-five or eighty stations in all. Thru' the year sales promotion material is received from many of these stations, some of it is good, some is not so good, nevertheless all of this material is filed for future reference.

Ever so often I delve thru' this file and "weed-out" this material to make room for new material. I have been engaged in this activity thru' this past week. I knew I had received a lot of good material from KTUL from time to time, but until this week, I did not realize how much more of this material I had received from KTUL than I had received from any other radio station in our area. Good material too, the kind that fairly "rings the bell" in the time buyer's mind. And since I "uncovered" this experience this week, the thought just occured to me that you and your sales staff might have overlooked the fine job that George has been doing to help them to "sell" KTUL. So, now my friend, you have a reason for this letter. Believe you me, I for one, "bow" to George Ketcham for the help he has given me thru' his many sales promotional pieces, down thru' the years. And, I certainly think he deserves a real "pat on the back" for a job well done.

With every good wish for Ktul's continued success, I am,

Cordially yours,

D.C. Sperry, Advtg. Mgr.

DCS/ng
Copy to Watts-Payne



● L. A. (Bud) Blust, assistant general manager and general sales manager of KTUL Tulsa, and KFPW Fort Smith, Ark.



● George L. Ketcham, general promotion manager of KTUL and KFPW.

• It's That *"EXTRA EFFORT"* That Makes KTUL the *PREFERRED* SELLING FORCE In The Rich Trade Area of TULSA and Eastern OKLAHOMA.

• Get the KTUL story from your nearest AVERY-KNODEL, Inc., office.

The AUDIENCE ACTION STATION

KTUL TULSA

CBS RADIO
In Eastern Oklahoma

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

FCC REPORTS ON FISCAL '52

Budget cuts curtailed activity but non-broadcast workload was onerous.

MAGNITUDE of FCC's nonbroadcast workload is pointed up in the Commission's annual report to Congress this week by Chairman Paul A. Walker. The report covers Commission progress for fiscal 1952, the year ending June 30, 1952.

"Because it enters the home, broadcasting commands so much popular interest the average person does not realize that there are now 45 times more nonbroadcast stations than there are broadcast stations, and that the former are equally important to the public interest and convenience," the report states. It explains:

In other words, more than 200,000 radio authorizations are held by public agencies and by private industry and individuals as compared with less than 5,000 stations engaged in program broadcast. The broadcast total includes about 1,200 pickup and studio-transmitter links. The nonbroadcast figures, on the other hand, do not indicate the actual number of transmitters involved, since a single authorization—as in the case of a police or fire department, railroad, taxicab company, etc.—can cover many portable or mobile transmitters. Thus, the safety and special radio services collectively represent nearly 540,000 transmitters operating on the land, on the sea and in the air.

The report notes the increasing use of radio over other methods of communication and explains that today radio is being utilized for about 60 different kinds of services in the U. S.

"As a result," the report says, "the number of radio authorizations on the books of the Commission this year, for the first time, exceeded the 1,000,000 mark."

Highlights of matters concerning broadcasting in fiscal 1952 are considered in the report to include:

● Lifting of the 3½-year TV freeze on April 14, 1952, opening up 70 uhf channels which with the existing 12 vhf channels would allow some 2,000 stations in nearly 1,200 communities.

● Increase of AM station authorizations to 2,420, 35 more than on June 30, 1951, with fewer AM stations being deleted than during either of the previous two years.

● Decrease of only 11 commercial FM station authorizations to total of 648, in contrast with 73, 133 and 155 for the previous three years respectively, while the number of licensed FM stations grew from 534 to 582.

● Proposal to add 540 kc to broadcast band.

● Interference complaints required more than 10,000 field investigations, almost 500 more than in 1951, while 6,817 related to TV (6,002 in 1951). Complaints of interference to AM reception decreased to less than 2,300.

● Number of violation notices for all radio services, issued after monitoring detection, mounted to 10,139—1,360 over 1951, but broadcast notices were not detailed.

● Drastic reduction in number of broadcast station inspection as result of budget cuts and travel limitation—to total of 532 (1,490 station inspections in 1951). For 1952, AM station inspections totaled 444 (compared to 1,242 in 1951) while FM totaled 65 (204 in '51) and TV 23 (44 in '51).

● Enactment in October 1951 of Public Law 200, 82d Congress, implementing the Conelrad plan to prevent use of broadcast signals as "homing" device by attacking enemy forces.

● Enactment on July 16, 1952, of Public Law 554, 82d Congress, known as the McFarland Act, amending the Communications Act and revising Commission operating procedure.

In a section devoted to national defense, the report observes, "The widespread network of communication so essential to the nation's defense also includes broadcasting. Apart from its morale consideration, this service has to play its part in civilian defense through its ability to bring information to the public with instantaneous speed."

Respecting Conelrad, the report points out that "from the standpoint of persons whose equipment is involved, the program has been a voluntary and cooperative one. Thus far, the Commission has given primary attention to the broadcast stations.

"The response of the broadcasters has been excellent. In fact, their assistance has been so productive that the Commission has been able to develop a sound basic plan for altering broadcast stations and controlling their operations . . . to confuse an enemy."

High praise is given in the report for amateur radio station operators and their role in emergency and disaster events. However, the problem of interference to TV reception also is noted. The report states:

Interference to the reception of television broadcasting continues to be a matter of concern to the Commission and to amateurs throughout the United States. The Commission is continuing to conduct studies with a view to clarifying individual responsibilities in cases where the operation of amateur stations causes interference to TV reception; however, definite standards have not yet been adopted. . . .

The Commission's field engineers, individual amateurs, and amateur committees have accomplished outstanding results in clearing many interference cases. Upon investigation, a great number of cases attributed to amateur operation have been found to be due to other causes. In a majority of cases where the interference was due to an amateur station, the inherent sensitivity of TV receivers to frequencies outside the TV channels has been the fault. Usually, simple filtering and shielding applied to the TV receiver has eliminated the interference. In most cases where the radiation of spurious and harmonic emissions by an amateur transmitter in the TV channels has caused interference, the amateurs have been able to satisfactorily eliminate such interference.

An extensive portion of the report is devoted to developments in AM, FM and TV, including a summary of the television freeze and the reallocation proceeding. Curtailment of activity because of budget cuts is noted.

A breakdown of the Commission's fiscal 1952 income and expenditures follows:

Appropriation	
Regular appropriation (salaries and expenses)	$6,116,650
Supplemental	468,900
Total funds available	$6,585,550
Obligations	
Personal services	$5,957,642
Travel	76,370
Transportation of things	13,998
Communication services	152,183
Rents and utilities	48,247
Printing and reproduction	29,225
Other contractual services	62,312
Supplies and materials	137.295
Equipment	107,419
Refunds, awards, and indemnities	20
Total obligations	$6,584,711
Savings, unobligated balance	839
Total	$6,585,550

Three Sales Approved

APPROVAL of the sale of WNER Live Oak, Fla., was among three transfer grants made by FCC last week. Norman O. Protsman, general manager of WNER, bought the station for $40,000. Transfers approved by the Commission:

WNER Live Oak, Fla.—Live Oak Bcstg. Co. Granted assignment of license from John A. Boling to Norman O. Protsman; consideration $40,000 (BAL-1484).

WMAN Mansfield, Ohio—Richland Inc. Granted consent to Ruth Rubin, Executrix of Monroe F. Rubin Estate, to transfer control to Ruth Rubin, et al., heirs. No monetary consideration (BTC-1431).

KRCT Baytown, Tex.—Bay Bcstg. Co. Granted consent to W. B. Bates, et al., to transfer control to Frank W. Sharp (who acquires 55% interest) and W. D. Christmas (who acquires 45%); consideration $29,980 (BTC-1421).



KEN JAMES, host of WOW-TV Omaha's *Cup & Saucer Club*, interviews a special guest, Mrs. Ivy Baker Priest, who becomes Treasurer of the United States in the new administration.

Truman Hopes To Be Back On Radio, TV Hookups

PRESIDENT Harry S. Truman hopes his Thursday night radio-television talk will not be his last broadcast contact with the American people.

Talking to a B•T reporter prior to his final radio-press conference Thursday, the President indicated he has cherished the opportunities to make known his views in a personal manner by reaching the firesides of nearly every home in the nation.

"We're hoping you'll be heard frequently on radio and television after you leave the White House," the President was told.

The Chief Executive replied that he hoped so, too.

Though the President is reported to have received many offers to write his memoirs or appear on radio and TV, he refused at his news conference to give any indication of his plans. He added that no ex-President should take advantage of the prestige of the office by using communications media unfairly. He put President-elect Eisenhower on the spot by suggesting that news conferences provide a necessary contact between the White House and the nation. The President-elect has been quoted as being uncertain about continuance of weekly radio-press sessions.

House Info. Post to Sullivan

NEW Co-Ordinator of Information in the U. S. House is Lawrence Sullivan, former newspaperman and author and since 1936 research assistant to Republican leaders Rep. Bertrand H. Snell (N. Y.) and Speaker Joseph W. Martin Jr. (Mass.).

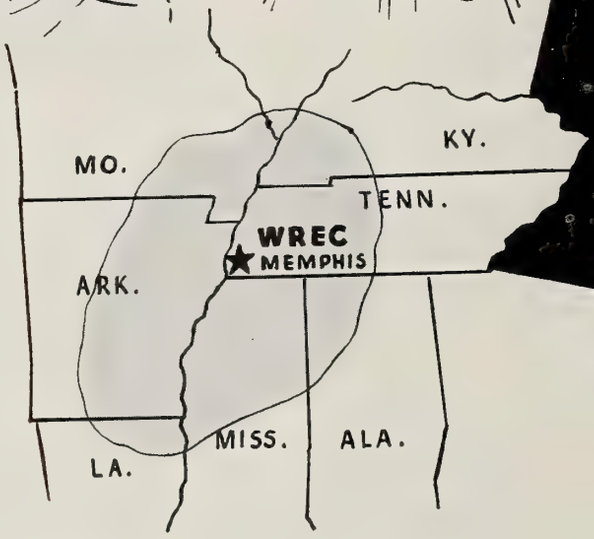
Mr. Sullivan succeeds Francis M. LeMay of Alabama. Mr. LeMay will remain with the House group as economic research editor. The Co-ordinator of Information acts as a fact finder for House members.

Mr. Sullivan, a native of San Francisco, headed the Hoover Commission's task force on publicity and public relations operation in the federal government. He is an active member of the National Press Club, and was treasurer and member of the board of the Professional Chapter of Sigma Delta Chi, national journalism fraternity.

Get the LION'S SHARE



. . . in the great MEMPHIS MARKET



Because the shows are always the greatest—the greatest audience keeps tuned to WREC. It's the ONE station that holds BOTH rural and metropolitan audiences with high quality programming that keeps listener-interest alert. 76 rich counties in this rich $2 Billion market are completely covered with a single schedule on Memphis No. 1 Station. You save in another way, too! WREC rates are 10% LESS per thousand listeners than in 1946.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

SENATE COMMERCE GROUP ORGANIZED

Sen. Charles W. Tobey (R-N.H.) as the top man on the Senate Interstate & Foreign Commerce Committee says he will maintain a firm grasp on communications.

ACTIVE interest in broadcasting, as well as other types of communications, will be maintained by Sen. Charles W. Tobey (R-N.H.), the chairman of the Senate Interstate & Foreign Commerce Committee said last week. He said he would be chairman of the Communications Subcommittee, as well as of the full committee. Sen. Tobey already has interceded in the ABC-United Paramount Theatres merger case (see separate story on page 50).

Appointment of Robert D. L'Heureux as chief counsel and director of the Commerce Committee's professional staff also was announced by Sen. Tobey last week. Mr. L'Heureux, who comes to the Commerce Committee from the position of chief counsel of Senate Banking & Currency Committee, like Sen. Tobey is from New Hampshire. He graduated from St. Anselm's College, Manchester, N. H., in 1934; Georgetown U. Law School in 1938. He holds masters in law and arts from Georgetown U. and George Washington U., also Litt. B. from U. of Montreal. Since June 1950 he has been counsel to the Joint Committee on Defense Production. Working with Mr. L'Heureux will be Nicholas Zapple, communications specialist on the staff.

Senate Commerce Committee, which has jurisdiction over broadcasting and the FCC, as organized last week comprises GOP Sens. Homer E. Capehart (Ind.), John W. Bricker (Ohio), Andrew F. Schoeppel (Kan.), John M. Butler (Md.), John Sherman Cooper (Ky.), Dwight Griswold (Neb.) and Charles E. Potter (Mich.), and Democratic Sens. Edwin C. Johnson (Col.), Warren G. Magnuson (Wash.), Lyndon B. Johnson (Tex.), Lester C. Hunt (Wyo.), John O. Pastore (R.I.), A. S. (Mike) Monroney (Okla.) and George A. Smathers (Fla.).

New Committee Faces

New to the committee are Sens. Schoeppel, Butler, Cooper, Griswold, Potter, Pastore, Monroney and Smathers. Lost to the committee were Sens. John J. Williams (R-Del.) appointed to Agriculture and Banking and Currency Committees; Owen Brewster (R-Me.), defeated; James P. Kem (R-Mo.), defeated; Ernest W. McFarland (D-Ariz.), author of the McFarland Communications Act and Majority Leader in the last Senate, defeated; Brien McMahon (D-Conn.), died, and Herbert R. O'Conor (D-Md.), retired.

Sen. Capehart is chairman of the Senate Banking & Currency Committee as well as a member of the Commerce Committee. Sen. Johnson (Tex.) is Minority Leader in the Senate.

Sen. Bricker was the author of a resolution (S J Res 28) in the 82d Congress calling for an FCC study of educational TV.

In other committee assignments in the upper house, Sen. Leverett Saltonstall (R-Mass.) was made chairman of the Independent Offices Subcommittee (FCC appropriations among others) of the Senate Appropriations Committee. This committee is chairmanned by Sen. Styles Bridges (R-N.H.). Among other Senate committee chairmen of interest to broadcasters were the following:

Finance, Sen. Eugene D. Millikin (R-Col.); Foreign Relations (Voice of America), Sen. Alexander Wiley (R-Wis.); Government Operations (including FCC), Sen. Joseph R. McCarthy (R-Wis.); Judiciary, Sen. William Langer (R-N.D.); Labor and Public Welfare, Sen. H. Alexander Smith (R-N.J.), and Rules, Sen. William E. Jenner (R-Ind.).

Sen. Prescott Bush (R-Conn.), until recently a board member of CBS, was named to Banking & Currency and Public Works. Sen. Edwin C. Johnson (D-Col.) was named to Finance in addition to Commerce. Sen. Lyndon B. Johnson, whose wife owns KTBC Austin, Tex., was named to Armed Services as well as Commerce group. Sen. Robert S. Kerr (D-Okla.), who has stockholdings in WEEK Peoria, Ill., and KRMG Tulsa, Okla., was named to Finance and Public Works. Sen. William F. Knowland (R-Calif.), whose family has stockholdings in the *Oakland* (Calif.) *Tribune* (KLX-AM-FM), was named to Appropriations and Foreign Relations.

Congressional Critics Vocal On Govt. 'Star' Suit

CONGRESSIONAL criticism of the government's anti-trust suit against the Kansas City Star Co. (WDAF-AM-TV) mounted last week, with freedom of the press raised as an issue.

Latest critic of the Justice Dept. action and grand jury indictment was Rep. J. P. Hillelson (R-Mo.), a House freshman. He told colleagues that "if and when the *Kansas City Star* is vindicated, then I intend to press to find out if this was politically inspired and those who were responsible for it." If so inspired, he indicated, freedom of the press would be involved.

Rep. Hillelson thus joined Sen. Frank Carlson (R-Kan.) in scoring the allegation that the Star Co. is "monopolizing the dissemination of news and advertising" in Kansas City. Sen. Carlson described the suit as "punitive action" by the retiring Democratic Administration. The Justice Dept. civil suit also asked revocation of the licenses of WDAF-AM-TV, owned by the Star Co. [B•T, Jan. 12].

The publishing firm has less than 60 days to withdraw pleas and enter appropriate motions. Roy A. Roberts, president of the Star Co., and Emil A. Sees, *Star* advertising director, were arraigned on the charges Jan. 9. Their counsel entered pleas of not guilty. The defendants were not required to appear [At Deadline, Jan. 12].

Mr. Roberts has promised the firm will file for a bill of particulars "so that we will know what we have to meet and prepare our defense accordingly," and assured "there will be no unnecessary delay" in bringing actions to a final hearing.

Truman Accepts Resignations Of Secretaries Sawyer, Kimball

ROUTINE resignations of Secretary of Commerce Charles W. Sawyer and Secretary of the Navy Dan Kimball, both identified with radio properties, were submitted to President Truman last week.

Mr. Sawyer, owner of WING Dayton, WCOL Columbus and WIZE Springfield, all Ohio, will return to his broadcast and other interests. Mr. Kimball has been re-elected vice president and director of General Tire & Rubber Co., which owns majority stock in MBS as well as Yankee and Don Lee networks [At Deadline, Jan. 12]. Mr. Truman lauded their accomplishments in accepting the resignations, effective tomorrow (Tuesday).

McCARTHY HITS MADISON TV CP

In letter to the FCC, the Senator protests 'Times' editors' participation.

SEN. JOSEPH R. McCARTHY (R-Wis.) has protested an FCC grant of a TV application by Badger Television Co. for Ch. 3 in Madison.

In a Jan. 8 letter to FCC Chairman Paul A. Walker, the Wisconsin Senator said he wanted to "bring evidence to the Commission showing that it would be against the public interest to have either Mr. Evjue (William T. Evjue, editor of *Capital Times* and president of the applicant) or Mr. Parker (Cedric Parker, city editor of *Capital Times*) exercising any control over a television station."

He asked the Commission to tell him if it wanted his evidence and when it desired that he present it. As of this week he had not received a reply.

Badger Television is a combination of two TV applicants—WIBA and Television of Wisconsin Inc. [B•T, Dec. 22, 1952]. WIBA is owned by the same interests which publish *Wisconsin State Journal* and *Capital Times*, both of which opposed Sen. McCarthy's bid for re-election as well as before.

Other Stockholders

Among the other stockholders in Badger is William E. Walker, who has interests in WMAN Marinette, Wis.; WESK Escanaba, Mich.; KXGI Ft. Madison, Ia., and WBEV Beaver Dam, Wis.

Opposing Badger's application for Ch. 3 is WISC Madison, which is half-owned by the *Superior* (Wis.) *Telegram*.

Meanwhile, Sen. McCarthy has ordered the staff of the Senate Government Operations Investigations subcommittee to look into complaints of "favoritism" and "incompetence" in the FCC from "half-a-dozen" Senators [B•T, Dec. 8, 1952]. Investigating staff comprises Roy M. Cohn, chief counsel, and Robert Kennedy, brother of newly-elected Sen. John F. Kennedy (D-Mass.), assistant counsel. GOP members of the Investigations subcommittee in addition to Sen. McCarthy are Sens. Karl E. Mundt (R-S. D.), Charles E. Potter (R-Mich.) and Everett M. Dirksen (R-Ill.). Democratic members are Sens. Stuart Symington (D-Mo.), John L. McClellan (D-Ark.) and Henry M. Jackson (D-Wash.).

In the first meeting of the Senate Judiciary Committee, which is chairmanned by Sen. William Langer (R-N. D.), it was decided to continue the work of the communist-hunting Internal Security Subcommittee. One of the units of the Internal Security Subcommittee has been investigating red infiltration in the entertainment and radio-TV industries [B•T, Nov. 29, 1, 1952]. Although the Internal Security Subcommittee chairman has not been named, Sen. William E. Jenner (R-Ind.) has indicated that he would head the probers.

Bill on Foreign Identity

REQUIREMENT that foreign agents or those persons representing foreign governments identify themselves as such when broadcasting or writing articles was proposed last week by Rep. Chauncey W. Reed (R-Ill.).

In a bill (HR 1069), referred to House Judiciary Committee, penalty for not so representing themselves in a preface to the broadcast or writing would be a fine of not more than $10,000 or five years' imprisonment, or both.

ABC-UPT MERGER STILL PENDS; FCC STAFF DRAFTING DECISION

The Commission is eying Capitol Hill for word from Sen. Tobey on proposed hearings on motion picture-TV mergers—but won't necessarily hold up its approval of the examiner's initial favorable report.

FATE of the merger of ABC and United Paramount Theatres remained undetermined last week as the FCC:

(1) Awaited word from Sen. Charles W. Tobey (R-N. H.) on when he would hold hearings on the question of motion picture and TV mergers.

(2) Had its staff working on a final decision which in the main was an acceptance of the examiner's initial favorable report.

Sen. Tobey, chairman of the powerful Senate Interstate & Foreign Commerce Committee which has jurisdiction over radio and TV, remains firm in his plan to hold a hearing on the subject, he told BROADCASTING • TELECASTING last Thursday.

Still Opposes Merger

Plans will be made for the hearing this week, he said. He declared that all—or most—members of the Senate Commerce Committee would be invited to sit in on the hearing.

Still opposed to approval of the merger, he restated what he had wired the FCC two weeks ago—that he doubted that the Commission had the legal right to approve it [B•T, Jan. 12].

Vehemently, he claimed that the merger would "vitiate" the anti-trust laws and that it would be against the public interest.

He called the hearing he was planning to hold on the merger "important." He will call ABC, UPT and Paramount Picture officials, he said, as well as FCC commissioners and others.

In response to a question, he said that he had been thinking about a special counsel for the hearing, but that he had not yet made up his mind.

Committee Meets Today

Sen. Tobey said flatly he had not spoken to President-elect Eisenhower about the merger case when he saw him in New York last Wednesday.

The Senate Commerce Committee is scheduled to meet for the first time today (Monday) on the confirmation of Sinclair Weeks to be Secretary of Commerce in the Eisenhower cabinet. It is believed that the Committee will be organized during these sessions or immediately thereafter.

A check with most carryover members of the Commerce Committee indicated that Sen. Tobey had not spoken to anyone but Sen. Edwin C. Johnson (D-Col.) about the merger case. He told Sen. Johnson, who was the Democratic chieftain of the Committee during the 82d Congress, that he was planning on holding a hearing on the subject.

In his Jan. 7 wire to the Commission, Sen. Tobey said that the Senate Commerce Committee would hold a hearing "sometime in the next two weeks" on the ABC-UPT merger. In fact the wire read ABC-"Paramount Pictures" merger.

Sen. Tobey's wire also said that the hearing would be held to determine whether or not legislation chould be prepared to prevent such mergers. He said that the hearing would also consider applications for educational TV channels.

In addition to Sen. Tobey, Sen. William Langer (R-N. D.) also objected to the approval of the merger [B•T, Dec. 8, 1952]. Sen. Langer is the chairman of the Senate Judiciary Committee.

One aspect of the Tobey intervention in the ABC-UPT merger case was made clearer last week. It was learned on best authority that the Commission would not have gotten out its final decision on the case in less than three weeks after the oral argument. Thus, the Commission cannot be said to be holding up the decision while awaiting further word from the New England Senator.

Webster Opinion Expected

Additional aides have been furnished Comr. Frieda B. Hennock, who has maintained that she needed help in preparing her dissent. Also expected to issue some sort of separate opinion is Comr. Edward M. Webster, who apparently is ruffled by the contention of the Paramount parties that their transfers are involuntary.

The General Counsel's office, it was understood, is preparing the majority opinion.

Meanwhile, the FCC last week figuratively threw back at Atty. Gen. James McGranery his suggestion that the Commission deny the merger.

The Attorney General in a Jan. 7 letter to FCC Chairman Paul A. Walker pointed out that approval of the merger might (1) encourage other motion picture theatre owners to merge with radio-TV interests and thus "present serious competitive problems;" (2) block the entrance of new entrepreneurs into motion picture exhibition, radio or TV; (3) give the merged company too great an advantage in purchasing films, and (4) result in the subordination of radio and TV to motion picture theatres.

The FCC's reply was a cold recital of the facts of the case and an insistence that it was still in the "adjudicatory" stage and must be decided on the record. It also pointedly referred to the fact that it would be "unlawful and inappropriate" for the Commission to "entertain contentions advanced by non-participants in the proceeding."

Jones' Denunciation

The latter point was in reference to the Broadcast Bureau's attempt to persuade the Department of Justice to assist it in trying the Paramount case. The Justice Department's refusal to participate caused former Comr. Robert F. Jones to issue a scathing denunciation late in 1951 [B•T, Dec. 10, 1951].

In addition to the merger, the Paramount case involves the sale of WBKB (TV) Chicago to CBS for $6 million after the merger is approved; the finding that Paramount Pictures does not control Allen B. DuMont Labs. through its 25% stockholdings in the latter company; and the transfers of various radio and TV properties from the old Paramount Pictures Inc. to the new UPT and Paramount Pictures Corp.

3 Washington State Issues Affect Broadcast Interests

THE WASHINGTON State Legislature, which convened last Monday, faces at least three proposals important to broadcasters during its current term.

They are: Access for all media to administrative hearings, increased appropriations for state advertising and action toward establishment of educational television stations in at least 17 cities (see story, page 106).

State Sen. Albert D. Rosellini, Democratic floor leader, said he plans to introduce a bill requiring all state administrative hearings to be thrown open to public, press, radio and TV.

The Washington State Advertising Commission, under chairmanship of Loren B. Stone, general manager of KBRO Bremerton, planned to propose that up to $550,000 of receipts from the existing 3% transient room tax be put in a fund for tourist promotion.

The proposal is expected to have the backing of newspapers, radio and television stations, although the funds would be spent in out-of-state advertising.

The state's advertising account for tourist business has been handled in recent years by MacWilkins, Cole & Weber, Seattle agency.

KPLN License Application Designated for Hearing

APPLICATION by Leo Howard trading as Mid-South Broadcasting Co. for a license to cover construction permit for KPLN Camden, Ark. (1370 kc, 1 kw day), was designated for hearing by the FCC last week on issues involving possible misrepresentation of facts on ownership.

The Commission said it wished to determine whether the construction permit granted to Mr. Howard for KPLN, or the rights and responsibilities, "have been transferred, assigned or disposed of, directly or indirectly," without FCC's consent.

The Commission said it wanted information on methods of financing construction and operation of KPLN; on all contracts and agreements between Mr. Howard on one hand and George L. Byars, C. T. Mullins and David Crockett on the other; on their participation, along with Randolph James, in financing and construction, and on ownership of KPLN's physical facilities.

Also sought is information which would enable FCC to determine authority and control by the permittee, whether he concealed facts on his own financial qualifications and whether execution of any contracts violated the Commission's rules and regulations.

Four New AM Grants

FOUR construction permits for new AM stations were granted by FCC last Thursday, and one company was granted a new CP to replace an expired permit. Two of the CPs for new stations are for Indianola, Miss. Total AM stations authorized now is 2,629. New grants:

Indianola, Miss. — Central Delta Bcstg Co. Granted 1380 kc 500 w daytime; engineering condition (BP-8458).

Indianola, Miss.—W. W. Chapman. Granted 900 kc 250 w daytime, engineering condition (BP-8521).

Coudersport, Pa.—Farm & Home Bcstg. Co. Granted 600 kc 500 w daytime; engineering condition (BP-8374). (Comr. Eugene Merrill did not participate; Comrs. E. M. Webster and Frieda Hennock dissented.)

Emporium, Pa. — Elk - Cameron Bcstg. Co. Granted 1340 kc 100 w fulltime (BP-8265). (Comrs. E. M. Webster and Frieda Hennock dissented.)

WANA Anniston, Ala. — Anniston Radio Co. Granted CP to replace expired CP (BP-8119) for 1490 kc 250 w fulltime; engineering condition (BP-8688).

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If you're *not* using Presto discs at present, then it's time for a change. The reason, in one word . . . quality! From the meticulous preparation of the aluminum base in the Presto plant to the final play-back in the studio, quality is the byword . . . your assurance of consistent performance, unmatched fidelity of reproduction, long service. That's why Presto is the proven leader in the professional disc field . . . a leader that merits your consideration when you decide that it's time for a change . . . right now.



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WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

Long List of Witnesses On Theatre-TV Agenda

FCC will take up policy questions on the movie industry's request for group of exclusive video frequencies.

LIST of theatre-TV witnesses and synopsis of the subjects on which they will testify were submitted to the FCC last week by the Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee.

Also filing were NARTB, AT&T, Western Union and a number of other organizations.

Theatre-TV hearings resume at 10 a.m. Jan. 26 before the Commission *en banc* in the Dept. of Commerce auditorium. They will be concerned with policy questions on the motion picture industry's request for exclusive frequencies for theatre-TV. Preliminary hearing last fall covered engineering and accounting [B•T, Oct. 27, 1952].

At that time, motion picture witnesses asked for 360 mc in the 5925-6875 mc band. As alternatives, the theatre-TV witnesses requested that the closed circuit service be classified as an industrial radio service in the 6575-6875 mc, or that it be given a home in the spectrum above 10,700 mc. The space would be used for three two-channel theatre services. Each channel would be 30 mc.

Accounting witnesses said that a nine-city New York-Washington system would cost between $50 and $60 million to build and about $2 million a year to operate [B•T, Nov. 3, 1952].

Economic Study of Theatre TV

In addition to submitting lists of witnesses and summaries of testimony, the MPAA and NETTC communication also included four exhibits. One was an economic study of theatre TV by Manfred Toeppen, California consultant, and the other three were technical reports.

NARTB called attention to the fact that it intended to participate in the cross-examination of witnesses and to offer rebuttal testimony.

Motion picture witnesses, and their affiliations, are as follows:

Roger Albright, MPAA; Harold Azine, Closed-Circuit Television Co. (former TV chief of Federal Civil Defense Adm.); Rudolph Bing, Metropolitan Opera Co.; Harry Brandt, Independent Theatre Owners of America; S. M. Chartok, Gilbert & Sullivan producer; Robert W. Coyne, Council of Motion Picture Organizations; John Eberson, architect; S. H. Fabian, chairman, NETTC; Benjamin Fine, *New York Times;* Emanuel Frisch, Metropolitan Motion Picture Theatres Assn.; Richard Hodgson, Paramount Pictures; Andrew F. Inglis, McIntosh & Inglis, consulting engineers; Lester B. Isaac, Loew's Inc.; Griffith Johnson, MPAA; Eric Johnston, MPAA; Raymond Klune, 20th Century-Fox.

Also Abe Lastfogel, William Morris Agency; Peter Levathes, 20th Century-Fox; Arthur L. Mayer, producer; Tom Meany, Collier's; Gilbert Miller, producer; Roy V. Peel, U. S. Bureau of Census; Terry Ramsaye, *Motion Picture Herald* and *Daily;* Wilbur Snaper or Trueman Rembusch, Allied States Assn. of Motion Picture Exhibitors; Sidney Schreiber, MPAA; Spyros Skouras, 20th Century-Fox; Mitchell Wolfson, Theatre Owners of America and owner of WTVJ (TV) Miami; Manfred Toeppen, consultant.

Prospective NARTB witnesses are:

Raymond Guy, NBC; Rodney Chipp, DuMont; John Leitch, WCAU-TV Philadelphia; J. E. Mathiot, WGAL-TV Lancaster, Pa., and WDEL-TV Wilmington, Del.; Carlton G. Nopp, WMAR-TV Baltimore; R. J. Rockwell, Crosley Broadcasting Co.; Thad H. Brown, manager of TV Department, NARTB; Neal McNaughten, director of engineering, NARTB.

Ridder to State Dept.?

WALTER T. RIDDER, associated with Ridder Publications which owns stock in WCCO-AM-TV Minneapolis, was mentioned in political circles last week for a possible State Dept. appointment.

Mr. Ridder reportedly was in line for the post of Deputy Assistant Secretary for Public Affairs under the new Eisenhower Administration. At present, he is deputy director of European information for the Mutual Security Agency. If appointed, he would serve with Carl W. McCardle, named Assistant Secretary for Public Affairs (Voice of America, other information activities).

A former newspaperman, Mr. Ridder is a director of Ridder Publications, which holds stock in Midwest Radio and Television Inc. (WCCO-AM-TV) through its interest in Mid Continent Radio-Television Inc. Mid Continent holds a 53% interest and CBS 47% under a merger plan approved last July involving the old WTCN-TV. Ridder interests also own other station properties outright.

New England Group Proposes TV on Mount Washington

A GROUP of Maine and New Hampshire radio station executives, aligned with former Gov. Horace Hildreth of Maine, filed Friday for a new TV station on Ch. 8 atop Mount Washington, N. H.

Filing in the name of Mount Washington TV Inc., the group includes Gov. Hildreth, now president of Bucknell U., as president; William H. Rea and Harold Meyer of WPOR Portland, Me.; William F. Rust, part owner of five radio stations in New Hampshire and manufacturer of electronic equipment; John H. Guider, lawyer and owner of WMOU Berlin, N. H.; Carleton D. Brown, president of WTVI Waterville and WRKD Rockland, Me.; Charles Hildreth, Portland businessman; Theodore Atwood, Portland attorney, and John M. Kimball, Portland broker, all of whom were listed as directors.

Use Pioneer Equipment

It was understood the company plans to use buildings and some equipment from the late John Shepard 3d's pioneering FM operation atop Mount Washington. Spokesmen for Mount Washington TV Inc. said technical personnel assigned to operate the proposed transmitter would have to remain atop the mountain for periods of about 20 days.

The proposed station, officials reported, would give "high-grade" TV service to nearly 1.5 million persons in three states. The transmitter would be located 6,280 feet above sea level and would radiate 106 kw power, maximum for that site under FCC standards. It was estimated that construction and a year's operation of the station would cost $850,000. Affiliation with all major TV networks is contemplated.

Two other applications for Ch. 8—only allocated vhf channel which will work on Mount Washington, according to Mount Washington TV Inc.—already are on file with FCC. Both of these were filed by Lewiston (Me.) stations WLAM and WCOU.

'Ike' Advisors Initiate VOA, Psychological Study

As the new Administration prepared to take office last week, the problem of the U. S. overseas radio arm was commanding top attention. Involved was the future of Voice of America.

A TWO-PRONGED study of U. S. psychological warfare strategy, with special emphasis on the status of the State Dept.'s Voice of America, was underway last week in President-elect Eisenhower's cabinet and advisory circles.

An inquiry was launched by Nelson A. Rockefeller's three-man committee on government reorganization. A survey was contemplated by a new seven-member psychological strategy commission headed by William H. Jackson, New York investment banker.

There reportedly was sharp disagreement between the Rockefeller group and Gen. Eisenhower's other advisors on what should be done with the shortwave radio arm. Congress also is looking into possible reorganization of VOA, and of other U. S. foreign information programs [B•T, Jan. 12; Nov. 24, 1952].

These possibilities were held out last week in the wake of conferences by the Eisenhower cabinet and other advisors:

(1) Realignment of VOA as a separate independent agency. Its present status is a semi-autonomous arm of the State Dept.

(2) Creation of a Foreign Operations Dept. This would include all information and propaganda activities of the State Dept., Mutual Security Agency and perhaps other government departments.

(3) Retention of the Voice and other information operations in the State Dept. as an arm of foreign policy.

Dulles Would Separate

John Foster Dulles, Secretary of State-designate, reportedly favors divorcing VOA from the State Dept. and setting it up as part of an overall foreign office. Mr. Rockefeller has advocated the independent agency setup, or as an alternative, a foreign operations office.

Dr. Milton Eisenhower, brother of the President-elect and member of the Rockefeller group, feels the international information program should be retained in the State Dept.

Gen. Eisenhower has not committed himself beyond going on the record for a stronger information effort. He is expected to announce formation of a special commission under Mr. Jackson, with cabinet officers also appointing members. The special group will survey methods for improving and coordinating psychological strategy.

A staff report of a Senate Foreign Relations subcommittee, which will hold hearings shortly on all U. S. foreign information programs (State Dept., MSA, TCA, Dept. of Defense), has favored a foreign office setup, separating VOA from the State Dept. The subcommittee hopes to meet this week.

The Rockefeller committee has been studying overall reorganization of government agencies and departments, particularly the Defense Dept. Any reorganization plans also might touch on independent agencies, of which one is the FCC.

AN EAR FOR AN ERA,

an eye for an ear



MAN and boy, we've been in radio for thirty years and now we're adding television. Target date is April 1st. We feel a little like the guy who was a human target at the State Fair—his job was to stick his head through a hole in a big canvas and dodge baseballs. Things went along fine for season after season. He became adept as a coyote; it took a mighty fancy shot to bean him. Well, he got beaned proper one day and sat down on a cactus. That gave him an idea. He fixed things up so he could stick his head through the canvas, painted a target on his southern exposure, and behind him folks threw darts.

* * *

The transmitter antenna will rise 833 feet. From it, powered with 100,000 watts, our visual signal on Channel 4 will have an estimated radius of 98 miles, reaching a potential audience of 591,140 people. No, they don't all have TV sets. But give 'em a couple of months or so. Texans move fast.

So does our AM signal—right into our 78-county, 5-state coverage-and-market area which accounts for Amarillo's highest-in-the-nation per capita retail sales figure.

Choose your weapon—baseballs or darts.



REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

Navy Honors 'Victory'

THREE NBC representatives have received the Navy's Distinguished Public Service Award honoring the network's 26-week TV film series, *Victory at Sea.* Recipients were Robert W. Sarnoff, NBC-TV vice president in charge of film production; Henry Salomon, originator, producer and co-author of the series, and Richard Rodgers, who composed the music. The awards, the Navy's highest to civilians, were presented last Thursday by Navy Secretary Dan Kimball. The Dept. of Defense noted the program won the Sylvania Television "Grand Award" for 1952. The series was produced as a public service by NBC with Navy cooperation.

DEFENSE PLANNERS STUDY SMALL SET

For emergency power failure the answer may be a portable radio receiver.

A POCKET-SIZE radio set tailored to receive special civil defense programs on selected frequencies in the event of a war emergency is under study by the government and set manufacturers, it was revealed last week.

The Federal Civil Defense Administration said it is working with the radio industry to develop a low-cost, mass-produced receiver for public use if regular power supplies fail.

Under study are use of transistors or batteries, or device may be patterned after the old-time crystal sets. Listeners would get civil defense and other emergency information by tuning to 640 or 1240 kc—frequencies set aside under the Conelrad broadcast alert plan designed to deny navigational aid to any enemy planes. They would be clearly marked on each set.

FCDA noted that the public now can rely on some 27.5 million auto receivers and 10 million portable battery sets in the U. S. in case of home power failure. Radio stations also have supplementary power transmission sources. Conehad, utilizing the two frequencies, is slated to become effective about March 1 [B•T, Dec. 8, 1952].

The agency pointed out that 70% of automobiles and 98% of all homes in the country are radio-equipped. Factories are currently installing receivers in 92% of new cars.

Flow of Vital Data

Plan for the new receiver represents another step by FCDA to insure immediate and continuous flow of survival data to the public under air-raid alert or bombing attack conditions. The device is in the development stage, with FCDA officials hoping to interest manufacturers in production. It is felt sets could be sold for as little as $2 each.

On another front, FCDA has urged state and local directors to form Broadcasters Advisory Committees to help organize and operate local emergency broadcast plans. Experienced radio-TV executives will be asked to volunteer as key staff members in each CD area.

Advisory bulletins sent to local CD directors outline Conelrad mechanics and background suggest scripts for programming on AM stations participating in the project. (FM and TV stations would be blacked out in the event of an alert.)

ETHICAL AGONIES CONFRONT NARTB

Broadcast Standards of Practice is undergoing quiet revision but with TV the story's much different. Public and media complaints show resentment against over-commercialism as well as transgressions of decency. Pitchmen and religion are trouble sources.

THE two self-regulating codes of NARTB—radio and television—are starting to get their lumps but the industry's trade association is taking positive steps to keep electronic ethics above reproach.

Last week the NARTB Television Code Review Board tore into a stack of complaints that included everything from camera angles on bosoms to the enthusiastic pitches of Charles Antell Inc. and its assorted proprietary enterprises (see Charles Antell story page 80).

The other NARTB code group—Standards of Practice Committee—moved forward in its job of rewriting the 1948 radio code. This group held a Monday-Tuesday meeting at NARTB Washington headquarters.

With public and media interest focused on television programs, the radio code group is undertaking its major task quietly and without industry attention.

The TV code board, on the other hand, directed attention to the steps it is taking. Actual operations of the board as it contacts stations, networks and other program sources are kept under wraps since it is felt public revelation of individual cases would destroy the board's ability to halt objectionable telecasts and deal successfully with those who violate the code. TV code board chairman is John E. Fetzer, WKZO-TV Kalamazoo, Mich.

Next Sessions in April

Two meetings have been held by the radio code committee since mid-autumn. The group, headed by John F. Meagher, KYSM Mankato, Minn., will meet again just before the NARTB convention at Los Angeles April 28-May 1. It may have a complete revision ready for consideration by the NARTB Radio Board in June.

A high spot in the TV Code Review Board's meeting was an interview with Sen. Charles W. Tobey (R-N. H.), chairman of the Senate Interstate & Foreign Commerce Committee. Sen. Tobey described TV as "the greatest miracle since Christ turned water into wine" (See Sen. Tobey's radio-TV philosophy, page 43). He commended the TV board for "the good programs on television."

Three problems held the TV code board's attention—length and content of commercials; curtailment of pitch-type telecasts and commercial religious programs.

The first two problems are somewhat interlocking. Many complaints have been received about pitches of some sponsors, a subject that inspired the board last Oct. 1 to call for a revision of material to bring it within the time limits and good taste requirements of the code.

Film versions of pitches were scanned by the board last week, with claim made that some have been revised to come within the code. The board advised against "excessive repetition" of single releases of such programs and reminded code subscribers they are expected to adhere to this language:

> . . . Each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community.

Edward H. Bronson, director of TV code affairs whose job is to monitor the industry, receive complaints and execute the board's directives, was instructed to develop "a standard formula or procedure for checking television programs and advertisements against the code provisions."

Walter J. Damm, WTMJ-TV Milwaukee, offered a motion calling for a careful study of the whole area of commercial length and content. At present the code limits commercial time (3 minutes in 15). The board approved the idea unanimously. The resolution says in part:

> In radio, it is comparatively simple to "count and time" the voicing of words and phrases descriptive of an advertiser's product. Television, through its new and novel techniques, makes this difficult, and, in addition, through the audio presentation of words and phrases descriptive of an advertiser's product, presents the additional factors of the presentation of trade marks, reproduction of packages videowise, and also the problem of the name trade marks and pictures of packages in background in connection with the visual presentation of entertainment features of the program.

The board authorized a staff study of station and network practices, feeling more information is needed before anything can be done about efforts of code subscribers to tailor their advertisers to the code.

In its search for a better feeling of the public pulse, the code board is about ready to adopt a new code seal as approved in December by the NARTB Television Board of Directors.

The religious problem has been aggravated by intra-church feuding between orthodox and evangelical groups. The latter want NARTB to cut out of the TV code this language, "A charge for television time to churches and religious bodies is not recommended."

The code board, noting misunderstandings in interpreting the language, advised code subscribers that individual station managements should determine their own policy in light of local conditions.

The TV code board plans to meet again in late April and expects to make a presentation to the Los Angeles convention.

NARTB Membership Drive Producing Results

MEMBERSHIP in NARTB, both radio and television, has been moving upward, according to President Harold E. Fellows. The membership drive among AM-FM stations, conducted by William T. Stubblefield, station relations director, produced 27 new members in 10 days, he said.

Leading NARTB areas is District 5, of which Thad Holt, WAPI Birmingham, is director. The district produced 12 new members, with Georgia providing 10. State chairman in Georgia is James Woodruff, WRBL Columbus.

Some 80 broadcasters in the 17 districts comprise the membership group working under Mr. Stubblefield's direction.

Fifteen TV stations have joined NARTB since late November, Mr. Fellows announced.

Announcing a New Voice

with 'ROUND THE CLOCK

IMPACT!

BEAMED TO SELLING THE $19 BILLION MARKET OF THE DALLAS SOUTHWEST!

Excitement at the top of the dial! The new KGKO radio station is all set up at 1480. KGKO offers you a growing audience as a result of hard-hitting station promotion covering all North Texas. It's crammed with original, fresh, attention-holding programs. It's really a live wire — 24 hours a day — SELLING medium that's out to spark products, people, places. Find out what the service of KGKO — the friendly new voice in Dallas can mean to you. Contact the nearest Joseph H. McGillvra office or write us for information.

1480 ...Tops in Radio KGKO

Dallas

LEONARD COE
General Manager

National Representatives:

JOSEPH H. McGILLVRA, *Inc.*

New York • Chicago • Los Angeles • San Francisco

TAFTS BUY WTVN FOR $1.5 MILLION

In Ohio transaction last week Edward Lamb's Columbus TV station was bought by the Taft family interests. The Tafts also have a controlling interest in the Cincinnati Times-Star that owns the WKRC outlets.

SALE of Edward Lamb's WTVN (TV) Columbus, Ohio, for $1.5 million cash to the Taft family interests of Cincinnati was announced last week by Mr. Lamb and Hulbert Taft Jr., executive vice president of WKRC-AM-FM-TV Cincinnati, owned by the *Cincinnati Times-Star* and in turn controlled by the Taft family.

Formal application for FCC consent to the sale is in preparation and may be filed with the Commission late this week. It is expected that the license of WTVN will be assigned from Picture Waves Inc., owned by Mr. Lamb, to a new corporation composed of Taft family principals in Radio Cincinnati Inc. (WKRC) and the *Times-Star*.

President of Radio Cincinnati is Hulbert Taft Sr., publisher of the *Times-Star* and cousin of Sen. Robert A. Taft (R-Ohio). David Taft is secretary of Radio Cincinnati while Robert A. Taft Jr. is general counsel.

Lamb Is Consultant

In addition to the $1.5 million cash consideration, the prospective new owners of WTVN have retained Mr. Lamb as consultant to the Columbus TV station for 10 years at an annual retainer of $12,500.

WTVN (TV) began operations in August 1949 on vhf Ch. 6. A fortnight ago it received permission from FCC to increase effective radiated power from 19.8 kw visual to full 100 kw [B•T, Jan. 12].

Its transmitter is located atop the LeVeque-Lincoln Tower in downtown Columbus, while studios and offices recently were moved to the Television Center at 753 Harmon Ave.

WTVN (TV) presently has monthly earnings of between $25,000 and $30,000, it was reported.

In addition to WTVN (TV), Mr. Lamb owns WICU (TV) Erie, Pa., and is permittee of the newly authorized WMAC (TV) Massillon, Ohio. He also owns WTOD Toledo, WIKK Erie and WHOO Orlando, Fla.

It was understood that the disposition of WTVN (TV) would leave Mr. Lamb free to prosecute his TV applications at Toledo and Portsmouth, Ohio, and Orlando.

Negotiations with Mr. Lamb have been underway for several months, it was stated, and the agreement was signed Jan. 10 in his Toledo law office (see picture). R. C. Crisler & Co., Cincinnati radio-TV station brokerage firm, acted for the seller.

"Our decision to seek a TV station in Columbus seemed to us logical," Hulbert Taft Jr. said. "We are an Ohio corporation. As our near neighbor and state capital, Columbus has many political, economic and cultural aspects which are common with those of our own city.

"In Cincinnati, throughout our years of radio and TV operation, our first concern has been to take a responsible and constructive part in all phases of our community life. We hope to do the same thing in Columbus. We shall consider the operation of WTVN (TV) a great challenge. Our two principal goals will be to improve greatly the entertainment and educational values of its programs and to widen the scope of its public service."

Reassures Personnel

Mr. Taft also issued a statement to present employes of WTVN (TV) assuring them that they will be asked to remain with the station when and if the application for assignment of license is approved.

Radio Cincinnati had its beginnings in 1939 with the purchase of WKRC from CBS by the *Times-Star*. The station was separated from the *Times-Star* and set up as a separate corporation in 1948, though Radio Cincinnati is principally owned by the *Times-Star*.

Radio Cincinnati has been a pioneer in both radio and TV. It established WKRC-FM there in 1947, the initial Transit Radio outlet. WKRC-TV was established in 1949. It is to be one of the first stations to erect the new type 12-bay Superturnstile antenna and it hopes to be the first outlet in Cincinnati area to go high power, planned in about a month.

The transfer papers are being prepared by Bernard Koteen, Washington legal counsel for the Taft interests, and Fly, Shuebruk & Blume, representing Mr. Lamb.



COMPLETING contract for sale of WTVN (TV) Columbus, Ohio, to Taft family for $1.5 million cash are (l to r): Frank C. Oswold, administrative assistant to Edward Lamb, WTVN owner; Mr. Lamb, who also has other radio-TV interests; Hulbert C. Taft Jr., executive vice president of Radio Cincinnati Inc., licensee WKRC-AM-FM-TV Cincinnati; Richard C. Crisler, vice president of Transit Radio, and Robert A. Taft Jr., general counsel for buyers.

Drops 'Pitch' Advertising

KFMB-TV San Diego is dropping some $50,000 annual revenue by turning down "heavy pitch" and "bait type" commercials, Howard L. Chernoff, general manager, said last week. He said viewers' confidence in advertisers on KFMB-TV's Ch. 8 and advertising in general will not be jeopardized by the station.

More and more stations who in early years "had fallen prey" to this "super, high-pressure 'pitch' and its misleading 'bait' commercial," Mr. Chernoff said, "recently have swung to the point of view that it will be better not to accept that kind of dollar."

WKY's Sugg Elected

P. A. SUGG, general manager of WKY-AM-TV Oklahoma City, has been elected to the board of directors of the Oklahoma Publishing Co., parent company of the stations, it was announced last week. The firm publishes the *Daily Oklahoman, Oklahoma City Times, Farmer-Stockman* and *Mistletoe Express*. Mr. Sugg has been manager of WKY since Jan. 1, 1946, and directed operations which put WKY-TV on the air June 6, 1949.

Miller Takes WBBM Post; WCBS Names Untermeyer

APPOINTMENT of William F. (Bill) Miller, sales manager of WCBS New York, to the same post with CBS-owned WBBM Chicago was announced last week by H. Leslie Atlass, vice president in charge of CBS Radio's Central Div.

Henry Untermeyer, CBS Radio Spot Sales, was named to succeed Mr. Miller as sales manager of WCBS Radio effective today (Monday), simultaneously with Mr. Miller's assumption of his WBBM duties, WCBS Manager Carl S. Ward reported.

At the same time the appointment of C. Gilman Johnston, former assistant sales manager of WBBM, as account executive with CBS Radio Spot Sales in New York was announced by Wendell B. Campbell, general manager of Radio Spot Sales.



Mr. Untermeyer **Mr. Miller**

Mr. Miller joined CBS as a salesman for KMOX St. Louis in June 1949, became KMOX's eastern representative in April 1951, and was named WCBS Radio sales manager a year later.

Mr. Johnston, with CBS for seven years, also started with KMOX as a salesman. He served CBS Radio Spot Sales in various capacities before moving to WBBM as eastern sales representative. He was named WBBM assistant sales manager in August 1951.

Mr. Untermeyer joined WCBS in 1937, and has been program operations manager, staff director, director of special features and account executive, joining CBS Radio Spot Sales in May 1950.

Utah Meet Set Jan. 26

LEGISLATIVE matters affecting broadcasters and TV problems will highlight the annual meeting of the Utah Broadcasters Assn., Jan. 26 in Salt Lake City's Newhouse Hotel.

KDYL-TV --NOW 30,000 WATTS --FROM 8,900 FEET!



An aerial view of America's most powerful channel 4 transmitter—KDYL-TV's new mountain top development! From a 200 foot tower on an 8,700 foot mountain peak, KDYL-TV's 30,000 watts of radiated power now more than doubles the market. This total height of 8,900 feet now extends television coverage to virtually the entire state of Utah plus portions of Southern Idaho, Western Wyoming and Eastern Nevada, serving a population whose effective buying power is nearly a billion dollars yearly.

Get your share of business in this huge intermountain market. Write today for availabilities.

KDYL-TV
CHANNEL 4 • NBC NETWORK
SALT LAKE CITY, UTAH

National Representative:
Blair-TV, Inc.

WSM-TV REPORTS SUCCESS IN ITS BOOSTER TEST

In further experiments held this month, WSM-TV used a booster station 70 miles from its Nashville transmitter to reach the area around Lawrenceburg, Tenn. This is an account of the findings.

OPTIMISTIC report on the results of its TV booster station in Lawrenceburg, Tenn., 70 miles from Nashville, was made last week to the FCC by WSM-TV Nashville.

Report was the second submitted to the FCC since the Nashville TV station received authority last July to conduct experimental tests to determine the effectiveness of using vertical polarized co-channel signals to reach fringe TV areas. The first, on equipment developments, was submitted last October.

In its latest report, WSM Inc.'s President John H. DeWitt Jr. told of equipment refinements and the results of program tests on Jan. 1-4, 9-10. The booster station at Lawrenceburg was used to pick up WSM-TV's horizontally polarized Ch. 5 signals and retransmit them vertically polarized—still on the Ch. 5 wavelength.

Signals from the 10-watt directional transmitting dipole produced "highly acceptable" pictures on a random sampling of the 275 TV sets in the Lawrenceburg area, Mr. DeWitt reported. In many cases, he said, they were received by built-in or indoor "rabbit ear" antennas.

The system is operating satisfactorily, he reported, and is "remarkably stable."

Some of the difficulties encountered were reported by Mr. DeWitt. One was horizontal radiation from the transmitting antenna. Another was fading of the main signal from WSM-TV.

Need for further experimentation was expressed by Mr. DeWitt. This would seek, he said, (1) the elimination of horizontal radiation in the transmitter, (2) simplification of the receiving antenna, (3) more observations of picture quality, (4) techniques to overcome fading, (5) work on simple vertical receiving antennas, and (6) overcoming interference in areas where the direct signal and the booster signal are equal.

Mr. DeWitt estimated that the 20-element receiving array and the single dipole transmitting antenna—both of which are "backed" with a series of vertical wires for gain and directivity—would cost about $5,000 under commercial conditions. He declared that operating costs would be negligible.

One of the great advantages of the booster method of filling in fringe areas is saving in spectrum space, Mr. DeWitt emphasized. This is because the booster uses the same frequency that the main channel is on. A satellite operation involves an additional wavelength, he pointed out.

Another saving would be to viewers who would not have to spend excessive amounts for tall, highly sensitive receiving antennas. Of the 275 sets in Lawrenceburg, all have Yagis, Mr. DeWitt pointed out. Figuring $100 per installation, that would mean that $27,500 had been spent on antennas, he said. If all of Lawrenceburg's 1,750 families had to put such antennas up, it would total $175,000 in expense, he declared. In addition, community TV systems require an installation charge of about $100, and a monthly fee.



TRANSMITTING antenna in Lawrenceburg, Tenn., used by WSM-TV Nashville during experiments to fill in community with Ch. 5 telecasts from main transmitter some 70 miles away. Screen of vertical wire acts as directional booster for folded dipole radiator.



TWENTY-element broadside array, nicknamed the "Shinto Shrine," used by WSM-TV Nashville to receive its Ch. 5 signals in Lawrenceburg. Small box in lower center of array is amplifier.

Quaal Cites Farm Relations

NEED for more aggressiveness in public relations by farm organizations and by farmers themselves was cited last Monday by Ward L. Quaal, assistant general manager of the Crosley Broadcasting Corp., Cincinnati.

Addressing a session of the National Council of Farmer Cooperatives' annual convention at New Orleans' Hotel Roosevelt, Mr. Quaal proposed establishment of a well-financed public relations office in Chicago, or another central location, to serve all American agriculture groups.

He suggested that the office be financed by the nation's farm groups and operated by men trained in radio-TV, general public relations and promotion work. These men would, in turn, seek advice from agriculture experts, Mr. Quaal added.

WJNO Inc. Elects Officers

SYNDEY KING RUSSELL has been re-elected president of WJNO Inc., licensee of WJNO West Palm Beach, Fla., it was announced last week.

Other officers elected include H. V. McMillan, executive vice president; George H. Buck Sr., vice president; Ruth Shockley, secretary, and George H. Buck Jr., treasurer. Directors include Messrs. Russell, McMillan and Buck Sr.; Adrian C. Leiby of Bergenfield, N. J., and B. F. Paty Sr. of West Palm Beach.

KWKH Promotes Three

THREE staff changes at KWKH Shreveport, La., were announced last week by Henry B. Clay, general manager. William E. Antony, for more than 25 years KWKH chief engineer, has been appointed technical adviser to both KWKH and its sister station, KTHS Little Rock, Ark. O. S. Droke, with KWKH for the past 17 years, will succeed Mr. Anthony. Frank Page, formerly KWKH chief announcer, has been named KWKH assistant program director.



So Proudly We Hail . . .

ANNE HOLLAND of Baltimore

Wins Top Honors in Second Annual McCall's "Mike" Awards!

Anne Holland . . . one of the brightest in the galaxy of stars at WBAL . . . Director of Women's Activities for WBAL and WBAL-TV's Public Affairs and Information Department.

We are proud to announce that Anne Holland's work has received the recognition it deserves. . . . Mrs. Holland has won highest honors in McCall's Magazine's "Mike" Awards for American women rendering public service through radio and television.

So . . . proudly we hail our Anne Holland!

★ ★ **WBAL and WBAL-TV**

This is McCrary Auto Service, Inc.



This is what Mr. Carl McCrary says

"We have sponsored Fulton Lewis, Jr., since WPNF (Brevard, N. C.) *went on the air. The program has been satisfactory in every way. It has given us a lot of publicity, and we're happy to say that we are well satisfied. It is our intention to continue to sponsor Fulton Lewis, Jr., indefinitely."*

This is Fulton Lewis, Jr.



whose 5-times-a-week program is available to local advertisers at local time cost plus low pro-rated talent cost. Currently sponsored on 372 stations by more than 750 advertisers (among them 64 automotive firms), the program offers a tested means of reaching customers and prospects. For availabilities, check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Houston City Council Votes Radio-TV Ban Lift—But

The running battle of broadcast media for equal access in news coverage took an unusual turn in the Texas City last week when councilmen voted "no" editing.

HOUSTON City Council ban on tape recording and telecasting was lifted last Wednesday by a vote of 6-3. However, councilman Joe Resweber stipulated that the entire council session must be broadcast or telecast, with no editing permitted.

Minimum time of council sessions has been one hour. The "no editing" provision makes the ban just as effective as before, Bill Crawford, news editor, KNUZ Houston, charged. It is difficult for successful commercial stations to clear an hour of time to broadcast unedited meetings which at times will have little or no news value, he emphasized.

Houston Mayor Roy Hofheinz commented that his station, KTHT, will broadcast entire sessions beginning Jan. 21. Editing rights afforded newspapers have the support of the Texas Assn. of Broadcasters and Sigma Delta Chi, national journalism fraternity.

WNBC-WNBT Changes Place Buck in New Post

COMPLETION of readjustment and realignment of staff at NBC's WNBC-WNBT (TV) New York was announced last week by Ted Cott, NBC vice president and general manager of the stations.

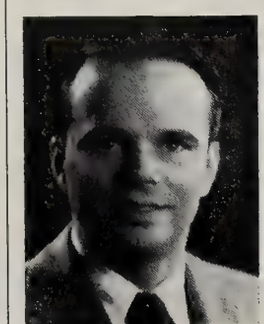
Heading the changes was the appointment of Max W. Buck, formerly sales and advertising manager of King's Super Markets, as director of merchandising, advertising and sales promotion for WNBC-WNBT (TV). His first project, according to Mr. Cott, will be the retail drug promotion tie-in.

Under the reorganization, Jay Smolin will continue as advertising and promotion manager of the stations and Bill Rich as merchandising manager, both reporting to Mr. Buck.

In another change, Steve Krantz will supervise a newly-organized special features section consisting of associate producers Leon Tokatyan, Phyllis Adams and Barbara Walker. This group will handle public service programs, special projects and certain WNBT (TV) house packages. Mr. Krantz will report to Dick Pack, director of operations and programs.

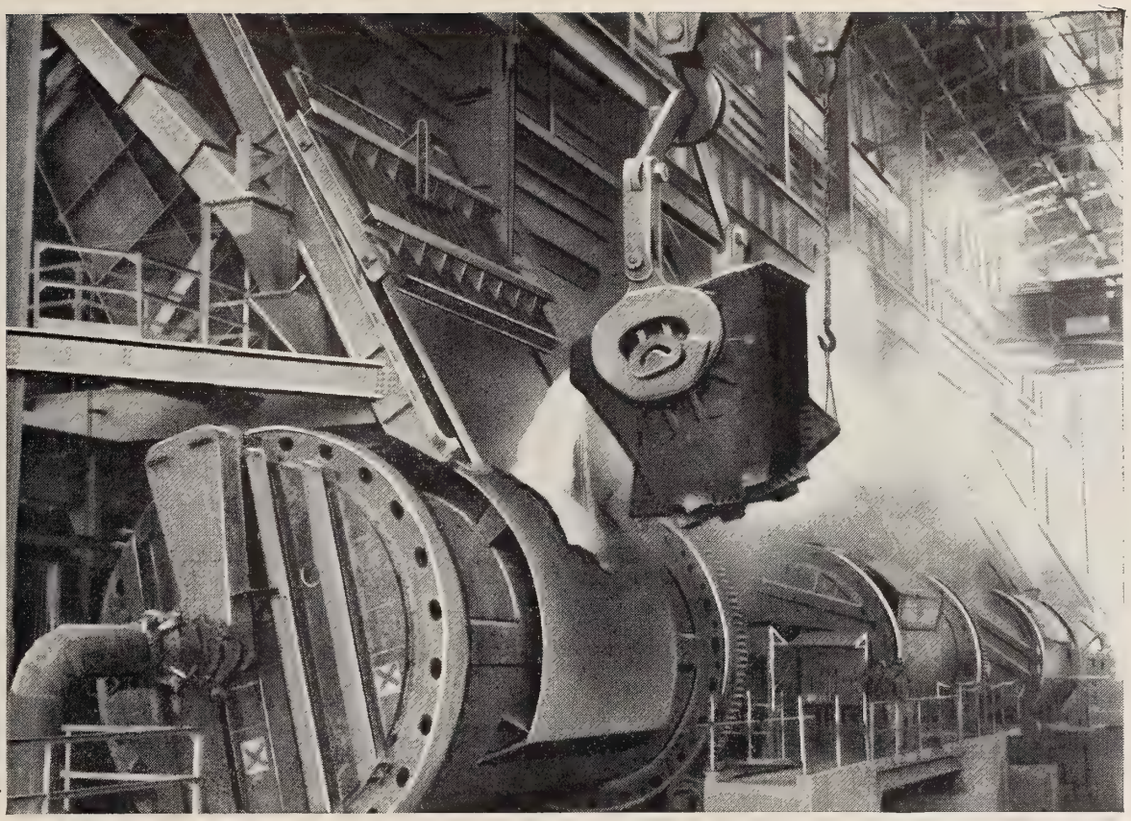
KXOK Elects Roberts Pres.

ELZEY M. ROBERTS Jr., who has been serving as vice president of KXOK Inc., licensee of KXOK-AM-FM St. Louis, has been elected president of the corporation, it was announced last week. He succeeds Elzey Roberts, who becomes chairman of the board.



Mr. Roberts

The younger Mr. Roberts, 32, is a 1942 graduate of Princeton U. He is a member of the Institute of Radio Engineers, Sigma Xi, honorary scientific fraternity; Sigma Delta Chi, professional journalistic fraternity, the St. Louis Advertising Club and the Naval Reserve.



Molten "matte" from the reverberatory furnace being charged into a converter at Chile Exploration Company's new Chuquicamata Sulphide Plant. The "blister" product of the converter, about 99% copper, is being shipped to Anaconda's Raritan Copper Works at Perth Amboy, New Jersey, for electrolytic refining.

there's a new flow of copper in Chile!

On November 5, 1952, the first copper was poured from Chile Exploration Company's new Sulphide Plant at Chuquicamata, Chile. Thus was marked the beginning of a new cycle of development of the Chuquicamata Mine—the tapping of the huge reserves of copper sulphide ore.

Heretofore, Chile Exploration Company had mined and treated only the oxide type ores, producing in recent years about 360,000,000 pounds of copper annually. Now, with the new plant, the Company is beginning to mine and process the sulphide ore underlying the oxide ore zone. The Sulphide Plant, begun late in 1948 to handle the increasing amounts of sulphide ore encountered in the pit, is built on a scale in keeping with the magnitude of the ore body. From this multi-million dollar project will come a steadily increasing flow of copper until its output capacity, coupled with that of the existing oxide plant, *exceeds 500,000,000 pounds of copper a year.*

This expansion of Chilean copper production is only one part of Anaconda's company-wide expansion, improvement and modernization program. Other phases of this program are increased zinc production . . . an aluminum reduction plant . . . a new "open pit" copper mine at Yerington, Nevada... increasing copper production from Butte mines . . . modernization and expansion of fabricating plants. All serve the same purpose: more metals for the metal-hungry U. S. economy. 52328-A

ANACONDA

COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

TV as Radio Price Lever Hit by SCBA Members

Actions by certain advertisers seen as possible trade restraints.

COLLECTIVE action by certain advertisers "to use the advent of television as a means of beating down the price of radio advertising" may be in restraint of trade, South Carolina Broadcasters Assn. members suggested at their Jan. 9-10 weekend meeting, held at Charleston.

The state group adopted a resolution calling on networks "to recognize the true value of radio advertising and to sell it for what it is worth," suggesting networks have forced down radio rates by "compelling" affiliates to deliver station time at a low figure and thus threatening future financial stability of the industry.

Walter J. Brown, WORD Spartanburg, was elected SCBA president. Other officers elected were James F. Coggins, WKDK Newberry, vice president; T. Doug Youngblood, secretary-treasurer; H. Moody McElveen, WNOK Columbia, and John M. Rivers, WCSC Charleston, two-year directorships; Milton Scarborough, WLCM Lancaster, to Mr. Coggins' unexpired term; Joseph Martin, WDSC Dillon, one-year term.

Plans were made to change the name of the group to South Carolina Radio & Television Broadcasters Assn.

Deviation from published radio rate cards was condemned by the association. A study will be made of the state sales tax as it relates to purchase of TV and broadcast equipment. Delegates were guests at a cocktail party. Retiring President Rivers was host.

Convention speakers included Ernest B. Vaccaro, AP White House correspondent; Joe C. Good, National Cash Register Co.; William B. Ryan, BAB president; L. H. Christian, WRFC Athens, Ga.; Robert Burton, BMI vice president in charge of public relations; William T. Stubblefield, NARTB station relations director. Wallace Martin, WMSC Columbia, was program chairman and moderator of a panel discussion on rates. B. T. Whitmire, WFBC Greenville, was entertainment chairman.

WGAR Answers Attack on Radio-TV Crime Shows

WHEN the *Cleveland News* took up the familiar newspaper party-line campaign attacking radio and television programs involving crime plots, WGAR Cleveland came back promptly with an analysis of crime news appearing in the same edition of the newspaper.

Under the title, "Blood Bath for Kiddies," the *News* (affiliated with WHK Cleveland) submitted an analysis of radio-TV programs in which 17 violent deaths purportedly were recorded in a single evening.

Day Cites Stories

Charles Day, WGAR newscaster, cited these stories in the same issue of the newspaper:

Page 1—Drunk-driving story, not violent "but distasteful and often fatal."

Page 3—2½ columns of gruesome details covering paternity trial. This recalled transcript of obscene divorce case newspaper had printed day after day while radio and TV avoided vulgar details. On same page of *News* was series of shocking statements by wife who had fatally stabbed husband.

Page 6—Details of death by dynamite.

Page 8—Woman slugged and robbed.

Page 16—Holdup story.

Mr. Day said the edition actually had a subnormal amount of crime news and WGAR had only one crime program that day. He pointed out that the criminal loses in the end in all radio-TV mysteries. He suggested people who live in big glass houses shouldn't hurl stones.

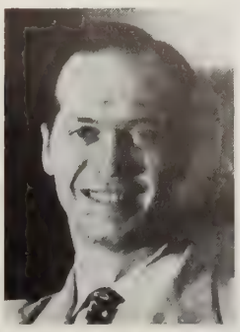
John F. Patt, WGAR president, said the *News* story "essentially distorts the situation." Use of composite figures covering seven stations multiplies the average mystery content by seven, he said, adding that the same distortion can be applied to other program types.

"There were about 150 individual programs in the Tuesday schedule logged by the *Cleveland News* writers," Mr. Patt said. "I suspect a summary of the same number of movies, news stories, books or stage plays would have discovered an equal proportion of murders or other crime mysteries. Fortunately, there are lots of program choices, both radio and television, at any given hour, for anyone who cares. . . ."

Ed McAuley, columnist writing in the Jan. 8 issue of the *News*, said newspapers "frankly appeal to one of the lowest expressions of human curiosity—the desire to know what goes on in other people's bedrooms," when ribald trials are underway. He called it "an unhappy combination of greed for bigger sales and rationalization regarding their duty to the public."

Clement Is Appointed To WROV-TV Post

JOHN CLEMENT, producer-director, WTAR-TV Norfolk, Va., has been appointed TV production director at WROV-TV Roanoke, Va., according to Frank Koehler, general manager, who also reported that studio facilities at WROV will be ready for production this month.



Mr. Clement

In his new assignment, which returns him to WROV where he was continuity director from 1949 to 1950, Mr. Clement will be responsible for all local programming.

A native of Radford, Va., Mr. Clement served two years in Air Force communications and has been an announcer and writer for a number of Virginia stations. He is a graduate of the National Academy of Broadcasting, Washington, D. C., and of New York U.'s Radio Workshop.

General Teleradio Sues KLAC-TV, UTP on Films

CHARGING a threatened breach of contract and asking declaratory relief, General Teleradio Inc., operators of Don Lee Broadcasting System and KHJ-TV Los Angeles, has filed a suit in Los Angeles Superior Court to prevent United Television Programs Inc. from leasing the Snader Telescriptions library to KLAC-TV, that city.

Named also as defendants are Ben Frye and Studios Films Inc., of which he is an executive; Dorothy Schiff Inc., licensee of KLAC-TV; Don Fedderson and Fred Henry, station general manager and program director, respectively; Gerald King and Wynn Nathan, UTP board chairman and western sales executive, respectively.

Wanted Injunction

General Teleradio had originally asked for an injunction to prevent release of musical films to KLAC-TV. But defendants involved agreed by stipulation last Wednesday not to release them pending the court hearing set for Jan. 28 before Judge Frank G. Swain.

Complaint charges that after the Snader musical films completed a one-year exclusive lease with KNBH (TV) Hollywood, on Jan. 14, 1952 and renewed for another year, they were also acquired last March by KHJ-TV under a "dual exclusivity" contract. When UTP acquired distribution rights late last year, KHJ-TV wanted to renew at a price of $24,000 for one year or $35,000 for two years, according to the suit. The complaint further contends the agreement was made and then UTP announced it wanted to extend the limited exclusivity to include KLAC-TV.

Six More NBC-TV Affiliates Bring Total to 71

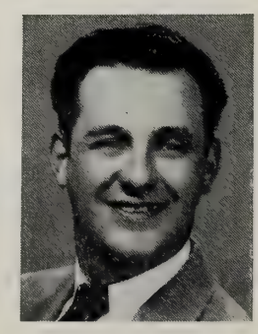
NBC last week added six new television affiliates, bringing the total to 71, according to Harry Bannister, vice president in charge of station relations for NBC. The new affiliates are:

WALA-TV Mobile, Ch. 10, owned by the Pape Broadcasting Co. and scheduled to go on the air later this month; WFMJ-TV Youngstown, Ch. 73, owned by the Vindicator Printing Co., also this month; WWLP (TV) Springfield, Mass., Ch. 61, owned by Springfield Television Corp., to begin tomorrow.

WEEU-TV Reading, Ch. 33, owned by Reading Eagle Co., to begin about March 1; WJTV (TV) Jackson, Miss., Ch. 25, owned by Mississippi Publisher Corp. this month; KCBD-TV Lubbock, Ch. 11, owned by Bryant Radio & Television Inc., to begin about March 15.

WPCT to Start Feb. 15

ISRAEL Putnam Broadcasting Co., licensee of WPCT Putnam, Conn., new 500 w daytimer on 1350 kc, last week announced the appointment of Daniel J. Hyland, co-owner, as manager of the station.



Mr. Hyland

Mr. Hyland, a 15 year veteran in New England broadcasting, said that programming will get underway Feb. 15. Studios of the new station are nearing completion and equipment soon will be installed, he added.



WHERE WILL YOUR CHILDREN LIVE IN 1973?

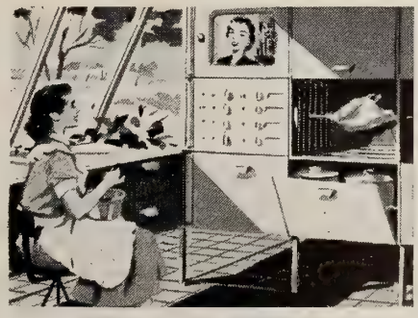
What kind of homes will your children have twenty years from now? The nation's electric light and power companies are thinking about them—*and getting ready for them.*

Part of the answer can be found in the new electric appliances still in the early stages of development.

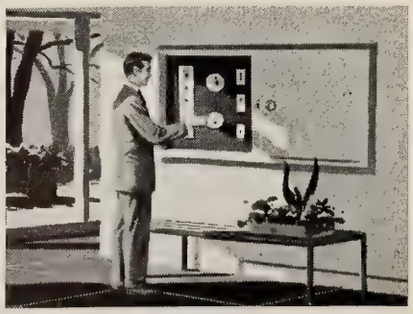
There will be new ways of heating and cooling homes with the help of electricity. Glareless lighting will come on automatically. As darkness falls, ceiling panels will start to glow. There will be electric equipment to kill germs in the air and to filter out dust and pollen.

Most people will have electric kitchen equipment in units which can be arranged in different ways. They will be able to talk electronically to any room in their homes. They will have color television — several sets. They will need many times as much electricity as you use today.

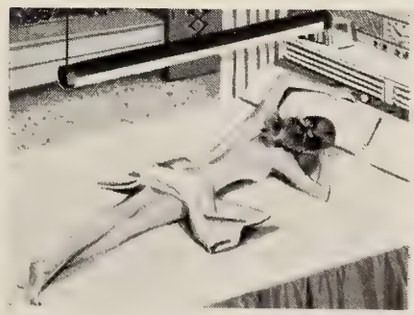
To supply this extra electricity, the electric companies are making tremendous strides. They've doubled the post-war supply of electric power. By 1960, they'll triple it — with more to come. This is one more reason why there is no real need for new federal government electric projects.



COLOR TELEVISION. There will be almost as many sets in 1973 as there are radios today. That means most homes will have several television units—including one in the kitchen.



HOME CONTROL. Central electric "heart of the home" will control heating, cooling, lighting, communications — maybe even doors and windows.



LIGHT-CONDITIONING will include built-in sunlamps, special fixtures for producing striking lighting effects indoors and out, ceiling panels that glow.

THE HOMES OF TOMORROW, LIKE THE HOMES OF TODAY, WILL BE SERVED WELL BY AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

"MEET CORLISS ARCHER"— ABC — Fridays — 9:30 P. M., Eastern Time.

*Names on request from this magazine



SALES and promotion managers of Westinghouse Radio Stations Inc. took part in two-day New York meeting last week. Group included (seated, l to r): Herb Masse, WBZ Boston; W. B. McGill, WRS advertising manager; John Stilli, WBZ. Standing, George Tons, KDKA Pittsburgh; Dave Lewis, KDKA; Eldon Campbell, WRS general sales manager; Jess Hadsell, WOWO Fort Wayne; Paul Woodland, KYW Philadelphia; Paul E. Mills, WOWO; Robert Teter, KYW; Tom Meehan, WBZ. Also taking part in the Westinghouse Stations sales discussions were officials of Free & Peters, station representatives.

Jonscher Heads Radio Sales In WMAL-AM-TV Shift

APPOINTMENT of Robert W. Jonscher, former WTOP Washington sales executive, as sales manager of WMAL that city was announced last week by Evening Star Broadcasting Co., WMAL-AM-TV licensee. Mr. Jonscher replaces Harvey L. Glascock, who has become TV sales manager.

In other shifts, George L. Griesbauer of the WMAL-AM-TV sales department, has been named to head the newly created WMAL-AM-TV sales service department, and Charles S. Tappy, formerly of the WTOP-TV sales department, has been appointed WMAL-AM-TV merchandising sales manager.

E. H. Meeks, former WTOP sales promotion director and prior to that assistant WLW Cincinnati promotion director, has been named new director of WMAL's combined promotion and publicity departments. He replaces John Ghilain and Van DeVries, both of whom recently resigned as WMAL promotion and publicity directors.

Second GE Uhf Shipment Sent to WEEK-TV Peoria

THE SECOND General Electric uhf transmitter was shipped last Tuesday to WEEK-TV Peoria, Ill. With a special GE antenna, to be shipped later this month, the 100 w output of the transmitter will be boosted to an ERP of 2 kw.

C. B. Akers, partner in WEEK-TV, reported that the station's transmitter building is ready for immediate installation of the transmitter. He said studio facilities already are being used on a closed circuit basis for training station personnel.

The station will be an NBC basic affiliate, but also will carry ABC and DuMont programs.

KUHT (TV)'s Target Date

NONCOMMERCIAL educational KUHT (TV) Houston, Tex., on vhf Ch. 8, will begin operating April 2, John Schwarzwalder, station manager, announced last week. He said broadcast hours will be 5 to 9 p.m., Monday through Friday. The station is to be operated jointly by the U. of Houston and Houston Independent Public Schools.

D. C. Train Wreck, Blast Brings Radio-TV to Scene

RADIO newsmen were on hand with all modes of paraphernalia—cameras, microphones, tape-recorders and other equipment—when a Pennsylvania train crashed a concourse at Washington, D. C.'s Union Station last Thursday morning injuring nearly 50 passengers.

To make activities more harried for the area's broadcasters, there were an explosion and a three-alarm fire.

At the train crash, WNBW (TV) (NBC) claimed a beat on live coverage. WTOP-AM-TV (CBS) came away with film clips and tape-recorded eye-witness accounts. WWDC-AM-FM (Mutual) said it speedily identified victims. WMAL-AM-TV (ABC) reported full coverage.

NBC live cameras, geared for Inauguration coverage, were on the scene at 10:20 a.m.—about 90 minutes after the accident—and piped in a direct visual account at 11:03 during its regular *Ask Washington* show with studio commentary by Frank Blair. Audio contact was established later, with Ray Scherer describing the scene. Camera pickup was directed by Ralph Burgin, WNBW program director. Engineering staff was supervised by Charles H. Colledge, John Rogers and Sherman Hildreth. Complete radio coverage to NBC was reported at 11 a.m. NBC-TV also filmed the fire-explosion at a tire-battery-radio store.

Two WTOP engineers—Bernard Swandic and Don Horner—tipped that station, having been on the Boston-to-Washington train. Bill Shadel aired news on his 9 a.m. CBS Radio *News of the World,* and Claude Mahoney taped interviews. Mr. Horner later appeared on local programs giving eye-witness accounts. WTOP-TV claims it was first with film coverage, using cutins on local and network programs.

WMAL radio claimed remotes by newsmen Harold Stepler and John Edwards and coverage of the wreck with tape descriptions. A special film interview program was telecast Thursday 8-8:30 p.m. by the ABC-TV outlet, which carried running accounts of the wreck and explosion with bulletins, pictures and films.

WWDC highlighted eye-witness accounts and newscasts stressing identification of victims, plus news spots on Transit Radio (WWDC-FM). Station sent two announcers to Union Station at 9:15 a.m., aired a telephone interview and tape-recorded accounts. Tapes were fed to the *Mutual Newsreel* at 7:45 p.m.

REPRESENTATIVES

Pearson TV Inc. Formed; Employes Buy 40% of Stock

FORMATION of John E. Pearson Television Inc., TV station representation firm, was announced last week by John E. Pearson, president of the new company as well as head of John E. Pearson Co., radio station representatives.

Employes of the new company have subscribed up to 40% of the stock issue, but no shares will be available to persons outside the firm. Mr. Pearson continues as sole owner of the radio representation organization.

Officers of Pearson Television include Mr. Pearson; Russel Walker Jr. and William Wilson of the New York office; Frank Reed of Chicago, and James Bowden of Minneapolis, all vice presidents, and Mrs. Agnes Ann Pearson, New York, secretary and treasurer.

Headquarters will be maintained at 250 Park Ave., New York, with branch offices at 333 N. Michigan Ave., Chicago; Northwestern Bank Bldg., Minneapolis; 1312½ Commerce St., Dallas; 2330 W. Third Ave., Los Angeles, and 57 Post St., San Francisco.

Mr. Pearson said the new company officially became active when WFPG-TV Atlantic City went on the air Dec. 20, 1952, and that the following outlets, currently under construction, also have signed Pearson Television to represent them: KCBD-TV Lubbock, Tex.; WHIZ-TV Zanesville, Ohio; WOSH-TV Oshkosh, Wis.; KGKL-TV San Angelo, Tex.; KFSA-TV Fort Smith, Ark., and WOUC-TV Chattanooga. Other TV stations to be represented by the new company will be announced shortly, Mr. Pearson said.

He noted that in each case to date, stations signing Pearson Television are under approximately the same ownership as radio stations represented by Pearson Co.

"We firmly believe that radio and television can be sold very successfully by the same representative in any market and that both media can live and prosper side by side," he said.

Kennedy Opens N.Y. Offices

KENNEDY Co., radio and television station representative at the Lincoln-Liberty Building, Philadelphia, last week announced the opening of New York offices at 342 Madison Ave. New offices will be managed by Foster G. Bowen.

Capper Joins Headley-Reed

GUY CAPPER, formerly of ABC's TV Spot Sales Dept., joins Headley-Reed TV, television station representation firm, as account executive effective today (Monday). Formerly with ABC owned stations and the ABC Pacific radio network, he has been engaged in radio and TV time sales for past 10 years.

Spot Radio Estimator

STATION Representatives Assn. last week distributed to advertisers and agencies the second edition of its Spot Radio Estimator for making rapid estimates of the cost of spot campaigns. Estimates, according to SRA, can be made for the cost of any time unit in any time segment for the most expensive station, average of network affiliates or average of non-network stations in any market.



Lee Little, the boss. Radio since 1924, KTUC Mgr. since 1942. Promotion expert. Does Sears' "45 Minutes From B'way", daily . . . now in its 4th year.



Malcolm Claire has a Pied Piper effect on young listeners. A trouper with more than 20,000 broadcasts and nearly 30 years in show biz and radio.



there's something good to hear

right now—

ON KTUC TUCSON, ARIZONA

Pete Tufts, Manager, after 5 years of Chemistry changed to—5,000 Watts—radio activity! Skillful program director and 4 hours at the mike, daily, keep Pete slim.

And part of the good news is that KTUC reaches a buying market of 180,000 people who spent more than $275,000,000, last year.



Hilde Clark, keeps the women happy and informed. Excellent radio voice and lots of talent. Radio 6 years; KTUC, two years.



Fred Finney, Tucson's Number One news commentator. Former reporter and editor, over 25 years of news gathering and analysis.

KTUC
MBS in Tucson
Lee Little, Mgr.
John Blair
Nat'l Rep.



EXAMINING the new signal range calculator for television stations, being distributed by Headley-Reed Co. among agency timebuyers and research chiefs, is Tucker Scott (seated), chief timebuyer of BBDO, under the watchful eyes of (l to r) Jerry Zucker, of BBDO, and William Faber, Richard Hogue and Sterling Beeson of Headley-Reed.

TV's Signal Range Whipped By Headley-Reed Slide Rule

UNIQUE slide-rule for quick calculation of the signal range of a television station—any television station—was revealed last week by Headley-Reed Co., stations representatives, which is distributing it to timebuyers and agency research heads.

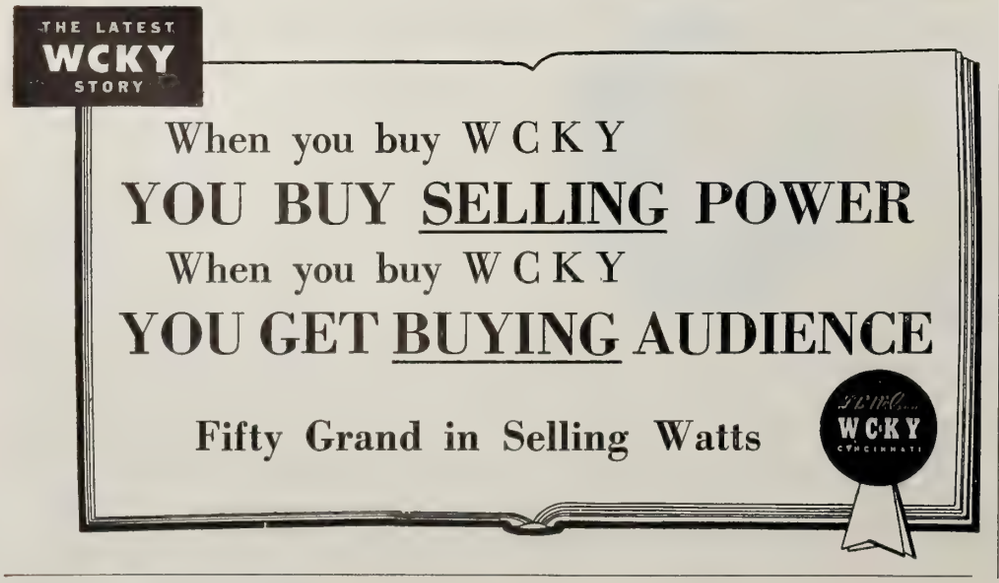
Headley-Reed officials said the slide-rule makes it possible to estimate the service area of any TV station within 30 seconds, as against, say 30 minutes or more by the mathematical methods which have been standard in the past.

They quoted agency authorities as saying the new device would save timebuyers thousands of hours' work in the course of a year. They said this slide-rule has been checked by television engineers and found to produce results consistent with FCC engineering standards within an error factor of not more than 10%—which, they said, researchers find satisfactory.

By adjusting the slide-rule to align the markings for channel, power and antenna height, it is possible with the signal range calculator to find quickly the approximate Grade "A", Grade "B", and "Principal City" coverage—within the meaning of FCC's standards—of any TV station, either uhf or vhf, Headley-Reed authorities asserted.

The calculator was devised and copyrighted by J. B. Epperson, an associate member of Federal Communications consulting engineers, and is being manufactured by Pioneer Electronic Supply Co. of Cleveland. It employs the physical mechanics of a slide-rule, with markings substituted in terms of channel number, antenna height, power, miles decibels, etc.

Spokesmen for Headley-Reed, which is distributing the device free to agency timebuyers and others to highlight its expansion in TV, said it already had been adopted for use by BBDO.



NBC to Wage Merchandising Drive for Kate Smith Show

In an aggressive move to show the impact of multi-sponsored TV programs, NBC has mapped plans for a campaign involving participation of food retailers in 60 cities.

A WEEK-LONG merchandising campaign will be conducted by NBC in connection with its *Kate Smith Hour* and in conjunction with cooperating food stores in 60 cities from Feb. 26 through March 5, Fred N. Dodge, merchandising director of NBC, announced last week.

Designed as a pilot effort in a forthcoming merchandising drive to demonstrate the impact of multi-sponsored television programs, the campaign will use a combination of point-of-sale material, on-the-air promotion, exploitation, newspaper and trade paper advertising, publicity and special programming both before and during the week.

Current food sponsors on the *Kate Smith Hour* (Monday-Friday, 4-5 p.m. EST) will be offered special services by all departments of the network during the campaign week, and the food chain stores and independents who sell sponsors' products in the 60 cities in which the program is heard will reciprocate by saluting Miss Smith, "the lady of song."

Clients participating in the drive were listed as Gerber's baby foods, Simoniz Co. (floor wax), Procter & Gamble (Oxydol, Dreft, Ivory Snow and Prell), Nestle Co. (Nescafe), Minute Maid Corp. (frozen orange juice), Doeskin Co. (tissues), and Block Drug Co. (Amm-i-dent toothpaste).

Eastern Baseball Network

REGIONAL network of some 15 eastern stations will carry 155 National League daytime games during the regular baseball season from April 13 through Sept. 26.

New York Giants home and away games, as well as those played by other National League teams, will be sponsored cooperatively on stations taking a feed from WMCA New York. All sales are being handled by AM Radio Sales Co., Chicago, which represents WMCA and WIND Chicago.

WHBF Replaces WQUA

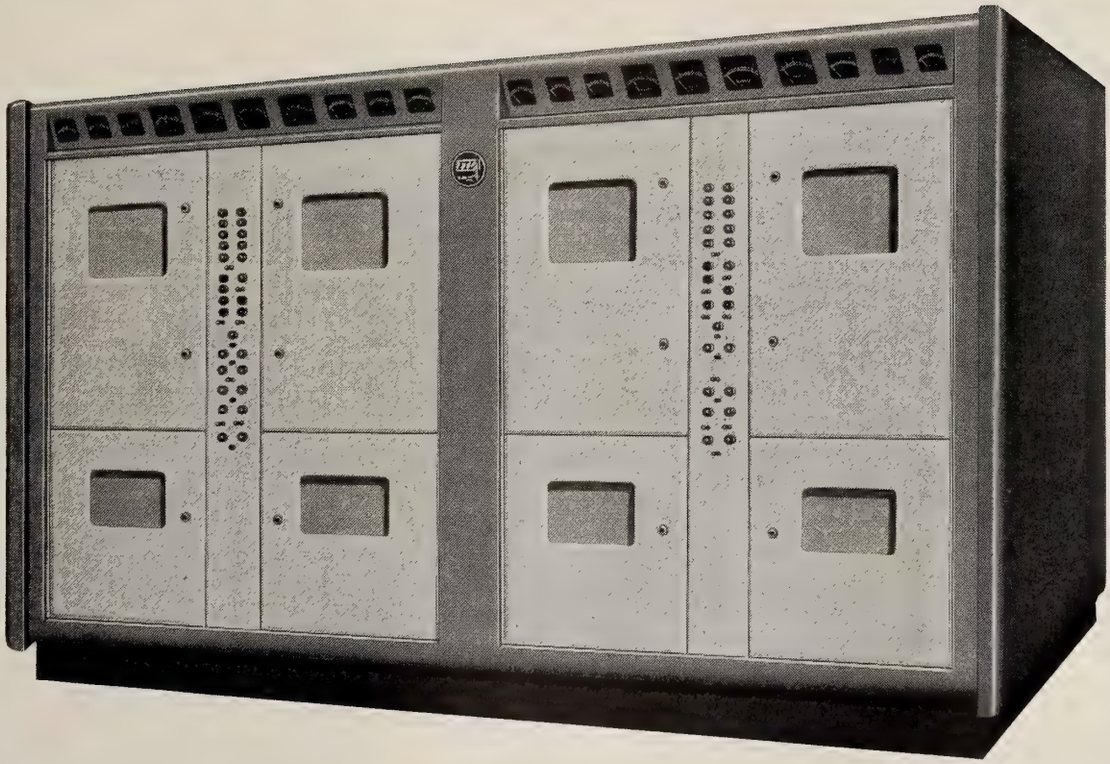
SIGNING of WHBF Rock Island, Ill., to replace WQUA Moline as the CBS Radio affiliate in the Quad-City area, effective July 1, was announced last week by William A. Schudt Jr., the network's national director of station relations. WHBF is with ABC.

WMNC Affiliates With NBC

WMNC Morganton, N. C., became affiliated with NBC, effective Jan. 1, Harry Bannister, NBC vice president in charge of station relations, has announced. WMNC operates on 1490 kc and 250 w. It is owned by Nathan J. Cooper.

Federal

announces a completely new UHF transmitter...









Federal's FTL-20B transmitter is the latest in UHF equipment available today!

New in design — with trim, modern cabinet featuring simplified operating control and meter panels, new "look-thru" door construction and entirely redesigned internal arrangement. Swing-out sub assemblies provide utmost accessibility.

New in circuitry — with latest ceramic seal tetrodes for economical initial and operating costs. Rated power output — **1 Kw.**

This UHF unit comes complete with its own Master Control Console. Its self-contained two channel video and four channel audio switcher gives the added flexibility so necessary for modern TV station operation.

Call your nearest Graybar office for further information on this all new Federal Transmitter.

Federal . . . for complete TV Broadcast and Studio Equipment

Federal Telecommunication Laboratories, Inc.

500 Washington Ave. Nutley, N. J.

Domestic Distributors: Graybar Electric Co., Inc. • Offices in 108 cities
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.
Canadian Distributors: Federal Electric Manufacturing Co., Ltd., Montreal, P. Q.

Distributed by Graybar



ENJOYING broadcast of CBS Radio *Lux Radio Theatre* are (l to r) Thomas Murphy, merchandising department, Pepsodent Div. of Lever Bros.; Deborah Kerr, motion picture guest star, and J. L. Dampier, vice president in charge of sales, Lever Bros., sponsor.

NBC Chicago Fuses AM and TV Staffs

NBC Chicago, in line with new network policy, reshuffled its radio and television staffs into a single operating unit last week.

Biggest change in the move is appointment of Jules Herbuveaux, formerly director of television operations, to assistant general manager of WMAQ and WNBQ (TV), reporting to Harry Kopf, vice president and stations manager.

Radio and television programming now comes under supervision of George Heinemann, former WNBQ program manager, whose new position is director of programs. Homer Heck, WMAQ program manager, has been named manager of consolidated radio and video production staffs. News, special events and public affairs, under the jurisdiction of Mr. Heinemann, are managed by William B. Ray.

John Whalley, former controller and now director of operations, will have reporting to him: Howard Luttgens, manager of technical operations; Leonard Anderson, manager of production and building services, and Thomas H. Compere, legal counsel.

John Wehrheim, formerly assistant controller, has been promoted to controller. Working with him will be Neil Murphy, chief accountant, and Glenn Uhles, office services supervisor. Messrs. Heinemann, Whalley and Wehrheim will report to Mr. Kopf.

John McPartlin continues as sales manager of WNBQ with Rudi Neubauer remaining as WMAQ sales manager. They will report to Mr. Kopf.

Snader Cedes TV Films For Cash Settlement

Arbitrator Rosenbaum has set new hearings for Friday to resolve finances in the Telescriptions dispute.

RIGHTS to some 750 Snader Telescriptions which have been the subject of lengthy litigation were relinquished last week by Louis D. Snader after arbitration and an undisclosed cash settlement.

Mr. Snader had sued Alexander Bisno and Samuel Markovitch, part owners with Mr. Snader in Snader Telescriptions Sales Inc., after the pair several months ago sold the Telescriptions for $600,000 to Ben Frye of Studio Films Inc., Cleveland [B•T, Dec. 15, 1952].

The arbitration, conducted by Samuel R. Rosenbaum, Philadelphia and New York attorney and former judge, gives Mr. Snader the right to produce and distribute new TV films as Snader Telescriptions Corp.

Mr. Snader originally had sued to prevent Messrs. Bisno and Markovitch from selling the Telescriptions and asked for dissolution of STS. His amended complaint by him charged the two with conspiracy and fraud and added as defendants United Television Programs, which now distributes the films for Studio Films; UTP President Gerald King, Mr. Frye and 103 limited partners; it also asked for declaratory relief and an accounting of funds.

The arbitration by Mr. Rosenbaum gives UTP the right to continue distributing the musical library under the Telescriptions name.

Mr. Rosenbaum also terminated all claims by Reuben R. Kaufman in STS, of which he formerly was president. Mr. Kaufman had filed a counter-suit naming as defendants Mr. Snader, Mr. Bisno, who is STS treasurer, Mr. Markovitch who is an STS director, STS, BSM Telescriptions, Snader Distributing Co., Mr. Frye, Studio Films, UTP, Bisno Telefilm Sales, Henry Bisno, Nathan Dicker and Sidney Dorfman.

One question is on division of net proceeds among two sets of several hundred investors who contributed $1 million to finance the deals and who, according to reports, have received only $200,000 in return.

Disposition of a group of Alexander Korda feature films and a *Dick Tracy* video film series, controlled by Snader Telescriptions Sales Inc., also will be resolved.

Mr. Kaufman had charged a conspiracy between Messrs. Alexander Bisno and Markovitch, claiming Mr. Bisno spent $750,000 without a full account, spent $25,000 of working capital without authorization, drew $6,500 of STS funds for himself and kept company money in his personal account. Mr. Kaufman, now president of Guild Films Inc., New York TV film distributors, charged STS received $2.1 million income up to May 1952 while spending $1.8 million, and demanded an accounting of the difference.

Crosley Buys Assets Of Johnston Film Company

PURCHASE of assets of Bert Johnston Productions Inc., TV industrial and commercial film firm, by Crosley Broadcasting Corp. was announced last Thursday by Robert E. Dunville, Crosley president. The purchase price was not disclosed. Crosley is buying physical assets of the firm on its liquidation and will operate it as a division of WLW Cincinnati promotions.

Mr. Dunville and G. Carlton Hill, executive vice president of the film company, closed the negotiations for the purchase, effective last Friday. The firm located in Deer Park, Ohio.

No change in personnel is contemplated, Mr. Dunville said.

Preliminary Injunction Granted in Film Damage Suit

PRELIMINARY injunction restraining Chesapeake Industries and Motion Pictures for Television Inc. from releasing a feature film, "Shed No Tears," to television pending trial of a $500,000 damage suit has been granted Frost Films and Equity Pictures in Los Angeles Superior Court [B•T, Nov. 24, 1952].

The restraining order, Jan. 9, also affects four Los Angeles TV stations: KNXT KNBH KTTV KLAC-TV.

Maintaining that it has not yet become a commercial practice to televise newly made theatrical motion pictures, the producers in their suit charge that video showing of the film will destroy future theatre release.

Besides the injunction as part of the $500,000 damage suit, the producers request the existing contract between themselves and Chesapeake be cancelled and the film be returned.

Also named as defendants are United Artists, Eagle Lion Classics, Eagle Lion Films, Pictorial Films and Pictures Unlimited.

Availabilities . . .

United Artists Television has announced 11 new sales of TV programs series distributed by the company. Heading the list is *Clete Roberts' World Report,* sold to **WGN-TV** Chicago, **WSBT (TV)** South Bend, **WEEK-TV** Peoria and **CBLT (TV)** Montreal.

* * *

Cate & McGlone, Hollywood, has completed 30 20-second TV film spot announcements for **United Air Lines,** Chicago. **N. W. Ayer & Son,** Hollywood, is the agency.

Production . . .

Louis D. Snader, Beverly Hills, has started production on the *Liberace Show* in cooperation with **KLAC-TV** Hollywood. Under a recently signed contract involving $1,521,000, 117 half-hour programs, starring the pianist, will be filmed during 1953 and distributed nationally by **Guild Films Inc. Duke Goldstone** is the director and **George Liberace** continues as musical director for his brother. **Robert M. Snader** is the associate producer.

In conjunction with **Wally Kline,** Louis Sna-

GATES
QUINCY, ILLINOIS.
YOUR ONE SOURCE
FOR ALL BROADCASTING EQUIPMENT NEEDS
THESE OFFICES TO SERVE YOU
QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . TEL. METROPOLITAN 8-0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

"TO MAKE CAMERAS WHICH WILL TAKE THE WORLD'S FINEST FILMS"

WORK on the first MITCHELL CAMERA was dedicated with these words over thirty years ago.

Today Mitchell 16mm and 35mm Cameras are used throughout the world in every field of motion picture photography.

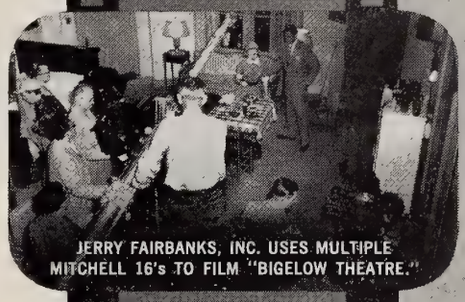
In Television, Mitchell Cameras have pioneered new and superior techniques and standards. Mitchell, alone, brings you years-ahead professional motion picture equipment. Commercials, shorts, and features filmed with this camera are *sharper, clearer,* and *steadier* on home television screens because of the internationally famous smooth, positive operation and perfect control which the Mitchell Camera brings to each film.

The Mitchell 16mm Professional has the same proven Mitchell 35mm features which have made this camera the standard equipment of major studios in every part of the world.

Be sure of professional results—use the Mitchell Camera.



TOM KELLEY STUDIOS USES 35MM MITCHELL NC FOR DESCO-WARE COOKING UTENSILS' TV FILMS.



JERRY FAIRBANKS, INC. USES MULTIPLE MITCHELL 16's TO FILM "BIGELOW THEATRE."



ROCKET PICTURES, INC. USES MITCHELL FOR TV COMMERCIALS FOR JOHNSON'S WAX.





AMONG THE USERS OF MITCHELL CAMERAS:

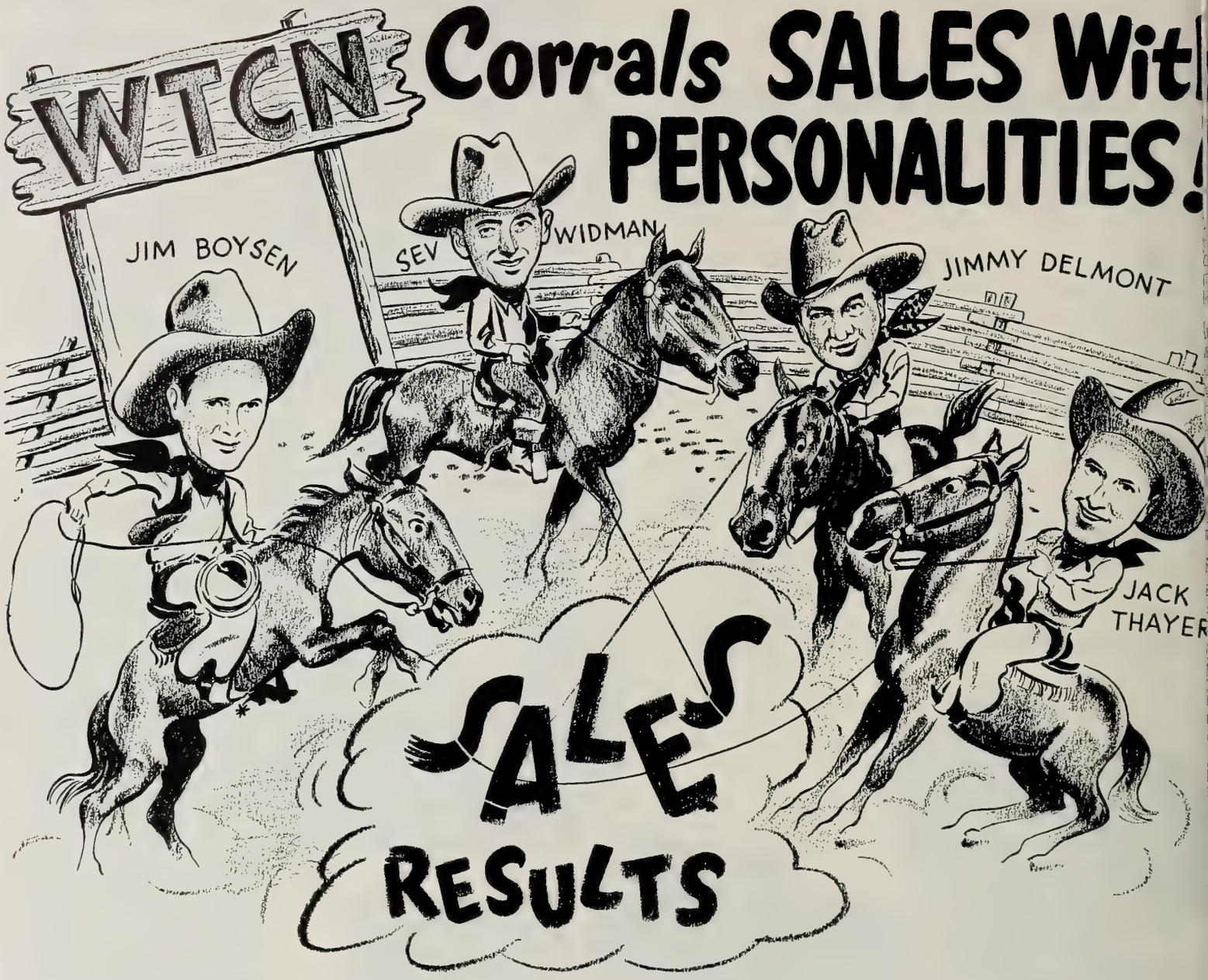
DEPARTMENT OF COMMERCE
NATIONAL FILM BOARD OF CANADA
FITZPATRICK PICTURES
GENERAL ELECTRIC
CARAVEL FILMS
PARAMOUNT PICTURES CORP.
REID H. RAY FILMS
WILDING PICTURES
TELESHO OF CALIFORNIA
HARTLEY PRODUCTIONS
UNIVERSAL INTERNATIONAL PICTURES
NATIONAL MARITIME UNION
ALEXANDER FILMS
SPORTSREEL PRODUCTIONS
SOCIETE BELGE INDUSTRIELLE
R.K.O. RADIO PICTURES, INC.
UNIVERSITY OF WASHINGTON
DIRECTOR NATIONAL INSTITUTE OF HEALTH
NATIONAL ADVISORY COMMITTEE
U. S. ARMY
GEORGE COLBURN LABORATORIES
JERRY FAIRBANKS, INC.
AUDIO PRODUCTIONS
WARNER BROTHERS, INC.
GILLETTE PRODUCTIONS
ARTHUR KRIENKE
U. S. NAVY
ROBERT RICHIE
WALTER S. CRAIG
U. S. AIR CORPS
METRO-GOLDWYN-MAYER STUDIOS
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85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



Here's a glimpse of results of actual sales roped in by WTCN-RADIO personalities.

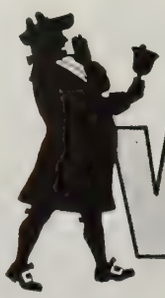
JIM BOYSEN—He made a one-minute announcement for National Jewelers in Minneapolis. Within two minutes, the jeweler was swamped with calls and couldn't handle the influx of store traffic.

SEV WIDMAN—Muntz-TV sold *more* sets from the Widman Show than the next three stations combined.

JIMMY DELMONT—He made only two announcements . . . sold eight 1951 Kaisers and six Henry J's.

JACK THAYER—With one announcement for Hallicrafter-TV, Thayer received calls for 300 TV demonstrations.

These boys are *real sales* hands. They're proven and experienced. Talk to your Free & Peters representative. Ask him about these *new personalities* who have the ability to move your merchandise.



A NEW POWER IN RADIO

WTCN-Radio

MINNEAPOLIS—ST. PAUL

Town Crier of the Northwest

National Representatives
FREE AND PETERS

der will produce a quarter-hour TV film series, *Nickelodeon Show,* starring the **Sportsmen Quartette.** Known for their appearances on CBS Radio's *Jack Benny Show,* the group will do original songs in the format built around silent films. The series also will feature **Frances Farwell,** singing star of her own NBC radio West Coast program.

* * *

Jack Chertok Productions, Hollywood, has started production on 10 half-hour films in **Du Pont's** *Cavalcade of America* series on NBC-TV. **William Thiele,** former M-G-M director, is directing. Agency is BBDO.

* * *

James Mason, his wife, **Pamela,** and **Richard Burton,** English film stars now in Hollywood, are readying plans to film 26 quarter-hour programs for television. To be called *Your Readers,* the trio will read selections from English and American literature in a living room setting.

* * *

Edna and **Edward Anhalt,** motion picture producer-writers with **Stanley Kramer Co.,** Hollywood, have completed half-hour script to be filmed by **United Jewish Appeal** for release to TV networks.

Film People . . .

Edward C. Corbett, Alexander Film Co., Chicago, and **Franklin P. Gibbs,** with the firm's Detroit office, have been made assistants to the president of Alexander Film Co., Colorado Springs, Col. Both formerly were special representatives. **Willard Eberling** has been named laboratory manager for the Colorado film advertising firm. He formerly was assistant laboratory manager.

Random Shots . . .

Rights to "The Best Television Plays," a collection edited by **William I. Kaufman,** have been acquired by a new firm known as **Best Television Plays Inc.,** and the plays, originally presented live, will be produced as a series of half-hour TV films by **Robert Lawrence Productions Inc.,** New York, using materials from the original live versions.

* * *

Series of 20 and 60-second film trailers, featuring Hollywood and Broadway name talent, are being utilized by M-G-M to promote its new feature film release, *"Main Street to Broadway."*

* * *

Telepix Corp., Hollywood, has moved to 1515 N. Western Ave. Telephone is Hillside 7391.

USAF's Asch Named V. P. In Van Praag Division

MARC S. ASCH, civilian chief of film production for the U. S. Dept. of the Air Force, has been appointed a vice president and producer in the industrial and TV films divisions of Van Praag Productions, New York, President William Van Praag announced last week.



Mr. Asch

Mr. Asch was one of the founders of the Bureau of Motion Pictures of the Office of War Information and subsequently was technical director and studio manager. During World War II, he was a major in the Army Signal Corps. From the service he joined United World Films, TV film producers and distributors, as associate producer.

AM, TV Shows Receive Christopher Medals

TWO radio programs and three special Christmas telecasts received quarterly Christopher Awards at a luncheon at New York's Waldorf-Astoria last Wednesday.

The broadcasts were selected as creative works that "reflect the power for good that can be exerted, with God's help . . . in the literary and entertainment fields." Each award recipient received a bronze medallion. Eight other awards were made.

In radio, awards were presented to John Driscoll, John Zoller and Warner Law for their part in presenting *Barbed Wire Christmas* on NBC Dec. 18.

An award went to Henry Denker, writer-producer-director of *The Greatest Story Ever Told,* based on the book and aired on ABC.

In television, awards went to Fred Waring's special Christmas presentation in song and dance of some of the many traditions which have stemmed from the birth of Christ. Bob Banner, director, and Hugh Brannum, writer, also received awards for this CBS Television presentation Dec. 14.

Cal Kuhl, producer, and Fielder Cook, producer, were honored for their *Lux Video Theatre* presentation Dec. 22 on CBS Television of "A Child Is Born," based on Stephen Vincent Benet's Christmas story.

Awards went also to CBS-TV's *Studio One* presentation of *The Nativity,* based on a cycle of medieval "mystery plays." Fletcher Markle, producer; Franklin Schaffer, director, and Andrew Allen, writer, were selected for the special Christopher medallions.

Rupert Lucas

RUPERT LUCAS, 58, sales manager for Barry & Enright, New York, television program producers, collapsed and died after a heart attack Tuesday night in the DuMont Television Network studios in New York.

Mr. Lucas served previously as a radio producer with Young & Rubicam and as sales executive with ABC.

Surviving are his wife, Mrs. Constance Lucas of Hartsdale, N. Y., and a daughter.

ATAS Awards Dinner

ANNUAL awards dinner of the Academy of Television Arts and Sciences will be held Feb. 5 at Los Angeles' Hotel Statler and will be televised locally on KLAC-TV, according to Charles Ruggles, membership chairman and president-elect, who said the event may be sponsored and telecast nationally. Membership is at a record high of 350, he said. Barbara Britton, star of CBS-TV's *Mr. & Mrs. North* film series, will act as "Miss Emmy" in presenting local and national ATAS "Emmy" awards.

Loew Leaves Telemeter

DAVID LOEW, former president of International Telemeter Corp., Los Angeles, has withdrawn from the firm and sold his approximately 20% stock interest to the pay-as-you-see subscription TV corporations. A new president is to be elected Feb. 13 by the board of directors.

Paul Raibourn, vice president of Paramount Pictures Corp., continues as board chairman of Telemeter with Carl E. Leserman, executive vice president. Paramount is a 50% owner of ITC.

RCA Thesaurus Adds

RCA Recorded Program Services has announced that RCA's Thesaurus has added *Music Hall Varieties,* half-hour show featuring Beatrice Kaye and Joe E. Howard, to its library program series. Company has sent brochures and promotion kits to subscribers.

INS-Telenews Sports Films

INS-Telenews has added a new Monday-Friday sports film service for TV stations. Using 3 to 3½ minutes of footage per day, the service will include two or more stories of top sports events.



AT signing of Pacific-Mercury TV, Los Angeles for *Boston Blackie,* half-hour Ziv TV series are (seated, l to r) Walt Kingsley, Ziv Television Programs Inc.; Joe Beneron, president, Pacific-Mercury TV Mfg. Corp.; Elliott Peikoff, vice president, Mercury Television & Radio Corp.; standing (l to r) are Don Staley of the Ziv firm; Edward L. Koblitz, president, The Edwards Agency, and Jim Brent, advertising manager, Pacific-Mercury TV.

COMPATIBLE COLOR SPECIFICATIONS APPROVED BY NTSC AT IRE MEET

With standards for compatible color approved in principle last week at the IRE meet, the National Television Systems Committee findings will be put to several months of thorough field-testings. Subsequent step would then be application to the FCC for such type commercial telecasting.

FULL set of signal specifications for a compatible system of color television was approved Thursday by the National Television Systems Committee, meeting in full session at Institute of Radio Engineers headquarters in New York [B•T, Jan. 12].

Approval of the specifications in principle marks a red letter day in the history of NTSC, all-industry group which for more than two years has been struggling with the problem of perfecting a system of colorcasting which would provide for the reception of colorcasts in black-and-white on the millions of monochrome TV receivers now in use as well as reception in full color by color receivers.

Before the group applies to the FCC for authority to telecast commercially under the NTSC standards, however, the specifications approved by the group last Thursday will be given exhaustive field tests, lasting perhaps three or four months. Dr. W. R. G. Baker, General Electric Co. vice president and chairman of NTSC, told BROADCASTING • TELECASTING Thursday that these field tests are designed "to adjudicate the specifications beyond the slightest question of a doubt."



Dr. W. R. G. Baker

Transmitters operated by DuMont, RCA, Philco and General Electric will definitely be employed for the tests, Dr. Baker said, with others perhaps participating as well. Knox McIlwain of Hazeltine Corp., chairman of NTSC Panel 16, will direct the testing program.

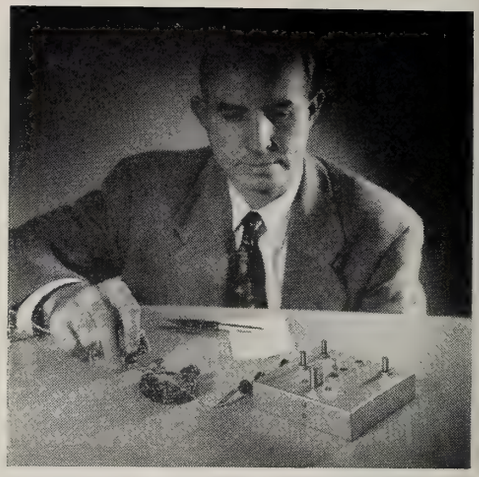
The editorial committee of NTSC Panel 12 was instructed to prepare the full set of approved signal specifications for color TV and to distribute them to the industry at the earliest possible moment. Donald Fink, Philco Corp., chairman of the editorial committee, said he would get his group together to prepare such an industry release within the week and would forward the material to the NTSC secretary for dissemination throughout the TV broadcasting and manufacturing industry. It was estimated that the task might be completed in two to three weeks.

Specifications approved by NTSC last week involve perhaps a 50% change from the tentative specifications issued by the group some months ago, Dr. Baker reported. Their present form he believes will stand up throughout the field testing period with only minor changes, he said, quickly adding that this is a personal, not an official viewpoint.

Dr. Goldmark Pointed Out

The presence of Dr. Peter C. Goldmark, CBS vice president in charge of engineering research and development, at the NTSC meeting was especially pointed out by several committee members. Dr. Goldmark conceived and directed the development of the non-compatible CBS system of color TV which won FCC approval for commercial operation in 1950. A court case attempting to block that decision was decided in CBS' favor the following year but at a government request to withhold production of color receivers for the present so as not to divert essential materials, CBS has not put its color sets on the markets. Dr. Goldmark was accompanied at the Thursday meeting by John W. Christensen, chief engineer of the CBS Laboratories Div.

Also present at the meeting were: Dr. Baker; A. W. G. Jensen, Bell Labs.; A. L. Beers, RCA Robert E. Shelby, NBC; Mr. McIlwain; B. F. Tyson, Sylvania; E. W. Engstrom, RCA; P. Neuwirth, Teleking; George H. Brown, RCA; W. W. MacDonald, Electronics; John V. L. Hogan, Hogan Labs; R. M. Bowie, Sylvania; Alfred N. Goldsmith; A. V. Loughren, Hazeltine; Dorman D. Israel, Emerson; Robert Dressler, Chromatic TV Labs.; D. E. Harnett, GE; D. B. Smith, Philco; Richard Hodgson, Chromatic; Lewis M. Clement, Avco (Crosley Div.); I. J. Kerr, GE; Mr. Fink, Philco; Kurt Schlesinger, Motorola; Dan E. Noble, Motorola; T. T. Goldsmith, DuMont; S. Taranter, Admiral; Clure Owne, ABC; R. B. McGregor, Arvin; D. E. Wyndman, Eastman-Kodak; John M. Barstow, Bell Labs.; Bernard F. Osbahr, Caldwell-Clements.



FIRST use of a transistor in vhf radio transmission has been claimed by RCA Victor, Camden, N. J. George M. Rose, who operates K2AH, amateur station, from his home in Mountain Lakes, N. J., and who is manager of RCA Tube Dept. development group, demonstrates tiny transistor transmitter. Device is built around a single RCA point-contact transistor now being developed experimentally in the department's laboratory. Mr. Rose was able to contact a "ham" station over 25 miles away.

7 New TV Outlets, 2 Others To Get Blaw-Knox Towers

ORDERS for towers for seven new television stations have been received by Blaw-Knox Co.'s Tower Dept., the firm announced last week.

Towers will be supplied to KBTV (TV) Denver; KRTV (TV) Little Rock; KFSA-TV Fort Smith, Ark.; WTVI (TV) Belleville, Ill.; WICC-TV Bridgeport, Conn., and WSLS-TV and WROV-TV, both Roanoke, Va.

Replacement towers for pre-freeze TV stations have been contracted by WHIO-TV Dayton, which will replace its 500-ft. tower with one 1,104 ft., and which will include an elevator to the top, and WMCT (TV) Memphis, which will substitute a 1,050-ft. tower for its present 750-ft. structure.

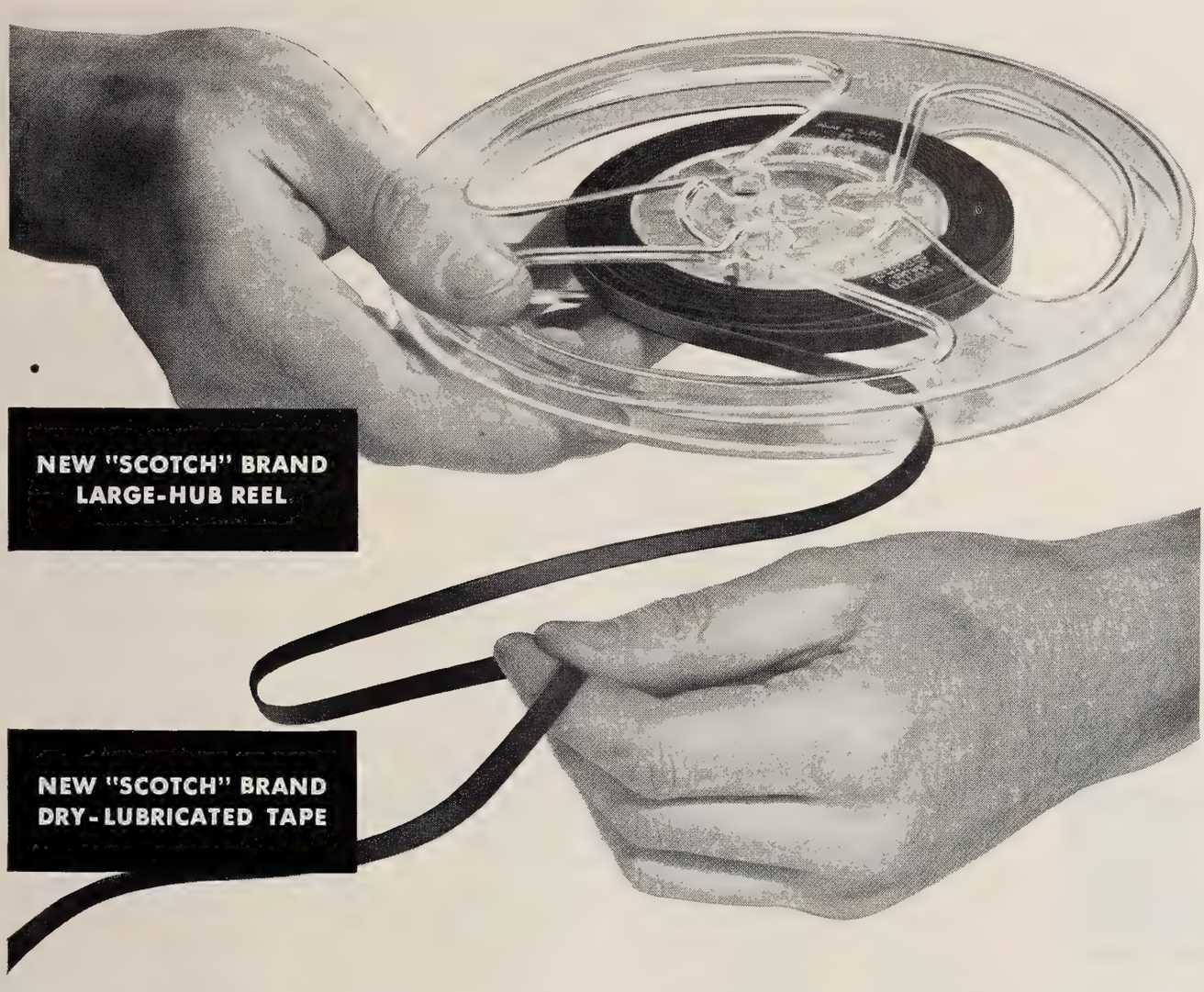
Philco's '52 Sales Up 18%

WILLIAM BALDERSTON, president, Philco Corp., reported last week that Philco sales in 1952 exceeded $360 million, an 18% increase over 1951.

If general business continues at present levels, Philco has an opportunity to manufacture and sell more than one million TV receivers in 1953, Mr. Balderston predicted, in view of the planned opening of some 100 new video broadcasting stations.



GATES Radio Co. expects to occupy its new general transmitter assemblage plant, shown in artist's drawing above, sometime in April. Located on a seven-acre plot at Quincy, Ill., the new plant, the first of several sections planned, is 237 by 100 ft. and is on one floor with daylight construction. Gates will continue to operate its Plant No. 1 at Quincy and, accordingly, will plan to maintain company general offices there.



You need *both* to reduce timing errors!

You have an extra weapon against timing errors with the new "Scotch" Brand 7-inch Professional Reel. The specially-formulated tape available *only* on this new reel is treated with a revolutionary dry lubricant. It slides over heads without gumming or sticking, eliminates the flutter that contributes to timing errors. This also allows sustained tones to come through clearly, without annoying changes in pitch.

And the dry lubricant is unaffected by humid weather . . . does a top-notch job all year round, even in tropical climates!

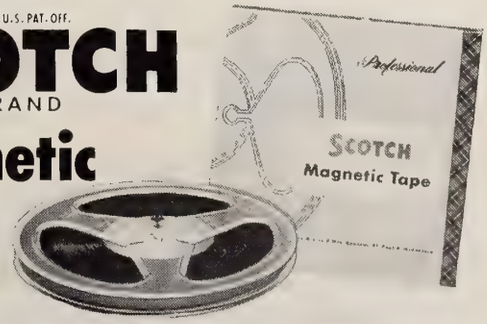
The new larger hub on this improved reel does its part in combatting timing errors, but remember . . . for split-second accuracy and flawless reproduction every time, you need the *extra* advantage of "Scotch" Brand *Dry-Lubricated* Magnetic Tape!

See Your Distributor for a Supply of 7-inch Professional Reels and *Dry-Lubricated* Tape!

CHECK THESE FEATURES of the new "Scotch" Brand 7-inch Professional Reel

- **NEW LARGER HUB** measures 2¾ " compared to the 1¾ " of standard reels
- **SINGLE THREADING SLOT** minimizes distortion of lower tape layers
- **DRY-LUBRICATED TAPE** practically eliminates sticking, squealing, cupping
- **100% SPLICE-FREE.** All "Scotch" Brand Magnetic Tape (up to 2400 foot reels) is guaranteed to be free of splices

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SCOTCH BRAND
Magnetic Tape



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TV PROBLEMS TO TOP AIEE WINTER SESSION

Electrical engineers will converge on New York this week to hear technical papers on a number of timely subjects including transistors, color TV, uhf broadcasting, civil defense and 'Conelrad'.

TELEVISION problems will be dealt with in two Tuesday sessions of the Winter General Session of the American Institute of Electrical Engineers, being held this week, Monday through Friday, at the Hotel Statler, New York. TV pictures will be discussed during a Thursday afternoon session on high-vacuum tubes. Broadcast engineers may also be interested in a Thursday morning session on radio communications systems and in two Tuesday sessions on semi-conductors, chiefly transistors, included in the 86 technical sessions scheduled for the five-day meeting.

At a general session on Monday afternoon, AIEE President D. A. Quarles will present the Edison Medal to Dr. V. K. Zworykin, RCA scientist who invented the electronic tube which is the heart of present day TV. Dr. E. W. Engstrom, vice president in charge of research, RCA Labs., will discuss the career of the medalist and Prof. J. F. Calvert, chairman of the Edison Medal Committee, will describe the establishment of this award during the afternoon general session, whose principal address will be delivered by Dr. H. T. Heald, chancellor, N. Y. U.



Dr. Zworykin

Tuesday morning technical session on uhf TV will include the following speakers and papers: E. W. Allen Jr., FCC, "General Aspects of Uhf Broadcasting"; Dana Pratt, RCA Victor, "Uhf TV Transmitting Equipment"; F. E. Talmadge, RCA Victor, "New Devices for Broadbanding Uhf Transmitter"; D. W. Peterson and Jess Epstein, RCA Labs., "An Experimental Study of Wave Propagation at 850 mc"; J. W. Waring and W. P. Boothroyd, Philco Corp., "Selection and Amplification of Uhf TV Signals."

A session on color TV that afternoon will comprise: D. B. Smith, Philco Corp., "Present Status of NTSC Color"; Page Burr, Hazeltine Electronics Corp., "Transmitting Terminal Apparatus for NTSC Color TV"; Donald Fink, Philco Corp., "The Synchronization Problem in Color TV"; J. G. Reddeck, RCA Labs., and H. C. Gronberg, NBC, "Network Transmission of Color TV Signals." Also at that session, R. W. Ralston and D. B. Eickline of Illinois Bell Telephone Co. will discuss the national political conventions.

Radio Sessions

Agenda for the Thursday morning session on radio communications systems includes: C. A. Armstrong, AT&T, "Communications for Civil Defense"; R. J. Renton, FCC, "Conelrad"; J. R. Neubauer, RCA Victor, "The New Jersey Turnpike—A Unique High Communication System"; R. D. Campbell, AT&T, "Path Testing for Microwave Radio Routes."

High-vacuum tube session Thursday afternoon is scheduled to include: W. P. Bennett and H. F. Kazanowski, RCA, "1 kw Transmitting Tetrode for Uhf"; M. B. Shrader, RCA, "A New 10 kw Air-cooled Tetrode for Vhf TV Service"; John Hartman, DuMont Labs., "Cathode-ray Target Tube for Pulse Height Analysis"; W. A. Dickinson, Sylvania Electric Products, "Electromagnetic and Electrostatic Focus for Picture Tubes"; R. B. Ayer, RCA, "High-power Industrial Vacuum Tubes Having Thoriated-Tungtsen Filaments"; A. M. Bounds and P. N. Hambleton, Superior Tube Co., "The Nickel Base Indirectly Heated Oxide Cathode"; H. B. Law, RCA, "The RCA Three-gun Shadow Mask Color Kinescope."

Minnesota Mining to Build

MINNESOTA Mining & Mfg. Co., which is conducting extensive and secret research into magnetic tape recording of pictures for television, has purchased 125 acres near St. Paul for construction of a $3 million research laboratory. Construction of this first in a series of additions will begin this spring, and is expected to be completed by the fall of 1954.

It will house the central research department, where the "more fundamental and longer term" projects are carried out under the direction of Dr. Harry N. Stephens.

Minnesota Mining also maintains a research unit for each of its product divisions, and has realized $25 in sales for every $1 it has spent on research, according to William L. McKnight, board chairman.

VULCAN TOWER

The Tower of Strength

Tall Towers for Supporting Television Antennae
Expanded facilities insure quick delivery

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P. O. Box 2467
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NLRB Blocks Move to N. Y. In Hearing on TV Writers

RENEWED attempts by NBC, CBS, ABC, Authors League of America and Screen Writers Guild to move the NLRB hearings involving television writers from Los Angeles to New York for further testimony were denied by Trial Examiner Norman Greer at the conclusion Wednesday of the hearing of several weeks [B•T, Dec. 2, 1952].

He gave Television Writers of America, whose petition to be bargaining agent for Hollywood writers on network live and film TV shows caused the hearing; ALA, SWG and the networks until Feb. 4 to file briefs. Desilu Productione and McCadden Corp. whose cases were consolidated with the networks, also were given that deadline.

TWA Scope Questioned

ALA and SWG claim TWA is not representative of the craftsmen it seeks to represent [B•T, Dec. 15].

Frances Inglis, SWG executive secretary, during testimony Wednesday said 190 companies in the U. S. are producing pictures for TV showing. Of this number, 103 have headquarters in Hollywood, 68 in New York, 9 in Chicago and 10 elsewhere.

Nationally, they utilize the services of some 600 writers, she testified.

SAG Opens Chicago Office With Jones as Representative

SCREEN Actors Guild has opened an office in Chicago. John Dales Jr., SAG's national executive secretary, last week announced the new office was arranged with cooperation of the American Federation of Television and Radio Artists (AFTRA) local in Chicago.

Raymond A. Jones, executive secretary of the AFTRA branch, also will be SAG representative in the Windy City. The guild's staff will be housed at 102 E. Hubbard St., AFTRA's office.

Thomas J. Shea

FUNERAL services for Thomas J. Shea, 53, assistant president of International Alliance of Theatrical Stage Employes and Motion Picture Machine Operators of the U. S. and Canada, where held Friday in Middletown, Conn. Mr. Shea, a former president and vice president of the Connecticut State Federation of Labor, died Tuesday at the Will Rogers Memorial Hospital at Saranac Lake, N. Y., where he had been a patient for several months. He had been assistant president of IATSE since 1945.

Engineer Openings

OPENINGS for an engineer and technical secretary on the International Frequency Registration Board in Switzerland were reported last week by the State Dept.'s Telecommunications Policy Staff. Interested candidates should submit their qualifications and other data to the Telecommunications Policy Staff, Dept. of State, Washington 25, D. C. (attention: Mrs. Hazel Briggs), not later than March 30.

features

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Fables of the leopard and the hippo—5

ON GOOD TIMING



THE HIPPO: "Alas, the victuals that pass me by. I always seem to miss the biggest share, at least."



THE LEOPARD: "Then study, sir, your timing in stalking *and* in snaring game."

THE MORAL: Wily television advertisers (like the Spotted Leopard) know, too, the importance of good timing. Of best-selling hours—and seasons—to pin down important sales.

So they choose *Spot* TV. Because they can buy just the hours that fit *local* viewing tastes best. In every time zone.

They can start fast. Or change pace easily during best selling seasons. In every market.

At low cost-per-sale.

Prove for yourself the importance of good timing . . . with Spot TV . . . on these thirteen select stations.

WSB-TV . . . . . Atlanta
WBAL-TV . . . . . Baltimore
WFAA-TV . . . . . Dallas
KPRC-TV . . . . . Houston
KECA-TV . . . . . Los Angeles
KSTP-TV . . . M'p'l's-St. Paul
WSM-TV . . . . . Nashville
WJZ-TV . . . . . New York
WTAR-TV . . . . . Norfolk
KMTV . . . . . Omaha
WOAI-TV . . . . San Antonio
KGO-TV . . . . San Francisco
KOTV . . . . . Tulsa

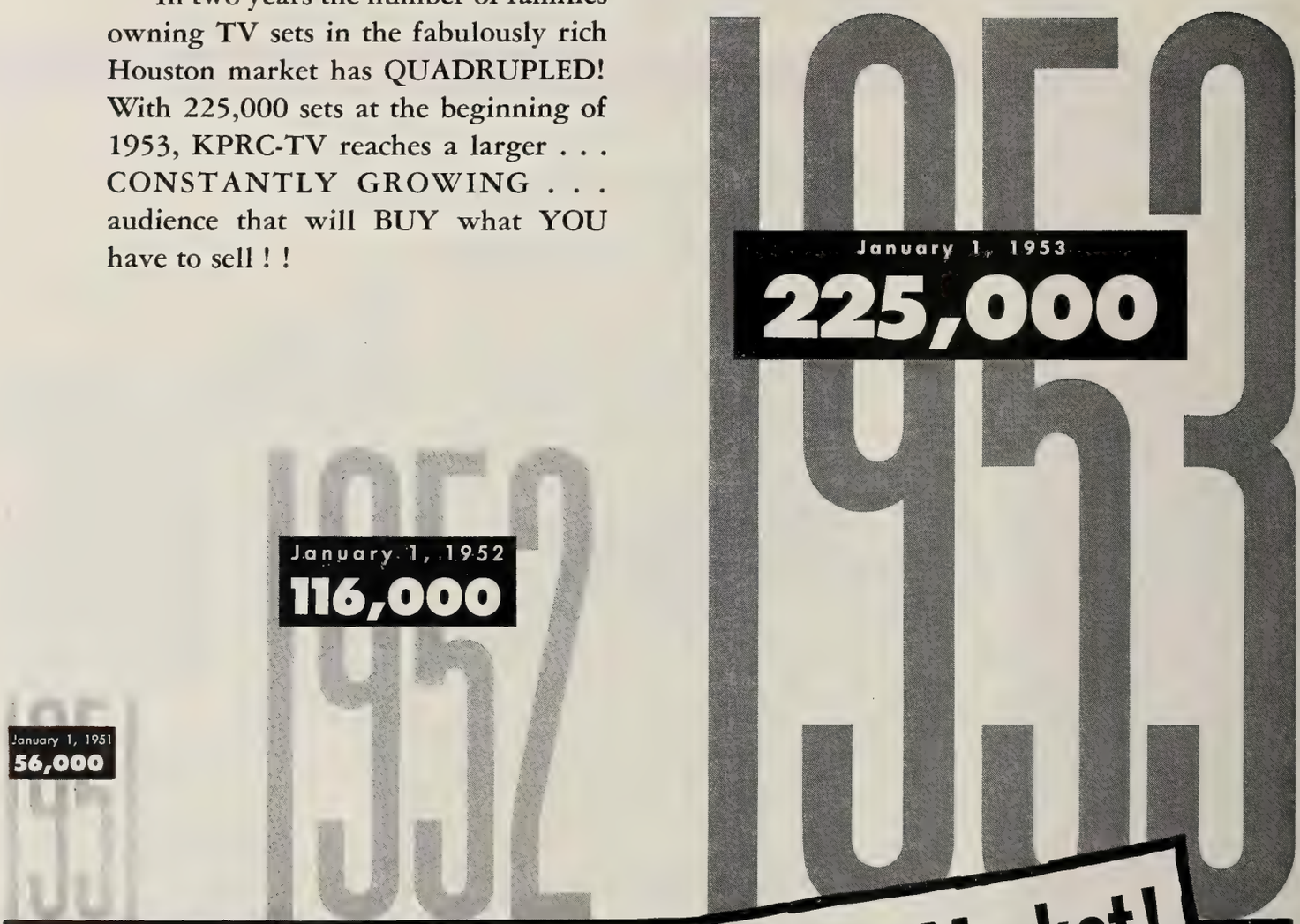
REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
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KPRC-TV SET OWNERSHIP QUADRUPLES!

In two years the number of families owning TV sets in the fabulously rich Houston market has QUADRUPLED! With 225,000 sets at the beginning of 1953, KPRC-TV reaches a larger . . . CONSTANTLY GROWING . . . audience that will BUY what YOU have to sell ! !



FIRST in the South's First Market!

CHANNEL 2 • HOUSTON

NBC • CBS • ABC • DuMONT

JACK HARRIS, Vice President and General Manager

Nationally Represented by *EDWARD PETRY & CO.*

KPRC-TV

The controversy over film vs. live production is as old as commercial television and doubtlessly will still exist years from now. Much can be said for both techniques. Here's the first of a two-part series. Next week John L. Sinn, president of Ziv Television Programs Inc., will present the case for films on TV.

the case for LIVE television

By Martin Stone

ALL television programming, like "Omnia Gallia," is divided into three parts:

1. Film projection,
2. Studio origination, and
3. Use of the mobile unit.

The case for live television is not being stated in terms of a plea against the first method, film origination. Programming there must be, and a great deal of it perforce will be on film. The plea here is for more television, more faith in the medium. For to state the case for live television is to plead the cause of television itself. This new miracle of communication deserves no distinction if it does not preserve a quality that makes it different. Film in abundance on television is the equivalent of the home movie in continuous performance. Live television is magic of its own.

The television broadcaster who draws upon celluloid for his daily programming reduces his role to that of an exhibitor. His programming is at the mercy of others; his selection of fare is limited. Where the broadcaster tackles live television, however, he refuses to be bound by the product of distributors. He holds the threat of competitive production.

Live Is Troublesome

Live television—let's face it—is gruelling, wasteful, ulcerous. It demands production on an assembly line basis where the standards are not mechanical but creative. There are some who even demand that television be an art form. To fill the airwaves, though, with artistic performances—alive and skillful, day and night—is impossible even for the extravagance of a network. There is no reservoir of creative talent vast enough to accommodate the continuous spilling-over-the-dam of television programs. The prospects are even more frightening for the intrepid broadcaster who attempts to meet the challenges of live programming on a local basis with a limited budget and meager equipment.

Why, then, should the broadcaster attempt live television?

Some of the answers may here be suggested:

1. The community demands it. Certainly television has a public service to perform which no mere transmission of film can provide. Whether it be local meetings, parades or Boy Scout jamborees, the local broadcaster will have to establish his cameras for coverage of community events—on the scene—as a condition of his privilege of broadcasting.

2. No film, and no mechnical recording, can act as an equivalent for the immediacy of television coverage which comes from the use of the mobile unit in a special event. Whether it be boxing or baseball or wrestling or the Mummers' Parade, there is an excitement and color which comes from the transportation of the viewer to the scene that no other medium can duplicate. Television needs no intermediary, no commentator, no reporter. It is a fishbowl into which the world can peer, where real-life dramas and contests take place without benefit of script. The World Series game that hinges on the performance of the batter who has just stepped up to the plate, the roll call at the political convention that will determine the identity of the next President of the United States, the crime hearing at which an underworld king must choose at once between admission of guilt and contempt of Congress. Here is television at its best as it offers the exciting spectacle of news as news is made. Filmed television can offer no substitute for the quality of *NOW*.

3. No film, or tape, or any other reproduction, can capture the live—a better word is alive—quality of the personality in television. Whether it be Arthur Godfrey, Bishop Sheen or Adlai Stevenson, if a personality's purpose is to face a camera and by sheer talk establish a sense of communication with his audience at home, film remains a hurdle. "Talk" personalities on television make the bridge by sharing in common a simplicity: They do not pretend to be other people, or in a situation comedy, or in a "show." The fact that Mr. Godfrey is supported by a cast, or sets or costumes, doesn't spoil the



When Gabby Hayes (l) visited Howdy Doody and Bob Smith, it was a meeting of two of Author Stone's profitable television ventures. The Howdy Doody character has spawned a swarm of merchandising sidelines that have become a multi-million dollar business. It is among the oldest and most popular shows of its kind on the air.

fact that he never pretends to be putting on a "production." It's all dressing, revealed as a device to the viewer. Mr. Godfrey himself is most effective when he sits behind a desk and sells tea, man to man. Consider his loss of effectiveness when for a time he sold orange juice via kinescope. Mr. Godfrey, live, is talking to you—not to a cameraman who made a film, which was transmitted on television and which you happened to see.

Mr. Godfrey, Walter Winchell, John Cameron Swayze, share this characteristic in common: They are playing directly to the audience at home, in contrast with performers in a dramatic show who play to each other *for* an audience. Or, indeed, compare Sid Caesar or Milton Berle, or even Groucho Marx, who put on shows *for* an audience in a theatre. The personality in television derives his strength from a sense of intimacy enjoyed by his subject at home. Certainly Bishop Sheen is the kind of television personality that fairly crosses the camera into the living room. This is nigh impossible of achievement on film. It has nothing to do with the quality of celluloid. It has to do with being *alive.*

Mobility Is Key

4. The greatest potential for the expansion of the use of the television camera lies in a fuller employment of the mobile unit. I believe that this remains pioneer territory in television programming. The wide concentration on vaudeville, situation comedies and dramatic shows in expensive studio productions may make sense to the networks because of heavy investments in real estate and the luxury of the full time studio staffs, but the time is fast approaching when even the networks can afford only a few extravaganzas. The local broadcaster, without mammoth accommodations, expensive scenic designers and large construction shops, must from the start rely on the luxury of his imagination. He will, I feel, inevitably turn to his mobile cameras for realism on a low budget, which only natural settings and on-the-scene action can afford.

The greatest asset which television has to provide is truth. Compare radio, where one had to rely on reportorial technique; the announcer had to portray by appeal to the ear, and the listener had to supply his own imagination to add realism to the scene. Newspapers have a similar limitation, and perhaps the nearest approach to the realism of television is in the pictorial magazines like *Life.* Yet even here editorial restrictions and the limitations of space confine the story. Only television illuminates reality with a vivid impact that approximates actual witnessing.

The American public wants to know; television can be a mirror of America at work. The approach to television which is measured by truth demands the use of the uncompromising eye of the mobile camera.

The Kefauver hearings, for example, were a merciless revelation of truth. In another direction, President Truman's tour of the White House was a stimulating example of how all of us can be transported to an inner sanctum—a demonstration of television's reality. There is room for many more such explorations, so that those in the East can see the wonders beyond the Mississippi, and those in the West can visit New York's skyscrapers, subways and slums.

The mobile unit can do even more for the local community. It can show the processes of democracy at work . . . the courts, the marriage license bureau, the child welfare associations, the charity groups, the investigation bureaus, the city councils, what goes on in a city at night—in the night courts, in the fish markets, in the industries.

The Magic of TV

The magic of television lies mostly, I think, in being transported. It is the satisfaction received from sitting in one's living room with a sense of being present at Radio City, with a sense of performance by Arthur Godfrey for me—propped as I might be in an easy chair. There can be nothing but pleasure for the average man in witnessing the spectacle of (A) either Arthur Godfrey talking to *him,* indeed wooing him, or (B) witnessing *The Show of Shows* in his living room with as much enjoyment as the poor folks who had to go to the International Theatre and stand in line in a driving rain —if they were lucky enough to get tickets. No film accomplishes this purpose. A film may amuse and may entertain, but it does not give a sense of transportation. The only near-equivalent satisfaction to be derived from a television film comes from the fact that here is the equivalent—perhaps—of the local movie, without the inconvenience of going to a local theatre.

The case for live television is a plea for understanding of a new medium of *communication.* Film is a spectacle, and while a motion picture may be informative, even inspiring, it never acts as a vehicle of—repeat — communication. The efforts toward emphasizing live television must bear in mind this distinction, and seek to capitalize on its advantages.

(Don't miss "The Case for Films on TV" by John L. Sinn, president of Ziv Television Programs Inc., in next week's BROADCASTING • TELECASTING.)

ABOUT THE AUTHOR



Martin Stone is a lawyer turned executive and program producer. He is president of Kagran Corp., which, among other things, produces *Howdy Doody* and merchandises the freckled dummy. He is creator of *Author Meets the Critics* and the *Gabby Hayes Show.* Other programs he has produced include *Americana,* which Firestone sponsored on NBC-TV; *Gulf Road Show* for Gulf Oil on NBC-TV, and the *Jackie Robinson Show,* now on NBC radio.



No more lively show was ever aired than "Author" on the night Sen. Taft tangled with Tex McCrary.

Business is

hum-m-m-m-ing in Detroit

MARKET-wise, Detroit is the sweetest sales-territory in the U.S.A. That was true in '52 . . . *and it'll continue to be in '53.* The rhythmic music of machinery in action, of men at work, of cars and trucks and tanks rolling off production lines, of money changing hands, of clinking coins and ringing tills . . . all blend into a "hum sweet hum" of 4½ billion dollars retail business annually . . . in a market where hourly and weekly earnings of factory workers are at an all-time peak.

MEDIA-wise, you can make your sales hum in this market by spotting or programming your campaign on WWJ, Detroit's NBC affiliate. For 33 years, WWJ has been *first* in programming, in public services, and in getting results for its advertisers.

MONEY-wise, you can buy WWJ for 14.5% LESS than the average cost-per-thousand listeners for radio time in Detroit.

MERCHANDISING-wise, WWJ offers a follow-through service, from distributor to dealer levels, to help keep everyone humming about your advertising program on WWJ.

MAKE '53 a humdinger. Put more "*sell*" into your Detroit campaign by putting more of your ad money into WWJ.

THE STATION OF NEW LISTENS

WWJ AM-FM

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Associate Television Station WWJ-TV

THE WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY



THE PITCH ON

An ingenious partnership has built a $12 million business by adapting an old profession to modern media. The pitchman is off the streets and in the parlor.

OF ALL the toilers in the mercantile world, none has lived more precariously than the pitchman. His has been a nomadic and sometimes hounded trade, complicated not only by the usual vagaries of commerce but also by cruel changes in the weather and, in some communities, the oppressive diligence of the police.

For generations, the pitchman was obliged to endure another inconvenience. His sphere of influence extended only as far as he could project his voice, and even that range was limited, since there was always a chance that an intemperate shout would attract a hostile cop. It is a tribute to the resourcefulness of these vagrant merchants that so many survived such obstacles and accomplished their intricate purpose of bewitching passers-by into buying the potato peeler they had not until then realized they were dying for or the vitamin compound to cure debilities they had never suspected they had.

The limitations that have plagued the pitchman have now been relieved. Thanks to the miracles of radio and television, he not only has been taken off the streets but installed in the American home. He makes his pitch in comfort, undistracted by fears of sudden thunderstorms or roving flatfeet. Millions hear and watch him, and millions buy his wares. He has climbed from the society of carnival and boardwalk to the company of artists and millionaires. His astonishing transformation was arranged, not surprisingly, by two of his kind, perhaps the two most resourceful pitchmen who ever hawked a hair cream to a bald man.

Zooming Business

Aside from achieving the social elevation of their former colleagues and themselves, Charles D. Kasher and Leonard Rosen have made gratifying advances in their personal finances. A three-man partnership including them and Leonard's brother, Jack Rosen, set up shop in July, 1950. Their gross sales that year were $225,000. In 1951 sales were $4 million and in 1952, $12 million. It is the official estimate of the Messrs. Rosen and Kasher, who like to speak in round numbers, that gross sales will be $18 million this year.

Radio and television are responsible. In the last six months of 1950, Mr. Kasher and the Rosens spent $50,000 on radio-TV (mostly TV); in 1951, more than $1 million; in 1952, $4.5 million. The budget is expected to be about the same this year as it was last.

The enterprises which have amassed these records in so short a time are Charles Antell Inc., distributor of Charles Antell Formula No. 9, a hair cream and shampoo; National Healthaids of Baltimore Inc., distributor of NHA Vitamin Complex and Fastabs, a weight reducing pill; and Ronald Research Laboratories Co. Inc., which manufactures the products sold through the other two companies and conducts research into new products that the Messrs. Rosen and Kasher intend to unloose upon a market already reeling from the effects of those that have been introduced.

The origin of the half-hour pitch on radio and television, cornerstone of the Antell advertising technique, may be charged to a fateful meeting of Messrs. Kasher and Leonard Rosen in 1935 in Dayton, Ohio, where Mr. Kasher was temporarily established in a department store, pitching a lanolin hair shampoo called Albu-Lan. Mr. Rosen had stopped off en route to Cincinnati where he had an engagement for a similar enterprise with another hair product.

Old Pros

At that time both were experienced pitchmen. Mr. Kasher had entered the profession in 1930 at the age of 18 and Mr. Rosen the same year at the age of 15. A rapport was established, and the two went into partnership to demonstrate Albu-Lan at whatever store would provide refuge.

In 1938, they decided to diversify their sales by adding a vitamin-mineral product, Vigor-8, to their portable inventory. Vitamins were becoming popular at that time and Vigor-8 sold profitably, but despite his improving income Mr. Rosen decided to stay in one place for a while. He was 23 when he went back home to Baltimore to provide the mature and stabilizing influence in partnership with his younger brother, Jack, who by then was 20 years of age and chafing to establish his own business before he grew old. The Rosen brothers opened a house-to-house installment trade, traveling through Baltimore with possibly the most extensive and varied assortment of merchandise ever peddled door-to-door. The principal items in their line were home furnishings, jewelry and appliances.

Mr. Kasher, for the time being, continued as a transient vendor of Vigor-8.

Watching the Store

In 1941 the Rosen brothers took shelter. They opened a Baltimore store to sell the random merchandise they had previously sold door-to-door. By 1943 they had four such stores in the city, and Leonard was ready to branch out.

He and a friend became partners in Wood Products Inc., which manufactured furniture. Coincidentally Mr. Kasher quit the road and acquired an interest in Belforte Co., also a furniture manufacturer. The corporate history of these enterprises is somewhat vague, but in 1945 Belforte absorbed Wood Products, putting Messrs. Kasher and Rosen in partnership again. Not long afterward Mr. Kasher sold out, and two years later Mr. Rosen left Belforte to return to the stores with his brother.

In 1949 they consolidated their retailing into one store and began using radio advertising on WITH Baltimore. In February, 1950, they made their first excursion into television. One of the numerous products they were selling was an air conditioner. Financed by the Baltimore distributor of the unit, Leonard himself performed two demonstration programs on TV. Since neither radically upset the normal sales of air conditioners, he decided to obtain the skilled assistance of Mr. Kasher, celebrated in his circles as an adroit writer of pitch copy.

Mr. Kasher meanwhile had returned to active demonstration and was presiding over a lucrative pitch in Toronto, shoving a lanolin hair cream called Lee Harris. He was at first reluctant to leave a rewarding stand, but he yielded when Leonard explained the possibilities of going into the pitch business on television.

Once Mr. Kasher was in Baltimore, it was only a matter of weeks before a new vitamin compound of incalculable therapeutic effect had been discovered, perfected and bottled by him and his new partners. At the end of July 1950, Mr. Kasher himself went on WMAR-TV Baltimore in the first 30-minute pitch for NHA Complex, to be sold by mail.

Avalanche

Within an hour after Mr. Kasher had described the benefits of NHA Complex, 300 telephone orders for the wonder preparation had been received at WMAR-TV, enough to more than cover the $240 it cost to buy the time. It was plain to the Messrs. Kasher and Rosen that the pitchman's trade had become big business. They decided at once to expand. In less than a month after the introduction of NHA vitamins, the partnership performed a second chemical miracle of discovering, perfecting and packaging a new and revolutionary hair cream which they named Charles Antell, borrowing Mr. Kasher's first name and his mother's maiden name. The appendage, "Formula No. 9," was a stroke of merchandising inspiration, suggesting as it did the years of experience that had been attained in the making of the non-existent Formulas No. 1 through 8.

A half-hour TV commercial for Formula No. 9 was filmed with a professional actor, Richard Llewellyn, delivering the pitch. Mr. Llewellyn's fluency did not measure up to Mr. Kasher's, but he seemed more suited to television presentation of a hair treatment. Despite years of incessant massage

RADIO and TV

By Edwin H. James

while demonstrating unguents containing lanolin, the same magic ingredient of Formula No. 9, Mr. Kasher had developed a receding hair-line.

The Charles Antell promotion was even more successful than that for the vitamin compound. After the half-hour pitch was shown on WDTV (TV) Pittsburgh, 2,800 telephone orders were received in an hour.

It was fortunate that the Antell commercials were so effective, for the progress of NHA Complex was severely curtailed by a rude intrusion of the Federal Trade Commission which refused to believe that NHA Complex would prevent or cure arthritis, neuralgia, sciatica, lumbago, gout, bursitis, coronary thrombosis, rheumatism, high blood pressure, diabetes, bad bones, bad teeth, malfunctioning glands, infected tonsils, infected appendix, gallstones, eye trouble, goiter, overweight, underweight, constipation, indigestion, nervousness, lack of energy, lack of vitality, inability to sleep and grouchiness—as the exuberant commercials of Mr. Kasher seemed to promise.

Last November Federal Judge Calvin Chesnutt, of the U. S. District Court in Baltimore, issued a preliminary injunction restraining the Messrs. Kasher and Rosen from claiming that NHA Complex was an effective treatment for any such disorders. Judge Chesnutt noted the defendants' assertion that the commercials had not specifically made such claims, but he added:

"It is true that nowhere in the lectures do I find an express or direct statement that NHA Complex will prevent or cure these specifically mentioned human ailments, but . . . reference to them is subtly interwoven into the lecture in such a way that the overall impression can reasonably be stated to be that one hearing the lecture by radio or on television might well conclude that NHA Complex is a perfect treatment to avoid or cure such ailments."

The commercials that ran afoul of the FTC were in the long traditions of the pitchmen's spiel. An authoritative, seven-point description of the classic technique has been furnished in a short history of the Kasher-Rosens enterprises prepared under their direction by their publicity agent, Hal Salzman Inc., of New York:

1. Select a product that fits this sales technique.

2. Locate in heavy traffic areas.

3. Stop passing traffic with humorous, entertaining, informational, educational sales patter, into which is skillfully and unobtrusively (until the commercial comes) intertwined the compelling sales points of the product to be sold at the end of this talk.

4. Keep building a crowd around the counter, until the time arrives for the actual sales commercial.

5. Make the commercial sales pitch.

6. Close hard, fast, with compelling impact.

7. Make sales on the spot.

Point 3 is the critical part of the pitch. Around the New York offices of Television Advertising Assoc. Inc., an advertising agency which the Kasher-Rosen partnership owns and which prepares all commercials, this part of the pitch is candidly described as "the hook." It was in execution of "the hook" that Mr. Kasher's NHA Complex commercials referred to the numerous ills the flesh is heir to, without reference by name to NHA Complex. In the radio and television commercials now used for Charles Antell Formula No. 9, Point 3 is equally important. In the half-hour versions, Point 3 occupies at least two-thirds of the pitch, and Point 5—the naming of the product—is not reached until Point 4—a maximum audience build-up—has been fully exploited.

On radio and television the deliberate delay in reaching Point 5 serves a secondary purpose, in addition to collecting a crowd. It enables the Messrs. Kasher and Rosen to argue that the half-hour pitch is not in violation of commercial limitations in the radio and television codes, since the product name is not mentioned throughout the program.

Station Lineup

Undeniably, this argument has been persuasive to a great many radio and television stations. Antell and NHA Complex half-hour pitches have been broadcast by as many as 800 radio stations, and at one time Television Advertising Assoc. was able to place the half-hour films on 61 television stations.

"The hook" in the Antell commercials consists of a straight pitch on the evils of traditional hair care. The pitchman decries the tragic effects of submitting one's hair to the ministrations of barber shops and beauty parlors, where hair is mercilessly scorched, chilled and doused with useless goo. Twenty minutes of such graphic presentation are apt to impart the fear that the next visit to the barber means instant baldness.

Happily, however, the pitchman confides that there is an antidote to the medieval treatment the audience has been accustomed to accord its hair. The antidote is lanolin. As proof that lanolin is the only substance that hair can feed on, the pitchman points out that sheep are rich in natural lanolin and "Did you ever see a bald sheep?"

When the extraordinary healing powers of lanolin have been thoroughly described, the pitchman reaches Point 5, mention of Charles Antell Formula No. 9. From there on there can be no doubt who is sponsoring the performance.

Some 80 variations of these pitches, in both half-hour and 15-minute form, have been produced on record for radio and film for television. The variations are slight, since all the "programs," as the Messrs.

HOTTEST PITCH IN HISTORY

Though their techniques have earned for countless thousands of their colleagues no more than hand-to-mouth rewards, the Rosen brothers and Mr. Kasher are now big businessmen. Here, according to their own reports, are the records of their expenditures in radio and television advertising and their gross sales that resulted.

Period	Radio-TV Budget	Gross Sales
1950 (6 mos.)	$ 50,000	$ 225,000
1951	1,000,000-plus	4,000,000
1952	4,500,000	12,000,000
1953 (est.)	4,500,000	18,000,000



The prosperous partners inspect a sales report. L to r: Jack Rosen, Charles D. Kasher, Leonard Rosen.

Kasher and Rosen insist on calling these productions, follow the same outline.

The records and films are prepared by the creative department of Television Advertising Assoc. in New York. Time purchases are made from the TAA timebuying department in Baltimore, which is headquarters for the numerous Kasher-Rosen enterprises. Mr. Kasher, whom the other partners describe as a creative genius in the advertising world, spends most of his time in New York. He is president of Charles Antell Inc.

Leonard Rosen, chairman of the board of the Antell company, makes his headquarters in Baltimore and oversees timebuying. Jack Rosen, executive vice president, supervises manufacturing.

In addition to pioneering in the pitch technique on radio and television, the Kasher-Rosens partnership has intrepidly explored new methods of buying time. Probably no other advertiser of comparable size has ever picked up and dropped so much time so erratically.

Till Forbid

It is company policy of TAA to write time contracts on a "till forbid" basis. Most radio time has been bought with this escape hatch in the contract. Some TV stations have insisted on fixed periods.

With its commitments easily cancelled, TAA is perpetually engaged in, first, buying and, second, getting out of hundreds of agreements. Last November, Antell commercials were on 800 radio stations in 250 markets. Last week they were on 350 stations in 125 markets. Last October Antell half-hour films were on 61 TV stations. In November Antell picked up sponsorship of *Live Like a Millionaire* on an ABC-TV network of 34 stations and dropped all but two of the 61 on which it had the half-hour spot films. Last week it had replaced the spot films on some 35 stations.

Leonard Rosen recently explained company policy on timebuying. "The amount of time we buy depends on the pay-out in the market," he said. "Radio and television have to produce sales. We learned about that when we were doing mail order."

All Kasher-Rosen products were introduced by mail order. Antell is now sold entirely through retail outlets. The transition from mail order to national distribution may have established a merchandising record.

"Charles Antell pre-sold the United States on radio and television," Leonard Rosen recalled the other day. "We had requests from 500 druggists for retail distribution before we put it into the stores."

Sensing an opportunity, the Messrs. Kasher and Rosen mailed a brochure to 60,000 U.S. drug stores and chains with the catchy headline: "We've been stealing your customers. Now we're going to give them back."

In six and a half months Antell was nationally distributed. It is now sold, according to Mr. Rosen, in 75,000 retail outlets.

Of the other products, Fastabs, the weight-reducing pill, is now sold mostly retail, although about 10% of the Fastabs volume is still mail order. NHA Complex is not being sold heavily. As Leonard Rosen said the other day: "We're not promoting it right now."

Love That Soap

As would be expected of so energetic a partnership, a new product has just emerged from the miraculous laboratory that the Messrs. Rosen and Kasher possess. It is a soap which will bear the Charles Antell name.

The soap will be a pitchman's dream, for in addition to the usual cleansing agents, a single bar contains lanolin, chlorophyll and hexachlorophene, a germicide. It could be claimed that with so formidable a mixture of modern chemicals at hand the American public, in one operation, can wash itself, grow hair, be deodorized and rid itself of marauding bacteria.

The half-hour pitch may have to be lengthened to accommodate the description.

NEW PRODUCT



Not ones to be caught standing still, Mr. Kasher and the Rosen brothers are planning to enter the soap field with the product shown above. Charles Antell soap will contain enough ingredients to tax the adjectival resources of even the most accomplished pitchman.

WORKSHOP...

*is proud to announce its new UHF antenna**

the ultimate in–

SIMPLICITY
RUGGEDNESS
RELIABILITY

Simplicity—because the radiating and structural portions are coincidental. Cross sectional view at lower left clearly illustrates its clean cut revolutionary design.

Ruggedness & Reliability—come from complete elimination of small, delicate connectors and breakable insulators. Antenna breakdowns are virtually impossible.

High Gain of 11 db over a tuned dipole for the 12 wavelength model. Power gain of 14.

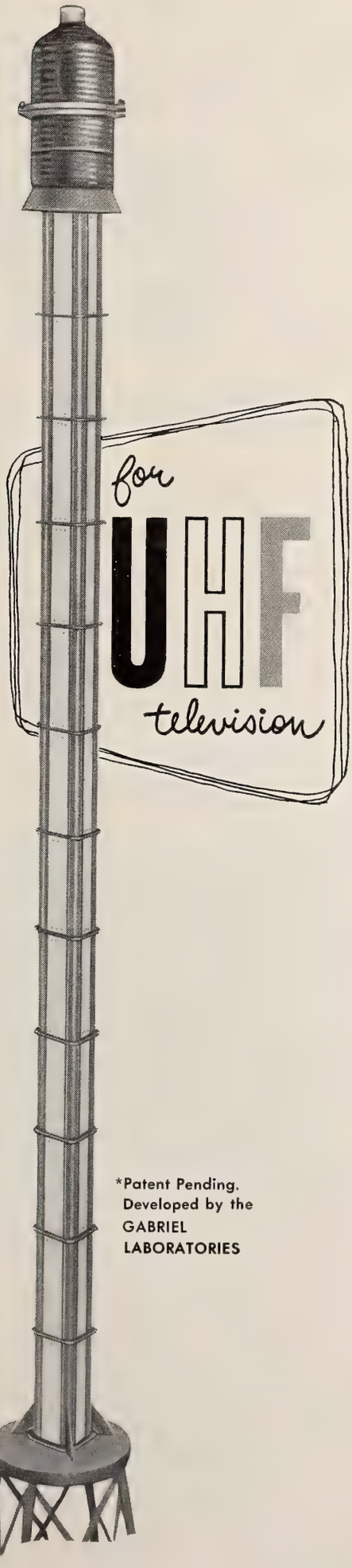
Perfect Circularity—maximum variations of less than 0.5 db from mean value in horizontal pattern.

Vertical Pattern . . . 4.2° . . . VSWR less than 1.1 to 1 with best match at video carrier frequency . . . will handle 50 KW power . . . and a host of other features.

This is only part of the story on this new development. Specifications indicate its unusually high performance and operating dependability. Write or call for complete information.



Cross-sectional view showing the four vertical tubes that form the radiating system. These tubes are actually slots and are further subdivided into resonant sections. They are fed by a single vertical inner conductor.



*Patent Pending. Developed by the GABRIEL LABORATORIES

WORKSHOP ASSOCIATES DIVISION
THE GABRIEL COMPANY
Endicott Street • Norwood, Mass.
DESIGNERS AND MANUFACTURERS OF A COMPLETE LINE OF MICROWAVE ANTENNAS

A few years ago, when television was just beginning to grow, it was popularly believed that department stores would be basic TV customers. The forecasts proved false. Here an expert tells why TV and big stores have failed to come together and suggests how they could.



ways to expand tv use by department stores

By Samuel H. Cuff

BACK in the mid-40's, when television had arrived technically but was waiting for the end of the war to enter its destined role as star entertainer and instructor of the American home, a favorite sport of the industry's masterminds was predicting what would happen when that happy time arrived.

Prominent in all such predictions was one to the effect that department stores, as a class, would be a major if not the major group of advertisers on television. Stores would install their own TV studios, where fashion shows could be staged, household appliances demonstrated and other merchandise displayed, with coaxial connections to the local TV station, if, indeed, the store had not taken on that operation as well.

Radio had never been too successful in attracting department store advertising, this pre-TV logic ran, but with television the story would be quite different. Fashions have to be pictured—and TV could do that better than newspaper drawings. Appliances sell best through demonstrations—and TV could do them better and far less expensively than run of store salesmen. Why, the best demonstrator could make all the demonstrations, and to all the housewives, not just one at a time. Come TV and, newspapers, look out. Your best customers will desert you for this great new medium.

Vanishing Dream

It was a beautiful dream, but like most dreams it proved somewhat different in reality. The war ended; TV stations went up (but very few were owned by department stores); TV attracted advertisers aplenty, but department stores did not loom very large in the overall picture. They don't today.

What happened? Why didn't department stores embrace TV with the preconceived avidity? There are a lot of answers—about as many as there are stores in TV markets—but in general they can be summed up as (1) department stores' unfamiliarity with television, (2) TV stations' unfamiliarity with store advertising, and (3) a great lack of interest on both sides in the problems of the other. That summation is certainly oversimplified and probably overcynical, but it's essentially true, nonetheless.

Take the first point. A big city store contracted for time on a station to present a showing of its new fall fashions. The store's fashion expert demanded a runway and potted palms, waving away the protests of the station producer with a haughty "Young man, I've been staging fashion shows for 20 years." When she looked at the dress rehearsal on a 10-inch screen, she shrieked, "But where is the model?"

Another early fashion show featured a finale of fur coats, worn over the new gowns shown earlier in the telecast. TV lights in those days shed nearly as much heat as illumination and the inevitable happened. The models perspired; the gowns were ruined; the argument over who should pay for the damage raged for months. That store has not used TV since.

Now, point number two. Newspapers have local rates for retail advertisers, whose market is in most cases restricted and who therefore are charged less than the national advertisers of products available somewhere to all readers. TV stations in the great majority (about 85%) have only one rate, charging the department store for full station coverage, although this may include many outlying communities with department stores of their own.

It is worthy of mention that in Washington and San Antonio, two cities whose store trading areas correspond pretty well with the service area of the TV stations, department stores have been consistent TV users. And I might add that more than one store promotion manager in other cities has told me he would like to try out TV and would do so in a minute if he could get an appropriate retail rate.

Some stores that tried TV advertising in the early days when rates were within their budgets attempted to meet the problem of rate increases by using what they call "resource" money—sums appropriated by the manufacturers of certain products sold by the store for local advertising of those products. The theory was that since these products were sold in other stores in the station's service area, the manufacturers would get enough sales overall to justify the added cost.

But the stations, or in most cases the package producers owning the programs, needed a minimum number of commercials to make the program pay out, so, when a manufacturer refused to allot any more money to the store for this kind of advertising, the program operator solicited another manufacturer of a similar product, often one who came in just to get his merchandise carried by the store. This was resented by the buyer of the store department stocking this type of ware, who felt the new product was being forced on him. So he made no effort to push it; sales were disappointing and this manufacturer, too, dropped out of the store's TV show. When this sort of thing had happened in a dozen departments, the store itself called an end to its TV venture.

Other stores have tried to use TV as they have used radio, with inexpensive daytime shows. But there is as yet no TV equivalent for the phonograph record which delivers, in the course of an hour, a million dollars' worth of talent at practically no cost. Low budget local talent daytime TV shows have in general found the competition for audience with the name talent daytime TV network programs too tough to make it worth while continuing.

So, for the moment, department stores are less than major TV clients and, if the present situation were to continue as is,

To Attract Department Store Advertising:

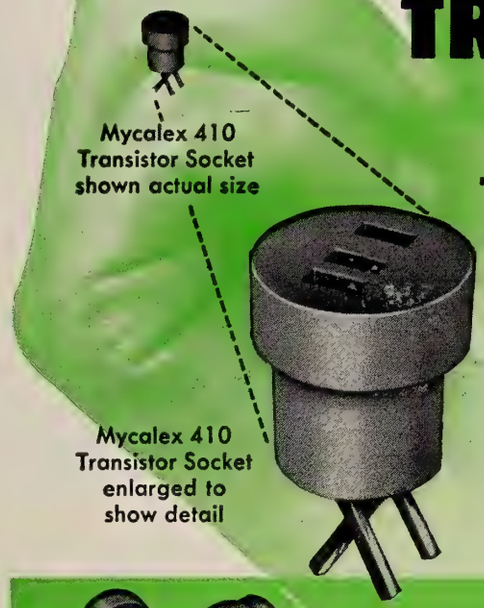
1. TV schedules must be flexible to allow for peaks and valleys in campaigns.
2. Telecasters must appreciate the stores' problems of selling some items one day, others another, never the same the year around.
3. TV must give the store (and its departmental buyers) better results at lower cost than rival media.
4. TV must establish local rates that do not charge for distant audiences outside the stores' trading areas.

Engineered today for your needs tomorrow!

MYCALEX®

PRECISION-MOLDED MYCALEX 410

TRANSISTOR SOCKETS

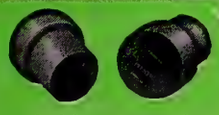


Mycalex 410 Transistor Socket shown actual size

Mycalex 410 Transistor Socket enlarged to show detail

—now in the pilot production stage
—engineered in advance of actual need

In keeping with the MYCALEX policy of progressive design in advance of needs, these Transistor Sockets were engineered months ago and are now in small scale pilot production. They'll be available in quantity in advance of actual needs.

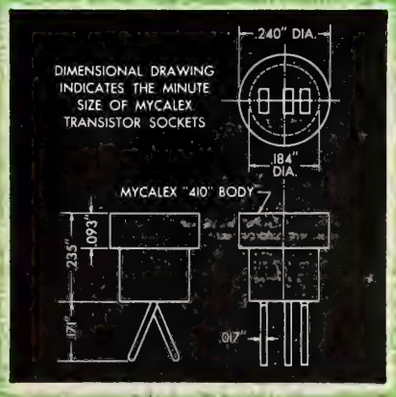


Achievement in
PRECISION MOLDING!

The production of Mycalex Transistor Sockets is a real accomplishment of precision molding in miniature. The holes for the leads are the smallest ever molded. All tolerances are exceedingly close. Mycalex production engineers are proud of their achievement . . . particularly because low-cost, mass production techniques can be adhered to.

The body is precision-molded of MYCALEX 410, glass-bonded mica insulation for lasting dimensional stability, low dielectric loss, immunity to high temperature and humidity exposure combined with maximum mechanical strength. The loss factor is only 0.014 at 1 MC and dielectric strength is 400 volts/mil.

Contacts can be supplied in brass or beryllium copper. The sockets are readily solderable. The socket bodies will not warp or crack when subjected to high soldering temperature. They function in ambient temperatures up to 700° F.



Mycalex Low-loss Tube Sockets and Multiple Headers

A complete line of tube sockets including sub-miniature types is available in Mycalex 410 and Mycalex 410X glass-bonded mica insulation. Comparative in cost to ordinary phenolic sockets they are far superior in every respect. Dimensional accuracy is unexcelled. For complete information on standard and custom Tube Sockets or Multiple Headers, call, wire or write . . . there is no obligation, of course.

MYCALEX TUBE SOCKET CORPORATION
Under Exclusive License of Mycalex Corporation of America
30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

SINCE 1919 MYCALEX THE INSULATOR

MYCALEX CORPORATION OF AMERICA
Owners of 'MYCALEX' Patents and Trade-Marks
Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20—Plant & General Offices: CLIFTON, N. J.

they would not be likely to become more interested in this new medium than they now are. They feel they don't really need TV, and the stations, with plenty of other business, are not worrying very much about getting stores into their studios.

But TV is not staying still. New stations, now the freeze has ended, are getting into operation at an ever accelerating pace. Many of these will be primarily local in character, dependent on local and syndicated programming and on local and spot business. To them the department stores will represent a source of business well worth cultivating.

To them I say:

Work with the stores, and do it their way, even though that might not coincide with the traditional pattern of across the board broadcasting. (Department stores never advertise horizontally—always in peaks.)

Try to understand their problem of selling a lot of one set of items of merchandise today, a lot of another set of items tomorrow and not the same items day in and day out the year 'round.

Appreciate that the advertising for each item is charged to a single department whose budget is geared to the cost of a fraction of a newspaper page. Try to give the buyer the kind of TV advertising that will create more sales at comparable advertising cost.

Above all, establish a local rate in keeping with the shopping area of your community's stores and don't charge them for remote audience they can't sell to, no matter how valuable these out-of-towners may be to your national and regional advertisers.

Do those things and you will find that department stores can form the solid basis of profitable local TV station operation.

ABOUT THE AUTHOR



From 1943 to 1947 Mr. Cuff was successively commercial manager and general manager of WABD (TV) New York and general manager of all DuMont stations. From March to December 1948, he organized and operated the RCA Victor and Allied Stores Television Caravan, which demonstrated TV in 22 cities then without TV stations. He has been radio and television consultant to Allied Stores since 1948. Mr. Cuff believes he was associated with the first regularly scheduled TV commercial show in the U. S., the *Travel Hour*, sponsored by American Express Co., for which he was manager of radio in 1935-42.

The "Calo Pet Exchange" finds homes for pets that might otherwise be destroyed. It's a commendably humane project, but Calo also knows that . . .

Dead dogs don't eat dog food

FOR 16 years on radio and more than four on TV, the Calo Dog Food Co. of San Francisco has been endearing itself to dog-lovers and presumably to dogs by sponsoring the *Calo Pet Exchange*, a program that finds homes for the floating canine population.

The rewards of this endeavor are more than spiritual. It would be an incorrigible ingrate indeed who, after acquiring a loving pet through the *Calo Pet Exchange*, installed it on a diet of a rival dog food. Calo sales records indicate that the proportion of ingrates in the broadcasting audiences of San Francisco and Los Angeles is reassuringly small. According to Charles R. Williams, vice president of the company, Calo outsells all other dog foods in San Francisco, and its sales have risen 55% in Los Angeles since the program was introduced there.

The *Pet Exchange* came into being after Frank Wright, then a newscaster on KWBR Oakland, Calif., slipped a filler item into a news show on a dull day in 1936. The filler said: "Wanted: A home for an abandoned puppy, breed undetermined. The people who owned this dog left town today. We don't want him killed."

The Gas Chamber

So many compassionate listeners volunteered to cheat the canine gas chamber that Mr. Wright decided to find a supply of homeless dogs equal to the demand. A visit to the San Francisco pound convinced him that an adequate throng of strays was awaiting execution, and in a trice the *Pet Exchange* was on the air, with Calo as a skeptical and short-term sponsor.

The show was immediately profitable —for the several unemployed telephone operators who were hurriedly drafted to handle calls, for the suddenly-discovered multitude of dogless dog-lovers who were provided with pets, for the dogs that were reprieved at the eleventh hour, for the sponsor who noted a flurry of demand for Calo dog food, and for Mr. Wright who began a new and more remunerative business career as a promotion and advertising man.

He now heads the Frank Wright National Corp., with offices in San Francisco and Los Angeles, and handles Calo advertising.

After a year, the *Calo Pet Exchange* moved from KWBR Oakland to KFRC San Francisco where it remained through December 1951. It then became a television feature on KGO-TV San Francisco. Meanwhile, it had been started in 1948 on KTTV (TV) Los Angeles. It now is also broadcast on KGMB Honolulu, and a somewhat similar show, *Animal Fair*, is on WBZ-TV Boston. All of these are sponsored by Calo.



ONE of the quarter-million pets for which Frank Wright has found new homes is shown here with Mr. Wright in a KGO-TV San Francisco telecast, waiting for a telephone call volunteering refuge.

Mr. Wright himself presides over the San Francisco and Los Angeles television productions, traveling by train between the engagements in a drawing room regularly reserved for him and a companion, which, not unexpectedly, is a dog—Calo Jr., a personable mongrel that also appears on the shows.

The programs open with an introduction: "And here is Frank Wright, the dog's best friend." Mr. Wright then pleads with listeners who may be bent on canicide not to destroy their pets but to give him a chance to dispose of them less drastically. Those who are swayed by his argument join the supply list which Mr. Wright's 10 assistants perpetually try to match with the list of demands.

Traffic Jam

Mr. Wright learned long ago not to disclose on the air where an available animal is actually located. On an early broadcast he spoke movingly about a stray German Shepherd pup in custody at San Francisco police station. Traffic patrols had to be called to clear the congestion from the precinct.

In the 16 years of the *Calo Pet Exchange*, Mr. Wright estimates that a quarter of a million displaced dogs and cats have been relocated in new homes. Occasionally, other species of pets have been satisfactorily exchanged, though some would have seemed to challenge even Mr. Wright's resourcefulness.

Once a man telephoned the program in obvious distress to report he owned two alligators that were breaking up his home. Although he was fond of them, his wife objected violently, on both ethical and sanitary grounds, to his keeping them in the bathtub. It was no trick at all for Mr. Wright to find a listener with a fenced pond and an affection for reptiles.



staged scenes ... fond of paying tribute to ... (Continued on page ...)
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RADIO AND TELEVISION

By JOHN CROSBY

Music and Pictures

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John Crosby

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"camera work on the Waring Show is ... art photography"

JOHN CROSBY

and the cameras are GPL



Columnist John Crosby, discussing not electronics but end results on the screen, calls the Waring show on CBS Television "pure television." Such results come from three things: Waring imagination, CBS Television techniques, and GPL camera chains.

> *"The pictures move . . . are a combination of light and shadow, of form and substance that catch and hold the eye."*

A GPL extra in engineering accounts for much of this. Camera and operator may be moving on a boom in a 3-dimensional pattern. Yet the operator has only to concentrate on aim, while the director at the Camera Control Unit adjusts the iris for light and shadow.

> *"The cameras seem to roam at will on that show with a fluidity and grace almost never found in the movies."*

That fluidity is engineered into GPL cameras. Dual focus knobs, push-button lens change with automatic focus adjustment, precision pan and tilt motions—all these enable camera men and directors to capture the full scope of a show. Fantasy or stark realism, sports in sunlight or drama in stage shadows . . . GPL cameras put top quality pictures into the line.

Whatever your type of operation, whether you need one chain or six, investigate these cameras designed for *modern* television. Rugged but lightweight, they are easily interchangeable between studio and field. Circuit design guarantees consistent high quality.

Station owners like their economy; camera crews like their velvet smoothness and operating ease; maintenance men like their long service life.

NEW STATION OPERATORS:

Without obligation, GPL engineers will be glad to study your entire studio needs for cameras, projectors, film chains and video recorders.

For full details, write, wire or phone

General Precision Laboratory GPL

INCORPORATED

PLEASANTVILLE NEW YORK

Cable address: Prelab

Export Department:
13 East 40th St., New York City
Cable address: Arlab

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

When an advertiser buys into a "Feature Foods" show on any of these three radio stations, he gets a valuable merchandising plus. Cooperating stores push his products with special displays and promotion.

merchandising with meaning: the story of feature foods

By Jane Pinkerton

MERCHANDISING undoubtedly is radio's most bandied-about word in these days of TV popularity. Like the meaning of gimmick, a term the word seems to have superseded in the most-frequent-usage poll, the meaning of merchandising is a wispy and elusive thing known only to the individual currently saying it.

A Chicago man, however, seems to have added up all the possible meanings of merchandising, subtracted those inept and meaningless, and arrived at a total preceded by large dollar signs for advertisers and stations alike. He is Lyman Weld, president of Feature Radio Inc. and a veteran specialist in merchandising via an advertising agency.

Mr. Weld and the late Paul Faust, officers of Mitchell-Faust agency in Chicago from 1920 to 1950, developed, discarded and disinterred various food merchandising schemes over the years, finalizing their efforts in the success, *Feature Foods,* on WLS Chicago in 1934.

In 1950 when the agency was disbanded, the formulas developed on *Feature Foods* in almost two decades were trimmed to meet current competitive conditions and trends in food marketing, sale and consumption. They then were adapted to two additional markets, Philadelphia (KYW) and Des Moines (WHO), as a full-time service, Feature Radio Inc.

Results Guaranteed

Last year, Feature Radio Inc. and Mr. Weld again streamlined the sales and merchandising formats of the homemaker's feature in all three areas, coming up with a guaranteed-results plan for manufacturers of various consumer food and household products.

Clients participating in any of the Feature Radio homemaking shows on WLS, KYW or WHO now receive the following: Reports on personal merchandising calls made by Feature Radio employes in the largest and highest-volume independent stores in each area; personal checks in corporate chain stores with data on theirs and the competition's exposure and distribution; monthly personal demonstrations of the radio-advertised product at the point-of-sale (with sampling and couponing) and special displays of the product within the stores in the advertising-marketing area.

A canner of tuna fish, for example, who buys the minimum 13-week contract on WLS Chicago, in addition to the regular listening audience and station promotion, advertising and publicity, is guaranteed merchandising calls in 600 large (five or more employes) and medium (three to four full-time workers) grocery stores, along with personal visits to 60 VIS (very important stores) averaging $750,000 annual sales volume each and handling 5% of the total food store volume in metropolitan Chicago (50-mile radius).

The advertiser also is guaranteed a one-week display in each of these 60 grade-A stores during his 13 weeks of sponsorship; participation in 35 Bargain Bar store promotions; demonstration, sampling or couponing in 13 Bargain Bar promotions; monthly merchandising reports outlining distribution of his product, exposure, rate of sale and special comments by the Feature Radio representative; personal checks on 100 corporate chain stores showing distribution and exposure.

This same pattern is used in the Des Moines and Philadelphia areas, where "the biggest, best and largest-traffic stores" are surveyed. Average annual volume of each of the 64 top stores in Philadelphia is $650,000, and of the 54 stores in Iowa, $600,000. And these figures, Mr. Weld says, are conservative. In Iowa the stores are located in 12 counties and annually handle 24.2% of all food business in those counties.

The personal checks are conducted only in and with the cooperation of (on contract) the voluntary chains or cooperatives, nominally the independents, as contrasted with the corporate chains, such as Kroger



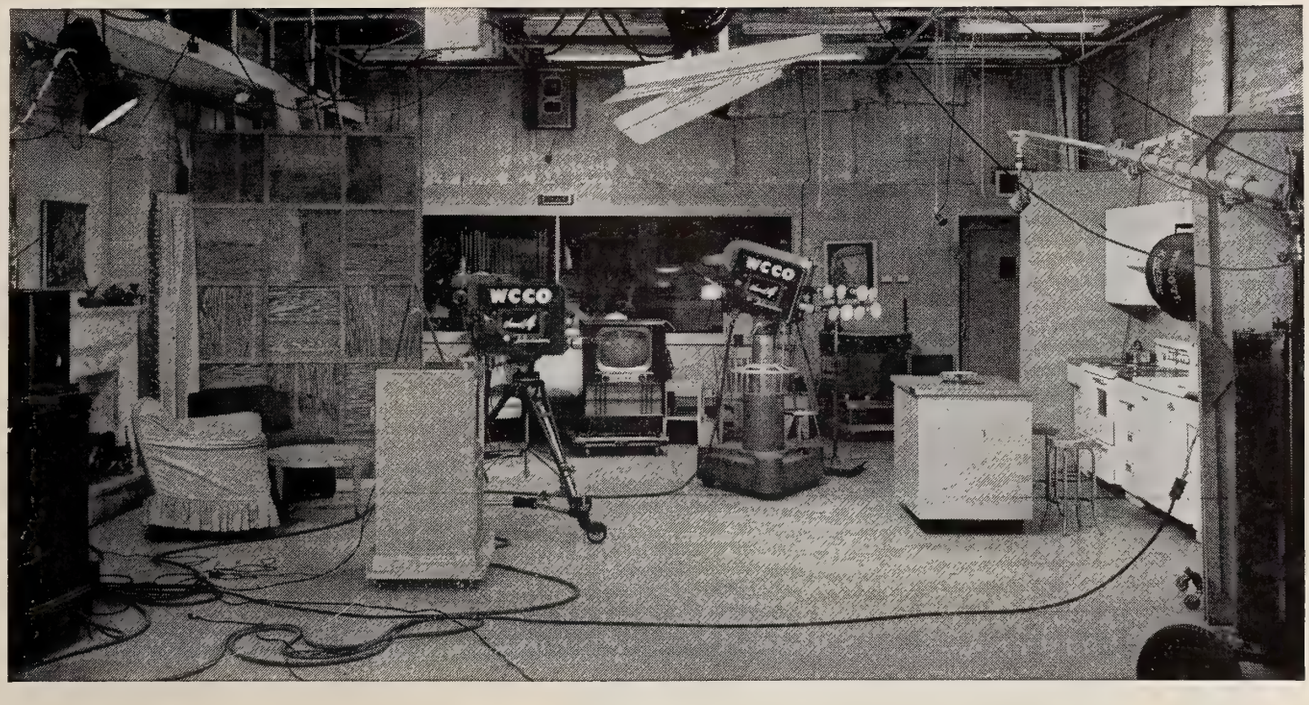
Feature Radio clients get special point-of-sale attention from consumers in Bargain Bar displays and demonstrations, set-up and manned by Feature Radio merchandisers. Clients can use couponing or sampling, and order any type of demonstration they prefer. This bar was maintained by WLS *Feature Foods'* show in the Chicago area at the heaviest-traffic independent stores.

WCCO-TV

has what it takes...



. . . studios—equipment—personnel—to do imaginative and *good* production



When you consider spot Television for the rich Minneapolis-St. Paul market you are unhampered by production limitations.

WCCO-TV has two fully equipped studios, exceptionally flexible mobile equipment, and the personnel to carry through your ideas. Twenty-eight people in production alone . . . men with as high as thirty years in television and show production...a selling-minded staff that works well with your client's Twin City district sales office!

Equipment, experienced personnel, and imaginative production...combine here to make spot television more effective and profitable!

WCCO TV Channel 4

CBS

MINNEAPOLIS • ST. PAUL

Nationally Represented by Free and Peters

magnecord Voyager

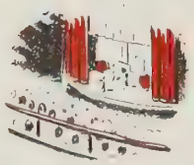
for recording the world around



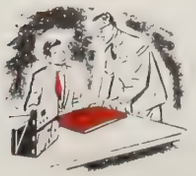
magnecord's new one-case portable professional tape recorder



Easiest to Handle— At last, a professional portable recorder and amplifier in a single case, light but rugged to take the most difficult remotes. The Voyager has been thoroughly field tested and it's been voted the best of travelers. Lighten *your* remote work, insure perfect recording — use the Voyager, newest member of the Magnecord family.



Professional Quality—Frequency response with tape is ± 2db from 50 to 15,000 cycles per sec. at 15 in. per sec. tape speed. The amplifier has bridging and low impedance mike inputs with 600 ohm output. Headphone monitor jack on front.



A Natural For Advertising Agencies— The Voyager is so flexible you can use it in a multitude of ways — air checks, development of spot announcements, program development, and with an amplifier and speaker, auditions, client presentations. Ultimate in quality.



The Famous Magnecorder— Standard of Broadcasters

For further information and demonstration, see your Classified Telephone Directory under "Recorders," or write



Magnecord, INC

Dept. B-1, 225 W. Ohio St., Chicago 10, Ill.

and A & P, according to Mr. Weld. The independents, to compete price-wise with the corporate chains, submit to a voluntary incorporation or cooperative arrangements. This group includes such chains as the Certified and IGA stores.

Five women merchandisers handle Feature Radio assignments in each of the three cities, visiting stores regularly to set up displays, securing prominent exposure positions for Feature Radio clients, checking on distribution by the competition, installing shelf-extenders and chatting with housewives over the Bargain Bar.

Under terms of the company's contract with each store, the store guarantees to stock any radio-advertised item for the 13-week minimum, an invaluable aid in gaining immediate and extensive distribution for a product introduced into a new territory.

The three-way operation involves the manufacturer, who creates a salable item; the radio show, which, through its well-established homemaking personality, talks to women at their own level of interest, and the in-store activity, which uses all point-of-sale devices to clinch the purchase.

Feature Radio, for example, has built shelf-extenders, which it uses one week out of every four in each store and lets the store use them the rest of the time. The plywood board, edged with chrome, extends the standard shelf so the product displayed is put into prominence as the shopper wanders along store aisles.

Tuna Jumping

According to one food market, sales of tuna fish went up 378% in one week after use of a shelf-extender. Prior unit sales were 50, which rose to 239 with use of the device, a unit increase of 189.

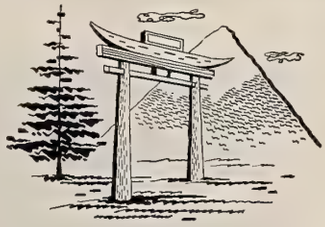
"Island" displays, or floor stacks set apart from regular shelf and floor displays, make sales soar, too, and Feature Radio workers may use these at regular intervals in each store. These attention-getting devices are a must in store merchandising, Mr. Weld says, because most shoppers, it has been proved, buy on impulse when in the store, rather than from a pre-planned list of necessities—even in such a non-luxury line as food.

Women field workers for Feature Radio work closely with the radio personality in each of the three cities in which the merchandising program now is in effect, and with the grocers and consumers as well. Because of the necessity for "absolute, implicit accuracy" in reports, the workers are chosen carefully, instructed "never to guess," and to say they "don't know" when in doubt about a fact or figure. "If we ever caught any one of them fudging, they'd be out," said Mr. Weld, an empty threat thus far because no one has fudged.

Their field reports are the basis for overall reports to the client. One progress report, for example, showed a client that his item was in stock at 142 stores, temporarily out of stock at 2, with the field workers taking orders for merchandise in the two empty stores. For the same client, the report showed his exposure to be equal to competitors in 115 stores, better in 19 and worse in 4.

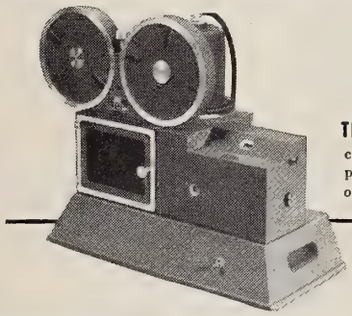
Shelf talkers were spotted in his behalf in 80 stores, his product was cleaned and

MAURER 16mm AT WORK FOR THE JAPANESE GOVERNMENT!

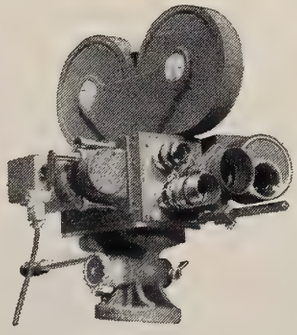


Ian Mutsu, president of the International Motion Picture Company, Tokyo, makes films for the Japanese Government . . . and for United Press-Movietone TV Newsreel. What camera? The Maurer "16," of course. "Thoroughly satisfied," says Mr. Mutsu . . . as all the world's top professionals say of the Maurer "16" . . . because it meets so many varied needs, gives top performance under all conditions of light, temperature and humidity.

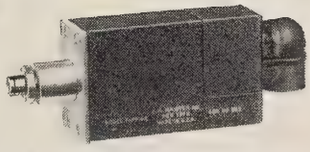




THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.



THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER. A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).

maurer *means finer motion pictures!*

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

16mm maurer

CABLE ADDRESS: JAMAURER



WOOPS!!

Just to catch your eye, Mr. Timebuyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

980 KC • 93.9 FM

Represented By NBC Spot Sales

straightened in 92 stores and the exposure improved in 91. Distribution was reported in three super markets in that particular city, but two of the three had a temporarily-out-of-stock condition. Exposure, as contrasted with a competitive product, was checked there also. The reports always detail the names and addresses of stores visited on merchandising checks, for special displays and for Bargain Bar demonstrations.

Because of the intense competition in the food field, Feature Radio cannot release brand names and specific sales increases to point up its successful blending of merchandising and radio.

Distribution Gains

However, when a small New York seafood firm wanted to gain distribution in Philadelphia, where it had only 5%, it bought a small participating schedule there and now has between 35% and 40% distribution in the better stores, and is cracking the chain stores against established competition. And, despite the lack of freezer space to house its product, the firm reports trebled and quadrupled sales.

Several clients have been with Feature Radio on a firm 52-week yearly basis for as many as 10 years in Chicago, and for two years since the program's inception in the other two markets. Rap-in-Wax wax paper, which never has used any advertising but *Feature Foods* on WLS in Chicago, continues to be one of the best sellers in the market. Sales reports are especially gratifying because the paper for many years cost two cents more per roll than any sold by competitors, who used much heavier advertising campaigns. One mayonnaise maker said his sales rose 37% in a six month period.

In each of the three cities, a "believable" and understanding woman handles the radio show and integrates commercials according to her own style. In Chicago, the program is *Feature Foods* and the homemaker is Martha Crane, featured on the show 18 years.

At KYW in Philadelphia, the program is *Anne Lee's Notebook*. Miss Lee appears with Jack Pyle, disc m.c. She also was associated with the similar show at WLS for many years.

Stations Own Shows

In Des Moines at WHO, the daily *Iowa Feature Fare* is handled by Betty Brady, who originates the show with Duane Ellett, announcer, and Bill Austin, pianist, at the Hotel Savery. In all cases, the station owns the show and handles the sales, in cooperation with its representative, and Feature Radio supplies only the merchandising part of the package.

Mr. Weld, who continues to be delighted at the sales successes of his clients (an ice cream topping went up 700% in one week in Iowa), has instigated a similar package among druggists on KYW and WBZ Boston. Food and drug merchandising, once the "side show" during Mr. Weld's years in the agency business, now is the "main tent."

Advertisers who have crowded into the main tent with Feature Radio include Nabisco, Cocoa Wheats, Nestle's chocolate, Nutrena dog food, Ball jars, Fleischmann's yeast, Jello, Creamettes, Best Foods, Pillsbury Mills and Peter Pan peanut butter.

Services for these, and other clients have gone beyond "the call of duty." An example of this is outlined in a letter sent to Mary Amsberry, when she worked in the Omaha market at WOW, by H. K. Jansen, head of the household soap division of Armour & Co. there.

"We have checked your report that you were so willing to make up for us on the potential market of a giant-size package of detergent. We find that your accuracy is almost unbelievable, and it has been a great help to me in selling our own people on the idea of making a giant-size package of Armour Suds available in this market. . . . With your figures, we are definitely in the process now of making a giant-size package of Armour Suds. I know this information was not in line with what we asked you to do for us, and this makes it doubly appreciated."

R. J. Burmeister of the Good Luck margarine account group at BBDO, New York, wrote Mary Doyle, the merchandising coordinator at KYW Philadelphia: "There is no station doing a more outstanding merchandising job than KYW. Far too many stations fail to realize the effect that this type of response has upon the advertiser." He termed one of the monthly reports on the project "an excellent and very valuable study."

R. L. Harris, advertising manager of the American Chicle Co., Long Island City (Chiclets), commended Miss Doyle and KYW, saying, "We cannot recall a single similar instance when we have received such outstanding promotional support from a radio station carrying our advertising."

GETTING THE EDGE ON COMPETITORS



One merchandising device used by Feature Radio Inc. for its radio clients is the shelf-extender. In the illustration above, Presto cake flour, on the extended shelf, is more apt to attract the eyes of roving customers than rival flours displayed to the rear on regular shelves. Extender is used one week in four by the merchandising group, remaining three by the store for its own purposes. Sales after use of the extender rose in Des Moines 497% for a Pillsbury product, 450% for Hoffman Dressing (sauce) and 484% for Hunt's canned pears.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

THREE NEW, ADVANCED PIECES OF TV PROJECTION ROOM EQUIPMENT ANNOUNCED BY G-E ENGINEERS

Automatic Gain Control Amplifier, two new mirror change-over models, and versatile, improved slide-projector are now available to all television stations.

ENGINEERS at G.E.'s Electronics Park have announced the completion and the availability of three new, advanced pieces of television projection room equipment.

The first piece is an Automatic Gain Control Amplifier that will work with any station's film camera channel. The black and white stretchers in this Amplifier make it possible to get the most out of variations in film densities. And once the adjustments are set the Amplifier automatically maintains the level of adjustment.

This simplifies a station's operation and in many cases it will not be necessary to have an operator constantly at the film monitor. The Amplifier is rack mounted, and was developed by G-E engineers Max Diehl and Jack Petrik.

Mirror Change-overs

These two new designs are also adaptable to all TV film projection rooms. The simple V-type design has a provision for mounting a 2" x 2" projector that projects over the First-Surfaced mirrors into the film camera channel. This model costs $225 and allows three inputs to the channel.

The three mirror change-over design allows four inputs. Two are for film projectors. The others are for a 3" x 4" projector and a 2" x 2" projector. The features of this three mirror change-over include First-Surfaced (precision ground) mirrors, aluminum surfaced and vapor-hardened coated mirrors, and multiple adjustments in horizontal and vertical planes. The mirror change-over design costs $750 and has a leveling type platform on a heavy pedestal which can be bolted securely to the floor. It was developed cooperatively by G-E engineer Ed Lederer and Bausch & Lomb, Optical Co.

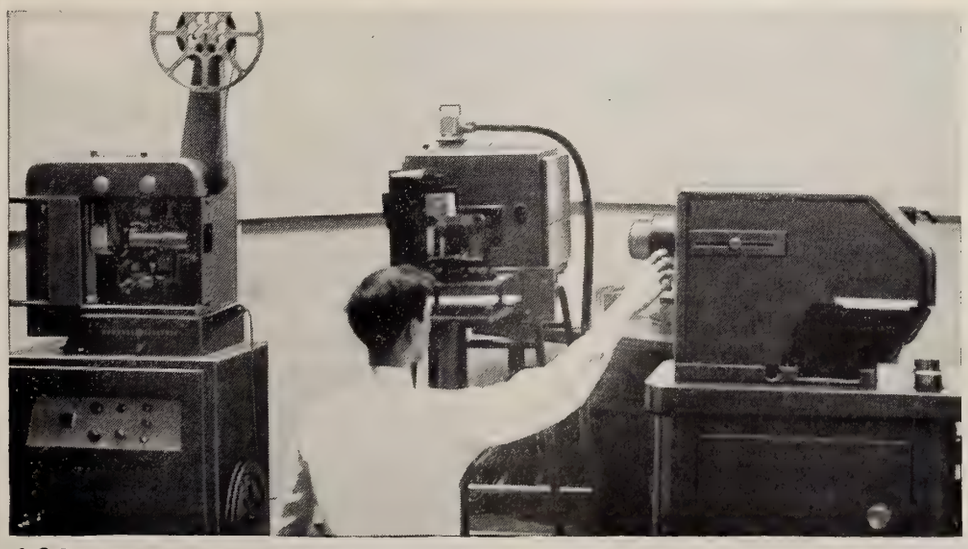
New TV Slide Projector

General Electric's new TV Slide Projector is a dual projector with a single optical system to eliminate keystoning. It has Variac and mechanical controls for fading and lapping from one picture to another. Opaques and transparencies can be used and the Projector has extra high light intensities.

The extreme versatility of this advanced Slide Projector is derived from the many pieces of accessories that go with it. They include a 2" x 2" slide projector, a single Selectro-Slide, a single slide carrier, a 4 slide rotary head, a roll-through script carriage and a time news tape carriage. Convenient storage space is also included.

Engineer Ed Lederer worked with Bausch & Lomb in the development of this piece of equipment, too. Contact G-E sales reps for detailed information on this projection room equipment.

General Electric says: "Before you buy any TV equipment—check a station using G-E units."



A G-E field engineer inspects the television industry's most advanced projection room equipment. An announcement has just been made by General Electric of the completion and availability of these three pieces of TV equipment.

Glenn E. Webster

Glenn E. Webster, G-E district sales manager for broadcast equipment, has his headquarters in the Merchandise Mart, Chicago. He handles G-E broadcast equipment sales in North Dakota, South Dakota, Minnesota, Iowa, Wisconsin, and parts of Illinois and Indiana.



GLENN E. WEBSTER

A veteran of 23 years in the electronics industry, Webster served 14 years with NBC as a studio and master control engineer. He served in various engineering and sales positions with other radio manufacturers, and for a time headed the Webster Engineering Company at Cedar Rapids, Iowa.

A native of Trescott, Kansas, Webster was graduated from Kansas State College in 1929 with an engineering degree.

Attention!

TV questions answered!

Television station owners, managers and engineers are invited by the General Electric Broadcast Equipment Section to submit questions on technical problems they have encountered in local TV station operations. The questions will be answered by highly skilled and experienced G-E engineers and sales representatives as a part of G-E's continuing field service.

Questions and answers which are felt to be of wide interest in the broadcasting field will be reprinted in the TELEQUIPMENT NEWS series during 1953. Send your questions to *Section 213-19-TN, General Electric Co., Electronics Park, Syracuse, N. Y.*

GENERAL ELECTRIC

bell system adds mobility to its tv facilities

WHEN President-elect Dwight D. Eisenhower is sworn in on the steps of the Capitol tomorrow (Tuesday), the Chesapeake & Potomac Telephone Co. will have two mobile microwave relay trucks in operation—to bounce TV signals from pick-up points to the telephone company's central office where they will be fed to the watching nation.

And as the inaugural parade wends its way up historic Pennsylvania Ave. the TV transmitters-on-wheels will be driven to new places along the line of march to serve as funnels for the lenses of TV cameras flashing the gala scene to the American people all over the country.

Mobile microwave pickup trucks are not entirely new for the Bell System's affiliated companies. But it has been only in the last year that TV service has become so important that relay stations on wheels have become a necessity. As of today, there are 11 such mobile units in the Bell System empire. More are on order and undoubtedly will go into operation during 1953.

Heretofore, the local telephone companies took care of TV stations' orders through existing local cable circuits. Where the pickup was from a site not connected, the telephone companies set up temporary receiving dishes and low-powered transmitters to feed the picture image to the nearest telephone facility.

'Bounce' the Signal

In many cases, local TV stations beamed the signal picked up by their cameras directly to the transmitter site. Where it was necessary to "bounce" the signal more than once, the stations came more and more to rely on AT&T companies.

Mobile trucks, built to specification, with tell-tale "dishes" atop their roofs, are ready to ride in many TV cities.

The two trucks in Washington are an example. One is a regular telephone truck modified by C&P engineers to function as a mobile TV relay station. It has been in operation for a year. The second, ordered from International Harvester Co., was modified by a body contractor to add a roof platform, relay racks and various interior fittings. It went into operation several months ago.

The first mobile unit has been used on several occasions. It was used at the National Airport to pick up the arrival of President-elect Eisenhower on his visit to the White House to confer with President Truman.

It also has been used to transmit football games from U. of Maryland and from the Marine Base in Quantico, Va.



SET UP for operation, a Chesapeake & Potomac Telephone Co. mobile microwave relay unit is ready to pick up TV picture signals and relay them to its central office for national distribution. Two of these units were readied for the inauguration ceremonies tomorrow.

* * *

New York Bell has three such trucks—the first being placed in service late in 1940—which have been used in various ways.

During an Ed Murrow *See It Now* show on CBS-TV, a mobile truck at Port Jefferson was used to pick up video signals from a submarine lying off Long Island. These were then relayed to the Empire State Bldg. in New York City.

In one instance, New York Bell sent a mobile unit up to New York Gov. Thomas Dewey's home in Pawling, N. Y. The signal was picked up and relayed to the AT&T Long Lines' Birch Hill relay station of the New York-Boston microwave system.

Pacific Telephone & Telegraph Co., which has three mobile units, bounced Bob Hope around quite a bit when the comedian put on a regular show from the flight deck of the U.S.S. Boxer as it was returning from Korean waters. Signals from the Boxer were aimed at Soledad Peak, San Diego, 10 miles away. There a mobile station relayed the images 35 miles to Re Mt., where another unit moved them along to Santiago Peak. At Santiago Peak, the mobile station pushed the video signals over the last 45-mile link to the Grand Ave. terminal of the telephone company in Los Angeles.

When an earthquake hit Bakersfield, Calif., last August, the Pacific company set up a mobile relay system originating on the roof of a department store in Bakersfield with a second atop Tehachapi Mt. and a third atop Oat Mt. From Oat Mt. the video signals were shot to the telephone company's Grand Ave. building in Los Angeles.

Five Link System

Earlier when a temblor levelled the little mountain town of Tehachapi, the Pacific company set up a five-link system operating from the railroad station in the still rocking area. Signals went from Tehachapi to Mt. Hall (near Mojave), to Mt. Liebra thence to Mt. Wilson and into Hollywood.

Illinois Bell, which has a single truck, found it indispensable when President Truman arrived at the Chicago airport during the Democratic convention this summer. He normally would have been televised on the air strip, with the signals going directly to the CAA Bldg., where an existing loop would have been utilized to feed the images to the central office. However, a new hanger had been constructed which cut off the line-of-sight from the air strip to the CAA Bldg. The mobile unit was rushed in to form a two-hop relay system to get the signals to the CAA Bldg.

Indiana Bell, with two mobile units, has found them a definite requirement for State Fair pickups, Indianapolis Speedway coverage, high school basketball tournaments and for other routine jobs.

THE MOBILE UNIT is the TV station and network's minute man on wheels. It is a field relay station in practice and in fact. Thanks to the technical ingenuity and perseverance of the Bell System, the telecaster has been able to overcome staggering problems of remote pickups. The unit's special usefulness comes into play at such outstanding national events as the inaugural. Tomorrow, as President-elect Eisenhower takes the oath of office, as the marchers and floats begin the swing down historic Pennsylvania Ave., the mobile truck will relay from scattered points the pictures which will appear as a continuous story for the nation's viewing millions.

Byer Brothers' Six Years With the Right Medium

Whether his store is large or small, the local retailer is finding through experience that radio's selling power outstrips the printed media's efforts.

BYER BROTHERS, Sandusky, Ohio opened their doors for business in the men's clothing field six years ago in March.

They started testing their success as a radio advertiser in December, 1947 when WLEC began operations. They have gradually reduced their newspaper advertising since then and now use a bare minimum of space in the local paper. Sixty-seven per cent of their advertising budget is spent on radio. The program is fifteen minutes of local news at 12:30 p.m. three times weekly. The same time and program has been maintained for five years.

In spite of being plagued by shortages following the war and lack of brand names for some length of time, Byer Brothers has been able to build their business to the point where they now sell brand name franchised lines such as, Fashion Park and Michael Stern suits, Manhattan shirts, etc., in addition to Alpagora topcoats, MacGregor shirts, Bates and Freeman shoes.

Yearly Sales Rise

They have shown a steady yearly increase in business even though they have competition from six other men's stores, a department store and chain stores, in a city of less than 30,000 population.

Perhaps their best promotion is a radio exclusive. A "baby tie" is presented to every proud father whenever his new born is reported on the local news program. This is a maroon tie saying "It's a Boy" or "It's a Girl". Byer Brothers purchases these ties in 24-dozen quantities.

David Byer and his brother, Marvin, operate the business with guidance from their father, Joseph Byer.

Byer Brothers give radio a large measure of credit for their success and acceptance in the community. They are unhappy about only one thing. At one time they dropped two days of their original news program and have been unable to get it back. The sponsor who picked it up will not part with it now.

Consistently Renewed

Incidentally, Byer Brothers is one of WLEC's original accounts of five years standing. An interesting sidelight is, that the station has batted one hundred per cent on renewals from their original clients, all of whom have signed their sixth continuous contract.

WLEC operates on 1450 kc with 25 w. It is licensed to the Lake Erie Broadcasting Company. Jay E. Wagner is president and general manager.

KONA (TV) Chinese Show

KONA (TV) Honolulu schedule Jan. 11 included the initial airing of *The Chinese Hour*. Station claims it is the first all-Chinese video show in Hawaii and believes it to be the first such anywhere. Directed and produced by Franklin C. Tong, the first show featured a Hawaiian Chinese newsreel, local Chinese Chamber of Commerce inaugural dinner and an INS world-wide newsreel narrated in Chinese by Mary Ching.



WOC-TV SELLS

State Furniture Co., Davenport and Muscatine, Iowa, has had a one-half hour program on WOC-TV each week since November, 1950. From the first program, television has paid-off for State. *It's still paying off* . . . for example, on their "live" amateur show, Nov. 14 and 21 of 1952, they advertised their line of sewing machines. During 17-day period, they sold 142 machines, average retail price, $60.00. TOTAL SALES, $8,520.00. (Other items were advertised on these same programs; they also did well.)

Schlegel Drug—a local chain serving the Quint-Cities—advertised three different toys on each of their one-minute announcements during early December. From one of these announcements (actually only one-third of an announcement), they sold 72 toy fire trucks at $3.39 each. $244.08 IN SALES ON THIS SINGLE ITEM. Yet they were unhappy. Reason? Simply because 72 were all of these fire trucks they had in stock. Could have sold two times 72 from that one announcement (pardon us, one-third announcement), they claim.

Yes, WOC-TV SELLS . . . get the facts from your nearest F & P office . . . or direct from us.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS, *Resident Manager*
Davenport, Iowa

the NBC *station serving*
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

LEGISLATURE BROADCASTS

NEW program presenting a pro and con discussion of bills, hearings and laws which are pending has been conceived by Ken Miller, KVOO Tulsa news director, for broadcast every Friday evening. *Oklahoma Legislature* consists of live commentary and on-the-spot recordings of legislators at Oklahoma City, state capitol. Show attempts to inform listeners far enough in advance of what is pending, that they may voice opinions on the issues.

STATION-SPONSOR HARMONY

"WEIGHTS and Measurements" cards are being offered to viewers of *Margaret's Kitchen* on WNBW (TV) Washington by the Washington Gas Light Co., in that city. Firm sponsors several spots on the series. Station passes on this information as what it considers a good example of station - sponsor cooperation. WNBW is paying the printing bills for the cards while the gas company assumes the cost of mailing.

HAZEL BISHOP BROCHURE

SUCCESS in the use of two daytime NBC radio serials by Hazel Bishop Inc. is cited in a brochure distributed by the network. Aiming at a women's audience, Hazel Bishop, through the Raymond Spector Co., sponsored *Lorenzo Jones* three days a week plus *Inside News From Hollywood* five times a week. Last August, NBC reported, an offer of a 10-cent trial package of Hazel Bishop Complexion Glow brought in more than 100,000 dimes within the first four days the announcement was on the air.

OFFICIALS ANSWER QUESTIONS

PROGRAM series called *On the Spot* was launched by WROL Knoxville on Jan. 9 with Knoxville Mayor George Dempster as the program's first guest. Each week, a public official will be heard on the broadcast answering the questions which listeners will phone in during the broadcast.

APPEAL BRINGS RESULTS

SUCCESS story backing up claims of the power of radio is being told by WLIB New York. Windham Children's Service there had 40 Negro children who needed homes. Station agreed to help place the children. WLIB set up "Operation Foster Home" in its daily Negro block. Within three days, 209 valid requests were received for children.

FARM SHOW COVERAGE

TOP events of the annual Pennsylvania State Farm Show at Harrisburg, Jan. 12-16 were broadcast each day by KDKA Pittsburgh on the station's *Farm Hour* show. Homer Martz, station's agricultural director, handled the broadcasts. Broadcasts were taped at a special Westinghouse Radio Stations Inc. display booth on the main exhibition floor which was shared by KYW Philadelphia. Both stations are Westinghouse outlets.

NEW PROGRAM SCHEDULE

PUBLICATION of the "West's most complete program schedule" was announced last week by KSFO San Francisco. The six-page folded program, in addition to program listings, includes a coverage map of the KSFO signal radius, pictures of station personalities and rate information. Station's art department designed the lay-out. Copy on the cover stresses that on KSFO "evening listening is up while evening rates are down since the advent of television in the bay area."

TEXAS NETWORK SERIES

SERIES of five-minute news broadcasts five days per week over 16 stations of the Texas State Network has been started by Wally Blanton, Texas newscaster and announcer. Sponsor of the program, to be aired for 52 weeks, is Nob Hill Coffee.

NEWS BULLETIN PROMOTION

DAILY distribution of news bulletins to nine Washington hotels is being used by WMAL Washington to promote its radio and television newscasts and sports shows. Biggest news headlines of the day are printed on the bottom of table tents which are placed on luncheon tables in the hotel dining rooms. Top side of the tent promotes programs aired by Bryson Rash, Joe Campbell, Bill Malone and Jim Gibbons.

PLAYSKOOL TESTS TELEVISION

PLAYSKOOL Mfg. Co., N. Y., makers of Lincoln logs and toy blocks, will start a test campaign when it sponsors *Frontier Playhouse*, 10:30-11 a.m. Saturdays on WCAU-TV Philadelphia, effective Jan. 24. The show is em-

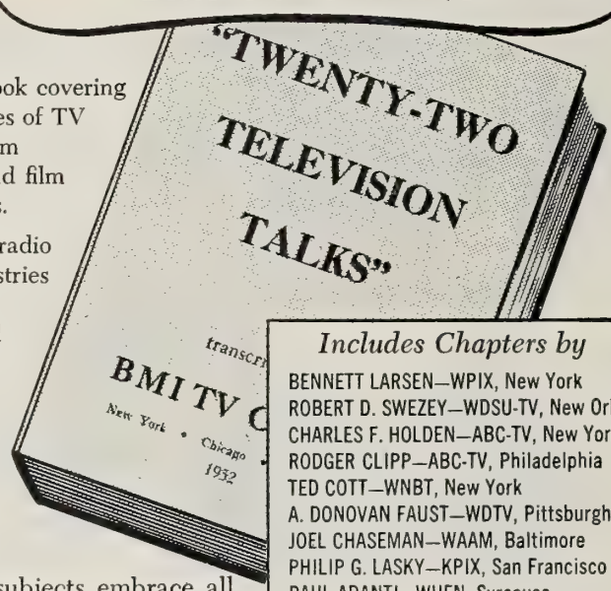


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JOEL CHASEMAN—WAAM, Baltimore
PHILIP G. LASKY—KPIX, San Francisco
PAUL ADANTI—WHEN, Syracuse
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BRUCE WALLACE—WTMJ, Milwaukee
WALTER PRESTON—WBKB, Chicago
JAY FARAGHAN—WGN-TV, Chicago
HAROLD LUND—WDTV, Pittsburgh
WALT EMERSON—WENR-TV, Chicago
KLAUS LANSBERG—KTLA, Hollywood
ROBERT PURCELL—KTTV, Hollywood
GEORGE MOSCOVICS—KNXT, Hollywood
DONN TATUM—ABC-TV, Hollywood
JOE COFFIN—KLAC-TV, Hollywood
Foreword by
PAUL A. WALKER, FCC Chairman
Luncheon talk
by GOVERNOR EARL WARREN
of California

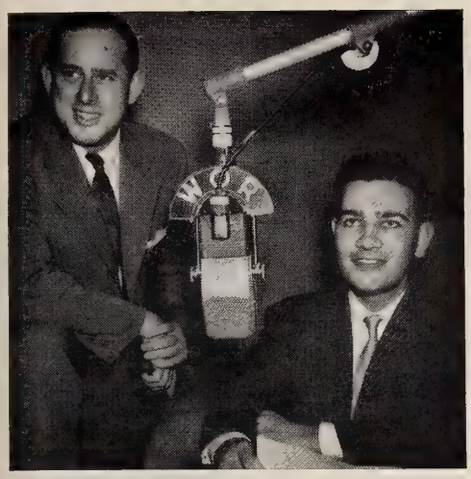
The twenty-two subjects embrace all important aspects of television programming. The book is a practical symposium of TV data by men of wide experience and recognized pioneers in television.

In addition, a good portion of its more than 250 pages is devoted to condensed transcripts of the QUESTION and ANSWER sessions of the Clinics. These intense general discussions by the broadcasters attending the Clinics raised such TV topics as *how to make use of films . . . how to cut costs . . . how to build or remodel a plant . . . how to maintain public service . . . how to hold an audience . . . and how to direct the other TV operations.*

To make sure you receive your copy of "Twenty-Two Television Talks" immediately after publication, place your order now.

BMI

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 36, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



TESTIMONIALS aired by WOR New York in a joint sponsor-station promotion campaign feature one-minute announcements recorded by sponsors on the station which praise the outlet's sales effectiveness. Awaiting cue to read announcement are Leonard V. Colson (r), Mennen Co. advertising manager, and William Crawford, WOR radio sales manager.

ceed by "Patches" and features a series of Gene Autry films, billed as never before shown in that area. A log-building contest will be integrated, featuring youngsters between 6 and 10 in the studio constructing log cabins and forts. The station will assist in promotion by supplying limousines to transport children to and from the studio. Friend-Reiss-McGlone Adv. Agency, N. Y., expects the test to be successful enough to expand the programs into other cities.

SERVICEMEN INTERVIEWED

WWRL Woodside-New York is carrying two-minute transcribed interviews with local servicemen stationed overseas as part of a midday newscast. The series is produced by the Army Home Town News Center. Families of men interviewed on the program are notified of broadcast time in advance, and also are given free recorded copies.

PROGRESS REPORT

WEEKLY report on accomplishments of the Eisenhower Administration will be started by NBC radio on Jan. 26 under the name *Ike's Crusade Progress Report,* Mon., 10:35-11 p.m. EST. Show will feature commentators Morgan Beatty, Frank Bourgholtzer, Leif Eid, Earl Godwin, Richard Harkness, Ray Scherer and Esther Van Wagoner Tufty.

BINAURAL SYSTEM EXPANSION

WQXR-AM-FM New York, which uses binaural broadcasting regularly on its Sunday night *String Quartet* program, began transmitting recitals of the American Guild of Organists by the same system, on Jan. 10. The recitals will be broadcast each Saturday, 4:30-5 p.m. EST, from Temple Emanu-El in New York, WQXR said these broadcasts will be the first in the New York area using the binaural system from a point outside the studios.

CROSS PROMOTION

TED COTT, NBC vice president and general manager of WNBC-WNBT (TV) New York, and Ellis Meyers, vice president of *The Play-*

Advertisement



From where I sit
by Joe Marsh

"Biff" Falls for His Own Story

Biff Morgan's four-year-old daughter Rusty is something of a night owl. Stays awake way past her bedtime.

Every night Mrs. Morgan complained about how hard it was to get Rusty to sleep. Finally Biff decided to handle the situation. "Anyone can get a kid to sleep—takes a little patience! Here, hand me her storybook."

He grabs the book and goes into Rusty's room. About an hour later Rusty comes padding out in pajamas and hands her mother the book. "Read it quietly," she whispers, "so we don't wake Daddy."

From where I sit, I'll bet Biff won't be so quick to be a "child-care specialist" the next *time. If we could just resist being such "know it alls," our neighbors would be better off. Take those who would deny me a glass of beer with my supper—well, I might not care for the buttermilk* they *like. We all ought to realize that we all have different abilities and different preferences, too.*

Joe Marsh

Copyright, 1953, United States Brewers Foundation

bill, long-standing official program of the New York legitimate theatre, have signed a reciprocal promotion agreement in which each organization will promote the activities of the other. In a campaign "designed to stimulate interest in the two entertainment fields," WNBC-WNBT will carry a series of spot announcements featuring stars of current Broadway hit plays and revues. In return, *The Playbill* will run a full-page ad each week promoting programs heard and seen on NBC's key eastern outlets.

ROTARY TO SEE WTVJ (TV)

MIAMI Rotary Club has accepted an invitation extended by WTVJ (TV) Miami to hold its Jan. 22 meeting at the station. Meeting, station hopes, will acquaint club members with facilities at WTVJ. Station executives will be hosts at a luncheon and a tour of WTVJ will follow.

LOCAL HAWAIIAN NEWS

FIRST regularly-scheduled TV newsreel covering strictly local events in the Hawaiian Islands was launched Jan. 11 on KONA-TV Honolulu. Return of a number of Hawaii veterans to the Islands from Korea was one of a number of subjects covered on the first in a planned series of weekly quarter-hour telecasts.

PROGRAMS ON ISRAEL

FIRST of two programs on Israel, arranged by the Zionist Organization of America, was broadcast on WDRC Hartford on Jan. 11. Second show was aired on Jan. 18. Programs were entitled *A World to Build* and were placed on the station by the Hartford chapter of ZOA.

KFAB's 'Big Mike'

NEW trademark of KFAB Omaha, 50 kw CBS outlet, was introduced to the broadcasting industry last week. Harry Burke, general manager, said that the trade paper introductory campaign is being augmented by direct mail and other special promotions. Present plans also call for a special "Big Mike" radio program with accent on merchandising, Mr. Burke added.

MAIL RECORD CLAIMS

NEW TV show on WDTV (TV) Pittsburgh, starring Bill Cullen and titled *Professor Yes 'n' No* is headed for an all-time mail response record, station feels. Show was first televised Jan. 4 and during the week following 8,000 letters were sent in by viewers. Second show brought 5,000 letters. Sponsored by Crosley appliance dealers, the show has a viewers participation format. Because of the favorable public reaction, producer Alan Trench is lining up a number of stations for the weekly film program.



William L. Foss, Electronics Pioneer

FUNERAL services were held in Washington, D. C., Wednesday for William L. Foss, 60, pioneer electronics engineer, who died suddenly the previous Sunday after a heart attack. Many persons prominent in the electronics field paid tribute to his industry achievements.



MR. FOSS

Mr. Foss started his electronics career over three decades ago in Maine, his native state, after being graduated from American U., Washington, D. C., with an L. L. B. degree. From 1912 to 1917 he served as an electrician for Maine Central Railroad and General Electric Co. He served in World War I entering with the National Guard.

Post-war affiliations included Federal Telephone & Telegraph Co. and the Rines stations in New England. He was credited with construction of seven transmitters for the station group. In 1928 he set up a consulting practice in Washington, including broadcast, police and other systems.

During World War II Mr. Foss was consultant for the Signal Corps and Air Force, specializing in radar warning and defense techniques. After the war he set up an agency within the surplus property organization to dispose of electronics gear. After 1946 he operated as an electronics consultant.

Last summer he became a principal in the newly formed telecommunications firm, William J. Scripps Assoc.

Surviving are his wife, Lita S. Foss, and two children.

Mr. Foss was a member of Institute of Radio Engineers, Society of Motion Picture & Television Engineers, Assn. of Federal Communications Consulting Engineers, Engineers Club of Washington and Radio Pioneers.

Copyright Lectures

SECOND series of lectures by the Copyrights Institute has been announced. It will be held at the U. S. Court House, New York, each Monday evening, starting today and continuing through March 9, according to Theodore R. Kupferman of NBC's legal staff, chairman of the Copyright Committee of the Federal Bar Assn. of New York, New Jersey and Connecticut. Lectures have been scheduled on "Protective Societies for Authors and Creators" on Jan. 26 and on "Problems of Advertisers and Advertising Agencies," Feb. 2.

Kirby Consultant on Film

LIFE story of Glenn Miller, radio personality and orchestra leader killed in Europe in World War II, will be made into a movie by Universal-International Pictures Inc. Consultant for the film will be Col. E. M. Kirby, chief of the Radio-TV Branch of the Army Dept.'s Office of the Chief of Information. Col. Kirby was a friend of the late Mr. Miller.

Advertisers

Lawrence W. Bruff, advertising manager, Liggett & Myers Tobacco Co., elected to firm's board.

Ray Weber, administrative assistant to advertising manager, Swift & Co., Chicago, appointed manager of department.

Louis E. Wheeler, sales administrator, Joseph Schlitz Brewing Co., Milwaukee, to Blatz Brewing Co., same city, as assistant to president and chairman of plans board.

Neil H. McElroy, president, Procter & Gamble, Cincinnati, elected director of Chrysler Corp.

R. Bruce Wightman appointed general sales manager and **Alvin F. Griesedieck Jr.** named advertising manager, Falstaff Brewing Corp., St. Louis.

Darwin W. Heath, marketing research director, John Falkner Arndt & Co., Phila., to Morresville Mills there as advertising and sales promotion manager.

Frank W. Gray, L. A. sales and advertising consultant, to Mission Dry Corp., that city (Mission Orange and other bottled fruit beverages), as vice president in charge of sales promotion and advertising.

Agencies

Byron Bonnheim, account executive, Weiss & Geller, Chicago, elected vice president.

John Eby elected vice president in charge of public relations, Marshall Roberts Adv. Agency, Denver. Firm has moved to 909 17th St.

A. V. B. Geoghegan, vice president in charge of media relations of Young & Rubicam, N. Y., named co-chairman of plans board, replacing **C. L. Whittier** who has retired.



Mr. Geoghegan

Channing Barlow, vice president, Wilson, Haight & Welch, N. Y., to Marschalk & Pratt, N. Y., as account representative.

H. Ellis Saxton, owner of The Saxton Agency, Milwaukee, serving as head of publicity and advertising committee of bi-annual Boy Scout Circus planned for April at Milwaukee Arena.

Louis J. Carow Jr., account executive, Bozell & Jacobs, Chicago, elected a vice president.

Walter A. Tibballs Jr., BBDO, N. Y., transfers to agency's Hollywood office as supervisor of radio-TV production.

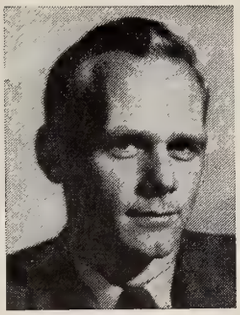
David Olen, account executive, Abbott Kimball Co., L. A., opens **David Olen Adv.,** 971 N. La Cienega Blvd., that city. Telephone is Bradshaw 2-7387.

Gault Davis, national food processing sales manager, International Minerals & Chemical Corp., Chicago, to Rhoades & Davis, S. F., as vice president in charge of client relations.

John Alden to Krupnick & Assoc. Inc., St. Louis, as account executive. Other additions to agency staff are: **Robert C. Bullen,** creative consultant; **Lee Cavanagh,** public relations director, and **Harry Lindemann,** art director, replacing **Robert L. Miller** who transfers to agency's account executive staff.

Robert M. Light, radio-TV director, Abbott Kimball Co., L. A., has resigned. Future plans will be announced.

Jack W. Smock, vice president, Foote, Cone & Belding Inc., L. A., to Young & Rubicam Inc., Hollywood, as vice president and manager of general advertising. He succeeds **E. E. Smith** who transfers to New York headquarters.



Mr. Smock

Floyd Flint, manager, J. Walter Thompson Co., Seattle, to The Burke Co., Seattle, effective Feb. 2. JWT office there will close Jan. 30.

Edward P. Holland to Lewis & Gilman Inc., Phila., as associate art director.

Howard C. Imhoff Jr. appointed art director, Doremus & Co., N. Y.

Arthur Meyerhoff & Co. has opened West Coast office at 328 S. Beverly Dr., Beverly Hills. **Jim Ward,** account executive, Leonard Shane Agency, L. A., and his assistant, **Lyle Westcott,** to Meyerhoff as West Coast manager and executive assistant, respectively. **Ken Robinson** to Beverly Hills office as account executive. Telephone is Crestview 5-3168.

J. Allan Hovey, Grey & Rogers, Phila., to Doremus-Eshleman Co., same city, as copy chief.

Dee Tozer, *Sunset* magazine, Menlo Park, Calif., to Guy-Lee Adv., Palo Alto, as production manager and account executive.

Ward Archer Adv., Memphis, Tenn., relocates at 1903 Sterick Bldg., same city.

Irwin Co., Beverly Hills, opens L. A. office at 4068 Crenshaw Blvd. **Frank Warren,** account executive, will be in charge. Telephone is Axminister 7146.

Russ Young, timebuyer, Young & Rubicam, N. Y., father of boy, Jan. 2.

Stations

Joseph Goodfellow, eastern sales manager, NBC Spot Sales, N. Y., to WRC-AM-FM and WNBW (TV) Washington, as director of sales.

Ray F. McCarthy resigns from sales staff of KMOX St. Louis.

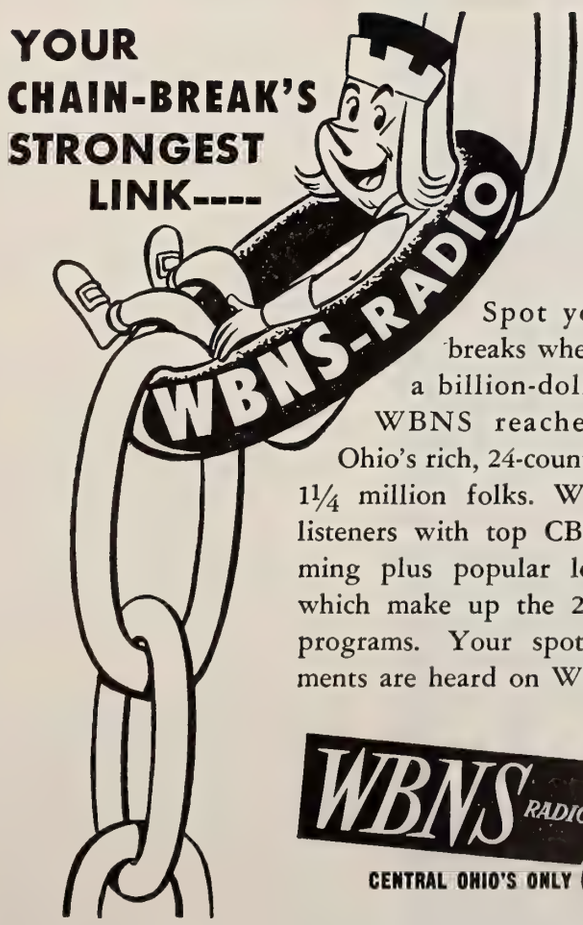
Craig Maudsley, formerly partner in Maudsley-Miller Adv. Agency, Hollywood, and **R. W. Clark,** manager of NBC-TV technical operations, that city, to KONA-TV Honolulu, as director of national sales and engineering, respectively.

Fred Maltz, salesman, KTFI Twin Falls, Ida., appointed regional sales manager, KLIX same city.

Lee Langer, Encore Restaurant, L. A., to sales staff, KTLA (TV) Hollywood.

Milton Chapman, assistant local sales manager, WABI Bangor, Me., promoted to local sales manager there. **Robert C. McCausland** to station as account executive.

Bernard Barth, assistant director of TV, WLWT



Spot your chain-breaks where heard by a billion-dollar market. WBNS reaches Central Ohio's rich, 24-county area with 1¼ million folks. WBNS holds listeners with top CBS programming plus popular local shows, which make up the 20 top-rated programs. Your spot announcements are heard on WBNS radio!

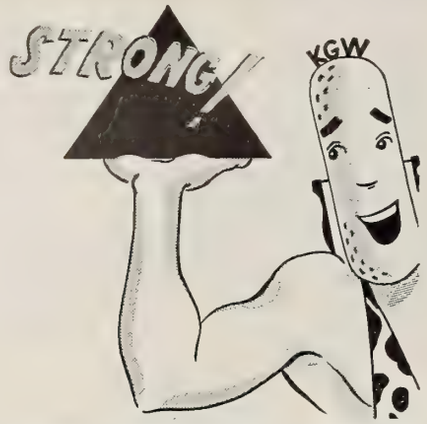
ASK JOHN BLAIR

WBNS RADIO

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

Mr. Advertiser!

IF You want a testing grounds for your merchandising . . .

AND You want a socko station in a great testing market . . .

BUT You want to spend the lowest cost per thousand . . . then you need . . .

CLEVELAND

WSRS

"The Family Station"

"BEST BY TEST!!"

Ask FORJOE & CO. for the Complete Success Story!

(TV) Cincinnati, named to faculty of U. of Cincinnati to lecture on radio-TV advertising techniques.

C. Merritt Trott appointed assistant sales manager, WBAL-TV Baltimore. **William Mason** added to station's sales staff.

William P. Robinson, vice president in charge of programming, WLW Cincinnati, re-elected to board of directors of Sal-Fayne Corp., Dayton.

Klaus Landsberg, general manager, KTLA (TV) Hollywood, received Benjamin Franklin Medallion at 4th Annual Graphic Arts Banquet in L. A., Jan. 17. Printing industries award, first to go to a L. A. citizen, is given to "outstanding citizen in a city who best exemplifies the outspoken spirit and thinking of Benjamin Franklin."

John Deme, general manager, WICH Norwich, Conn., elected president of Exchange Club there.

Frank C. McIntyre, vice president-general manager, KLIX Twin Falls, Ida., elected first vice president, Twin Falls Council of Camp Fire Girls.

Colin M. Selph, president - general manager, KEYT-TV Santa Barbara, elected a director of city's Chamber of Commerce for three-year term.

Joe Novy, engineer, WBBM Chicago, appointed chief engineer there. **Eugene Eubanks,** WBBM producer, elevated to program director there.

Floyd Nicholson appointed chief engineer at KWRO Coquille, Ore.

Carl E. Burton and **Richard Stevenson Zinn** return to WTVJ (TV) Miami after release from military service as senior producer and producer-director, respectively.

Michael Joseph to WJEF Grand Rapids, Mich., as program director.

Chap Rollins, program director, KATY San Luis Obispo, Calif., appointed production manager, succeeded by **Shirley Russell** from KCBQ San Diego.

George Mulherin, Guy Gannett Pub. Co., to WABI-TV as photographer. **Elmer C. Snow,** station's engineering staff, appointed supervisor of Copeland Hill transmitting plant.

Dave Fox, former program director, KEEP Twin Falls, Ida., to announcing staff, KLIX that city. **Mary Lee Seidner** appointed women's director at latter station.

Jack Brickhouse, WGN-TV Chicago sportscaster, presented with special award from Cook County Council of American Legion for "pleasure he brought to hospitalized veterans during 1952."

Johnny Grant, KMPC Hollywood disc m.c., cited by Junior Chamber of Commerce, that city, with Distinguished Service Award for USO trips with armed forces benefits.

Carl Goerch, political commentator and analyst, WPTF Raleigh, elected Reader of House of Representatives in North Carolina General Assembly.

Alvin Lavanaway, graduate of Northwest Broadcasting School, Portland, Ore., to KWRO Coquille, Ore., as announcer-operator. Other graduates and stations where they now are located are: **Don Vickroy,** KOOS Coos Bay; **Fred Schamu,** KRUL Corvallis; **Harry Lanz,** KPFM Portland; **Robert Griffith,** KBLF Red Bluff, Calif.; **Bill Baldwin,** KWRO Coquille; **Steve Montgomery,** WALD Walterborough, S. C.; **William Miltenberger,** KOMW Omak, Wash.; **Roger Bennett,** KGEM Boise, Ida.; **Forest Lovett,** KNPT Newport, Ore.; **Allen Parkes,** KMCM McMinnville, Ore.; **Bill Hofmann,** KGON Oregon City.

Lillian Derbaum, copy chief at KTUC Tucson, named continuity director at WJHP Jacksonville, Fla.

Alpha Thwaits to WDRC-AM-FM Hartford, Conn., as assistant in bookkeeping department.

Ray Perkins, KFEL Denver, Col., appointed state chairman of radio and disc jockey div., March of Dimes drive.

Wyletta Mounts to KCOW Alliance, Neb., as woman broadcaster and traffic secretary.

Jack Bell to WICC-TV Bridgeport, Conn., on production staff.

Gene Law, production facilities department, KNBH (TV) Hollywood, promoted to floor manager.

Herman Hall, WCOG Greensboro, N. C., promoted to chief engineer there. **Nell Fulton King** returns to station to handle reception and continuity.

F. O. Carver, news director, WSJS Winston-Salem, N. C., elected president of city's Kiwanis Club.

Jim Bannon, Hollywood radio announcer, to KNX that city in same capacity. He succeeds **Clancy Cassell** who joins KCBS San Francisco.

Robert R. Roberts, KGW Portland, Ore., to announcing staff, WHBF Rock Island, Ill. **Joe Grear** appointed manager of film and props departments, WHBF-TV.

John Galbraith, Hollywood freelance radio announcer-newscaster-actor, to KNXT (TV) that city, as newscaster.

Bill Cardin promoted to director of news and special events, KOMA Oklahoma City, succeeding **Bob Eastman,** who enters private business. **Ken Lowe** added to station's news staff.

Wayne Harris, WCMT Roanoke Rapids, N. C., to WSRK Shelbyville, Ind., as production manager. **Blake Taber** appointed farm director at latter station. **Nicki Jordon,** KXLA Pasadena, Calif., to WSRK as women's director.

Jeanne Ruhling, musical director, WIND Chicago, to WMAL-AM-FM-TV Washington, D. C., as musical director.

Jim Poag, continuity department, WIS Columbia, S. C., appointed promotion and merchandising manager. **Mrs. John Battle,** WTMA Charleston, S. C., to WIS as assistant to **W. D. Workman Jr.,** news editor.

Gerald Mohr, Hollywood radio-TV actor, assigned role in Warner Bros. feature film, "The Eddie Cantor Story."

Yvonne Peattie, Hollywood radio actress, assigned role in 20th Century-Fox feature film, "Cabin B-13."

Johnny Carson, star of KNXT (TV) Hollywood *Carson's Cellar,* adds duties as m.c. on station's *Star Hostess Party.*

Virginia Eiler, Hollywood radio actress, assigned role in M-G-M feature film, "Latin Lovers."

Frank Grasso, 58, musical director, WFLA Tampa, Fla., died suddenly Jan. 11.

Nick Lawrence, 29, program director, WHPE-AM-FM High Point, N. C., died Jan. 8 after eight-month illness.

Jay Creedon, disc jockey, WICE Providence, R. I., was suffocated in fire at station, Jan. 3.

Bob Castellon, news editor, KSIG Crowley, La., father of boy, Jan. 7.

Bill Ellison, news director, WHBF Rock Island, Ill., father of boy, Stephen Robert, Dec. 30. **John Schermerhorn,** announcer there, and **Lou Ann Hamilton** were married Jan. 3. **Jackie**



BRONZE PLAQUE goes to Lee Ruwitch (r), vice president and general manager of WTVJ (TV) Miami, from C. W. Kistler, advisory board chairman of the South Florida Div., AAA, honoring the station's *You May Be Next*, auto driver education show, "for public service in traffic safety in 1952."

Tatman, WHBF-TV, and Ben Matthews were married Dec. 27.

Marion Pedlow, women's commentator, WPWA Chester, Pa., mother of girl.

Bob Lehman, director, KNXT (TV) Hollywood *Harry Owens Show,* father of boy, Christopher Alban, Jan. 5.

Pat Turner, WICC Bridgeport, Conn., traffic manager, and **Ernst Engelbrechts,** announcer, WCAW Charleston, W. Va., have announced their engagement.

Barbara Fyne, continuity department, WSJS Winston-Salem, N. C., and Lt. Tom Woods, U. S. Air Force, were married Jan. 2.

Norma Shealy, program librarian, WIS Columbia, S. C., and **Jack Brock,** salesman at WIST Charlotte, have announced their engagement.

Representatives

William G. Rambeau Co., N. Y., appointed national representative for WFAI Fayetteville, N. C.

Larry Coy, space salesman, *Look* magazine, Chicago, to Edward Petry & Co., that city, as TV salesman.

Networks

Robert H. White, New York sales staff of NBC, to network's Detroit office.

Otis Williams, Video Pictures Inc., N. Y., to WOR-TV New York's sales staff as account executive.

John J. Finley, sales staff, WBBM Chicago, to NBC same city, on radio spot sales staff.

Gene Dadan to advertising and sales promotion staff, ABC Chicago.

Sara Selby, actress on CBS Radio *Junior Miss,* assigned role in Warner Bros. feature film, "The System."

Marie Wilson, star of CBS-AM-TV *My Friend Irma,* named "the most glamorous career woman of the year," by Hollywood Business and Professional Women's Club.

Red Buttons, CBS-TV comedian, selected by Advertising Club of Baltimore as "outstanding television personality of 1952."

Nancy Craig, WJZ-TV New York commentator and personality, awarded scroll by **John Lester,** radio-TV columnist of the *Newark* (N. J.) *Star-Ledger* and the Newhouse Syndicate, acclaiming Miss Craig as "television's foremost good neighbor."

Robert Cummings, star of NBC-TV *My Hero* film series, chosen "King of the Winter Carnival" for St. Paul, Minn., festival, Jan. 30-Feb. 1.

Robert Montgomery, actor and producer, awarded 1952 gold medal of International Benjamin Franklin Society for "courageous American citizenship in fighting against communist infiltration of the motion picture and radio fields."

Don Coyle, manager of ABC New York research department, father of girl, Deborah, Jan. 9.

Freeman Gosden, who portrays Amos on CBS Radio *Amos 'n' Andy,* father of girl, Linda, Jan. 10.

Program Services

Bob Schultz, Frank Cooper Assoc., to Jay Garon-Brooke Assoc. Inc., N. Y., as partner on development of radio-TV packages.

C. P. MacGregor, head of C. P. MacGregor Co., L. A. (transcription and library service), re-elected to governing board of Merchants & Mfrs. Assn., that city.

Hallmark Productions Inc., headed by **Kroger Babb,** has moved headquarters from Wilmington, Ohio, to 9100 Sunset Blvd., Hollywood. Telephone is Crestview 1-6000.

Commodore Productions & Artists Inc., Hollywood, will move to 971 N. La Cienega Blvd., that city, in mid-February. Telephone is Hollywood 9-8229.

Robert M. Snader, vice president, Snader Telescriptions Corp., Beverly Hills, and **Barbara Klowdan,** story department, Revue Productions, Culver City, were married Dec. 28.

Equipment

Alter Scott elected vice president in charge of manufacturing for consumer products div., Motorola Inc., Chicago. **John Silver** promoted to vice president in charge of communications, electronics and operations.

Blair Foulds elected vice president of General Precision Lab. Inc., Pleasantville, N. Y.

H. Leslie Hoffman, president, Hoffman Radio Corp., L. A., elected to board of directors, L. A. Chamber of Commerce. **Donn B. Tatum,** ABC Western Div. director of TV, continues on board for another year.

Leonard A. Rooney, government contracts administration, Raytheon Mfg. Co., Waltham, Mass., appointed manager of communication equipment sales for same company.

Robert L. Anderson named manager of new market and research department, Admiral Corp., Chicago. **Joseph R. Gransee** appointed assistant to advertising director at Admiral.

Floyd A. Hayhurst appointed staff assistant to **Edward C. Tudor,** president, I.D.E.A., Indianapolis.

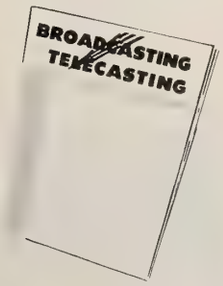
Robert L. Shaw appointed district sales manager in Missouri, Kansas and Tennessee for radio-TV div., Sylvania Electric Products Inc.

Eugene C. White to tube dept., General Electric Co., Schenectady, N. Y., as industrial specialist to coordinate firm's policies for sales of industrial tubes to electronic equipment manufacturers.

Raymond V. Buivid named radio sales manager and **Thomas J. Nicholson** appointed parts sales

SOONER or LATER
some aggrieved listener accuses you of
LIBEL OR SLANDER
and THEN you'll need our UNIQUE INSURANCE covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange — Kansas City, Mo

THE SIGMA DELTA CHI AWARD IN JOURNALISM
Radio-Television
NOMINATIONS INVITED
Deadline Feb. 9, 1953
SEND ENTRIES TO:
Victor E. Bluedorn, Ex. Dir.
Sigma Delta Chi
35 E. Wacker Dr., Chicago 1.
Additional details on request

Final Deadline
for the
1953
TELECASTING YEARBOOK
is
FEBRUARY 2
(no proofs)
If proofs are desired deadline is Jan. 24
Please wire your reservation today! Collect


870 NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

manager, receiver dept., General Electric Co., Syracuse, N. Y.

Brig. Gen. David Sarnoff, RCA board chairman, presented plaque from Men's Club of Congregation Emanu-El, N. Y., in "recognition for achievement in building a better world."

Valdemar Bertelsen appointed sales financing representative of Crosley Div., Avco Mfg. Corp., Cincinnati.

George R. McMullen appointed manager of Kansas City sales div., Gustin-Bacon Mfg. Co. **W. M. Doughman** and **Grant I. Wyrick** assigned to division as sales and service engineers, respectively.

Instrument Div., Allen B. DuMont Labs, Clifton, N. J., announces production of Type 303-AM cathode-ray oscillograph which incorporates Type 5XP-AM metallized cathode-ray tube.

Services

J. B. Staniland named a director of A. C. Nielsen Co. Ltd., supervising firm's operations in the Netherlands.

John P. Colihan, public relations director, Richard N. Meltzer Adv., S. F., opens own publicity firm at 760 Market St., that city. Telephone is Yukon 2-1399.

James M. Boerst, publisher-editor, "Executives Radio-TV Service," Larchmont, N. Y., father of boy, Joseph Alan, Dec. 27.

Professional Services

Jerome Doyle to law firm of Cahill, Gordon, Zachry & Reindel, N. Y.

McClean, Salisbury, Petty & McClean, L. A. law firm, moves to 14th floor of Quinby Bldg., 650 S. Grand Ave., same city. Telephone is Michigan 6003.

Government

Curtis M. Bushnell, assistant chief of FCC Common Carrier Bureau, named acting chief of bureau succeeding **Jack Werner,** who resigned to join Washington law firm of Freedman & Levy [B•T, Jan. 5].

John H. Kearney, staff writer, BROADCASTING • TELECASTING, to U. S. Embassy, London, as assistant press officer.

When Will TV Span Atlantic?—Not in '53, Says Guy

HOPES for live TV coverage in the U. S. of the coronation of Queen Elizabeth II of England were roused recently by James Fleming, news editor of the NBC-TV early morning news show *Today,* who predicted achievement of trans-Atlantic television as one of 10 big stories of 1953.

EUROPE

Those hopes were dashed, however, by Raymond Guy, NBC manager of radio and allocations engineering, who, in answer to a query from BROADCASTING • TELECASTING, indicated that NBC-TV's coverage of the Coronation will be by film.

Describing the various possible ways by which trans-Atlantic transmission of TV signals might be accomplished, Mr. Guy said that the most obvious method is shortwave broadcasting. But with so many multipath impulses, pictures at the receiving end would not be satisfactory. Relaying TV signals across the ocean is another possibility, Mr. Guy said, but "it is quite a large project" and he doubted that the many attendant problems could be solved in 1953.

Another method for getting signals from Europe to the U.S. and vice versa, which Mr. Guy said has received serious consideration, is the construction of a series of radio relay towers along the route followed by airplanes in their North Atlantic crossings, from Canada to Greenland to Iceland to the British Isles and so to the continent. While this is possible, Mr. Guy pointed out that it calls for construction and maintenance of relay towers across an uninhabited area where hurricanes rage almost constantly. In his expert opinion, this can be done but it is not a likely prospect for 1953.

The same holds true for transistors, which because of their tiny size might be utilized within a trans-oceanic cable to keep TV signals boosted and kept in synchronization from continent to continent. Here, too, is a distinctly possible solution to the trans-Atlantic TV problem, Mr. Guy believes, but one not apt to come to fruition until transistors have been perfected to a point beyond that anticipated in the year ahead.

CBS-TV's 'Studio One' Microwaved to Canada

First U. S. commercial program to be aired live in Canada is shown on CBLT (TV) and kinescoped for CBFT (TV).

FIRST American commercial TV network show to be aired live in Canada starts today (Monday) when Canadian Westinghouse brings in CBS-TV's *Studio One* by microwave relay from Buffalo to CBLT (TV) Toronto.

CANADA

Show will be recorded on kinescope at CBLT for presentation next Monday on CBFT (TV) Montreal. The fact that the show's producer is 31-year-old Fletcher Markle, who started with CJOR Vancouver and then moved to Canadian Broadcasting Corp., Toronto, played no small part in the final decision of CBC to accept the show. Mr. Markle has been with CBS since 1946.

No other U. S. network show, live or sustaining, has been lined up as yet for the CBC TV stations. But agreements are firm with all U. S. networks on the percentage of station time rates to be paid the originating network.

CBC is negotiating with a number of Canadian advertisers whose parent companies have TV network programs which could be relayed to Toronto, and then by film to Montreal until the microwave relay between Toronto and Montreal is ready this spring.

Meanwhile there has been no new Canadian advertiser taking time on CBLT or CBFT. Advertisers apparently are marking time to see what program changes CBC will make to bring a greater audience to the stations.

CBC in its TV programming has started to lighten its fare a bit, scheduling more popular type programs instead of cultural and educational formats which have predominated since CBC began telecasting last September.

Board Reserves Judgment On Canadian Indie Fees

CANADIAN independent broadcasters will not know for some time what fees they will have to pay this year to the Composers, Authors & Publishers Assn. of Canada (CAPAC). The Canadian Copyright Appeal Board Jan. 8 reserved judgment on the amount at Ottawa, pending settlement of a court case now awaiting a decision.

CANADA

Canadian stations, represented by Canadian Assn. of Broadcasters, asked for a reduction of the rates requested by CAPAC and a change in the basis of charging the rates, 1¾% of

It's Happening in NEW HAVEN

ON WNHC

Whether it's girdles, garters or gowns, WNHC *moves merchandise* steadily, economically. Ask Pollack's Women's Apparel, now completing *seven straight years* of *selling* over WNHC!

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

station gross revenue.

BMI Canada Ltd. was awarded fees from independent stations based on the issued government receiving licenses, amounting to $46,278 in 1953 as compared to $44,248 in 1952.

Canadian Broadcasting Corp. has a set fee with BMI Canada Ltd., and did not oppose CAPAC rate request for 1¾% of its commercial revenue plus 1 cent per capita for Canada's population. CBC will also pay CAPAC a flat $5,000 for use of its music on the CAB International Service. The CBC fee to CAPAC is about $175,000.

CAB is now contesting a ruling that CAPAC fees should be a percentage of station gross revenue on basis this would give CAPAC access to station books.

CAB Montreal Meet Plans Okayed for March 9-12

PLANS for the annual meeting of the Canadian Assn. of Broadcasters at Montreal, March 9-12, were finalized at the agenda committee meeting at Montreal last Tuesday and Wednesday. They will be discussed at the CAB board of directors meeting this week at Ottawa.

CANADA

CAB board also will study, aside from other business, a proposed industry pension plan, a hold-up on acceptance of TV station applications by the Dept. of Transport, and brief to be presented Jan. 23 to the Canadian Broadcasting Corp.'s board of governors on proposed new AM broadcasting regulations.

This brief will be based on a belief that proposed controls and restrictions on publication by broadcast are parallel to attempts to control and restrict publication by printing in the 15th century.

'52 Canada BBM Report

COVERAGE data on 137 Canadian AM member stations are offered in the 250-page, 1952 Area Report released by the Bureau of Broadcast Measurement, Toronto. Tabular matter covers BBM stations heard in each county, census subdivision and measured city area, showing frequency of listening and total weekly BBM rating.

CANADA

Data sheets show how to use report's information, explains bilingual listening, gives BBM rules and regulations, lists all Canadian stations alphabetically by cities and by call letters and includes a map of Canada.

CAB Issues Data to Members

ECONOMIC trends and tax information will be given members of the Canadian Assn. of Broadcasters this year on an experimental basis. The economic trends analysis is to start Feb. 1 on a quarterly basis, and will be prepared by Frank Flaherty, business news writer of Ottawa. The tax analysis and accounting information service starts today (Monday) by CAB's auditors, Boyce, McCay, Duff & Co., Ottawa.

CANADA

EDUCATIONAL

CHICAGO TV STUDY RELEASED BY NAEB

Drama occupied fourth of air time, sports 18.39%, entertainment 20%, advertising 14.58%, informational 11.56% in this survey, the third in a series.

THE NATIONAL Assn. of Educational Broadcasters last Wednesday announced the results of a study of Chicago summer TV programming—the third in its series of city monitoring surveys designed to identify "trends in telecasting."

In book form and titled *Chicago Summer Television,* the study was compiled by three authors with the aid of the National Opinion Research Center in that city and was financed through a grant from the Ford Foundation's Fund for Adult Education.

NORC has made surveys supporting views of the National Collegiate Athletic Assn. on



WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

Last year, WDAY was swamped with 145,659 letters and postcards from its listeners! This is the equivalent of a letter or card from over 70% of the 211,550 families who listen regularly to WDAY—an average of slightly over 399 letters per day, including Sundays and holidays!



NBC • 5000 WATTS • 970 KILOCYCLES

FREE & PETERS, INC., Exclusive National Representatives

controlled football TV, subscription video and other enterprises, while the Fund for Adult Education has appropriated sums of money in behalf of educational television.

George Probst, chairman of the Adult Education Committee of NAEB, for whom the survey was prepared, said it should prove a "veritable gold mine" for broadcasters and researchers. He said NAEB is making these studies because of its interest in serving the broadcast industry, FCC and the public at large. The book may be obtained at the U. of Illinois, Urbana, Ill., for $5.

The Chicago study was conducted from July 30-Aug. 5, 1951—nearly 18 months ago—and is similar to other surveys in the New York City and Los Angeles areas during 1951. It contains comparisons of the three markets. Principal author is Prof. Donald Horton, U. of Chicago's sociology department, with assistance from Hans O. Mauksch and Kurt Lang. Receivers were supplied for monitoring purposes by Zenith Radio & Television Corp. NORC supplied its facilities.

The Chicago survey covered the four TV stations—WNBQ (TV) WENR-TV WGN-TV and WBKB (TV). Highlights follow:

- **Drama occupied 26.18% or one-quarter of all broadcast time. Leading types of drama: Adventure and action, 6.09%; Western, 5.76%; crime and horror, 4.86%. Feature films (produced primarily for theatre exhibition) occupied 70.39% of all drama, TV stage productions, 22.53%.**
- **Sports occupied the second largest block of all broadcast time—18.39%.**
- **Entertainment accounted for a fifth of total time, with variety programs taking 7.89% of time in this category.**
- **Programs of an information character occupied 11.56% of total broadcast time and forum shows 3.35%.**
- **Commercials took 12.57% of all time and all advertising (shopping, promotion stunt programs) occupied 14.58%. Average length of commercials in programs was 73 seconds; in station breaks, 36 seconds. Average proportion of commercials was about 2:06 minutes to each 15 minutes of net program time.**

Comparing Chicago with New York and Los Angeles, the study reports: "The general picture is that of a relatively uniform program structure, which shows much less variation than one might expect from city to city or season to season."

WHBC Staff Assists Faculty

EIGHT members of WHBC Canton, Ohio's staff are assisting the faculty of the journalism department at Kent State U. in a radio news course being offered at the school during the current semester.

Al Frances, WHBC news director, will lecture on the organization of a news department. Gathering local news will be discussed by Edwin L. Kaufman, station newsman.

Other personnel in the project are John Baker Jr., assistant news director; Robert C. Fehlman, manager; W. H. Vodrey Jr. legal counsel; Carol Adams, women's director; Jim Muzzy, sports director, and Eugene Carr, director of radio for Brush-Moore Newspapers.

SE Institute Sets Opening

OPENING of the Southeastern Radio & Television Institute at Nashville, scheduled for March, will provide a new source of TV personnel trained in engineering and production, according to Bailey Manthey, president.

Mr. Manthey said beginning classes will be made up of engineers and radio production people sent to the school by southern TV applicants. Classes for inexperienced persons desiring to enter TV will begin at a later date.

NARTDA to Encourage Educational TV Development

Emerson's Ben Abrams sees radio-TV dealers as a 'rallying' force for spurring interest in educational stations and a heavy volume of set sales with opening of new TV markets.

MEMBERS of the National Appliance and Radio-Television Dealers Assn. will work at the local level to hypo interest in and development of educational television stations, following a blueprint which is now being completed by the group's board of directors.

This was reported at the association's annual convention, which took place in Chicago last week. The board, however, declined to reveal any of its plans at this time, although during the convention it took formal action to approve participation of its membership in the educational television program. Invitations are believed to be ready for mailing to a select list of members who would serve on the educational television committee, which is headed by Don Gabbert, a dealer in Minneapolis. Mr. Gabbert has been working on the project for some time, and reportedly has made several trips to Washington. D. C. during the past eight months to research the matter.

Advantages of the prosposed system of cooperation with local groups in development and construction of educational video outlets were outlined by Ben Abrams, president of Emerson Radio & Phonograph Co., who has

WRFD is Proud to Announce

THE APPOINTMENT OF

GEORGE W. CLARK, INC.

NEW YORK — CHICAGO — LOS ANGELES — SAN FRANCISCO

AS ITS NEW

national representative

WRFD

Covers Ohio Completely

5,000 watts — WORTHINGTON, OHIO — 880 kc.

peoples broadcasting corporation

America's Broadcasters Bringing Inaugural Into The Classrooms

SCHOOLKIDS possibly numbering in the millions will get a chance to see—thanks to the enterprise of American broadcasters—the U.S. democracy's biggest spectacle of pageantry when the country's next President is inaugurated tomorrow.

Youngsters in many areas will witness the Eisenhower inaugural from their classrooms through co-operation by TV set dealers and manufacturers.

The 76 affiliates of CBS-TV are being furnished with a teacher's guide correlating the network's inauguration telecasts with actual classroom lessons in history, government and economics. The guide was prepared by the Citizens Education Project of Teachers College, Columbia U., under direction of Prof. William S. Vincent, in co-operation with CBS-TV, according to Sig Mickelson, CBS-TV director of news and public affairs.

In Chicago, more than 300,000 pupils of the city's school system will view ceremonies in auditoriums on sets supplied by 600 local dealers. The sets were installed at the suggestion of the National Television Review Board, local video critics and Admiral Corp.

WTVR (TV) Richmond, Va., in cooperation with the Parent-Teachers' Assn. and the Richmond Electrical Assn., has arranged to telecast the inauguration in every area school, according to Robert L. Montgomery of WTVR. Local television dealers will supply sets.

The entire school system of Lebanon, Pa., some 6,300 children, will watch tomorrow's spectacle, because of the efforts of William H. Worrilow, president of the Lebanon Steel Foundry, who offered to buy sets for all the schools in the city. RCA Victor dealers in Lebanon and Camden, N. J., are installing the sets and RCA Victor has loaned three large TV screens. The Lebanon project is being handled by A. A. Schechter Assoc. Mr. Schechter is a former executive of NBC and MBS.

be interested personally in similar projects for some time.

Mr. Abrams, speaking at the closing session of the convention Tuesday afternoon, termed the allocation of 242 channels to educational TV "the most important" part of the FCC freeze-lift. With this kind of a station and programming, he said, television "will be put to the most constructive possible use for the first time, and it will effect the greatest public service ever seen in the U. S."

Seeing the need for a central body which could operate as a cohesive force in all activity in the educational television field, Mr. Abrams termed NARTDA an ideal group for this purpose because of its common interests and membership in cities where the channels have been assigned. The organization could serve as a "rallying point" for all persons and institutions interested in educational television, and "it could render a great public service as well as do a good public relations job for the association and its members."

The best device in the promotion of educational TV, he said, is "numerical strength," and he pointed out the widespread membership of NARTDA throughout the U. S. Member cooperation, with the proper guidance, could be very important in getting stations on the air.

Citing a need for "first things first," he said the first move is to get the stations on the air without delay so that channel assignments are not re-allocated to commercial enterprises. There are enough commercial allocations now, he said, discussing the 2,000 which will ultimately "blanket" the nation as sound broadcasting does now.

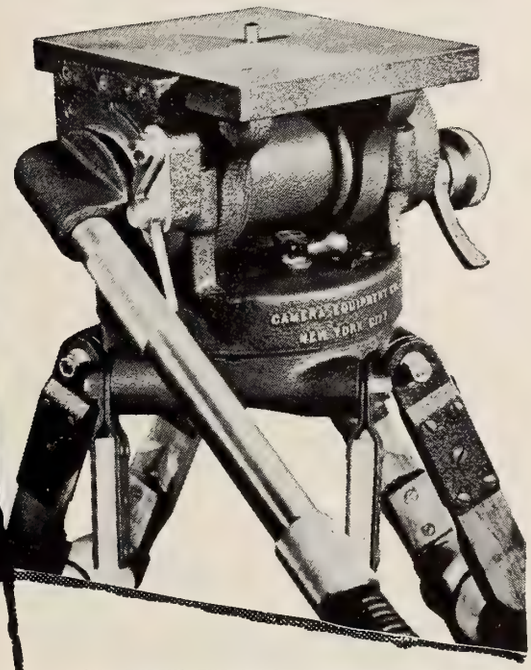
Must Be Non-Commercial

Educational TV, he said, must be non-commercial to survive. He said educational-only stations are needed because commercial stations do not and would not provide time for educational programming at peak periods when a maximum audience is reached, and would limit the amount of educational time which could be fitted into its commercial schedules. Nothing surpasses the importance or worthwhileness of educational TV," Mr. Abrams asserted.

Opening up of new television markets, as well as those with only educational stations, will bring about a heavy volume of set sales, he predicted. He estimated that seven one-half million sets will be manufactured and sold in 1953. Television is here to stay, and "is on the forward march." The industry "can't help but become one of the five largest industries in the U. S.," he claimed.

Another speaker on the TV panel, which was conducted by retiring president Mort Farr, was Joe Marty Jr., general manager of the electronics division for Admiral Corp. Mr. Marty discussed sales problems in marketing uhf receivers.

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!





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We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

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MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

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IF YOU WORK WITH FILM . . .
It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

Eleven Schools Back Move For Philadelphia Uhf Channel

FIRST definite move was made by representatives of 11 large educational institutions in Philadelphia to establish a uhf, non-profit educational television station for the Philadelphia-Camden (N. J.) area.

The action was the signing of articles of incorporation and application for a charter in the name of the Delaware Valley Television Corp. Services would be available to every educational institution within a 50-mile radius of Philadelphia, public and private.

It would cost by careful estimate, $400,000 to build the station and $250,000 to $300,000 a year to operate it with a single eight-hour-a-day staff. Memorial Hall, in Fairmount Park, is favored as a studio center and already has been offered by the Park Commission.

WAAM (TV) Seminar Feb. 27

FIRST session of the WAAM (TV) Baltimore third annual Regional Television Seminar Feb. 27-28 will be devoted to "The Career Panel (What Can I Do in Television?)."

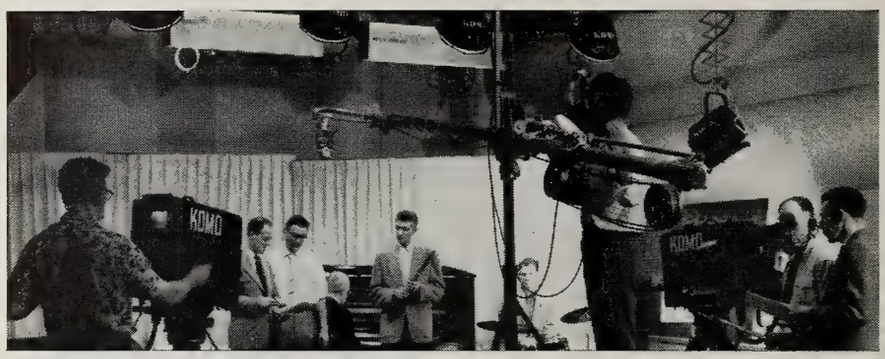
This session will feature short talks by Herbert B. Cahan, WAAM program manager; Sig Mickelson, director of news and public affairs, CBS-TV; Jack Harrington, president, Harrington, Righter & Parsons Inc.; Lester Lewis, president, Lester Lewis Assoc.; James O. Luce, chief radio-TV timebuyer, J. Walter Thompson Co.; Edward B. Roberts, script editor, *Armstrong Circle Theatre;* Kenneth Tredwell WBTV (TV) Charlotte, and Charles Underhill, ABC-TV.

'KO-ED'—U. of Wash. and KOMO in Co-op Training

DRY-RUN television experimentation in a weekly cooperative venture is giving practical experience to the technical and programming staffs of KOMO Seattle and at the same time is helping train radio-TV students at the U. of Washington.

With KOMO's $150,000 worth of TV studio equipment already installed but its application for Ch. 4 still pending before the FCC, the NBC radio affiliate has been producing and televising, via closed circuit, a program a week on Tuesday evenings. Selected students from the radio-TV department of the university, under the tutelage of Milo Ryan, associate professor in the School of Communications, develop the program ideas and put the shows on, handling all operations except the camera and audio work. KOMO's engineering staff, under Stanton D. Bennett, chief TV engineer, and the program and continuity departments under Fred Patterson, KOMO program manager, work with the students. George E. Dean, KOMO public service manager, is liaison man with the university.

KOMO's program of technical training started in February 1952, and now includes, in addition to the cooperative effort with the U. of W., a regular Monday afternoon workshop session.



AT workshop training session KOMO Program Director Frederick Patterson (left center) discusses script with Dick Osgood, U. of Washington student producer. KOMO personnel in foreground are Cameramen W. Bey and H. Armstrong; B. Pickering, boom man, and S. D. Bennett, chief TV engineer.

AT LEAST TWELVE STATIONS CAN BE HEARD IN DANE COUNTY, WISCONSIN, YET

85% OF THE DAYTIME AUDIENCE *

86% OF THE NIGHTTIME AUDIENCE *

Listen Once a Week, or oftener, to

WIBA

NBC ... 5000 WATTS

That's 10 and 14%, respectively, more than the second Madison station; and 31 and 32% more than Madison's third station.

for additional details on this rich 16-county Madison Trade Area, write to . . .

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RADIO PARK
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NATIONAL
REPRESENTATIVE

* *Standard Audit and Measurement—1952 Audience Report*

Wash. State Educators Urge Funds Be Passed for TV

LEGISLATIVE appropriation of $3½ to $4 million to implement a statewide educational television plan was recommended early this month at a meeting in Seattle of the Washington Citizens' Committee for Educational Television.

The meeting Jan. 9, which attracted some 200 broadcasters, telecasters, educators and civic leaders, recommended also that the state legislature pass enabling legislation to take advantage of the educational TV channels reserved by FCC, and that the governor or the legislature appoint an Educational Television Commission.

Robert Mullen, executive director of the National Citizens' Committee for Educational Television, and Harrison McClung, western division representative of the national group, were among the principal speakers at the Washington State meeting.

Mr. McClung, a retired vice president of J. Walter Thompson, told the afternoon meeting that commercial telecasters are not opposed to the idea of educational video.

The chairman of the Washington Citizens' Committee, Ed C. Whiting, gave credit to the commercial telecasters for their own educational efforts on TV, and noted the interest of Mrs. Scott Bullitt, president of King Broadcasting Company (KING-AM-FM-TV Seattle) in use of Ch. 9 for educational purposes.

The plan as approved by the meeting calls for stations, ultimately linked into an educational network, in the following cities:

Spokane, Pullman, Omak-Okanogan, Wenatchee, Ellensburg, Moses Lake, Yakima, Tri-Cities (Richland - Kennewick - Pasco), Walla Walla, Bellingham, Seattle, Tacoma, Olympia, Chehalis-Centralia, Aberdeen-Hoquiam, Kelso-Longview, and Vancouver.

NEW YORK BOARD OF REGENTS HEARS PRO AND CON ON STATE TV NETWORK

Eyes of broadcasters and educators have been on the biggest state of the Union, where a key drive by educational TV proponents to set up a 10 station network is in the critical stage. Second hearing on the proposal was held last week by the New York State Board of Regents.

ARGUMENTS for and against a non-commercial educational television network proposed by the New York State Board of Regents were presented at a two-day hearing in New York Wednesday and Thursday.

Viewpoints on the plan were placed before the Temporary State Commission on the Use of Television for Educational Purposes, headed by Douglas Moffat. The hearing was the second in a series of three meetings arranged by the commission. One was held in Buffalo on Jan. 7 [B•T, Dec. 12, 1952] and a final session is scheduled in Albany Wednesday.

The Regents' plan provides for the establishment of 10 educational stations throughout the state. Proponents of the program have estimated that it would cost $350,000 to build and about $250,000 a year to operate each station.

The commission, set up by Gov. Thomas E. Dewey, must make a report of its findings to the state legislature by Feb. 2. Under an FCC ruling, the state must forward definite plans by June 3 to be assured of 10 uhf channels reserved for the state.

Endorsing the Regents' plan at Monday's session were some 75 spokesmen for educational and civic organizations in the metropolitan New York area. They represented colleges and universities, elementary and high schools, museums, libraries, professional groups, labor unions and religious organizations, among others.

Their main contention was that educational television could make a contribution to the city, state and nation by raising the cultural level of the community. They argued that commercial television was not geared to fulfill these objectives, although certain speakers acknowledged that networks and stations had cooperated with their organizations in presenting programs of an educational nature.

The question of financing the project was put to several speakers by Henry V. Poor, counsel to the commission. Some replied that their organizations were prepared to help the program financially, while others said they could make no definite commitment. All spokesmen asserted they could pledge the cooperation of their members as talent on programs and in preparation of scripts. Several indicated they were prepared to furnish production of programs.

Schutzer Charge

One discordant note sounded at Wednesday's session was a charge by Arthur Schutzer, executive secretary of the American Labor Party in New York State, that Gov. Dewey and the state legislature have "no serious intention" of implementing the Regents' plan.

As basis for his accusation, Mr. Schutzer referred to Gov. Dewey's annual budget message two weeks ago, claiming that the state's chief executive made no direct or indirect mention of the proposed educational TV chain. He told the commission that he was making the charge to warn interested groups to guard against any attempts by Gov. Dewey and the legislature to hamstring the project.

One highlight of the session was a petition by scores of spokesmen for organizations on Long Island for a separate channel for their community. Under the Regents' proposed network, the station in New York would provide coverage for Long Island.

Long Island speakers stressed that their area had a population of more than one million, larger than any of the communities in which stations are planned with the exception of New York and Buffalo. They further argued that programming from New York necessarily would accent urban themes that would not fill the needs of suburban Long Island.

Some of the speakers endorsing the Regents' proposal included Dr. Buell Gallagher, president of the College of the City of New York; Dr. Henry T. Heald, chancellor of New York U.; Dr. Edwin S. Burdell, president of the Cooper Union Institute of Technology; Dr. Harold Taylor, president of Sarah Lawrence U.; Worthington Gregory, president of the Long Island Radio-TV Council; Rev. Daniel M. Potter, associate director of the Protestant Council of New York; Henry Lee Moon, public relations director of the National Assn. for the Advancement of Colored People, and Winthrop Rockefeller, chairman of a coordinating committee for civic organizations interested in educational television.

Critics of the plan voiced their opposition at

• 100,000 WATTS

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IS THE "1ST AND ONLY" TELEVISION STATION IN WEST VIRGINIA AND IN THE RICH OHIO VALLEY AREA . . . OHIO - KENTUCKY - WEST VIRGINIA

IN THE PRIMARY AREA OF WSAZ-TV .....

MARKET DATA *

- 103 COUNTIES
- POPULATION 3,299,300
- RETAIL SALES $1,828,557,000
- EFFECTIVE BUYING INCOME $2,873,118,000

• LARGEST ATOMIC PLANT IN U. S. COSTING OVER $2 BILLION DOLLARS . . . . EMPLOYING OVER 36,000 PERSONS.

• $12,000,000 EXPANSION PROGRAM AT SOUTH POINT, OHIO

• HUNTINGTON FIRM AWARDED $1,000,000 CONTRACT

For Additional Information Call, Wire or Write Lawrence H. Rogers II, or your nearest KATZ AGENCY . . . .

CHANNEL 3

WSAZ-TV

* S. M. "Survey of Buying" 1952

Thursday's session. Six spokesmen for taxpayers, business and women's groups, plus a housewife, urged the commission either to recommend the outright quashing of the plan or further exploration of the subject.

Advocating a further study of the topic was S. Arnold Witte, manager of the legislative services division of the Commerce and Industry Assn. of New York Inc., whose prepared statement was read by Mack A. Nomburg, association's public relations director. Mr. Witte asked the commission to hold its report in abeyance until it received complete information on the following points:

(1) The overall needs of the New York State School system and how a TV network fits in with a program of "first things first"; (2) the practicability of alternative methods of presenting telecasts and the comparable value and cost of alternative visual aids in education, and (3) the actual cost of establishing, operating and transmission of program of a state-owned-and-operated TV network.

Mr. Witte challenged the Regents' estimate of costs on both construction and operational figures. He declared that some experts in the field claim that construction costs may run as high as $10 million as against some $3,850,000 quoted by the Regents, and that operation figures may run from $4 million to $8 million.

Insisting that "first things must come first," Mr. Witte pointed out that schools in New York State are said to be "run down, inadequate and unsanitary." He called on the commission to investigate these reports and to recommend the improving of existing school facilities rather than use funds "on what appears to the laymen to be a possibly desirable but neverthless luxury item."

Ralph A. Brooks, executive secretary of the 5 Counties Taxpayers Defense Inc., and Lambert Fairchild, a trustee of the American Defense Society, voiced outright disapproval of the project. Mr. Brooks asserted that first consideration must be given to repair and modernization of New York City schools before the state contemplates "education for television." Mr. Fairchild branded the proposal as a manifestation of "the boondoggling, socialistic trend in government," adding:

"The Board of Regents and Mike Quill have one thing in common—complete disregard for the downtrodden taxpayer."

Objecting to the proposal, a mother and housewife, Mrs. Mildred Dey, of St. Albans, N. Y., declared that the envisioned plan would compel children to watch telecasts in school for several hours a day and would therefore "lead to eyestrain." She insisted that schools are designed to teach youngsters by means of qualified instructors and "not with a TV set."

Other speakers included Mr. Clifford A. Allanson, executive manager of the New York State Council of Retail Merchants Inc.; Mr. Isidor H. Goodman, West Side Taxpayers Assn. Inc., and Mrs. Irene W. Mills, New York State Federation of Women's Clubs.

Strikebound Schools End Baltimore AM-TV Classes

BALTIMORE's experiment in education by radio-television has ended and the city's public school system was back almost to normal last week.

Schedule of special classes, for which local radio and television stations offered their facilities, was terminated Jan. 9. Educators were unanimous in praising the cooperation by Baltimore broadcasters [B•T, Jan. 12].

Virtually all the city's 175 schools reopened early last week as local civic authorities pressed for an early end to the strike of maintenance workers. The strike was called by International Teamsters Union (AFL) over a wage dispute and involved some 3,000 janitors, refuse collectors, engineers and firemen.

The plan for broadcasters' participation was drawn by WBAL-TV, which offered its facilities after the walkout New Year's Day. Nearly 40 hours of air time were set aside for allocation of subjects by the Baltimore Dept. of Education.

Educational TV Questioned By Hillman

TELEVISION as an educational medium has been overemphasized and should be approached with caution.

So stated Harry Hillman, member of the Los Angeles Board of Education, last week when he challenged the classroom value of educational television during discussion of a statewide study of educational TV channels by a committee set up by California's Gov. Earl Warren. Besides a time extension on the study, the school board requested local representation on the Governor's proposed Educational Television Commission.

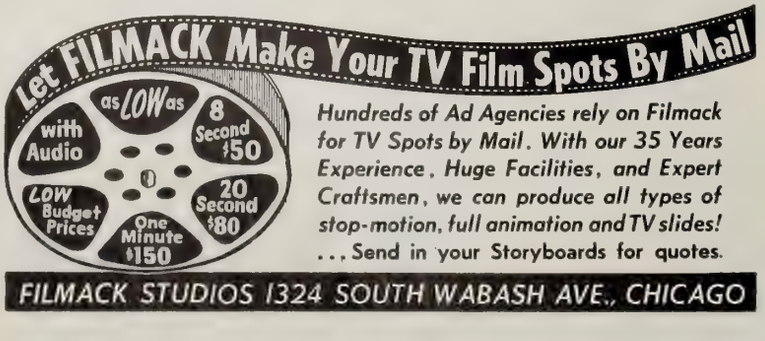
Decrying what he referred to as a proposal by a national educational TV conference to place two 20-inch screen sets in every classroom, Mr. Hillman estimated that such an undertaking would cost Los Angeles more than $2 million.

Questions TV Need

"Nobody has shown me that you can't accomplish just as much with sound motion pictures in classrooms as you can with TV," he declared. "And nobody has told me who's going to pay for all this."

Mr. Hillman said he understood the plan is to present "canned programs" over the educational TV channels, and if that's the case, movies would do just as well, pointing out that "they are cheaper and we already have the projection equipment."

Dr. Hugh C. Willett, a board member and chairman of the National Collegiate Athletic Assn.'s television committee, explained that classroom use of television is a very small part of the program. "Our primary interest is the education of all citizens through TV," he said.



IN PUBLIC SERVICE

Missing Stockholder

UNABLE to track down one of some 6,000 missing stockholders of Commonwealth & Southern Corp., the Tracers Co. of America recently turned to WPIC Sharon, Pa., for help. Station's Larry Caldwell aired the news on his 8:05-9 a.m. *Milkman* program and within 20 minutes received phone calls on the whereabouts of Fred D. McFarland. He was located in a neighboring Ohio town. C & S has been liquidating its assets the past few years to conform with a court ruling. Mr. McFarland thus will receive his funds, thanks to WPIC.

* * *

School of Learning

FACILITIES of WKBZ-FM Muskegon, Mich., are being placed at the disposal of radio students of the city's Senior High School twice each week. With the station's technical staff standing by, the students take over WKBZ-FM Monday and Wednesday from 7 to 8 p.m. Through on-the-spot instruction they learn engineering, announcing, traffic, programming and writing.

* * *

Canned Sessions

FAILURE of Buddy Brown and his orchestra to appear for a local American Legion New Year's Eve dance found KLMR Lamar, Col., ready, willing and able to avert a minor catastrophe. Station supplied records and later piped dance music to the dance hall through a loudspeaker system. What might have become a complete fiasco thus was turned into a most successful dance party, according to Everett Shupe, KLMR manager.

* * *

'Shop Early'

MERCHANTS Div. of the local Chamber of Commerce paid tribute to WLEC Sandusky, Ohio, for its role in the recent "shop early" campaign. Station matched every spot announcement bought by the Chamber's retail division with a free plug and gave downtown merchants over 70 gratis spots each day when they remained open to 9 p.m. Announcers used station breaks to inform listeners of late shopping hours. Station also donated $549.45 in time for the local Christmas Seal drive.

* * *

Boy Gets His TV Set

COL. James T. Healey, president-general manager, WOKO Albany, N. Y., aired an appeal for an 11-year-old tuberculosis victim, after learning that what the boy wanted most for Christmas was a television set. Public response was "remarkable," said Col. Healey. In addition to the TV receiver, there are unused contributions which are to be set aside for other charitable projects.

* * *

KOIN Contributions

WHEN Bob Henderson, m. c. of *The KOIN KLOCK*, early morning show on KOIN Portland, Ore., appealed for contributions for the Salvation Army Christmas Fund, listeners responded with $2,270.57.

* * *

WPTZ (TV) 'Health' Awards

UPON its 250th telecast of *You and Your Health*, semi-weekly WPTZ (TV) Philadelphia series on public health, the station was awarded citations from Philadelphia County Medical Society, Philadelphia County Dental Society

WTMJ-TV Editorials

WTMJ-TV Milwaukee reports it has received complimentary letters from educators and citizens for its current quarter-hour, once a week filmed show illustrating editorials about Milwaukee which appear on the front page of the *Journal*.

The TV station and newspaper, both owned by the Journal Co., work together in planning various editorials about common problems of interest to local citizens. Covered by the joint newspaper editorial-TV show presentation are such topics as city cleanliness, parks, airport, library, civil defense, police and expressways. The *Journal* editorial appears on the same day the TV show is aired.

Several weeks before each show, the editorial writer figures out picture possibilities to accompany his editorial; then a commercial photographer with a movie-sound camera spends two days taking pictures, from which the most graphic are selected. The film is trimmed and a rough script written, then both are edited to their finished forms for presentation.

The show is presented at 6 p.m. on Tuesdays and currently is scheduled for 13 weeks. WTMJ-TV reports requests for filmed prints of the programs have come from schools in Milwaukee and suburbs and that PTA groups have realized the value of the subject matter and repeated showings to persons interested in improving the city.

and Philadelphia Department of Public Health, for "pioneering and developing health education" via TV.

* * *

WTIC Helps Spot Bandit Car

MINUTES after a robbery of the Berlin, Conn., branch of the New Britain National Bank, WTIC Hartford reports it aired the license number of the bandit's getaway car as described on the state police shortwave radio. A 12-year-old Berlin schoolboy and self-styled "Junior G-Man," who had noted the license number of an empty car on his way home from school, heard the WTIC bulletin and notified police, who recovered the abandoned getaway car, but failed to apprehend the bandit.

* * *

Delivers Freedomgrams

TO MAKE sure the voice of the industrial area in western Michigan will be represented on the Crusade for Freedom's Radio Free Europe and Asia, Muskegon County Crusade Chairman Marty Whelan, news eidtor of WKBZ Muskegon, enlisted 1,600 Boy Scouts to distribute 33,000 Freedomgrams, messages on behalf of RFE, to homes in that area.

* * *

Raises $4,000 for School

IMPACT of WJAR-TV Providence's *TV Sports Page* was demonstrated when the show's chief personality, sportscaster Warren Walden, used the program to promote within three days the raising of some $4,000 to complete expenses needed for West Warwick High School's local football team to participate in an annual football bowl game at Miami, Fla.

WHLI Public Service

RECORD 1,104 public service programs totaling 546 hours were broadcast during 1952 by WHLI Hempstead, L. I., according to George Ball, station public affairs director, who said the figure represents an increase of 23% over 1951. Also scheduled in 1952 were 10,101 public service spot announcements for national and local non-profit campaigns, he said.

* * *

Benefit Collects $101,411

BENEFIT show by *Wilkens Amateur Hour*, radio and television program on WDTV (TV) and KQV Pittsburgh, for the Children's Hospital Fund, not only received pledges of $66,671 in donations, but brought in a final total of $101,411—more than 150% of the pledged amount, the stations report. The regular Sunday show, normally one hour, was extended to an hour and a half for the benefit. Sponsor is Wilkens Jewelry Co.

* * *

WWRL Polio Drive

WWRL New York is conducting a saturation campaign on behalf of the March of Dimes this month, using spot announcements and case histories of polio victims, according to the station. Transcriptions are broadcast seven times daily and include foreign language announcements.

* * *

Nylons for TV Sets

MARGARET ARLEN, WCBS-TV New York personality, has begun an appeal on her five-day-a-week program for 1,710,000 discarded nylon stockings. Sale of that number of stockings, according to Miss Arlen, will bring in enough money to purchase 95 TV sets to be donated to the Greystone Park Mental Hospital, Morris County, N. J., for use by some 5,500 patients.

* * *

WIMS-AM-FM Radiothon

A 24-hour radiothon by WIMS-AM-FM Michigan City, Ind., to raise $10,000 for the La-Porte County Therapy Center for Retarded Children, resulted in receipts totaling nearly $13,000, William N. Udell, president-general manager, reported last week.

* * *

WDUN's March

WDUN Gainesville, Ga., fourth annual March of Dimes Marathon, which began early Jan. 3 and continued for 18 hours, raised $1,016.90 for Gainesville-Hall County Polio Campaign.

* * *

Power for Good

CKVL Verdun, Quebec, raised $600 for crippled children—without soliciting contributions or gifts from listeners. During Christmas week station aired a French-language program from the Victor Dore School and money started flowing in a few hours later. Announcer thanked listeners and an avalanche of donations was underway in the next few days.

What has TV Done to RADIO in Syracuse?

In spite of the fact that Syracuse is a two-TV-station city — even though 71% of the homes in the Syracuse area have TV sets—two separate surveys* show that radio is very much alive and kicking.

3.07 hours a day

is the average daily radio-listening time *in TV Homes* in Syracuse. These same homes watch TV an average of 4.52 hours a day. Non-TV homes listen to radio 4.4 hours a day. TV has *not* replaced radio in Syracuse—merely supplements it as a source of entertainment and information.

**Write, wire, phone or Ask Headley-Reed for your FREE Copy of the Surveys.*

WSYR ACUSE
NBC Affiliate

THE QUAD-CITIES
11th IN EFFECTIVE BUYING INCOME PER CAPITA
among Sales Management's 162 Metropolitan Areas

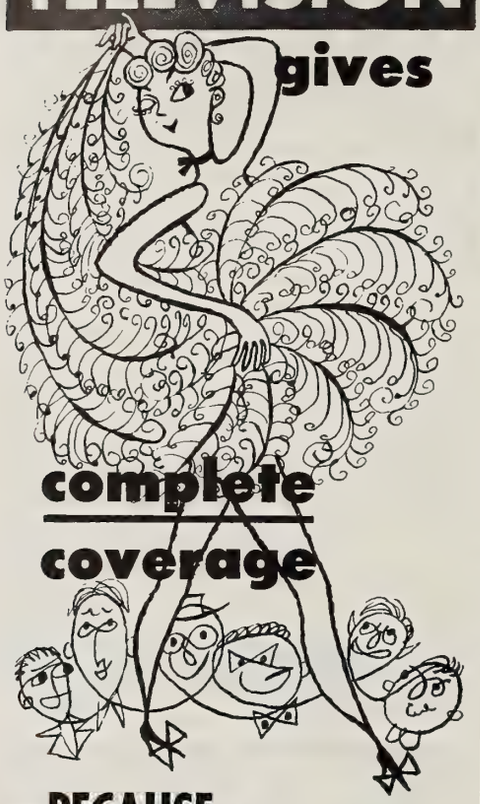
Distributors and merchants here are pleased that the Quad-City area has moved 3 steps ahead to 11th place in the effective buying income category. This great depth of quality among 240,500 Quad-Citians is a pretty good promise of success for the advertiser who has good merchandise to sell and does it wisely through the use of WHBF — a Quad-City sales medium for over 25 years.

Les Johnson, V. P. and Gen. Mgr.



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel Inc.

WHEN TELEVISION gives complete coverage



BECAUSE

IT HAS A NEW TOWER 1914 FT. ABOVE SEA LEVEL.

ITS POWER IS NOW 50,000 WATTS.

IT IS CENTRAL NEW YORK'S MOST POWERFUL TV STATION.

IT IS LOCATED IN THE HEART OF AN INDUSTRIAL AREA.

SEE YOUR NEAREST KATZ AGENCY

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT

A MEREDITH STATION



SIX employes, each with 20 or more years of service, are honored by WCCO Minneapolis at a special luncheon. L to r: Larry Fist, studio supervisor, 27 years; Irene Doherty, mail clerk, 25 years; Ivan Anderson, resident engineer-transmitter, 28 years; Larry Haeg, general manager, who presented $100 bonds to group; Russell Person, studio technician, 20 years; George Collier, technician - transmitter, 25 years; Fred Herman, technician, 24 years.

► START of its 26th year of remote broadcasting on WJAS Pittsburgh yesterday (Sunday) was observed by that city's First English Lutheran Church, with a talk by the Rev. Robert W. Stackel, present minister. Only two broadcasts have been missed due to weather and power failure.

* * *

► Sterling V. Couch, WDRC Hartford traffic manager, observed his 25th anniversary with the station Jan. 1. Mr. Couch was presented a gold watch at a party in his honor.

* * *

► GEORGE BARBER, manager of WCOG Greensboro, N. C., is observing his 22d anniversary in radio. He joined WDOD Chattanooga, Tenn., as an announcer-operator Jan. 19, 1931.

* * *

► ARTHUR GODFREY began his 20th year on CBS Radio last Thursday. He started with the network Jan. 15, 1934, on an early morning program with WJSV (now WTOP) CBS Radio's Washington outlet. Mr. Godfrey is heard 8½ hours a week on CBS Radio, in addition to frequent regular appearances on CBS-TV.

* * *

►RAY NORENE has been awarded a 20-year service pin at WBBM Chicago, where, as an engineer, he has traveled more than 300,000 miles in his work.

* * *

► WITHOUT warning, Nancy Osgood, WNBW (TV) Washington women's commentator, had her Jan. 2 program upset shortly after it opened as a score of NBC officials, broadcasters and friends interrupted proceedings to stage a 10th anniversary celebration in her honor. The event was a complete surprise. Impromptu interviews, songs and presentation of gifts provided unscheduled entertainment. In her 10 years Miss Osgood has interviewed over 2,000 guests on WRC Washington and WNBW (TV), NBC outlets.

► Frank Edwards, news commentator for the AFL, began his fourth year of broadcasts for the labor organization Jan. 5. Mr. Edwards is heard at 10 p.m. EST Monday through Friday on some 130 MBS stations.

* * *

►WWVA Wheeling, W. Va., claiming one of industry's oldest Saturday night hillbilly radio shows, *WWVA Jamboree*, on Jan. 3 marked 1,040th consecutive broadcast of the show, first aired Jan. 7, 1933.

* * *

► Philco Corp. received special scroll from NBC Dec. 29 commemorating the 200th telecast of *Television Playhouse* (NBC-TV, Sun., 9-10 p.m. EST). Presentation was made by John K. Herbert, NBC vice president in charge of radio and TV networks, to James H. Carmine, executive vice president of Philco. Company has sponsored the program since its inception Oct. 3, 1948.

* * *

► WSAZ Huntington, W. Va., client, Lawrence Drug Store of Huntington, on Jan. 1 began its 10th year of sponsoring the *World News*.

* * *

►James H. Riley, engineer, WLAW Boston, has celebrated his 15th year at the station.

Harkens Back 23 Years

FRANK SMITH, morning news editor, KRES St. Joseph, Mo., himself a polio victim in 1930, was principal speaker at a kick-off dinner of the 1953 March of Dimes in Buchanan County. Mr. Smith also is co-chairman, Radio Div., Buchanan County Polio Drive. In addition, Mr. Smith will address several groups in the area to promote the drive. He "plugs" the March of Dimes on his six newscasts daily.

New Grantees' Commencement Target Dates

‡ On the air, operating commercially
* Educational permittee

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
WAKR-TV Akron, Ohio (49)	9/4/52 Spring 1953	..... Weed
WRTV (TV) Albany, N. Y. (*17)	7/24/52 Unknown	....
WFBG-TV Altoona, Pa. (10)	12/31/52 2/1/53	NBC H-R Reps.
KFDA-TV Amarillo, Tex. (10)	10/16/52 March	..... Branham
KGNC-TV Amarillo, Tex. (4)	10/9/52 March-April	..... Taylor
WPAG-TV Ann Arbor, Mich. (20)	9/25/52 3/15/53	..... McGillvra
WCEE (TV) Asbury Park, N. J. (58)	10/2/52 Late 1953	....
WISE-TV Asheville, N. C. (62)	10/30/52 Unknown	....
WPTV (TV) Ashland, Ky. (59)	8/14/52 Unknown	....
WFPG-TV Atlantic City, N. J. (46)	10/30/52 ‡12/21/52	NBC, ABC, CBS, DuM Pearson
Matta Entrprs., Atlantic Ciy, N. J. (52)	1/8/53 Unknown	....
KCTV (TV) Austin, Tex. (18)	7/11/52 Unknown	....
KTBC-TV Austin, Tex. (7)	7/11/52 ‡11/27/52	CBS, ABC, NBC Taylor
KTVA (TV) Austin, Tex. (24)	8/21/52 Unknown	....
KAFY-TV Bakersfield, Calif. (29)	12/23/52 4/1/53	ABC, CBS, DuM, NBC Forjoe
WITH-TV Baltimore, Md. (60)	12/18/52 Unknown	....
WABI-TV, Bangor, Me. (5)	12/31/52 2/1/53	..... Hollingbery
WAFB-TV Baton Rouge, La. (28)	8/14/52 2/15/53	CBS, DuM NBC, ABC Adam Young
KHTV (TV) Baton Rouge, La. (40)	12/18/52 Unknown	....
WBCK-TV Battle Creek, Mich. (58)	11/20/52 August	....
WBKZ-TV Battle Creek, Mich. (64)	10/30/52 5/15/53	ABC, DuM .....
KBMT (TV) Beaumont, Tex. (31)	12/4/52 May	....
WTVI (TV) Belleville, Ill. (54)	11/20/52 5/1/53	CBS Adam Young
WLEV-TV Bethlehem, Pa. (51)	10/30/52 Unknown	..... Meeker
WQTV (TV) Binghamton, N. Y. (*46)	8/14/52 Unknown	....
WJLD-TV Birmingham, Ala. (48)	12/10/52 Unknown	....
WSGN-TV Birmingham, Ala. (42)	12/18/52 Unknown	....
KIDO-TV Boise, Ida. (7)	12/23/52 7/1/53	..... Blair TV
WICC-TV Bridgeport, Conn. (43)	7/11/52 2/1/53	ABC Adam Young
WSJL (TV) Bridgeport, Conn. (49)	8/14/52 Unknown	....
WTVF (TV) Buffalo, N. Y. (*23)	7/24/52 Unknown	....
Buffalo - Niagara Television Corp., Buffalo, N. Y. (59)	12/23/52 Unknown	....
WBUF (TV) Buffalo, N. Y. (17)	12/18/52 4/1/53	....
WCSC-TV Charleston, S. C. (5)	10/30/52 4/1/53	..... Free & Peters
WOUC (TV) Chattanooga, Tenn. (49)	8/21/52 Unknown	..... McGillvra
WTVT (TV) Chattanooga, Tenn. (43)	8/21/52 Unknown	....
WHFC-TV Chicago, Ill. (26)	1/8/52 Unknown	....
KKTV (TV) Colorado Springs, Col. (11)	11/28/52 ‡12/7/52	ABC, CBS DuM .....
KRDO-TV Colorado Springs, Col. (13)	11/20/52 April	..... McGillvra
WCOS-TV Columbia, S. C. (25)	9/18/52 March	..... Headley-Reed
WNOK-TV Columbia, S. C. (67)	9/18/52 April	CBS, DuM Raymer
WDAN-TV Danville, Ill. (24)	12/10/52 Unknown	..... Everett-McKinney
WBTM-TV Danville, Va. (24)	12/18/52 Unknown	....
WIFE (TV) Dayton, Ohio (22)	11/26/52 July	..... Headley-Reed
WTVP (TV) Decatur, Ill. (17)	11/20/52 Unknown	....
KBTV (TV) Denver, Col. (9)	7/11/52 10/2/52	CBS, ABC Free & Peters
KDEN (TV) Denver, Col. (26)	7/11/52 Spring 1953	....
KFEL-TV Denver, Col. (2)	7/11/52 ‡7/18/52	NBC, DuM Blair-TV Inc.
KIRV (TV) Denver, Col. (20)	9/18/52 Unknown	....
WFTV (TV) Duluth, Minn. (38)	10/24/52 3/1/53	....
WKAR-TV East Lansing, Mich. (60)	10/16/52 September	....
WEEX-TV Easton, Pa. (57)	12/18/52 Spring 1953	....
WTVE (TV) Elmira, N. Y. (24)	11/6/52 March	..... Forjoe
KEPO-TV El Paso, Tex. (13)	10/24/52 Early 1953	..... Avery-Knodel
KROD-TV El Paso, Tex. (4)	7/31/52 ‡12/14/52	CBS, DuM Taylor
KTSM-TV El Paso, Tex. (9)	8/14/52 ‡1/4/53	NBC Hollingbery
WSEE-TV Fall River, Mass. (46)	9/14/52 May	....
Ozark TV, Festus, Mo. (14)	12/31/52 7/1/53	....
WTAC-TV Flint, Mich. (16)	11/20/52 Unknown	....
WCTV (TV) Flint, Mich. (28)	7/11/52 Early 1953	....
WFTL-TV Fort Lauderdale, Fla. (23)	7/31/52 3/1/53	..... Sears & Ayer
WITV (TV) Fort Lauderdale, Fla. (17)	7/31/52 Unknown	....
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/1/53	....
WFMD-TV Frederick, Md. (62)	10/24/52 Unknown	....
KMJ-TV Fresno, Calif. (24)	9/18/52 5/1/53	..... Raymer
WTVS (TV) Gadsden, Ala. (21)	11/6/52 April	....
KGUL-TV Galveston, Tex. (11)	11/20/52 3/1/53	....
KTVR (TV) Galveston, Tex. (41)	11/20/52 Unknown	....
WBAY-TV Green Bay, Wis. (2)	11/13/52 3/1/53	..... Weed
WCOG-TV Greensboro, N. C. (57)	11/20/52 Unknown	....
WHP-TV Harrisburg, Pa. (55)	9/25/52 May	..... Bolling
Harrisburg Bcstrs, Harrisburg, Pa. (71)	12/31/52 Unknown	....
WAZL-TV Hazleton Pa. (63)	12/18/52 Unknown	..... Meeker
WEHT (TV) Henderson, Ky. (50)	11/20/52 Unknown	....
WHYN-TV Holyoke, Mass. (55)	7/11/52 Early 1953	..... Branham
KGMB-TV Honolulu, T. H. (9)	8/7/52 ‡12/1/52	CBS, ABC, NBC Free & Peters
KONA (TV) Honolulu, T. H. (11)	10/24/52 ‡11/22/52	DuM Forjoe
KUHT (TV) Houston, Tex. (*8)	8/21/52 Unknown	....
KNUZ-TV Houston, Tex. (39)	1/8/53 March	..... Forjoe
Uhf TV Co., Houston, Tex. (23)	1/8/53 Unknown	....
Hutchinson TV Inc, Hutchinson, Kan. (12)	1/8/53 Unknown	....
WHCU-TV Ithaca, N. Y. (20)	1/8/53 11/15/53	....
U. of N. Y., Ithaca, N. Y. (*14)	1/8/53 Unknown	....
WIBM-TV Jackson, Mich. (48)	11/20/52 Unknown	....
WJTV (TV) Jackson, Miss. (25)	9/11/52 ‡1/15/53	CBS, ABC, NBC, DuM Katz
WARD-TV Johnstown, Pa. (56)	11/20/52 Unknown	..... Weed
WKMI-TV Kalamazoo, Mich. (36)	11/26/52 Unknown	....
WFAM-TV Lafayette, Ind. (59)	12/23/52 5/1/53	..... Rambeau
KTAG (TV) Lake Charles, La. (25)	12/18/52 April-June	..... Adam Young
WONN-TV Lakeland, Fla. (16)	12/31/52 Unknown	....
KSWO-TV Lawton, Okla. (7)	12/4/52 April	..... Taylor

Extras for Advertisers

✓CAR CARDS
✓24-SHEET POSTERS
✓WINDOW DISPLAYS
✓DIRECT MAIL

this hard-hitting sales support, blanketing the entire area, is in addition to complete radio-coverage of Philadelphia—America's third largest market... a six billion dollar market for your product!

WIBG
DIAL 990
10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
REPRESENTED BY
RADIO REPRESENTATIVES, INC.

Location & Channel	Date Granted & Target for Start	Network Representatives
WIMA-TV Lima, Ohio (35)	12/4/52 Unknown	.....
WLOK-TV Lima, Ohio (73)	11/20/52 3/15/53	..... H-R Reps
KFOR-TV Lincoln, Neb. (10)	10/16/52 4/1/53	..... Petry
KOLN-TV Lincoln, Neb. (12)	10/2/52 2/1/53	..... Weed
KRTV (TV) Little Rock, Ark. (17)	9/18/52 4/15/53	..... Pearson
KETV (TV) Little Rock, Ark. (23)	10/30/52 Unknown	....
KPIK (TV) Los Angeles (22)	12/10/52 9/1/53	....
KUSC-TV Los Angeles (*28)	8/28/52 Unknown	....
WKLO-TV Louisville, Ky. (21)	11/26/53 Spring 1953	....
KCBD-TV Lubbock, Tex. (11)	10/9/52 Spring 1953	..... Pearson
KDUB-TV Lubbock, Tex. (13)	10/9/52 ‡11/13/52	CBS, DuM Avery-Knodel
WLVA-TV Lynchburg, Va. (13)	11/13/52 2/15/53	..... Hollingbery
WWOD-TV Lynchburg, Va. (16)	11/6/52 Unknown	....
WKOW-TV Madison, Wis. (27)	1/8/53 July	..... Headley-Reed
KSAC-TV Manhattan, Kan. (*8)	7/24/53 Unknown	....
WMAC (TV) Massillon, Ohio (23)	9/4/52 4/1/53	....
WCOC-TV Meridian, Miss. (30)	12/23/52 Unknown	CBS .....
WALA-TV Mobile, Ala. (10)	11/26/52 ‡1/4/53	ABC, NBC Headley-Reed
WKAB-TV Mobile, Ala. (48)	8/7/52 ‡12/30/52	DuM, CBS Forjoe
KNOE-TV Monroe, La. (8)	12/4/52 4/1/53	..... H-R Reps
KFAZ (TV) Monroe, La. (43)	12/10/52 4/1/53	....
WCOV-TV Montgomery, Ala. (20)	9/18/52 March	..... Taylor
WLBC-TV Muncie, Ind. (49)	10/30/52 3/8/53	....
WTVM (TV) Muskegon, Mich. (35)	12/25/52 Unknown	....
WNAM-TV Neenah, Wis. (42)	12/23/52 Late Summer	..... Clarke
WNBH-TV New Bedford, Mass. (28)	7/11/52 Unknown	..... Walker
WKNB-TV New Britain, Conn. (30)	7/11/52 1/31/53	..... Bolling
WTLV (TV) New Brunswick, N. J. (*19)	12/4/52 Unknown	....
WKST-TV New Castle, Pa. (45)	9/4/52 February	....
WNLC-TV New London, Conn. (26)	12/31/52 Aug. 1	..... Meeker
WGTV (TV) New York City (*25)	8/14/52 Unknown	....
WOSH-TV Oshkosh, Wis. (48)	11/26/52 4/15/53	....
WPFA (TV) Pensacola, Fla. (15)	11/13/52 June	..... Young
WEEK-TV Peoria, Ill. (43)	8/28/52 January	NBC Headley-Reed
WTVH-TV Peoria, Ill. (19)	12/18/52 Unknown	....
WIP-TV Philadelphia, Pa. (29)	11/26/52 Unknown	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/52 Unknown	..... Headley-Reed
WENS (TV) Pittsburgh, Pa. (16)	12/23/52 July-August	....
WKJF-TV Pittsburgh, Pa. (53)	1/8/53 Unknown	....
KPTV (TV) Portland, Ore. (27)	7/11/52 ‡9/19/52	NBC NBC Spot Sales
WEOK-TV Poughkeepsie, N. Y. (21)	11/26/52 Dec. 1953	....
KCSJ-TV Pueblo, Col. (5)	10/30/52 3/1/53	..... Avery-Knodel
KDZA-TV Pueblo, Col. (3)	11/18/52 2/1/53	....
WETV (TV) Raleigh, N. C. (28)	10/16/52 3/1/53	..... Avery-Knodel
KZTV (TV) Reno, Nev. (8)	12/23/52 March	....
WEEU-TV Reading, Pa. (33)	9/4/52 5/15/53	..... Headley-Reed
WHUM-TV Reading, Pa. (61)	9/4/52 2/1/53	CBS H-R Reps.
WROV-TV Roanoke, Va. (27)	9/18/52 January	ABC Burn-Smith
WSLS-TV Roanoke, Va. (10)	9/11/52 ‡12/11/52	NBC, CBS Avery-Knodel
WROH (TV) Rochester, N. Y. (*21)	7/24/52 Unknown	....
WTVO (TV) Rockford, Ill. (39)	9/11/52 Unknown	....
WKNX-TV Saginaw, Mich. (57)	10/2/52 March	..... Gill-Keefe & Perna
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 April	..... Headley-Reed
WSUN-TV St. Petersburg, Fla. (38)	10/9/52 5/1/53	..... Weed
KGKL-TV San Angelo, Tex. (3)	12/18/52 Unknown	....
KTXL-TV San Angelo, Tex. (8)	11/26/52 Unknown	....
KITO-TV San Bernardino, Calif. (18)	11/6/52 Fall 1953	..... Hollingbery
WKAQ-TV San Juan, P. R. (2)	7/24/52 1954	..... Inter-American
KEYT (TV) Santa Barbara, Calif. (3)	11/13/52 May	ABC, DuM CBS, NBC
WGBI-TV Scranton, Pa. (22)	8/14/52 April	CBS Blair-TV Inc.
WTVU (TV) Scranton, Pa. (73)	8/14/52 Feb.-March	..... Cooke
KWTV (TV) Sioux City, Iowa (36)	10/30/52 Unknown	....
KVTV (TV) Sioux City (9)	11/20/52 4/1/53	CBS Katz
KELO-TV Sioux Falls, S. D. (11)	11/20/52 3/1/53	..... Taylor
WSBT-TV South Bend, Ind. (34)	8/28/52 ‡12/22/52	..... Raymer
KHQ-TV Spokane, Wash. (6)	7/11/52 ‡12/22/52	NBC, ABC Katz
KXLY-TV Spokane, Wash. (4)	7/11/52 1/20/53	CBS, DuM Walker, Pac. NW Bcstrs.
WWLP (TV) Springfield, Mass. (61)	7/11/52 February	..... Hollingbery
KTTS-TV Springfield, Mo. (10)	10/9/52 April	....
Springfield TV Inc, Springfield, Mo. (3)	1/8/53 July	....
KSTN-TV Stockton, Calif. (36)	1/8/53 Unknown	....
WHTV (TV) Syracuse, N. Y. (*43)	9/18/52 Unknown	....
KMO-TV Tacoma, Wash. (13)	12/10/52 5/1/53	..... Branham
KTNT-TV Tacoma, Wash. (11)	12/10/52	..... Weed
KCNA-TV Tucson, Ariz. (9)	12/18/52 Unknown	....
KOPO-TV Tucson, Ariz. (13)	11/13/52 2/1/53	....
KVOA-TV Tucson, Ariz. (4)	11/13/52 2/1/53	NBC Raymer
KANG-TV Waco, Tex. (34)	11/13/52 6/1/53	....
WHHH-TV Warren, Ohio (67)	11/6/52 Unknown	....
WATR-TV Waterbury, Conn. (53)	10/30/52 3/1/53	..... Rambeau
WWNY-TV Watertown, N. Y. (48)	12/23/52 Unknown	....
WIRK-TV West Palm Beach, Fla. (21)	12/18/52 Unknown	....
KFDX-TV Wichita Falls, Tex. (3)	12/18/52 3/18/53	....
KTVW (TV) Wichita Falls, Tex. (22)	11/6/52 April	....
WBRE-TV Wilkes-Barre, Pa. (28)	10/2/52 ‡1/1/53	NBC Headley-Reed
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 2/1/53	ABC-DuM Avery-Knodel
WRAK-TV Williamsport, Pa. (36)	11/13/52 Unknown	....
KIMA-TV Yakima, Wash. (29)	12/4/52 March	....
KIT-TV Yakima, Wash. (23)	12/4/52 August	....
WNOW-TV York, Pa. (49)	7/11/52 April	DuM .....
WSBA-TV York, Pa. (43)	7/11/52 ‡12/22/52	ABC Radio-TV Reps.
WFMJ-TV Youngstown, Ohio (73)	7/11/52 Early 1953	NBC Headley-Reed
WKBN-TV Youngstown, Ohio (27)	7/11/52 January	CBS, DuM ABC Raymer
WUTV (TV) Youngstown, Ohio (21)	9/25/52 Unknown	....
WHIZ-TV Zanesville, Ohio (50)	12/10/52 4/1/53	....

WOAI-TV
NOW 100 KW

TV Sets Increase 38%

11 of top 15 on WOAI-TV

Construction permit for 100 kw transmission has been granted to WOAI-TV—Construction is already under way—MORE POWER—MORE VIEWERS.

Sets in WOAI-TV area increased from 86,823 on July 15, 1952 to 119,531 on January 1, 1953. MORE SETS—MORE VIEWERS.

Videodex in December shows WOAI-TV with 11 of top 15 programs. Another nationally recognized survey in December gave WOAI-TV 12 of Top 15. BETTER PROGRAMMING. MORE VIEWERS.

MORE POWER—MORE SETS BETTER PROGRAMMING MORE SALES

NBC AFFILIATE
WOAI-TV
CHANNEL 4
SAN ANTONIO

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
NEW YORK — CHICAGO — LOS ANGELES — ST. LOUIS
DALLAS — SAN FRANCISCO — DETROIT

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Experienced local salesman wanted by 5,000 watt CBS New England affiliate tops in its field. Salary and commission. Earning power excellent and advancement assured to steady, reliable, persevering man. If applicant is TV minded will have opportunity in not too distant future. Applications confidential. Send full details to Box 397S, BROADCASTING • TELECASTING.

Salesman for local accounts. Salary plus commission. Good market. Texas ABC station. Box 460S, BROADCASTING • TELECASTING.

Michigan's #1 market. Salary plus commission. Car essential. Box 510S, BROADCASTING • TELECASTING.

Salesman—Our local salesmen earn $6500.00 to $9000.00 annually, salary and commission. We need another top flight man. Must have proven record. Leading station, medium sized Southwestern market. Good climate and housing conditions. Permanent job for constructive hard-working producer. Radio with TV prospects. Write fully and enclose photograph. Box 526S, BROADCASTING • TELECASTING.

Top quality salesman wanted. 5,000 watt daytimer going on air February. Major Virginia market. Box 511S, BROADCASTING • TELECASTING.

Experienced radio salesman with top client references and proof of selling ability. NBC station operating both radio and television. Guarantee to start, commissions as soon as established, and $8,000 to $10,000 position. Write giving full details and photo. Box 552S, BROADCASTING • TELECASTING.

Salesman-news announcer . . . Opening for enterprising salesman who can double-in-brass on local news. Small midwest market, excellent future for real worker. Position available immediately. Box 561S, BROADCASTING • TELECASTING.

New York transcription firm desires stations relations representative with radio and/or television business background. Must own car, free to travel. Will interview in New York. Submit complete personal and business resume. Box 581S, BROADCASTING • TELECASTING.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large Central-South market. TV future. Send audition, photo and complete background. Confidential. Box 369S, BROADCASTING • TELECASTING.

Southern full time regional network affiliate needs good announcer. Excellent working conditions and hours. Apply by letter only. Box 418S, BROADCASTING • TELECASTING.

Newscaster plus regular announcing shift. Permanent. Texas location. Tell all. Box 459S, BROADCASTING • TELECASTING.

Announcer on his way up, for progressive Southeastern Michigan station with plans as big as your ambitions. Good ad lib, emphasis on news and sports. Send audition and details to Box 522S, BROADCASTING • TELECASTING.

First rate announcer or disc jockey wanted. 5,000 watt daytimer. Major Virginia market. Box 512S, BROADCASTING • TELECASTING.

Announcer-engineer—$80.00 per week for 40 hours. Send audition to Box 546S, BROADCASTING • TELECASTING.

Sportscaster-special events man for kilowatt network affiliate Pacific Northwest. Send audition, salary required, details Box 550S, BROADCASTING • TELECASTING.

Immediate opening for announcer-engineer. Position starts at $80.00 a week for forty hours. 250 Mutual outlet in Florida. Send all in first letter. Box 567S, BROADCASTING • TELECASTING.

Announcers: Wanted experienced staff announcer, Southeastern network affiliate, six to midnight shift, forty hours, good pay. Box 577S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer—Excellent opportunity for ambitious young single man. Send tape or disc to KNEM, Nevada, Mo.

Announcer-engineer with first phone. Emphasis announcing. $86.40 for 40 hours. Send letter and audition to KREM, Spokane, Washington.

Combination announcer-first class engineer. Permanent position. KSOK, Arkansas City, Kansas.

Adding combo-man, heavy on announcing. $1.60 per hour, plus overtime, 6 day 47 hour week. Permanent. Excellent opportunity, advances for qualified man. Tape, background to Mike Barrett, Owner & Manager, KTFY, Brownfield, Texas.

Morning and news announcer. Airmail audition, photo, background. KXJK, Forest City, Arkansas.

Wanted: Qualified announcer at Radio Station WFRP, Savannah, Georgia. Applications should be addressed to Dick Hull.

Announcer with console board experience for newspaper affiliated regional net station. WKTY, La Cross, Wisconsin.

Wanted: Good announcer with TV future. Permanent. WMSL, Decatur, Alabama.

Combination announcer - engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Sportsman for college football and regional baseball. Personal interview only. Palmetto Network, Anderson, S. C.

Technical

Operator-announcer. Must have experience. Write full details, including salary expectations. 250-watter, up-state New York. Box 282S, BROADCASTING • TELECASTING.

First phone operator for downtown console, transmitter trick, Midwest local. Minimum $73.00 weekly if experienced. Will consider beginner. Box 479S, BROADCASTING • TELECASTING.

Recent graduate with first wanted by thousand watt station near New York and Philadelphia. Car necessary. Box 527S, BROADCASTING • TELECASTING.

North Carolina. Engineer-announcer. Must be good announcer. $70.00 for 40 hour week. Box 562S, BROADCASTING • TELECASTING.

First class radio engineer wanted. $75.00 weekly. 1,000 watt station near Atlanta, Georgia. BOX 566S, BROADCASTING • TELECASTING.

Engineer-announcer for an aggressive station. $74.00 for 40 hour week to begin. Radio Station KCHA, Charles City, Iowa.

Colorado-engineer with first class license. KCOL, Fort Collins, Colorado.

First class engineer-announcer emphasis on announcing. Afternoon daytime shift. Farm station. Send full information including audition and picture. Immediate opening. KMMO, Marshall, Mo.

Combination man or first class operator with limited experience wanted immediately. Beri Morre, WAMI, Opp, Alabama.

First class engineer studio transmitter. Work 40 hour week, $57.50. Experience desirable, not necessary. WCEM, Cambridge, Md. Phone 1580.

Beautiful Virginia . . . First class engineer-announcer wanted immediately. Mutual affiliate. 250 watt station. Small friendly community. Top pay to right man. Give experience and pay expected. Phone or write WCVA, Culpeper, Virginia.

1st class radio-phone operator, experience unnecessary, state salary requirements, WGCD, Chester, S. C.

First class engineer. $50.00 week. WKUL, Cullman, Alabama.

Help Wanted (Cont'd)

Wanted-engineer: Engineer-first phone transmitter operator with TV future. Experience not necessary. WMSL, Decatur, Alabama.

Combination or engineer, full details in first letter. WRIC, Richlands, Va.

Transmitter engineer for 5000 watt directional AM. Write or wire Leroy Kilpatrick, WSAZ, Inc., Huntington, West Virginia.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Wanted: Combination engineer-announcer. Looking for first class man to take over chief engineer and pull announcing shift. Announcing must be good, prefer ad lib experience. Excellent town to settle down and be part of community. If you've got what it takes, we will pay. Joe Phillips, WSSO, Starkville, Mississippi, The Home of Mississippi State College.

Immediate opening, first phone engineer, inexperienced applicants considered, 1000 watt daytime station, give full resume first letter. Write WWYO, Pineville, West Virginia.

Production-Programming, Others

Copy-writer experienced. Good position with 1,000-watt Midwest station. Good salary, based on experience, for man or young woman who can produce live-wire commercial copy. Send full particulars, photo and sample scripts with first letter. Box 417S, BROADCASTING • TELECASTING.

Wanted: Commercial director who can make stock investment in station. If you haven't had several successful years in selling; if you are a drinker or looking for a "soft" salary job, please do not apply. The potentials are here. You will be required to work as hard as the boss. Prefer mature family man. State all. Southeastern state. Box 551S, BROADCASTING • TELECASTING.

Experienced radio continuity director for Midwest NBC station. Heavy commercial schedule. Must have ability to direct department, originate ideas and produce selling copy. Agency or station experience acceptable. Excellent opportunity with company now operating both radio and television stations. Send complete details. Box 553S, BROADCASTING • TELECASTING.

News editor to handle reporting plus some air work. Also TV news pictures. KGFH, Pueblo, Colorado.

Commercial copywriter capable of creating good selling radio copy. Woman preferred who is capable of some air work and developing her own program. Give radio station experience, age, marital status, salary requirements, photo, audition. Permanent position with 26 year old station. KSEI, Pocatello, Idaho.

Program director-announcer. Immediate opening in well-established North Florida network station. Good salary. Good working conditions, opportunity to advance. Send letter and tape to WBSR, Pensacola, Florida.

News man with good announcing voice to gather, write and edit local news. Some experience or background for this position. Job requires some announcing, newscasting, and use of tape recorder. Ability more important than experience. Write Manager, WCOJ, Coatesville, Pa.

News chief to run regular news beat. Must understand local news and be able to write same. Air work possible if desired. Send complete information rush to Marshall Rosene, WNXT, Portsmouth, Ohio.

Program director-announcer. 5,000 watt NBC affiliate has opening for highly qualified program man who is top-flight announcer in his own right and who has proven executive ability to direct others and assume full responsibility programming a high-class station. Only a man with good education and experience will be considered. Send complete details including past and expected earnings, photo, audition, etc. WSAV, Savannah, Ga.

TELEVISION

Production-Programming, Others

Television home economist to specialize in cooking wanted by leading Southern station for permanent position and daily on-camera show. Good salary. State experience and qualifications and include references and picture. Box 464S, BROADCASTING • TELECASTING.

Television account service, wanted young man knowledge TV production and heavy experience advertising promotion. Headquarters N. Y. Travel approximately 50% of time. Salaried. Box 543S, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

The $8400.00 question. That's what I'm earning right now. The hard way too. Presently general manager of an indie in one of the country's fifteen major markets. This station has been profitable since I put it on the air a year and a half ago. I don't have to be guaranteed the $8400.00 (yearly that is) but the potential must be there so that I can do that and better. Will also consider buying into a property. Write me now for a happier and more prosperous new year. Box 477S, BROADCASTING • TELECASTING.

(Continued on next page)

Situations Wanted (Cont'd)

Manager—with 20 years of constructive radio background. Not a has been, but a man who can get the job done, in sales, programming and administration. If you'll check my background today I'll be working for you tomorrow. Box 478S, BROADCASTING • TELECASTING.

Manager . . . program director . . . sports. Small station. Fifteen years success story sales, programming, announcing. Idea man. TV experience. Employer recommendation. Available February first. Box 519S, BROADCASTING • TELECASTING.

Traffic manager. AM-TV. Intelligent, calm, collected. Thoroughly experienced in local, national, regional sales and programming. Familiar three leading networks. Now employed. Box 528S, BROADCASTING • TELECASTING.

Efficient, stable, experienced manager available immediately. Have money to invest if required. Box 531S, BROADCASTING • TELECASTING.

Baseball play-by-play man looking for big metropolitan area. Can also deliver good sports and all-round announcing job. Box 548S, BROADCASTING • TELECASTING.

3 in 1. Station-program and commercial manager. Experience covers all phases of radio 250 to 5,000. Capable, progressive live wire with excellent radio background. Family man with fine personality and excellent references. An asset to your station and town. Box 558S, BROADCASTING • TELECASTING.

Mr. Station Owner!! Husband and wife management team will bring you high profits and community acceptance. Man has eleven years broadcast experience all phases including engineering. Wife has five years in sales, promotion, traffic, copywriting. Southerners. Box 559S, BROADCASTING • TELECASTING.

TV film manager. Thoroughly experienced in programming, procurement and operations. Now with top company. Box 574S, BROADCASTING • TELECASTING.

Program manager: Station experience from 250 to 50,000 watt as program manager, manager, announcer, continuity director. Network and agency experience over NBC and ABC—also television production and writing. Will furnish highest references from past and present affiliations. Presently program manager for leading station and regional network. Contact Robert D. Williams, 2128 Lakeshore Drive, Birmingham 9, Alabama.

Salesmen

Salesman—Experienced, aggressive, steady, reliable, strong on promotion; seeks connection in warm climate. Box 467S, BROADCASTING • TELECASTING.

Sales manager — program director-announcer, good news man, 12 years experience. Wants good station with opportunity. South or Southeast preferred. Excellent references. Box 496S, BROADCASTING • TELECASTING.

Broad background radio experience, education. Desire enter sales. Also strong announcing, writing, news, programming. Potential manager. Prefer West, available one months notice. Presently non-radio administrative. Family, permanent, worth investigating. Box 542S, BROADCASTING • TELECASTING.

Announcers

Baseball announcer. Fully experienced in radio. Also college football, basketball. Auditions available. Highest recommendations. Available between now and March 1. Box 461S, BROADCASTING • TELECASTING.

Newscaster, reporter, SDX - NARND member, wire service and newspaper correspondent, journalism degree, currently network affiliate newscaster. 5 years experience. Box 465S, BROADCASTING • TELECASTING.

Versatile announcer. Some experience. Work control board. Young, down to earth, industrious type. Specialties: news, DJ. Box 508S, BROADCASTING • TELECASTING.

Announcer, some experience. Versatile. Work control board. Strong on DJ. News. Young, dependable, industrious. Box 509S, BROADCASTING • TELECASTING.

Tired of deejay without imagination who sound like mechanical jukeboxes? Then I'm your man. Desire location with metropolitan station, preferably late evening or afternoon shows. Extremely salable ad lib commercials, smooth, distinct voice. Excellent appearance, early thirties, eight years experience. Box 523S, BROADCASTING • TELECASTING.

Announcer - deejay reliable, competent desires position. Also experienced news, sports programs—general staff. Draft exempt. Tape. Box 533S, BROADCASTING • TELECASTING.

Announcer, staff. Wheelchair veteran, 27, married. 2½ years experience. Can operate board. Don't want sympathy, just want opportunity. Versatile, strong on DJ and interviews. Box 535S, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Staff announcer and board operator. Strong on DJ, news and sports. Single, 21, draft exempt. Will travel. Disc etc. available. Box 536S, BROADCASTING • TELECASTING.

Sportscaster who has handled all phases sports and announcing duties. Would like full or road baseball schedule above class B. Work either live or reconstruction. Box 538S, BROADCASTING • TELECASTING.

Experienced Western—hillbilly DJ, have ticket, musical talent, ability, ambition, also experienced in news, copywriting, board work, remotes. Do entire musical show myself or augment with records. Available immediately. Box 514S, BROADCASTING • TELECASTING.

Announcer, continuity, sales. 5 years. Want TV or progressive AM. Pop or hillbilly DJ, morning, noon or night. Tape, photo and all. Anywhere, single, employed. Box 539S, BROADCASTING • TELECASTING.

Personalized local news reporting. Distinctive newscasting. Employed. Major market only. Box 541S, BROADCASTING • TELECASTING.

Want better position, now employed, 5 years experience, announcing, programming, selling; dignified-dramatic newscaster; prefer Missouri or nearby states. Box 547S, BROADCASTING • TELECASTING.

Salesman-announcer, interested in moving to station with TV future. Details by return mail. Box 549S, BROADCASTING • TELECASTING.

Two presently employed announcers desire change. College graduates, veterans. Fully experienced in programming, newscasting, DJ work, continuity, special events. West Coast only. $85 minimum. Tape or disc. Box 555S, BROADCASTING • TELECASTING.

Mediocre sportscaster, lukewarm on news, can sell if forced to; looking for job before being fired. If not particular about kind of employees in your station, write fast, before sheriff attaches car. Box 560S, BROADCASTING • TELECASTING.

Journeyman-announcer: reliable, versatile, competent, desires permanent affiliation established market. Box 563S, BROADCASTING • TELECASTING.

I can make money for you! Personality DJ, 26, twelve years experience. Network. Single, will travel. Not expensive. Let's talk. Box 564S, BROADCASTING • TELECASTING.

Staff announcer, 8 months experience. News, sports, deejay. Operate board. Vicinity New York City. Disc available. Box 568S, BROADCASTING • TELECASTING.

Sportscaster-versatile, truly professional radio-TV reporter. Outstanding qualifications. Available in March. Box 569S, BROADCASTING • TELECASTING.

Experienced sportscaster-announcer will invest while working station. Young, family. Box 571S, BROADCASTING • TELECASTING.

Announcer, control board operator, news, DJ, all-round station operation. Experience light. Graduate of radio school. Single, draft exempt. Capable, reliable, willing to travel. Small community preferred. Resume, audition tape available. Box 573S, BROADCASTING • TELECASTING.

Disc jockey and newsman—top voice, worker, five years radio. Desire progressive-aggressive station. $80.00 plus talent. All replies answered. Box 580S, BROADCASTING • TELECASTING.

Announcer: Six years experience all phases net and indie. WJOL, Joliet, Illinois.

Announcer, 26, news, sports, disc jockey-control board operator. Some experience. Versatile, capable, and reliable. Married, draft exempt, free to travel. Wants to settle small community. Resume, photo, disc on request. Peter Franklin, 73 Propp Avenue, Franklin Square, Long Island, New York, Floral Park 2-6286.

Have your Phil of profits. Personality DJ, natural adlibber, witty-play on words, imaginative, two way conversations, gimmicks. Emcee exp. Some TV exp. convincing on commercials. Night show preferred. Eight years background in major markets. Aggressive top night man with proven sales record. Will handle full shift. Board. Available immediately. Seeking permanent position at progressive station. Married, car. Tape and picture upon request. Contact Phil Holman, 115 O'Farrell Street, San Francisco, California.

Young man, 21, strong desire for announcing career, natural ability, desires to learn. Available middle February. Graduate University of Illinois, married, Chicago area. Robert Jacobs, 907 W. Main, Urbana, Illinois.

Situations Wanted (Cont'd)

Young woman radio TV assets, single, capable, unusually versatile, desires station connections. Experienced, announcing, DJ, continuity, script writing. Music. Familiar control board operation. Available. Free to travel. Resume, tape, references on request. Lois Vanduyne, 635 East 21 Street, Brooklyn 26, New York.

Technical

Chief Engineer or engineer: Experienced with directionals, also high frequency high powered stations. Can build station from C. P. Available immediately. All inquiries answered confidentially. Prefer Southeast. Box 476S, BROADCASTING • TELECASTING.

First class, draft exempt. Radio engineer. No experience. Some TV broadcasting. Box 506S, BROADCASTING • TELECASTING.

Engineer first phone desires permanent straight engineering. Two years experience AM, FM station. Three years radio schooling, veteran, married, don't drink, has car. Box 516S, BROADCASTING • TELECASTING.

Experienced combo man, first class license, married, draft exempt. Presently employed central California. Available on two weeks notice—for $? Tape & photo. Box 530S, BROADCASTING • TELECASTING.

Responsible position for all-round man, radio, TV, film, audio, experience, 1st phone, college, single, 39, versatile SRT, RCA, graduate, Virginia or N. E. Box 525S, BROADCASTING • TELECASTING.

Available immediately. Draft exempt. 10½ months AM experience. 1st phone. Prefers N. Y. C. Box 572S, BROADCASTING • TELECASTING.

Transmitter engineer. Single, four years experience 10 kw AM-FM, studio and recording. Consider foreign employment. Bill Donelson, Nickelsville, Virginia.

Combination-eleven years experience. Programming, engineering, production, sales, copy, etc. 2 years chief engineer, 2 years program director, 2 years operational manager. South. Jim Miller, 1408 Mayfair, Greensboro, N. C. 5-2189.

Engineer, considerable broadcasting experience. Construction, maintenance. TV training. Capable of chief. P. O. Box 71, Passaic, New Jersey.

Production-Programming, Others

Do you need someone to handle your promotions, good will and special events? Write Box 466S, BROADCASTING • TELECASTING.

Outstanding newscaster desires position with metropolitan station that's tired of presenting ordinary newscasts. Excellent voice, clear, smooth, colorful delivery. Eight years experience. Pleasing appearance, married, 32. Box 524S, BROADCASTING • TELECASTING.

Energetic gal desires programming, production, public relations, woman's program or combination position. Experience: programming, production, writing, traffic, sales, air work, engineering. I know I can do the job. Who'll give me the chance to prove it? Box 529S, BROADCASTING • TELECASTING.

Music-sports-news-staff. Two well trained announcers with TV know-how can give your programming new life. Married, veterans, work well together. Radio, TV or both. Photos, tape on request. Box 534S, BROADCASTING • TELECASTING.

Two-man news team wants spots with solid regional, strong on direct news coverage. Box 505S, BROADCASTING • TELECASTING.

Program director—8 years all-round metropolitan experience. Sincere, competent. Family man now employed desiring small-medium market. Box 570S, BROADCASTING • TELECASTING.

Newscaster: Most sponsored newsman in two city metropolitan market, seeks senior editorship. Now morning newscaster at 5 kw regional network affiliate. Available mid-February 31, prefer East or Midwest, $80.00. Box 575S, BROADCASTING • TELECASTING.

TELEVISION

Technical

Engineer, 12 years AM, southeast, some university TV training, desires future TV commitment. Box 556S, BROADCASTING • TELECASTING.

TV workshop graduate desires position as studio technician or in film department. Photo and resume of experience and qualifications on request. Box 579S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd.)

Want TV cameraman and folk DJ jobs about March 1st. SRT trained. Dunlap Sims, 21 Prince St., New York 12, N. Y.

Production-Programming, etc.

Television executive. Five years uninterrupted experience production, writing, direction with major TV outlet. First-hand knowledge all television programming and production. Special emphasis news, public service, special events. Particularly interested program director commercial or educational station agency television chief. Highest references. Box 482S, BROADCASTING • TELECASTING.

Production: Network stage managing experience. 15 months TV school. College degree journalism. Newspaper experience. Versatile. Start anywhere in production. Available January 20. Box 513S, BROADCASTING • TELECASTING.

Make-up artist . . . desires steady job with going television station. Will go anywhere. Box 518S, BROADCASTING • TELECASTING.

TV production. Two years TV school with practical experience, radio experience. One year college. 30, married, veteran. Box 537S, BROADCASTING • TELECASTING.

6 years radio-TV station-agency experience. Top references. Desire production-direction position with new TV outlet. Qualified to set up production department. Available immediately. Box 544S, BROADCASTING • TELECASTING.

Radio girl wants to pioneer in television. Extensive radio experience every phase, now looking for new frontiers. Will write continuity and publicity, or assist in production. Box 557S, BROADCASTING • TELECASTING.

For Sale

Stations

Rocky Mountain. Indie. Nets $22,000.00. 250 w. Must be sold. No competition. Box 507S, BROADCASTING • TELECASTING.

Southwest 1000 watt network single station market, including combination building, annual net $33,000 priced $105,000. Box 515S, BROADCASTING • TELECASTING.

Fulltime local in good Western farming town. Terms. Box 545S, BROADCASTING • TELECASTING.

Equipment, etc.

For sale—Gen. Radio #1932A distortion meter Hewlett Packard oscillator. Gen. Radio #546C microvolter. Box 521S, BROADCASTING • TELECASTING.

For Sale: All new Collins 20 V transmitter. Extra set tubes. In original crate, not been used WMSL, Decatur, Alabama.

REL 1 kw. FM transmitter, monitoring and speech input equipment. 250' 1⅝" coax. Two bay RCA. Batwing FM antenna. Make offer. WPAG, Ann Arbor, Michigan.

RCA 76 B1 console. Good condition. Guaranteed within original performance spec. Best offer. WSLB, Ogdensburg, New York.

"Life of the party!" Phonograph records, jokes, cartoons, books, pin-ups, etc. General Sales Co., 201 Eustis, Huntsville, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Ampex tape recorders, two demonstrators. A real bargain at $695.00 each. 18 months to pay on approval of your credit. Radio Engineering Company, 908 Kansas Avenue, Topeka, Kansas.

Wanted to Buy

Stations

Manager of many years experience desires to invest and assume management good station. Box 532S, BROADCASTING • TELECASTING.

Radio station any size West, Southwest, West Coast, Northwest. Give complete information, write, wire: Morgan, KLO, Ogden, Utah.

Equipment, etc.

Wanted to buy sound level meter and Octave band noise analyzer. Box 520S, BROADCASTING • TELECASTING.

Wanted to Buy—(Cont'd.)

Wanted 1000 or 5000 watt AM transmitter. Associated equipment including studio. Send details. Box 578S, BROADCASTING • TELECASTING.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Advertising Career Opportunity

VanSant, Dugdale is increasing its staff. We will employ a *THOROUGHLY EXPERIENCED* man for a job involving client contact, all phases of television and radio advertising and meeting the public. Previous agency or television-radio experience essential. This is an unusual opportunity for a versatile man. VanSant, Dugdale is a 4-A agency of more than 70 people with a reputation for holding accounts and employees. Interested? Tell us enough to justify an interview. DO NOT phone or come in. WRITE, enclosing a snapshot if possible, to Robert E. Daiger, VanSant, Dugdale, 15 E. Fayette St., Baltimore 2, Maryland.

Salesmen

EARN $10,000 OR MORE in '53

Liberal commissions paid by Top Radio ET & TV Film Producer. Exclusive territories granted to "live wires." Write Box 495S, BROADCASTING • TELECASTING.

SALESMAN

Tremendous opportunity E. T. salesman largest transcription network in country for all territories. Topflight 15 minute programs in production 3 years. Available one, five, or six programs weekly. Now on more than 300 stations nationally. Sponsored by nation's leading businesses large and small, local and national. Sales easy. Acceptance the best. Part time "traveler" already contacting radio station and sponsor's acceptable. With this show you can open any door you want. Territorial representation invited. Only man of top grade quality apply. Box 565S, BROADCASTING • TELECASTING.

Help Wanted—(Cont'd.)

SALESMEN

Experienced, for independent news-music. Producers will make money.

W G A T

J. Eric Williams
Utica, New York

Announcers

Announcer, experienced only, preferably with First Class license, but will consider unlicensed applicants capable of learning control board operation. Good pay guaranteed in accordance with your own ability to fulfill our requirements. Apply by letter only, enclose resume of training and experience, together with a recent photograph. State salary requirements. The position we offer affords pleasant work in a modern, congenial atmosphere. Write to J. Gordon Keyworth, General Manager, Radio Station WMNB, 466 Curran Highway, North Adams, Mass.

Situations Wanted

Production-Programming, Others

Our newsman with over 10 years experience and a journalism degree behind him is seeking a permanent position at a large clear or regional station or in other phases of radio news operation. In less than two years he has developed an outstanding news department for us and now seeks larger opportunity. He is an excellent executive and organizer, handles mike work well, knows radio news thoroughly. We recommend him highly and invite your inquiries. Box 490S, BROADCASTING • TELECASTING.

PROMOTION WANTED

Asst. mgr. & prm. dir. 250 w indie in 75,000 market wants promotion to: mgr. similar station; same job in larger operation; or announcing and production in large station. Four years present position; seven years radio. Top announcer, production, management. Family man, sincere, sober, hard working. Best references. Box 554S, BROADCASTING • TELECASTING.

TELEVISION

Production-Programming, Others

Able, experienced sports director, currently employed TV, wants to work for sports-minded TV station, new or established. Family man, 7 years radio, 3 years local live TV. Excellent live commercials, hundreds of hours on camera. If you want a good sports man, I'd like to talk with you. Box 517S, BROADCASTING • TELECASTING.

TV NEWS DIRECTOR

Radio news director, old pro with exceptional record of achievement, looking for TV opportunity. If you want youth and glamour, this is the wrong box number. If you want the experience and know how necessary for a really successful news operation, plus friendly, authoritative voice and dignified appearance, let me hear from you. Seeking permanency. Prefer to affiliate with new station. Best references. Box 540S, BROADCASTING • TELECASTING.

(Continued on next page)

Midwest Independent

$110,000.00

Well established successful Midwest Independent in substantial market. Financing available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

Situations Wanted—(Cont'd.)

. . . a man who can get your television station on the air from Form 301 through commercial operations.

UNIQUE TV ENGINEERING ADMINISTRATOR

Now engaged as TV engineering consultant. Experience includes director of television commercial production AAAA advertising agency, VP & Executive Producer TV production organization, author of successful reference books on television engineering and commercial TV operation.

Box 576S, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

TRANSMISSION LINE and FITTINGS

at a fraction of their cost

Because the FCC assigned us a UHF-TV frequency, we have a quantity of Communication Products Company's type 506 and 505, 50.5 ohm transmission line, originally installed for VHF which had to be replaced. It has never been in use and is in top condition, other than having weathered on the tower during the "freeze". Some of it is brand new, never out of the boxes. It's complete with "O" rings, bolts, connectors, etc. Clean as a whistle inside, carefully boxed for shipment and ready to go. We'll sell the lot at 50% of today's list price.

540 feet 3⅛" Type 101-506 (27-20 ft. lengths)
40 feet 1⅝" Type 114-505 (2-20 ft. lengths)
2-45° 3⅛" Type 73-506 Elbows
3-90° 3⅛" Type 72-506 Elbows
1-3⅛" to 1⅝" Type 85-506 Reducer Assembly
2-45° 1⅝" Type 42-505 Elbows

WKBN BROADCASTING CORP.

3930 Sunset Blvd. Youngstown, Ohio

Miscellaneous

How about Erecting, Altering, Painting your Tower-Antenna-Lights
We're ready
J. M. HAMILTON & CO.
PAINTING • ERECTING
MAINTENANCE • YEARS OF EXPERIENCE
Box 2432. Tel: 4-2115, Gastonia, N. C.
316 Briland St. Tel: King 8-8230, Alexandria, Va.

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N. W., Washington, D. C.

Employment Service

WANT A GOOD EXECUTIVE?

Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

ACTIONS OF THE FCC

January 9 through January 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit
DA—directional antenna
ERP—effective radiated power
STL—studio-transmitter link
synch. amp.—synchronous amplifier
vhf—very high frequency
uhf—ultra high frequency
SSA—special service authorization
ant.—antenna
aur.—aural
vis.—visual
kw—kilowatts
w—watts
mc—megacycles
D—day
N—night
LS—local sunset
mod.—modification
trans.—transmitter
unl.—unlimited hours
kc—kilocycles
STA—special temporary authorization

(FCC file numbers and hearing docket numbers are given in parenthesis)

FCC Broadcast Station Authorizations as of Dec. 31, 1952*

	AM	FM	TV
Licensed (on air)	2,371	576	98
CPs on air	20	40	31
Total on air	2,391	616	129
CPs not on air	133	14	144
Total authorized	2,624	630	273
Applications in hearing	162	4	65
New station requests	251	12	812
Facilities change requests	190	27	50
Total applications pending	943	196	925
Licenses deleted in Dec.	1	10	0
CPs deleted in Dec.	1	2	0

* Does not include noncommercial educational FM and TV stations.

* * *

AM and FM summary through January 7

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,375	2,358	163	251	164
FM	626	583	57	9	5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	49	126	175
Educational	2	9	11

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	120	7	127

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	671	328	563	435	999[1]
Educational	19	...	5	14	19
Total	690	328	568	449	1,118[2]

[1] One applicant did not specify channel.
[2] Includes 186 already granted.

* * *

Processing on city priority Gr. A-2 line has extended to city No. 159.
Processing on city priority Gr. B line has extended to city No. 183.

New TV Stations . . .

Actions by FCC

Stockton, Calif. (Correction)—San Joaquin Telecasters (KSTN). On Jan. 8 FCC granted CP for uhf Ch. 36 (602-608 mc); ERP 145 kw visual, 78 kw aural; antenna height above average terrain 310 ft., above ground 326 ft. Estimated construction cost $228,050, first year operating cost $200,000, revenue $250,000. Post Office address: KSTN, Clark Hotel, Stockton, Calif. Studio and transmitter location at Sutter and Market Sts., immediately south of Clark Hotel. Geographic coordinates 37° 57' 08" N. Lat., 121° 17' 02" W. Long. Transmitter and antenna G. E. Legal counsel John P. Hearne, San Francisco. Consulting engineer Robert L. Hammett, San Francisco. Principals include Chairman of the Board **Leo E. Owens,** president of Browen Industries Inc., president, publisher and 30% owner of *Richmond* (Calif.) *Independent,* 6⅓% owner of Northwest Publications, which owns 50% of WCCO-AM-TV Minneapolis; President **Warren Brown Jr.,** vice president of Browen Industries Inc. and vice president and associate publisher of *Richmond Independent;* Vice President, Treasurer and General Manager **Knox La Rue** (20%), president and 49.17% owner of KSTN Stockton, 33.33% owner of KONG Visalia, Calif., 37.5% owner of KMOR Oroville, Calif., and former vice president and manager of the San Francisco office of George P. Hollingbery Co. (radio station representative), and **L. E. Chenault** (5%), general manager and 15% owner of KYNO Fresno, secretary-treasurer and 12.5% owner of KSTN and 50% owner of Don's Drive-In (Fresno drive-in restaurant). **Browen Industries Inc.** owns 75% of applicant; this firm is 97% owner of *Fontana* (Calif.) *Herald News,* the sole owner of *La Mesa* (Calif.) *Scout,* the sole owner of Contra Costa Photo & Photo Engraving Service and sole owner of real estate and building at 164 10th St., Richmond, Calif. Principals in Browen Industries Inc. include Warren Brown Jr. (20%), Leo E. Owens (16%), Lee Owens Jr. (16%), Ellen Owens Vincent (16%), Owen M. Owens (16%) and Peter Owens (in trust) (16%). **[Note:** Information in this item is correction of that incorrectly reported in TV GRANTS, B•T, Jan. 12. Also see TV APPLICATIONS, B•T, Dec. 15, 1952.] City priority status: Gr. A-2, No. 153.

List of mutually exclusive TV applications passed over by FCC in processing of uncontested applications may be found on page 121.

Applications

Santa Monica, Calif.—KOWL Inc. (KOWL), uhf Ch. 52 (698-704 mc); ERP 107 kw visual, 57.8 kw aural; antenna height above average terrain 2,910 ft., above ground 190 ft. Estimated construction cost $206,660, first year operating cost $225,000, revenue $260,000. Post office address Pico Blvd. at the Ocean, Santa Monica, Calif., or 16833 Sunset Blvd., Pacific Palisades, Calif. Studio location in Corona, Calif., site to be determined. Transmitter location atop Mt. Wilson, north of county road, south of U. S. Weather Bureau station, about 30 mi. NE of center of Santa Monica, in same general area with transmitters, antennas and supporting towers of KECA-TV KHJ-TV KLAC-TV KNBH (TV) KNXT (TV) KTLA (TV) and KTTV (TV) Los Angeles. Geographic coordinates 34° 13' 34.4" N. Lat., 118° 03' 57.6" W. Long. Transmitter and antenna RCA. Consulting engineer Harry R. Lubcke, Hollywood, Calif. Sole stockholder in applicant is President **Arthur H. Croghan** (100%), licensee of KOWL. Vice president is **Terrance Dale Croghan** and secretary is **Mary V. Croghan,** neither of whom has any other business interest. City priority status (for Corona, Calif.): Gr. B-1, No. 139.

Miami Beach, Fla.—David Haber (WFEC Miami), vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 414 ft., above ground 438 ft. Estimated construction cost $506,273, first year operating cost $310,000, revenue $420,000. Post office address 350 N. E. 71st St., Miami, Fla. Studio location to be determined. Transmitter location 350 N. E. 71st St., at site of WFEC (AM). Geographic coordinates 25° 50' 22" N. Lat., 80" 11° 23' W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Sole owner of applicant is **David Haber,** licensee of WFEC Miami since June 1, 1952. City priority status (for Miami, Fla.): Gr. B-4, No. 193.

Miami, Fla.—Television Corporation of Greater Miami, uhf Ch. 33 (584-590 mc); ERP 20.78 kw visual, 10.39 kw aural; antenna height above average terrain 407 ft., above ground 424 ft. Estimated construction cost $218,472, first year operating cost $235,000, revenue $220,000. Post office address 37 N.E. First Ave., Miami, Fla. Studio and transmitter location 500 Biscayne Blvd., Miami. Geographic coordinates 25° 46' 44" N. Lat., 80° 11' 22" W. Long. Transmitter and antenna RCA. Legal counsel Pepper, Orr & Faircloth, Miami (Claude Pepper). Consulting engineer Kear & Kennedy, Washington. Principals include **Sherwood R. Gordon** (70%), Shadow Lawn Homes Inc. (builders and developers), New York City, and Dorna Cleaners & Launderers, West Hempstead, L. I., N. Y.; **Edna W. Gordon** (20%), same interests as her husband, **Sherwood R. Gordon,** and **Louis A. Wildman** (10%), Wilbar Photo Engraving Co. and Higwill Matrix Co., both New York City. City priority status: Gr. B-4, No. 193.

Boston, Mass.—J. D. Wrather Jr., uhf Ch. 44 (650-656 mc); ERP 280.6 kw visual, 146.0 kw aural; antenna height above average terrain 577 ft., above ground 539 ft. Estimated construction cost $466.385, first year operating cost $610.000, revenue $650.000. Post office address 172 Delfern Drive, Beverly Hills, Calif. Studio location to be determined. Transmitter location 1.92 miles SW of Dover, Mass. Geographic coordinates 42° 13' 31" N. Lat., 71° 18' 30" W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer George P.

Adair Engineering Co., Washington. Sole owner of applicant is **J. D. Wrather Jr.**, 25% voting interest in KOTV (TV) Tulsa, Okla., 50% interest in application for new vhf Ch. 11 TV station in Little Rock, Ark., and 25% interest in applicant for new vhf Ch. 10 TV station in Corpus Christi, Tex.; president and 50% owner of Jack Wrather Productions Inc. (motion picture production), Los Angeles, president and 51% owner of Freedom Productions Inc., Los Angeles, president and 60% owner of Wrather TV Productions Inc., Los Angeles, and owner of oil production interests in Texas. City priority status: Gr. B-5, No. 208.

Medford (Boston), Mass.—Massachusetts Teleradio Bcstg. Corp. (WHIL), uhf Ch. 44 (650-656 mc); ERP 185.79 kw visual, 100.23 kw aural; antenna height above average terrain 273 ft., above ground 359 ft. Estimated construction cost $198,669, first year operating cost $172,400, revenue $180,000. Post office address 99 Revere Beach Parkway, Medford 55, Mass. Studio and transmitter location 99 Revere Beach Parkway, in industrial section of Medford, about 800 ft. east of B & M Western Div. Railroad and 190 ft. south of Revere Beach Parkway. Geographic coordinates 42° 24′ 12″ N. Lat., 71° 04′ 28″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Donald Howe Jr., Worcester, Mass. Principals include President and Treasurer **Sherwood J. Tarlow** (50%), sole owner of WHIL Medford, and Clerk **Hilda R. Tarlow** (50%), wife of Mr. Tarlow. City priority status (for Boston, Mass.): Gr. B-5, No. 208.

St. Louis, Mo.—Belleville Bcstg. Co. (WIBV Belleville, Ill.) *(resubmitted)*, uhf Ch. 42 (638-644 mc); ERP 3.62 kw visual, 1.97 kw aural; antenna height above average terrain 202 ft., above ground 168 ft. Estimated construction cost $88,805, first year operating cost $168,000, revenue $180,000. Post office address 2100 West Main St., Belleville, Ill. Studio location St. Louis, Mo. (exact location not specified in application). Transmitter location 2100 West Main St., Belleville, Ill., at site of WIBV (AM). Geographic coordinates 38° 31′ 10″ N. Lat., 90° 00′ 24″ W. Long. Transmitter and antenna GE. Consulting engineer Fred O. Grimwood & Co., St. Louis, Mo. Principals include President and Treasurer **John W. Lewis Jr.** (33.25%), Vice President **Marshall True** (33.25%), Vice President **Marvin M. Mollring** (33.25%) and Secretary **Clarence J. Keller** (0.25%). [For earlier application, see TV APPLICATIONS, B•T, Dec. 22, 1952.] City priority status: Gr. B-4, No. 179.

Las Vegas, Nev.—Western Television Co., vhf Ch. 13 (210-216 mc); ERP 31.6 kw visual, 17.2 kw aural; antenna height above average terrain 140 ft., above ground 337 ft. Estimated construction cost $314,200, first year operating cost $127,000, revenue $144,000. Post office address c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas, Tex., or c/o H. L. Cravens, 10308 Riverside Drive, North Hollywood, Calif., or 1901 Austin Ave., Brownwood, Tex. Studio and transmitter location north of Charleston Blvd., 7 miles west of Las Vegas. Geographic coordinates 36° 10′ 08″ N. Lat., 115° 16′ 14″ W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of applicant is **H. L. Cravens,** assistant to the president of Constitution Life Insurance Co., Los Angeles, sole owner of H. L. Cravens Insurance Agency, Brownwood, Tex., and applicant for new TV station on vhf Ch. 4 in Reno, Nev. City priority status: Gr. A-2, No. 209.

Reno, Nev.—Western Television Co., vhf Ch. 4 (66-72 mc); ERP 10.9 kw visual, 5.45 kw aural; antenna height above average terrain 214 ft., above ground 483 ft. Estimated construction cost $221,200, first year operating cost $136,300, revenue $156,000. Post office address c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas, Tex., or c/o H. L. Cravens, 10308 Riverside Drive, North Hollywood, Calif., or 1901 Austin Ave., Brownwood, Tex. Studio and transmitter location 2.3 mi. north of center of Reno. Geographic coordinates 39° 33′ 50″ N. Lat., 119° 48′ 22″ W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of applicant is **H. L. Cravens,** assistant to the president of Constitution Life Insurance Co., Los Angeles, sole owner of H. L. Cravens Insurance Agency, Brownwood, Tex., and applicant for new TV station on vhf Ch. 13 in Las Vegas, Nev. City priority status: Gr. A-2, No. 148.

Asheville, N. C.—Skyway Bcstg. Co. (WLOS) *(amended)*, vhf Ch. 13 (210-216 mc); ERP 169.84 kw visual, 85 kw aural; antenna height above average terrain 2,849 ft., above ground 340 ft. Estimated construction cost $480,459, first year operating cost $156,746, revenue $250,000. Studio location to be determined. Transmitter location atop Mt. Pisgah, 7.5 mi. SE of Canton. Geographic coordinates 35° 25′ 24″ N. Lat., 82° 45′ 25″ W. Long. Transmitter and antenna Federal. [For earlier application, see TV APPLICATIONS, B•T, June 30, 1952.] City priority status: Gr. A-2, No. 72.

Springfield (Eugene), Ore.—W. Gordon Allen, uhf Ch. 20 (506-512 mc); ERP 20.89 kw visual, 11.17 kw aural; antenna height above average terrain 300 ft., above ground 190 ft. Estimated construction cost $123,500, first year operating cost $72,000, revenue $108,000. Post office address 260 Hansen Ave., Salem, Ore. Studio and transmitter location atop Kelly Butte in Springfield, Ore., 200 ft. north of 100 ft. high water tank. Geographic coordinates 44° 03′ 13″ N. Lat., 123° 01′ 48″ W. Long. Transmitter Du Mont, antenna RCA. Consulting engineer John Truhan, Salem, Ore. Sole owner of applicant is **W. Gordon Allen,** 59.1% owner of KGAL Lebanon, Ore., 33⅓% owner of KGAE Salem, Ore., 50% owner of KSGA Redmond, Ore., applicant for new AM stations in Lewiston, Idaho, and Seattle, Wash., and part owner of Willametteland Television, applicant for vhf Ch. 3 in Salem, Ore. City priority status (for Eugene, Ore.): Gr. A-2, No. 124.

Sharon, Pa.—Leonard J. Shafitz, uhf Ch. 39 (620-626 mc); ERP 1.72 kw visual, 1.03 kw aural; antenna height above average terrain 355 ft., above ground 233 ft. Estimated construction cost $90,000, first year operating cost $90,000, revenue $115,000. Post office address 542 South Oakland Ave., Sharon, Pa. Studio location to be determined. Transmitter location on Homewood Drive, 350 ft. east of North Buhl Farm Drive, about 1½ miles NE of Sharon, Pa., in Hickory Township, Mercer County, Pa. Geographic coordinates 41° 14′ 44″ N. Lat., 80° 28′ 14″ W. Long. Transmitter and antenna GE. Consulting engineer Sanford A. Schafitz, Sharon, Pa. Sole owner of applicant is **Leonard A. Shafitz,** director of motion picture department of Reynolds Metals Co., Louisville, Ky., and owner of Cinema Products Co. (aluminum photographic dollies for amateur photographers), Louisville, Ky. (Mr. Shafitz' brother is Sanford A. Schafitz, consulting engineer and applicant for new AM station in Farrell, Pa. [BP-7942]. City priority status: Gr. A-2, No. 192.

Provo, Utah—Central Utah Bcstg. Co. (KCSU), vhf Ch. 11 (198-204 mc); ERP 11.83 kw visual, 5.92 kw aural; antenna height above average terrain 728 ft., above ground 337 ft. Estimated construction cost $122,900, first year operating cost $50,000, revenue $55,000. Post office address P. O. Box 550, Provo, Utah. Studio and transmitter location 12 South University. Geographic coordinates 40° 12′ 51.8″ N. Lat., 111° 39′ 19.5″ W. Long. Transmitter and antenna RCA. Consulting engineer Stanley Benson, Salt Lake City, Utah. Principals include President and Secretary **Frank A. Van Wagenen** (59.02%) and Vice President and Treasurer **Harold E. Van Wagenen** (39.60%). City priority status: Gr. B-5, No. 204.

New AM Stations . . .

Applications

Millville, N. J.—Union Lake Bcstrs. Inc., 1440 kc, 1 kw daytime, DA. two tower array, each tower 200 ft. high. Estimated construction cost $17,225, first year operating cost $38,000, revenue $52,000. Principals include President **John C. Price** (40%), sales engineer for Gates Radio Co., Washington, D. C.; Vice President **George Gautney** (10%), Washington (D. C.) consulting engineer; Secretary-Treasurer **John H. Norris** (40%), manager of WGCB Red Lion, Pa., and **Harry J. Daly** (10%), Washington (D. C.) attorney. Filed Jan. 13.

New FM Stations . . .

Applications

Spokane, Wash.—Louis Wasmer (KREM), 92.9 mc (Ch. 225), ERP 6 kw; antenna height above average terrain 718 ft., above ground 663 ft. Estimated construction cost $18,230, first year operating cost $10,000, no revenue expected. Applicant is licensee of KREM Spokane and applicant for new vhf TV station there. Accepted for filing Jan. 9.

Existing TV Stations . . .

Actions by FCC

WNBW (TV) Washington, D. C. — National Bcstg. Co. Granted CP to change ERP to 100 kw visual, 50 kw aural, antenna height above average terrain 500 ft. (BPCT-1445). Granted Jan. 13.

WAGA-TV Atlanta, Ga. — Storer Bcstg. Co. Granted CP to change ERP to 100 kw visual, 50 kw aural, antenna height above average terrain 530 ft. (BPCT-1436). Granted Jan. 13.

WSB-TV Atlanta, Ga.—Atlanta Newspapers Inc. Granted mod. CP to increase ERP to 100 kw visual, 50 kw aural, antenna height above average terrain 930 ft. (BMPCT-573). Granted Jan. 13.

WHBF-TV Rock Island, Ill.—Rock Island Bcstg. Co. Granted mod. CP to change ERP to 100 kw visual, 50 kw aural (BMPCT-746). Granted Jan. 13.

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WAAM (TV) Baltimore, Md. — WAAM Inc. Granted CP to change ERP to 26 kw visual, 13 kw aural, antenna height above average terrain 530 ft. (BPCT-1267). Granted Jan. 13.

WCBS-TV New York City—Columbia Bcstg. System. Granted mod. CP to change ERP to 42 kw visual, 21 kw aural, antenna height above average terrain 1,300 ft. (BMPCT-917). Granted Jan. 13.

WJZ-TV New York City—American Bcstg. Co. Granted mod. CP to change ERP to 110 kw visual, 55 kw aural, antenna height above average terrain 1,380 ft. (BMPCT-887). Granted Jan. 13.

WNBT (TV) New York City—National Bcstg. Co. Granted CP to change ERP to 30 kw visual, 15 kw aural, antenna height above average terrain 1,440 ft. (BPCT-1020). Granted Jan. 13.

WOR-TV New York City—General Teleradio Inc. Granted mod. CP to change ERP to 316 kw visual, 158 kw aural, antenna height above average terrain 970 ft. (BPCT-1308). Granted Jan. 13.

WPIX (TV) New York City—WPIX Inc. Granted mod. CP to change ERP to 100 kw visual, 50 kw aural, antenna height above average terrain 1,410 ft. (BMPCT-838). Granted Jan. 13.

WTVN (TV) Columbus, Ohio—Picture Waves Inc. Granted CP to change ERP to 100 kw visual, 50 kw aural, antenna height above average terrain 540 ft. (BPCT-928). Granted Jan. 13.

KING-TV Seattle, Wash. — King Bcstg. Co. Granted CP to change ERP to 100 kw visual, 50 kw aural, antenna height above average terrain 820 ft. Granted Jan. 15.

WJTV (TV) Jackson, Miss.—Mississippi Publishers Corp. Granted special temporary authorization for commercial operation on uhf Ch. 25 from Jan. 10 to July 10, 1953. Granted Jan. 13.

WISE-TV Asheville, N. C.—Radio Station WISE Inc. Granted special temporary authorization for commercial operation on uhf Ch. 62 from Beaucatcher Mtn. from Jan. 10 to June 29, 1953, instead of from site specified in CP (although station does not expect to commence operation for several months). Granted Jan. 13.

KSTP-TV Minneapolis, Minn. — KSTP Inc. Granted authority to operate under terms specified in CP (100 kw visual, 60 kw aural, antenna height above average terrain 563 ft. Granted Jan. 15.

WSUN-TV St. Petersburg, Fla.—City of St. Petersburg. Granted mod. CP to change ERP to 205 kw visual, 110 kw aural, antenna height above average terrain 460 ft. Granted Jan. 15.

WKAB-TV Mobile, Ala.—Pursley Bcstg. Service. Granted mod. CP to change ERP to 270 kw visual, 140 kw aural, antenna height above average terrain 250 ft. Granted Jan. 13.

Existing AM Stations . . .

Applications

KFMB San Diego, Calif.—Kennedy Bcstg. Co. Change from 550 kc, 1 kw fulltime, DA-1, to 540 kc, 5 kw fulltime, DA-1, using existing two 320-ft. guyed towers. Transmitter location 1 mi. NE Grantville; studio location 1405 Fifth Ave., San Diego (no changes). Estimated cost of change $41,500, first year operating cost $205,000, revenue $220,000. Filed Jan. 8.

Existing FM Stations . . .

Actions by FCC

WTMV-FM East St. Louis, Ill.—On the Air Inc. Granted request to delete WTMV-FM as of Dec. 31, 1952 (BRH-542). Action Jan. 13.

WTWO (FM) Dayton, Ohio—Skyland Bcstg. Corp. Granted request to cancel license and delete FM station (BRH-426). Action Jan. 13.

WPAG-FM Ann Arbor, Mich.—Washtenaw Bcstg. Co. Granted request to cancel license and delete FM station (BRH-113). Action Jan. 13.

Ownership Changes . . .

Actions by FCC

KJR Seattle, Wash.—Mount Rainier Radio & Television Bcstg. Corp. Granted voluntary acquisition of control of licensee corporation by **Theodore R. Gamble** through purchase of 6.525 shares of stock (43.5%) for $10 per share, or for total consideration of $65,250, as follows: From Ralph E. Stolkin, 3,262½ shares (21.75%), for $32,625; from Edward G. Burke Jr., 1,631½ shares (10.875%), for $16,312.50, and from Sherrill C. Corwin, 1,631½ shares (10.875%), for $16,312.50. Before transfer Mr. Gamble had 43.5% interest; after transfer he has 87% interest (holding total of 13,050 shares of stock). Other stockholders, whose interest is not changed, include C. Howard Lane, 10% interest (1,500 shares), and J. Archie Morton, 3% interest (450 shares). Filed Dec. 19, 1952; granted Jan. 13.

Hearing Cases . . .

Actions by FCC

Tampa Times Co. and **Orange Television Bcstg. Co., Tampa, Fla.**—By memorandum opinion and order, Commission denied joint petition requesting dismissal of amendment which had been filed last October by Tampa Television Co. to change site, increase antenna height and change estimated construction cost in its application for vhf Ch. 13 in Tampa, which is mutually exclusive with Tampa Times Co. and Orange Television Bcstg. Co. applications (Dockets 10330, 10253 and 10255). Commission found amendment of Tampa Television Co. was filed as matter of right prior to its designation for hearing. Denial Jan. 9.

Taylor Radio & Television Corp., Wichita, Kan.—By order, Commission denied petition to enlarge issues in proceeding involving Taylor, Radio Station KFH Co. and Wichita Television Corp., each seeking vhf Ch. 3 at Wichita. Taylor wanted to include "its officers, directors and stockholders" after the word "applicants" in issue "To determine the legal, technical, financial and other qualifications of the applicants to construct and operate the proposed station" (Dockets 10261; BPCT-698, 946 and 961). Denial Jan. 9.

Caddo Bcstg. Co., Anadarko, Okla.—By order, Commission granted request for postponement of oral argument in proceeding involving its application and that of Lawton-Fort Sill Bcstg. Co., Lawton, Okla., for new AM stations (Dockets 9755 and 9756; BP-7665 and 7737). Oral argument rescheduled for Feb. 24. Order Jan. 9.

Port Arthur College and **Smith Radio Co., Port Arthur, Tex.**—By order, Commission granted petition of Chief, FCC Bcst. Bureau, for enlargement of issues in proceeding on applications of Port Arthur College and Smith Radio for new vhf Ch. 4 TV stations so as to require determination as to whether tower proposed by the college will adversely affect KPAC (AM) Port Arthur (Dockets 10285, 10352; BPCT-839 and 1013). Order Jan. 9.

Hearing Calender . . .

Hearings in Progress

Denver, Col.—New TV, vhf Ch. 4. Examiner James Cunningham.

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William Butts.

Sacramento, Calif.—New TV, vhf Ch. 10. Examiner Thomas H. Donohue.

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Examiner Basil P. Cooper.

Wichita, Kan.—New TV, vhf Ch. 3. Examiner Hugh B. Hutchison.

January 19

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 8. Further hearing. Examiner Basil P. Cooper.

January 21

KOB Albuquerque, N. M.—Extension of SSA on 770 kc. Examiner James Cunningham.

January 26

Theatre Television Service, allocation of frequencies (Docket 9552)—To be held before Commission en banc beginning 10 a.m. at U. S. Dept. of Commerce Auditorium, 14th St. between Constitution Ave. and E St. N.W., Washington.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Flint, Mich.—New TV, vhf Ch. 12. Examiner Benito Gaguine.

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

February 9

Portland, Ore.—New TV, uhf Ch. 21. Further hearing. Examiner Elizabeth C. Smith.

February 10

Wichita, Kan.—New TV, vhf Ch. 10. Examiner Hugh B. Hutchison.

February 12

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith.

February 17

Duluth-Superior—New TV, vhf Ch. 3. Examiner Herbert Sharfman.

February 18

Canton, Ohio—New TV, uhf Ch. 29. Examiner Fanney N. Litvin.

February 25

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie Neal Huntting.

March 16

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith.

Continued Without Date

Duluth-Superior—New TV, vhf Ch. 6. Examiner Herbert Sharfman.

Sacramento, Calif.—New TV, separate hearings for vhf Ch. 3, uhf Ch. 40 and uhf Ch. 46.

New Petitions . . .

January 9

WNBT (TV) New York and WNBW (TV) Washington (BPCT-1020, 14445; to increase power, Ch. 4)—By WLAN Lancaster, Pa., petition to (1) withhold action pending court appeal or (2) make conditional grants.

Atlantic City Bcstg. Co., Atlantic City, N. J., et al (Docket 10119, BP-8090; new AM 1490 kc)—By Garden State Bcstg. Co., Atlantic City, petition to reopen record to corroborate financial testimony of Albert Spiro, partner. Opposition filed Jan. 14 by Atlantic City Bcstg. Co.

KGBS Harlingen, Tex. (Docket 8836, BP-6350; change facilities, 850 kc)—By Metropolitan Television Co., new licensee KOA Denver, petition to substitute it for NBC, former KOA licensee, as party to proceeding.

WJR Detroit, Mich., et al (Docket 10268, BPCT-967; new TV, Flint, Mich., Ch. 12)—Petition by WJR to amend application.

January 12

Docket 10353, Spurious Emissions—Comments filed by W. R. G. Baker, Director, RTMA Engineering Dept.; KRON-TV San Francisco. (Deadline for comments, Jan. 12; replies, Jan. 26.)

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Docket 9552, Theatre TV Service—Comments by DuMont. (Deadline for filing lists of witnesses and outline of testimony, Jan. 12).

Lawrence A. Harvey, Los Angeles (new TV, Ch. 34)—Petition to dismiss competitive bid of Spanish International TV Inc. as defective.

WSTV Steubenville, Ohio, et al (BPCT-1049; new TV, Ch. 9)—Motion by WSTV for immediate action on its petition to require Storer Bcstg. Co. to elect which TV bid at Miami or Wheeling it wishes to prosecute.

KDAL and WEBC Duluth, Minn. (Dockets 10289, 10290; new TV, Ch. 3)—Opposition by KDAL to petition of WEBC for postponement of hearing set Feb. 17. FCC Broadcasting Bureau filed opposition Jan. 13 to extension.

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KGKO Dallas (Docket 8714, BP-6309; new AM, 1480 kc)—WFAA-570 Dallas and WBAP-570 Fort Worth petition to designate for hearing application of KGKO for license because of "severe and destructive interference they are suffering from equipment test operation" of KGKO. Supplement filed Jan. 13.

January 13

Westinghouse Radio Stations Inc. (KEX), Portland, Ore., et al (Docket 9136, BPCT-494; new TV, Ch. 8)—Motion by Westinghouse pursuant to rule 1.821 for order that 42 depositions planned by North Pacific TV Inc. shall not be taken or that they be taken after conclusion of hearing set Jan. 26.

KWEM West Memphis, Ark. (Docket 10227, BML-1503; move main studio to Memphis, Tenn.)—Further petition for reconsideration and grant without hearing of application which FCC on June 25, 1952, designated for hearing.

Ozarks Bcstg. Co. (KWTO), Springfield, Mo. (Docket 8380; increase power, 560 kc)—Motion by Beaumont Bcstg. Co. (KFDM Beaumont, Tex.) to dismiss Jan. 6 "Petition to Issue Amended Decision Consistent with the Court of Appeals Decision Beaumont Bcstg. Corp. v. FCC (No. 10888, June 26, 1952)" on grounds petition does not show grounds for relief.

James R. Fleming and Paul V. McNutt d/b as Anthony Wayne Bcstg., Fort Wayne, Ind. (BPCT-1400; new TV, Ch. 69)—Petition for prompt designation for hearing with competitive bid of Radio Fort Wayne (WANE) since delay is "entirely without fault of applicant" and since hearing already has been completed on Ch. 33 there.

Radio Wisconsin Inc. (WISC) and Badger Television Co. (WIBA), Madison, Wis. (BPCT-410, 1472; new TV, Ch. 3)—Motion by Radio Wisconsin to dismiss for lack of jurisdiction the petition of Dec. 29, 1952, by Badger requesting FCC to (1) dismiss application of Radio Wisconsin for Ch. 3 or (2) issue rule to Radio Wisconsin to show cause why it should not elect to dismiss its appeal in D. C. Court of Appeals or withdraw Ch. 3 bid.

Port Arthur College (KPAC) and Smith Radio Co., Port Arthur, Tex. (Dockets 10285, 10352; (BPCT-839), 1013; new TV, Ch. 4)—Petitions by Port Arthur College (1) to amend its application, (2) to oppose request of Smith Radio Co. for order to take depositions and (3) to reply to petition of Smith Radio Co. for review and reversal of hearing examiner order of Dec. 30, 1952, limiting depositions. FCC Broadcasting Bureau chief filed opposition to review request of Smith Radio and petitioned for continuance of hearing, set Jan. 25.

January 14

Mt. Mitchell Bcstrs., WMIT-FM Clingmans Peak, N. C.—Petition to amend Sec. 3.606 and add TV Ch. 18 at Burnsville, N. C., 10 mi. south.

Routine Roundup . . .

January 8 Decisions

BY COMMISSION EN BANC

Extension of Authority

Mutual Bcstg. System Inc., New York, N. Y.—Granted extension of authority to transmit programs to CKLW and stations owned and operated by Canadian Bcstg. Corp. and stations licensed by the Canadian Minister of Transport, for period Feb. 28, 1953, to Feb. 28, 1954 (BFP-228).

Extension of Waiver

WTSF-FM Manchester, N. H., Granite State Bcstg. Co.—Granted extension of waiver of Sec. 3.265 of rules for period ending July 10, 1953, to permit operation of FM by remote control from site of WTSV, with same conditions as those of original grant.

ACTIONS ON MOTIONS

By Comr. Eugene H. Merrill

WLEA Hornell, N. Y., Hornell Bcstg. Corp—Granted petition for extension of time to Feb. 3, 1953, to file exceptions to initial decision in matter of application for mod. CP (Docket 10061) and that of WWHG Hornell, N. Y., for CP to change frequency, etc. (Docket 10060).

Sussex County Bcstrs., Newton, N. J.—Granted petition to amend application (Docket 10183, BP-8368) to specify 1360 kc 500 w D in lieu of 1230 kc 100 w unl.; application, as amended, removed from hearing docket.

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc. and Stark Bcstg. Corp., Canton, Ohio—Granted joint petition for continuance of hearing from Jan. 12 to Feb. 18, 1953, in proceeding re applications for CPs for new TV stations (Dockets 10272, 10273).

By Hearing Examiner Benito Gaguine

WJR, The Goodwill Station Inc.; Trebit Corp., and W. S. Butterfield Theatres Inc., Flint, Mich.—Upon oral motion of counsel for all applicants re applications for CPs for new TV stations and with concurrence thereto by counsel for Commission's Broadcast Bureau, ordered that further hearing in proceeding be continued from Jan. 7 to Jan. 26, 1953.

January 8 Applications

ACCEPTED FOR FILING

Modification of CP

WLIT Linton, Ind., Henry C. Sanders and Norman Hall d/b as The Linton Bcstg. Co.—Mod. CP (BP-8304), which authorized new AM, for approval of ant., trans. and studio locations and change type trans. (BMP-6098).

Change Studio Location

WPTX Lexington Park, Md., Patuxent Radio Inc.—Mod. CP (BP-8200), as mod., which authorized new AM, to change studio location from 2.5 mi. SW of Patuxent Naval Air Test Center main gate on Maryland Hwy. #264, Lexington Park, to Dougherty Bldg., Great Mills Rd., Lexington Park, and change type trans. (BMP-6097).

Extension of Completion Date

KDEF Albuquerque, N. M., Frank Quinn—Mod. CP (BP-7759), as mod. which authorized new AM, for extension of completion date (BMP-6099).

Change Type Transmitter

WCHL Chapel Hill, N. C., Roland McClamroch Jr., Roy E. Fullen and L. T. Dark Jr. d/b as Village Bcstg. Co.—Mod. CP (BP-8052), which authorized new AM, to change type trans. (BMP-6096).

Renewal of License

Following stations request renewal of license: **KBOE Oskaloosa, Iowa,** Oskaloosa Bcstg. Co. (BR-2568); **KBOK Waterloo, Iowa,** Waterloo Bcstg. Co. (BR-1727).

Extension of Completion Date

WVAM-FM Altoona, Pa., The General Bcstg. Co.—Mod. CP (BPH-1743), which authorized new FM, for extension of completion date (BMPH-4805).

TENDERED FOR FILING

Increase Tower Height

WBAM Montgomery, Ala., Deep South Bcstg. Co.—Mod. CP to increase height of south tower of DA and make changes in ant. system.

January 9 Applications

ACCEPTED FOR FILING

Change Studio Location

KOTN Brinkley, Ark., Universal Bcstg. Corp.—CP to change studio and trans. location from 505½ Main St., Pine Bluff, Ark., to site to be determined, Brinkley, Ark. (BP-8705).

Extension of Completion Date

WCAM Camden, N. J., City of Camden—Mod. CP (BP-6854), as mod., which authorized change in trans. location, for extension of completion date (BMP-6100).

Change Studio Location

KFDA Amarillo, Tex., Amarillo Bcstg. Co.—Mod. license to change studio location from 109 E. 5th St., Amarillo, to on N. Ong St. at SE intersection of N. Ong and W. Cherry Ave., 2.8 mi. N of city limits of Amarillo (BML-1533).

License Renewals

Following stations request renewal of license: **KRED-FM Eureka, Calif.**—Redwood Bcstg. Co. (BRH-330); **KRFM-FM Fresno, Calif.**—California Inland Bcstg. Co. (BRH-622); **WDBO-FM Orlando, Fla.**—Orlando Bcstg. Co. (BRH-701); **KSEI-FM Pocatello, Ida.**—Radio Services Corp. (BRH-55); **WXHR (FM) Cambridge, Mass.**—Middlesex Bcstg. Corp. (BRH-600); **WHDL-FM Allegheny, N. Y.**—WHDL Inc. (BRH-343); **WGPA-FM Bethlehem, Pa.**—The Bethlehem Globe Pub. Co. (BRH-154); **WPAM-FM Pottsville, Pa.**—Miners Bcstg. Service Inc. (BRH-240); **WGH-FM Newport News, Va.**—Hampton Roads Bcstg. Corp. (BRH-163); **WFLN (FM) Philadelphia**—Lawrence M. C. Smith tr/as Franklin Bcstg. Co. (BRH-470); **WTMA-FM Charleston, S. C.**—Atlantic Coast Bcstg. Co. (BRH-161); **WMBA-FM Martinsville, Va.**—Martinsville Bcstg. Co. (BRH-517); **KYSM-FM Mankato, Minn.**—Southern Minn. Supply Co. (BRH-144); **KJAM Vernal, N. Y.**—James C. Wallentine tr/as The Uintah Bcstg. Co. (BR-1415).

Modification of CP

KGKO Dallas, Tex., Lakewood Bcstg. Co.—Mod. CP (BP-6309), as mod., which authorized new AM, to change type trans. and specify studio location (BMP-6101).

January 13 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license: **KWPC Muscatine, Iowa,** Charles A. Henderson, George J. Volger, Thelma Marie Volger d/b as Muscatine Bcstg. Co. (BR-1415); **KLCB Libby, Mont.,** Lincoln County Bcstrs. (BR-2721); **KIYI Shelby, Mont.,** Tri-County Radio Corp. (BR-1770); **KUSD Vermillion, S. D.,** U. of S. Dakota

(BR-651); **WTOP-FM Washington**, WTOP Inc. (BRH-109).

TENDERED FOR FILING

Replace Expired CP

WBAR Bartow, Fla., William Avera Wayne—CP to replace expired CP (BP-8244) which authorized new AM to operate on 1460 kc, 1 kw-D.

January 13 Decisions

BY BROADCAST BUREAU

Change Studio Location

KFDA-TV Amarillo, Tex., Amarillo Bcstg. Co. Inc.—Granted mod. CP to change studio location from to be determined to designated address in Amarillo (BMPCT-953).

WPTX Lexington Park, Md., Patuxent Radio Inc.—Granted mod. CP to change studio location and change type trans. (BMP-6097).

Change Type Transmitter

KGKO Dallas, Tex., Lakewood Bcstg. Co. Inc.—Granted mod. CP to change type trans. and specify studio location; conditions (BMP-6101).

License Granted

WLAY Muscle Shoals, Ala., Muscle Shoals Bcstg. Corp.—Granted license covering change in trans. location (coordinates only), installation of new vertical ant. system, and redescription of trans. and studio location (BL-4853).

KPOA Honolulu, Hawaii, Island Bcstg. Co.—Granted license covering changes in ant. system (BL-4866).

Modification of CP

WRIS Roanoke, Va., Cy N. Bahakel—Granted mod. CP for approval of ant., trans. location, and change type trans.; condition (BMP-6075).

WCON Cornelia, Ga., Habersham Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location (BMP-6076).

WBLE Batesville, Miss., Panola Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location and change type trans. (BMP-6074).

Extension of Completion Date

WERH Hamilton, Ala., Marion County Bcstg. Co.—Granted mod. CP to change type trans. and extend completion date to 8-8-53; condition (BMP-6090).

WAUG-FM Augusta, Ga., Garden City Bcstg. Co.—Granted mod. CP for extension of completion date to 4-1-53 (BMPH-4804).

Request Granted

KHIT Lampasas, Tex.—Lampasas Bcstg. Corp.—Granted request for waiver of sec. 3.71 to operate from 6:30 a.m. to 7:15 p.m. daily for period of 30 days or until action has been taken on application for transfer of control.

Modification of CP

WKIK Leonardtown, Md., Southern Maryland Bcstrs. Inc.—Granted mod. CP to change type trans. and make changes in ant. system (BMP-6078).

Extension of Completion Date

WJEF-FM Grand Rapids, Mich., Fetzer Bcstg. Co.—Granted mod. CP for extension of completion date to 6-27-53 (BMPH-4803).

January 14 Applications

ACCEPTED FOR FILING

Modification of CP

WJAN Spartansburg, S. C., James Cozby Byrd Jr.—Mod. CP (BP-7838), which authorized new AM, for approval of ant., trans. and studio location (BMP-6102).

Renewal of License

Following stations request renewal of license: KWLC Decorah, Iowa, Luther College (BR-520); WSTA Charlotte Amalie, Virgin Islands, William N. Greer (BR-2499).

Passed-Over TV Applications

FOLLOWING is list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of these applications in order to expedite uncontested TV applications (list issued Jan. 9 and Jan. 15):

Applicant	Location	Ch.	File No. (BPCT)
GROUP A			
Salinas Bcstg. Corp.	Salinas-Monterey, Calif.	8	1222
Monterey Radio-TV Co.	Salinas-Monterey, Calif.	8	1225
News Journal Corp.	Daytona Beach, Fla.	2	1218
Telrad Inc.	Daytona Beach, Fla.	2	1219
Dixie Bcstg. Co.	Jackson, Tenn.	9	1255
Sun Publishing. Co.	Jackson, Tenn	9	1257
Rib Mountain, Inc.	Wausau, Wis.	7	767
WSAU Inc.	Wausau, Wis.	7	848
Wisconsin Valley TV Corp.	Wausau, Wis.	7	1379
GROUP B			
Milwaukee Bcstg. Co.	Milwaukee, Wis.	12	472
Milwaukee Area Telecasting Corp.	Milwaukee, Wis.	12	Tend.
Bartell Broadcasters Inc.	Milwaukee, Wis.	19	784
Northwest TV Corp.	Milwaukee, Wis.	19	Tend.
Wisconsin Bcstg. System, Inc.	Milwaukee, Wis.	25	377
WCAN-TV Inc.	Milwaukee, Wis.	25	Tend.
Cream City Bcstg. Co.	Milwaukee, Wis.	31	1427
North Shore Bcstg. Co. (Shorewood)	Milwaukee, Wis.	31	Tend.

Upcoming Events

Jan. 19-24: Board of directors, Canadian Assn. of Broadcasters, Ottawa.

Jan. 22-24: Canadian Broadcasting Corp. board of governors meets, Ottawa, Canada.

Jan. 23-25: Conference of Eastern Region, National Advertising Agency Network, Hotel Statler, Washington.

Jan. 24-25: Retail Advertising Conference, Conrad Hilton Hotel, Chicago.

Jan. 25: Utah Assn. of Broadcasters, Newhouse Hotel, Salt Lake City.

Jan. 26: Continuance of Theatre-TV allocations hearings, FCC Hdqrs., Washington, D. C.

Jan. 26-27: Maritimes Assn. of Broadcasters annual meeting, Fort Cumberland Hotel, Amherst, N. S., Canada.

Jan. 26-27: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Jan. 29: CBS-TV Workshop for ministers and lay associates, CBS-TV Grand Central Studios, New York.

Jan. 28-30: Eighth Annual Georgia Radio and Television Institute, Henry Grady School of Journalism, U. of Georgia, Athens.

Feb. 2-6: NARTB Radio and TV Boards, Bellevue-Biltmore Hotel, Belleair, Fla.

Feb. 5: Annual Awards Dinner of Academy of Television Arts and Sciences, Hotel Statler, Los Angeles.

Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

Feb. 6-7: Seventh Annual Radio Short News Course, sponsored by U. of Minnesota and Northwest Radio News Assn., University Campus Center of Continuation Study, Minneapolis. TV Workshop by same sponsors, at same place, tentatively set Feb. 7.

Feb. 9-10: BMI Board, Bellevue-Biltmore Hotel, Belleair, Fla.

Feb. 12-14: Annual Convention, Southwest Assn. of Advertising Agencies, Texas Hotel, Fort Worth.

Feb. 16-17: Advertising Federation of America, New England District annual meetings, Springfield, Mass.

Feb. 27-28: Third annual Regional TV Seminar (for TV-minded college students), WAAM (TV) and John Hopkins U., Baltimore.

March 6: Eighth annual Michigan State Radio & TV conference, Michigan State College, East Lansing.

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 29-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.

June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.

Sept. 1-3: International Sight and Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 28-30: National Electronics ninth annual conference, Hotel Sherman, Chicago.

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TV Blackmail

ONE OF the ugliest, most reprehensible blights to develop on the television allocations scene is that of the shake-down artist, who files a "strike" application for a facility to block the genuine applicant from getting an unopposed grant. Usually the application is filed a day or two prior to the expected action on the legitimate grant.

We have been informed of cases where there have been pay-offs to get the strike applicant off the back of the legitimate enterpriser. These pay-offs have been both in cash and in stock. That is black-mail, pure and simple.

The FCC is cognizant of these instances. But, informally, it contends that it is almost impossible to prove that an applicant is engaging in such tactics.

Somewhere along the line there must be the show-down. The FCC should have the courage to call a quick hearing, en banc, where it finds even a suspicion of a shake-down. The resultant publicity, in our judgment, should scare off these charlatans, and preserve for television broadcasters their good name.

We are disposed to suggest that thought be given to legislation which would require the posting of a substantial bond by TV aplicants, to prove their good faith. Unless something is done to thwart these offenders we can expect a brand of TV racketeering that will make a mockery of the administrative processes, and put the 5 percenters to shame.

Retail Tale Retold

IN THE past fortnight radio and television broadcasters have been given some very sound advice on how to expand and improve use of those media by department stores.

In last week's issue was a report by Department Stores Study on six months' use of radio by Pomeroy's department store in Pottsville, Pa. The conclusions reached by this report were that radio can move merchandise more effectively than newspapers, but radio has refused to adjust itself to the peculiarities of big store advertising.

In this issue an article by Samuel H. Cuff, radio-TV consultant to Allied Stores, makes about the same points regarding television.

Both the Department Stores Study and Mr. Cuff suggest that the broadcast media ought to make allowances in their techniques of time selling for the "lots of advertising today and little or none tomorrow" formula that department stores have applied to their newspaper buying for so many years.

It is further suggested that neither broadcasters nor telecasters as a group have made serious efforts to educate themselves to the practices of department store advertising. A deplorable lack of understanding exists.

It seems to us that radio's growing reliance on the local advertiser as a basic source of income would demand that broadcasters do all possible to explore ways of exploiting the rich area of department store advertising. Telecasters at the moment may not be under the same compulsion to develop local accounts, but they will be as soon as new stations begin to eat into national business that pre-freeze stations have enjoyed.

Only the most short-sighted businessman would continue indefinitely to delay exploration of possibly the most rewarding source of income that a television or radio station could develop.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"What's the AFTRA scale when I go commercial?"

Political Spoils at the FCC?

AFTER A 20-year patronage drought, it isn't difficult to understand the desire of the Republicans to shake loose as many jobs as possible in official Washington. But in their zeal to run the opposition out of office and reward the loyal party workers, there are signs that they intend to use a meat-ax rather than a scalpel.

The reports are somewhat disquieting, at this stage, as they pertain to the FCC. There is the expressed attitude, for example, that the new chairman should be an "outsider" who will have no compunctions about terminating the tenures of staff-level people, to make way for the GOP newcomers.

We certainly agree that there are a good many FCC job holders who could be cut loose without disturbing the efficiency of the FCC. Quite a few of these patronage-office holders were "blanketed in" early in the first Roosevelt Administration, and given civil service status which they did not earn by merit or via competitive examinations. They can just as readily be "blanketed out" by the new administration.

We do not contend that the FCC is a model of efficient independent agency operation. We have been among its foremost critics. But we disagree with the view expressed in some GOP quarters that it, as presently constitued, is the "worst" agency in Washington.

Communications is a highly complex field. It isn't essentially a political operation, although politics at times obviously have motivated certain of its actions. The rejoinder of the FCC last week to the letter from Attorney General McGranery on the ABC-United Paramount case, wherein Chairman Walker told off the Attorney General certainly didn't smack of politics. The case is pending before the FCC for decision and the record is closed, the FCC averred.

The FCC has on its staff many professional people who are in no wise identified with politics or with policy. Certainly they should not be uprooted. As a matter of fact, the Government would be hard put to find qualified replacements.

The Eisenhower Administration has the opportunity of changing the FCC's political complexion by making two new appointments to the Commission itself. There appear to be quite a few well-qualified Republican candidates for these posts. President Eisenhower can name a new chairman or designate one of the two new appointees to serve. We have favored the promotion of Vice Chairman Hyde to the Republican chairmanship.

We hope the new President will do with the FCC what he has done on the cabinet level. He has appointed the top-man for each department and pretty well left up to him the selection of his aides and his staff.



Darling, They're Playing Our Song

JOHN BECK had a problem of classic simplicity. He wanted to find out how to persuade grown men to imitate wild ducks.

John Beck sells athletic goods. WMT sells time. (Musical bridge here, "Mating Call of Athletic Goods Store for Eastern Iowa Radio Station.")

After locating a copywriter with mallard instincts, WMT went to work. The trick was turned with a recording of a duck call and some rather choice pintail prose. Beck's sold 288 duck calls, twice as many as they sold all last year, plus 288 decoys, plus 41 duck call records—all in four weeks, and before the season opened.

The entire project went off without a loose quack, except for one minor annoyance. We had neglected to say that our duck call was recorded, and, during the fourth week of the campaign, a rather nasty canvasback drake broke into Studio A demanding to meet "that girl with the lovely voice."

Moral: *WMT reaches all the ducks and most of the people in Eastern Iowa.*

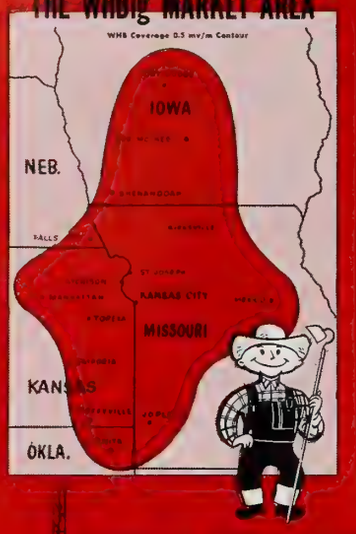
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1922
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Advertisers who sell to the masses have been quick to ride herd with this dinner winner—2½ hours of noon-time Saddle Soap Opera from "Triangle D Ranch," the Cow Country Club . . . with music by Don Sullivan and his Western Band, and the country philosophy of Deb Dyer. Bruce Grant is master of ceremonies, assisted by his side-kick, Pokey Red. Al, Bud and Pete enliven the proceedings with their musical novelties and wisecracks. Charles Gray gives the AP and local news report at noon. Broadcast from 11:30 a.m. to 2 p.m. daily, *WHB Neighborin' Time* carries participating spots ("live" or minute transcriptions) and sponsored quarter-hours. Ask for availabilities quickly to get your share of results when the chuck wagon comes 'round!



DO YOU READ IT?

WHB's pocket-size magazine, sent free to advertisers, agencies, advertising and sales executives and time buyers. Request a copy on your letterhead.

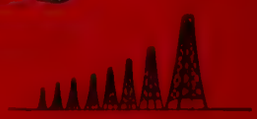
"BIG SEVEN" BASKETBALL ★ K. C. "BLUES" BASEBALL ★ "BIG SEVEN" FOOTBALL *and Other Sports*

WHB's ace play-by-play sportscaster, Larry Ray, is now in the winter season of forty-seven basketball games, broadcast direct from the campii at Kansas State College, the University of Missouri, the University of Kansas and other "Big Seven" schools. April 16 he begins the baseball season, with 154 games of the Kansas City "Blues" (New York Yankee's No. 1 farm team) at home and away, sponsored by Muehlebach Beer. Next fall, ten "Big Seven" conference football games. And in between, golf, tennis, fishing and all other sports — included nightly on his 6:15 *Sports Round-Up*, sponsored by the Union Pacific and Broadway Motors (Ford). A few availabilities are still open — so get off the bench now if you want to team up with Larry to sell your product to the WHB*ig* Market's biggest sports audience!



WHB NIGHT CLUB OF THE AIR

The new name for "The Roch Ulmer Show," 11 p.m. to 1 a.m. And a new format! — presenting the best in recorded popular music, old and new — with Roch Ulmer and his six terrific dialects adding sparkle and humor! Available for participating sponsorship and spots Saturdays and Sundays, guest M.C.'s, personalities in the dance band, entertainment and recording field — or prominent local citizens well-known as record collectors — bring their favorite "collector's item" records to the show and announce them.



CLUB 710—
With "Oil" Wells as Master of Ceremonies

His name is really *Earl* Wells—but a voice as smooth as oil, modulated to perfection—has earned him the nickname of "Oil." Monday through Friday, from 2 p.m. to 4:45 p.m., "Oil" presents the latest popular records —and the old standard tunes. Two solid hours and 45 minutes of wonderful listening, with short, cryptic introductions that make the program "mostly music." Each show features the "Top Twenty" tunes of the week, as reported by *Billboard*, *Variety*, *Cash Box*, a poll of local record shops, and the WHB Concensus. A wonderful time-segment for participating announcements — "live" or minutes, transcribed. On one afternoon a week representatives of the leading phonograph record companies bring "Oil" their newest records (never before heard on the air in Kansas City) — and present them personally for their "premiere" in the area.

★ 10,000 WATTS IN KANSAS CITY

WHB

DON DAVIS
PRESIDENT
JOHN T. SCHILLING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

JANUARY 26, 1953 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

Radio Time Sales $464 Million
Page 27

Rinso Seeking Midget Spots
Page 28

Weiss Analyzes Commercials
Page 29

New Car Radio Count by Nielsen
Page 33

FEATURE SECTION
Starts on Page 75

22ND year
THE NEWSWEEKLY OF RADIO AND TV

The Mennen Company *joins*

Piel Brothers *and*

The General Tire & Rubber Company

in bringing the best of the legitimate
stage to over a million viewers every week

"Broadway TV Theatre"

A Warren Wade Production

The only dramatic show on New York TV that...

repeats its performances, live, five nights a week

sells a different audience every night

amortizes the production costs of its sponsors.

Creative programming—and selling—explain why sponsors say:

It's Good To Be...on

WOR-TV *Channel* **9**

WLS OPERATION GROCER best merchandising plan in its field



....INCREASED CREAMETTES SALES 10% in eleven weeks

.... So says C. F. Meyer, Chicago District Manager for the Creamette Company. This is quite an accomplishment, particularly in view of the fact that six years continuous participation on FEATURE FOODS... the business-building WLS program that influences the buying habits of millions of housewives... already had more people buying Creamettes, and more stores selling Creamettes, than any other packaged macaroni in the Chicago area.

Mr. Meyer's letter speaks for itself.
"I am happy to report that Creamettes and Creamette brand Ready Cut Spaghetti have enjoyed an increase of 10% in sales during our participation in an eleven week cycle of WLS's OPERATION GROCER in the Chicago market. This increase is in comparison with a like period last year. I should like to add that this merchandising plan is the best in its field here in Chicago. Thank you for your merchandising support and cooperation."

OPERATION GROCER embodies all the essentials for success... radio advertising, newspaper advertising, point of purchase displays and display material... complete in one result-getting package, at very nominal cost. Better see your John Blair man... or contact us... and get in on the hottest advertising-merchandising plan in the Chicago grocery field today.

WLS GETS RESULTS *for the* **FOOD INDUSTRY**



CLEAR CHANNEL HOME of the NATIONAL BARN DANCE

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

WLS The PRAIRIE FARMER STATION CHICAGO 7

WHK

IS

CLEVELAND

You can't cover it --without it!

Represented by Headley-Reed Company

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Left to right

- Harrisburg Music Festival
- York County Lutheran Ministers Ceremony (A boxcar of clothing to Europe and Korea)
- Lancaster—Trio of Indians from crew of steeplejacks affecting WGAL-TV channel 8 changeover for better TV coverage and programming





Bigger and Better Programming At The Same Old Stand

WGAL-TV

Lancaster, Pa.

Recent examples of important program planning designed by WGAL-TV to meet the needs and interests of the communities it serves with television's highest standards of public service. Combined with top shows from four networks . . . NBC, CBS, ABC and DuMont . . . it means bigger and better programming for the people in WGAL-TV's rich Pennsylvania market area.

WGAL
AM TV FM
CHANNEL 8

A Steinman Station
Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

closed circuit®

ABC, which for months has been mulling idea of single day and night radio rate, is due to take first step in that direction shortly, with adoption of single rate plan for all five of its owned radio stations: WJZ New York, WENR Chicago, KGO San Francisco, KECA Los Angeles and WXYZ Detroit.

★ ★ ★

STATUS QUO persisted at FCC last week as newly-inducted Eisenhower Administration failed to reach administrative level. But jockeying in support of favored candidates continues with no discernable change in line-up and with Vice Chairman Rosel H. Hyde strongly supported for chairmanship, while "draft Jones" movement, to bring in former Comr. Robert F. Jones for "house-cleaning job," still has steam.

★ ★ ★

DESCRIBED as "dark horse" for commissionership or even chairmanship of FCC if Hyde-Jones impasse is reached, is former Comr. Norman S. Case, ex-Governor of Rhode Island, who served from FCC's creation in 1934 until President Truman passed him by on reappointment on June 30, 1945. Now in private practice, Gov. Case believed to have New England support including Sherman Adams, top Ike assistant. Gov. Case believes that promotion of Mr. Hyde to chairmanship is logical and desirable, and acknowledges that he has been contacted, but is not an avowed candidate for FCC.

★ ★ ★

CHROMATIC color tube now in limited production, with customers chiefly manufacturing concerns whose orders are usually for two tubes, one to test for color reception, other to dissect to see what makes it tick. Informal reports from top level executives of Paramount Pictures subsidiary in charge of developing color tube invented by Dr. Ernest O. Lawrence of atom smashing fame indicate no plans for large scale production until mass production of color sets offers opportunity for volume sales.

★ ★ ★

FIRST TEST case in court of alleged economic injury suffered by an AM station from grant of TV outlet in same area planned by WGRD Grand Rapids, Mich., should FCC turn down its protest against grant of uhf Ch. 35 to Leonard Versluis for Muskegon (see story page 50). Plea for such relief now can be made under McFarland amendment to Communications Act. Case may be forerunner of others.

★ ★ ★

QUASHING of criminal anti-trust grand jury "authorization" against electronics industry by outgoing Attorney General James P. McGranery last Monday, expected to stimulate activity in color-TV (see story page 54, editorial page 98). While laboratory and experimental work had gone forward by leading companies, most of important entities were awaiting outcome of Grand Jury proceeding, since it basically involved patents.

★ ★ ★

IN WORKS is new subsidiary within CBS in which its ace commentator and CBS board member, Edward R. Murrow, will participate in stock ownership. Properties of subsidiary expected to include *See It Now* and other ventures in Murrow orbit, with likelihood that Fred Friendly, Mr. Murrow's co-worker, also will participate.

★ ★ ★

INDICATIONS that fire-brand Sen. Tobey, new chairman of Interstate & Foreign Commerce Committee, plans to go ahead with inquiry into ABC-United Paramount merger seen in request of his staff for additional information from FCC files. This ties in with introduction by Senator of bill (S 538) seeking amendment of Sec. 311 of Communications Act covering antitrust (story page 45).

★ ★ ★

DISCLOSURE by White House Press Secretary James C. Hagerty that President Eisenhower is contemplating monthly broadcast news conferences, underscores previous reports published here that there will be named to White House staff specialist in radio-TV production at operating level. Mr. Hagerty has several prospects under consideration for post, which presumably would have status of assistant secretaryship.

★ ★ ★

HAVING MADE no inroads with its campaign to foster "pay-as-you-go television" on ground that advertisers would never support non box-office medium, Zenith reportedly now is launching anti-commercial TV campaign. Film deprecating quality of TV commercials has been produced and was recently previewed by an NARTB committee. President Harold Fellows has implored Commander E. F. McDonald, Zenith president, to kill project or modify it.

★ ★ ★

WHILE FORMER President Truman has set up offices in Federal Reserve Bank Bldg. in Kansas City, it's expected that within short time he will establish offices also in New York. Family probably will divide time between two homes in view of radio-TV commitments (to NBC) of daughter Margaret. It's doubted whether former President will accept any radio-TV commentary proffers. Presumably he regards them as beneath dignity of office of former President.

★ ★ ★

IN COMPLIANCE with provisions of new McFarland law, FCC last week readied complete report on pending cases which have not been acted upon in last three months, six months and year. McFarland bill requires such periodic report. File, reportedly, is 1½ inches thick.

IN THIS ISSUE

LEAD STORY

Annual B•T analysis of radio net time sales shows radio volume in 1952 was highest in history. *Page 27.*

ADVERTISERS & AGENCIES

Rinso wants special rates for radio spots of four to eight seconds, a time unit unlisted on rate cards. *Page 28.*

Weiss & Geller says advertising needs to get hep to psychology, and is proving it in some of its campaigns. *Page 29.*

FACTS & FIGURES

Nielsen's national survey shows 44% of U.S. radio homes have two or more radios and more than 22 million families own one or more car radios. *Page 33.*

Here's a new way to figure TV station revenue—how much is taken in in proportion to the number of sets in the market. *Page 35.*

J. Walter Thompson releases new market-by-market estimate of TV set distribution. *Page 36.*

GOVERNMENT

More people see and hear Presidential Inauguration than ever before. *Page 39.*

President Eisenhower plans heavy and history-making use of radio and television. *Page 42.*

Sen. Tobey introduces bill to amend the antitrust section of the Communications Act. It may be a prelude to Senate hearings on ABC - United Paramount merger. *Page 45.*

STATIONS

Capitol Records Inc. is proposing to charge stations $10 a month for using its popular and western releases. *Page 56.*

NETWORKS

Linus Travers and Norman Boggs are in running to succeed William Fineshriber as No. 2 man at Mutual. *Page 63.*

EQUIPMENT

Details of the new color TV system accepted in principle by National Television Systems Committee are reported. *Page 66.*

FEATURES

The case for filmed television. *Page 77.*

Independent stations are healthier now than before TV. *Page 80.*

How to finance television stations. *Page 83.*

UPCOMING

Jan. 26: Continuance of Theatre-TV allocations hearings, FCC, Washington.

Jan. 28-30: Eight Annual Georgia Radio & Television Institute, Henry Grady School of Journalism, U. of Georgia, Athens.

Feb. 2-6: NARTB Radio & TV Boards, Bellevue-Biltmore Hotel, Belleair, Fla.

(Other Upcomings, see 'For the Record')



WCKY - -

YOUR ADVERTISING ON WCKY

SELLS

For You

Proof in actual orders sent direct to the station shows WCKY outsells all other stations.

Look at the ***sales*** results of a few advertisers using WCKY's Jamboree to sell their products.

Put your advertising on WCKY and watch the sales results.

ON THE AIR 24 HOURS A DAY
7 DAYS A WEEK

·the Sellingest Station in the Nation

WESTERN STATIONERY CO. *Agency: Shaffer Brennan Margulis*	250,000 orders for plastic toys in 6 wks.
HOPKINSON CORP. *Agency: Dwight Adı*	237,759 orders for harmonicas
GATEWAY RECORD CO. *Cincinnati, Ohio*	144,464 phonograph records
WELCOME GREETING CARD CO. *Agency: Radio Advt. Corp.*	17,119 agents obtained
SERVICE LIFE COMPANY *Agency: Harry Schneiderman Inc.*	28,461 inquiries for hospital insurance policy
LIFE STUDY FELLOWSHIP *Agency: Schwab & Beatty*	15,029 orders for books
STATE FINANCE CO. *Agency: Harry Schneiderman Inc.*	94,448 loan inquiries
CURTIS PHARMACAL CO. *Agency: O'Neil Larson McMahon*	69,315 orders for pharmaceutical products
J. C. WHITNEY CO. *Agency: Olian & Bronner*	18,243 inquiries for automotive catalog

THESE AGENCIES WILL VERIFY THESE FIGURES

FIFTY GRAND IN SELLING WATTS

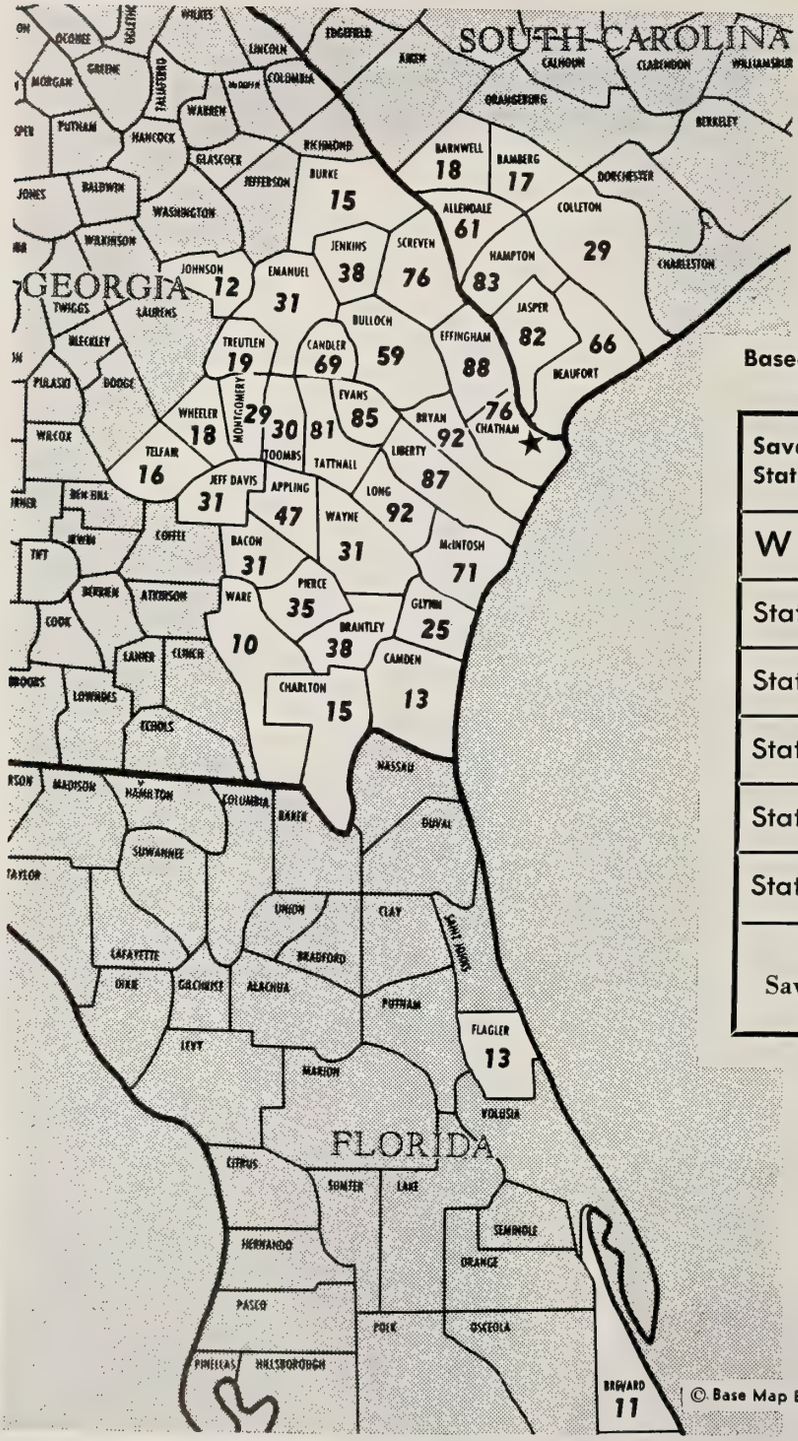
Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281



Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK

STANDARD AUDIT MEASUREMENT proves Again

WSAV reaches more homes than any other Savannah medium!



© Base Map BMB

COMPARATIVE ANALYSIS

Based upon Official Published Reports-Standard Audit Measurement For Savannah, Georgia stations:

Savannah Station:	Total 1952 Radio Families:	Total Weekly Audience Families:	Number Counties:
WSAV	D 157,430 N 106,400	D 76,625 N 55,604	D 40 N 25
Station "A"	D 52,580 N 42,220	D 25,037 N 24,913	D 5 N 1
Station "B"	D 54,510 N 42,220	D 25,896 N 28,108	D 6 N 1
Station "C"	D 53,300 N 51,390	D 25,216 N 16,280	D 6 N 4
Station "D"	D 89,780 N	D 25,019 N	D 19 N
Station "E"	D 97,500 N 92,020	D 59,954 N 50,050	D 22 N 21

Average Daily Circulation (ABC Reports):

Savannah Newspaper "M"—48,567 | Savannah Newspaper "E"—24,499

—and in counties where SAM penetration is 50% or better, WSAV has more Audience Families than the two other Savannah regional stations combined.

ASK YOUR BLAIR MAN TO SHOW YOU THE COMPLETE SAM REPORT



It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

at deadline

Radio-TV Get Equal Status With Press at White House

NEW White House policy disclosed Friday to group of radio-TV spokesmen provides that radio and television will be given full privileges when pooling of news facilities is required. James C. Hagerty, President Eisenhower's news secretary, indicated he will work through regular committee representing radio and TV networks at White House (see news conference story page 42).

Mr. Hagerty reviewed facilities for electronic pickups in White House and Executive Offices with five-man industry group, seeking ideas on ways to use radio and TV effectively. He said proposal for use of conference technique of some sort for Presidential broadcasts is still nebulous and "up in the air." Committee was told White House is acutely aware of importance of radio and TV as means of reaching public. Policy of cooperation with electronic media will prevail during Eisenhower regime, industry newsmen feel.

General Foods Sales

GENERAL FOODS Corp., New York, net sales for quarter ending Dec. 31 were $183,540,346, compared with $168,226,313 for same period in 1951. Net earnings were $4,829,618 as against $4,387,842 for same quarter in 1951.

GREATER TV DEPTH

GREATER scope and depth in TV programming is likely to be achieved as result of optical matting tests currently being conducted by CBS-TV technicians, network announced Friday. With device called "vistascope" in TV camera, CBS-TV said, it will be possible to show scenes outside of camera position by use of live actors in combination with miniature cutouts.

Rep. Javits Proposes Broadcast of Proceedings

RESOLUTION giving Speaker right to permit televising and broadcasting of proceedings in House of Representatives, and bill to provide radio-TV coverage of committee hearings to be introduced today (Monday) by Rep. Jacob K. Javits (R-N. Y.).

He said UN coverage, last week's inauguration and Presidential campaign show "need for modernizing our Congressional procedures to keep abreast of modern technology. The way to get the people interested in government is to let them see and hear it in action." He recalled that power of Speaker to ban radio-TV coverage was questioned last year when Speaker Sam Rayburn forbade cameras and microphones at hearings. Speaker Joseph W. Martin Jr. (R-Mass.) is in favor of more liberal policy.

12 TV GRANTS BRING TOTAL TO 317

DOZEN NEW TV stations were granted by FCC Friday to boost total of post-thaw authorizations to 209 and total U. S. stations to 317, including 11 for noncommercial, educational outlets. Friday's permits included first for Wyoming. Only New Hampshire, Alaska and Virgin Islands are without TV authorization.

Processing on city priority Group A line (cities without service) was extended to No. 181, Santa Fe, N. M., where vhf Ch. 2 went to Greer & Greer, while Group B line (cities with service) was extended to No. 186, Kansas City, Mo., where Empire Coil Co. received uhf Ch. 25. Ten Group A and 15 Group B mutually exclusive applications were passed over in expedited processing of uncontested bids. New grants included:

Madison, Wis. (City priority Group A-2, No. 30)—Bartell Television Corp. (WOKY Milwaukee principals), granted construction permit for uhf Ch. 33, effective radiated power of 16.5 kw visual and 9.3 kw aural, antenna height above average terrain 430 ft.

Wichita Falls, Tex. (Group A-2, No. 56)—Wichita Falls Television Inc. (KWFT), granted vhf Ch. 6, ERP 22.5 kw visual and 11.5 kw aural, antenna 490 ft. Estimated commencement date: Within 30 days. Network: CBS; representative, Blair-TV.

Greenville, S. C. (Group A-2, No. 68)—Greenville Television Co., granted uhf Ch. 23, ERP 22 kw visual and 11 kw aural, antenna 1,140 ft.

Jamestown, N. Y. (Group A-2, No. 97)—James Bcstg. Co. (WJTN), granted uhf Ch. 58, ERP 100 kw visual and 56 kw aural, antenna 720 ft. Subject to condition that construction not commence until application is filed to modify antenna of WJTN-FM and grant of same is issued.

Bellingham, Wash. (Group A-2, No. 138)—KVOS Inc. (KVOS), granted vhf Ch. 12, ERP 16 kw visual and 8 kw aural, antenna 550 ft.

Cheyenne, Wyo. (Group A-2, No. 151)—Frontier Bcstg. Co. (KFBC), granted vhf Ch. 5, ERP 5.2 kw visual and 2.65 kw aural, antenna 190 ft.

Sandusky, Ohio (Group A-2, No. 174)—Lake Erie Bcstg. Co. (WLEC), granted uhf Ch. 42, ERP 18 kw visual and 9.1 kw aural, antenna 270 ft. Estimated commencement date: Dec. 1.

Northampton, Mass. (Group A-2, No. 177)—Regional Television Corp., granted uhf Ch. 36, ERP 21.5 kw visual and 11.5 kw aural, antenna 950 ft.

Kingston, N. Y. (Group A-2, No. 178)—Kingston Bcstg. Corp. (WKNY), granted uhf Ch. 66, ERP 25 kw visual and 13.5 kw aural, antenna 250 ft.

St. Cloud, Minn. (Group A-2, No. 179)—Granite City Bcstg. Co. (WJON), granted vhf Ch. 7, ERP 23.5 kw visual and 12 kw aural, antenna 420 ft.

Santa Fe, N. M. (Group A-2, No. 181)—Greer & Greer, granted vhf Ch. 2, ERP 54 kw visual and 27 kw aural, antenna 420 ft. (Comr. Frieda B. Hennock not participating.)

Kansas City, Mo. (Group B-4, No. 186)—Empire Coil Co., granted uhf Ch. 25, ERP 93 kw visual and 51 kw aural, antenna 390 ft. Empire Coil on Friday dismissed its application for uhf Ch. 30 at St. Louis, leaving unopposed there KFUO's bid. Empire Coil is operator WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., and permittee of KDEN (TV) Denver.

• BUSINESS BRIEFLY

MUSTEROLE ADDS ● Musterole, through Erwin, Wasey, New York, has added extra budget for eight-week campaign supplementing its present spot schedule, effective almost immediately in about 35 radio markets.

SANKA DRIVE ● General Foods, New York (Instant Sanka), planning radio spot announcement drive in 24 markets starting Feb. 9 for 52 weeks. Early morning announcements will be used. Young & Rubicam, New York, is agency.

QUIZ SHOW FOR THOR ● Thor Corp., Chicago, has bought quiz show which will take air this spring on ABC-TV. Move will be backed by intensive promotion and publicity, scheduled to break after clearance problem has been ironed out. Agency: Henri, Hurst & McDonald, Chicago.

DRY-STIK AGENCY ● Hudnut Sales Inc., N. Y., names Dancer-Fitzgerald-Sample, that city, to handle advertising for its new Dry-Stik cosmetic.

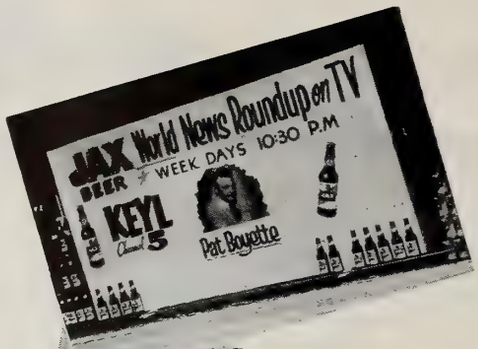
SCOTT SPONSORS ● Scott Paper Co., Chester, Pa., will sponsor *Ding Dong School*, Thurs., 10-10:15 a.m. on NBC-TV effective Feb. 5. Scott Co. also sponsors *Scott Music Hall* on alternate Wednesdays, 8:30-45 p.m. on NBC-TV and part of *Omnibus* on CBS-TV. Agency: J. Walter Thompson, N. Y.

SPOT CAMPAIGN ● Norwegian Canning Industries, New York (Norwegian sardines), through McCann-Erickson, New York, planning radio and television spot announcement campaign in six major markets. First six-week phase will start in February, followed by hiatus and then seven more weeks, probably in early summer.

MENNEN LOCALS ● Mennen Co., Newark, to sponsor three local television shows: Segment of *Broadway TV Theatre* (7:30-9 p.m., Mon.-Fri.) on WOR-TV New York, effective Feb. 2, newscasts on WCAU-TV Philadelphia, Wed., 11-11:10 p.m. starting Feb. 4, and on WTOP-TV Washington, Tues. and Thurs., 11-11:10 p.m., beginning Feb. 10. Agency: Kenyon & Eckhardt, N. Y.

MAY CAMPAIGN ● Junket Brand Foods, Little Falls, N. Y., through McCann-Erickson, N. Y., planning spot radio campaign to start early in May.

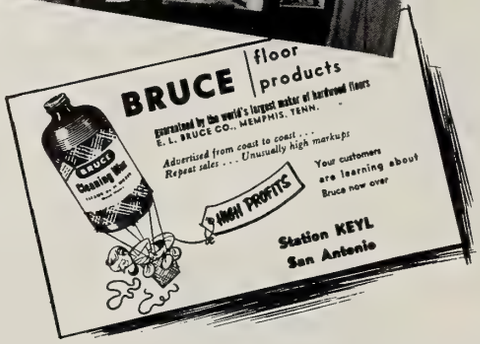
your schedule gets top ratings* plus top merchandising on KEYL



JAX BEER display at point of purchase on one of San Antonio's busiest thoroughfares...installed and serviced by KEYL.



PACIFIC COAST BORAX window display .... designed and serviced by KEYL.



E. L. BRUCE CO. Floor Products . . . over 2,000 post cards mailed to every retail grocer in the rich San Antonio market.

The "plus" value of KEYL in-town merchandising and highest audience ratings* mean more impact per advertising dollar for you.

*** December Telepulse Monday through Friday.**
8:45 A.M. to 12:00 Noon — 100% of audience
(No opposition)
12:00 Noon to 6:00 P.M. — 67% of audience
6:00 P.M. to 11:15 P.M. — 53% of audience



San Antonio's

KEYL

Channel Five

CBS · ABC · DUMONT

THE MOST POWERFUL TELEVISION STATION IN TEXAS

Represented by Katz
National Sales Headquarters
Tom Harker, V. P. Natl. Sales Director
488 Madison Avenue, New York City

at deadline

Color 5 to 10 Years Off, Says DuMont

COLOR TV is still five to ten years in future, Dr. Allen B. DuMont, president, DuMont Labs., declared Thursday at dinner given in his honor by radio-TV and appliance division for State of Israel Bonds at New York's Savoy-Plaza Hotel. Hailing progress already made, Dr. DuMont said color tubes are major problem, boosting cost of 17-inch colorset to $600-$700, against less than $200 for same size black-and-white TV receiver. Transistors offer great hope for future developments such as portable TV sets, Dr. DuMont predicted.

Houston Council May Abandon Restriction on Broadcasts

PREDICTION that Houston City Council will rescind restrictions on broadcast pick-ups of its sessions was heard frequently at weekend. Several stations have un-used tape versions of meeting held Jan. 21, with KPRC only outlet in Texas city to carry proceedings. Council's recent ruling permits taped broadcast if entire meeting is used.

KPRC carried 3½-hour session, 10:30 p.m.-2 a.m., bringing listener complaints about bickering and trivia. This led to belief council will lift ban entirely at Wednesday meeting. KTHT, Mayor Roy Hofheinz' station, understood to have taped meeting, along with KNUZ. Latter station will tape Wednesday's meeting in hope restriction will be dropped, according to Bill Crawford, news editor. Motion at last Wednesday's meeting to drop restrictions was lost by one vote, with two-thirds majority required to rescind. Mayor Hofheinz had originally predicted KTHT would be only station willing to carry full proceedings.

WMID Obtains Injunction

TEMPORARY injunction restraining U. S. Bureau of Internal Revenue from holding tax deficiency sale of property of WMID Atlantic City, N. J., granted Thursday by federal court in Camden, according to David H. Freedman, WMID general manager. Tax sale originally ordered for Jan. 8 because of controversy over sum of about $3,000, according to Mr. Freedman. He said parties are now within $500 of agreement and predicted settlement would be reached prior to Feb. 2, when injunction expires.

WABI-TV Gets STA

WABI-TV Bangor, Me., granted special temporary authorization for commercial operation by FCC Friday, to be effective yesterday (Sunday) (early story page 60). In other actions, FCC granted WCOV-TV Montgomery, Ala., change to 79 kw visual, 43 kw aural, antenna 440 ft., and changed status of KBMT (TV) Beaumont licensee from individual to corporation.

TV IMPACT

INAUGURATION DAY experiment undertaken by WKY-TV Oklahoma City, NBC affiliate, strongly supports impact of television upon nation's schools and school children. Station ran two 10-second spot announcements, asking school principals to report, by collect wire or phone call, number of students in their school watching Inaugural proceedings. Station Manager P. A. Sugg said WKY-TV received 137 phone calls and 43 telegrams soon after first announcement.

Baseball Radio-TV

TWO-YEAR pact for radio-TV rights to Washington Senators baseball games on WWDC and probably WTTG (TV) that city signed by National Brewing Co., Baltimore, Md. (National Premium, Bohemian beer). Firm will share radio sponsorship with Phillips Radio-TV appliance chain. Agencies are Kenyon & Eckhardt for National Brewing, Cohen Miller for Phillips.

Contract covers all radio-TV-billboard advertising in Griffith Stadium and provides for regional network comprising stations in Maryland, Virginia, Pennsylvania, Delaware and West Virginia.

Witting Statement

CHRIS J. WITTING, director and general manager of DuMont Television Network, issued following statement on Mr. Hagerty's report of plans to telecast Presidential news conferences (see story page 42):

"DuMont is gratified to see the Eisenhower administration recognize that television is an essential part of the country's journalistic structure with a real job to do at the White House. Our medium can not only report the facts behind national affairs rapidly, effectively and directly, but can give Americans generally a very real sense of participation in their government and a sympathetic understanding of the tremendous efforts that sincere men are making to handle these problems effectively. I am sure that the entire industry will unite wholeheartedly to see to it that the medium develops to the full this new potential of service to the American people."

ANOTHER SMYTHE STUDY

INCREASE in amount of crime drama and violence on television highlighted third in series of annual content analyses of New York television programs released Saturday for National Assn. of Educational Broadcasters by Dallas W. Smythe, director of studies. Study based on all programs broadcast by seven New York area TV stations week of Jan. 4-10, 1953. Detailed report also released by NAEB analyzes data in comparable weeks of 1952 and 1951.

PEOPLE

CHARLES L. HOTCHKISS, vice president of Dancer-Fitzgerald-Sample, N. Y., will move to agency's San Francisco office as executive vice president, effective Feb. 15. D-F-S office in San Francisco is known as Dancer - Fitzgerald - McDougall Inc. Mr. Hotchkiss will direct West Coast advertising for Falstaff Brewing Corp., St. Louis, heavy user of radio-TV time.

NED HULLINGER, manager of station relations for ABC's western division, Hollywood, since Dec. 1950, to transfer to network's station relations department in New York, effective Feb. 2. He has served consecutively as ABC publicity writer, assistant promotion manager, and publicity and audience promotion manager, all for western division.

CHARLES J. ALLEN joins Gardner Adv., St. Louis and New York, as vice president in charge of merchandising, after resigning from Kroger Co., Cincinnati, where he has been sales service manager. Mr. Allen, who joined Kroger in 1946, has been supervisor of radio-TV at Kroger.

FRANK P. BALDWIN, Charles Dallas Reach Co., N. Y. and Newark, to St. Georges & Keyes, N. Y., as member of copy staff.

KENNETH W. MILLER, with FCC engineering staff since 1940, has been named engineering assistant to Comr. Robert T. Bartley. Mr. Miller most recently has been Assistant U. S. Supervisor for Conelrad in Office of Chief Engineer.

Daylight Savings Bill

BILL (HR1722) introduced by Rep. Frazier Reams (Ind.-Ohio) to provide daylight saving time throughout nation referred to House Interstate & Foreign Commerce Committee. He said many people oppose daylight saving merely because of lack of uniformity.

TV Applications

EDUCATIONAL TV application filed for St. Louis by cooperative group which will finance part of station with $150,000 from Ford Foundation funds. Another $75,000 will be loaned by Arthur B. Baer of St. Louis department store. Money for operating station to come from public and parochial schools in area, with additional $150,000 for first year's expenses to be raised by public drive for funds. Educational bid one of four applications filed late last week:

Tarpon Springs, Fla. — WBOY Inc. (WBOY), uhf Ch. 32, ERP 257.1 kw visual, antenna height above average terrain 390 ft. Construction cost $212,150, annual operating cost $150,000, revenue $180,000. Applicant licensee of WBOY.

St. Louis, Mo.—St. Louis Educational Television Commission, vhf Ch. 9, ERP 53.6 kw visual, antenna 640 ft. Construction $303,950, operating $200,000, no revenue. Applicant composed of 13 trustees appointed by St. Louis mayor and St. Louis county supervisor from list of nominations submitted by public and parochial school supervisors in area. Chairman is Arthur H. Compton, chancellor of Washington U., St. Louis.

Las Vegas, Nev.—*Las Vegas Sun,* vhf. Ch. 8, ERP 2.7 kw visual, antenna 230 ft. Construction $69,800, operating $102,000, revenue $160,000. Owner of *Las Vegas Sun* is Herbert Greenspun.

Minot, N. D.—North Dakota Bcstg. Co. (KCJB) (resubmitted; earlier application dismissed at request of applicant), vhf Ch. 13, ERP 28.6 kw visual, antenna 420 ft. Construction $140,000, operating $96,000, revenue $120,000. Applicant is licensee of KCJB.

Sell

TWO GREAT OHIO MARKETS

THE LOWEST COST PER THOUSAND
WITHOUT QUESTION
IN YOUNGSTOWN OHIO

Population	500,000
Retail Sales Est. 49(000)	650,300
Food Sales (000)	170,157
Automotive (000)	124,757
Drugs (000)	15,780
Total Employed	195,692

WBBW ABC

Counties: Mahoning, Trumbull, Columbiana, Lawerence (Pa) Mercer (Pa)

THE LOWEST COST PER THOUSAND
WITHOUT QUESTION
IN THE ASHLAND-CANYON AREA

Dollar Sales	231,569,340
Food	46,275,100
General Mdse.	20,443,810
Household	11,032,230
Automotive	45,101,850
Drugs	4,864,270

WATG MUTUAL AM. FM.

Counties: Ashland, Crawford, Huron, Richland, Wayne, Medina, Lorian, Morrow.

The Mahoning Valley Broadcasting Corp., Youngstown, Ohio.

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BROADCASTING * TELECASTING

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

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BUREAUS

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Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
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In Washington, D. C.



More people watch WTOP-TV than any other television station*

*Telepulse, Dec. 1952, total week

. . . and 7 of the top 10 locally produced daily programs are on WTOP-TV, too!

WTOP-TV
CHANNEL 9

THE WASHINGTON POST-CBS TELEVISION STATION

REPRESENTED BY CBS TELEVISION SPOT SALES



unless local advertisers are off their rocker . . .

PART OF YOUR SCHEDULE SHOULD BE ON KITE, TOO!



on account of . . .

Most Local Advertisers Use Kite . . .

Most Local people Listen to Kite!

EXAMPLE:
LOCAL APPLIANCE DEALERS SPONSOR MORE PROGRAMS ON KITE THAN ON ANY OTHER SAN ANTONIO STATION . . . RADIO OR TV!

(the same is True for local Department Stores)

KITE

AM FM

You, too, can kite your sales with a kilowatt in San Antonio!

THE INAUGURATION

Networks: ABC-TV, CBS-TV, DuMont, NBC-TV.
Time: Jan. 20, 11:30 a.m. to about 5 p.m. in most cases; Inaugural Ball starting about 11 p.m.
Sponsors: Willys - Overland Motors on ABC-TV; Packard Motor Car Co. on CBS-TV; area participation on DuMont; General Motors on NBC-TV.
Agencies: Ewell Thurber Assoc., Maxon and Kudner, for the respective networks excluding DuMont.

AS HOME television entertainment, the Presidential inauguration is a great quadrennial show which defies all of the professional rules of production and yet, excusing perhaps a few hard-bitten political partisans, inherently attracts and holds immense audiences.

As demonstrated last Tuesday the inauguration does not have to be a slick production—though that would help immensely. The real appeal is in the high drama of the event itself and what it stands for in American life. As a week-in, week-out TV fare, the type of production surrounding President Eisenhower's inauguration could never hope to compete with, say, *I Love Lucy*.

To begin with, the lighting was terrible. A fog cast a haze over distance shots—which in Washington, on clear days, can be eminently attractive. Let it be said, however, that the haze was a handicap, not a bar, and that the cameramen used ingenuity along with their sundry new mobile gadgets to give viewers a combination of intimate glimpses of the principals and impressive shots of crowds and buildings, both during the ride of Mr. Truman and Mr. Eisenhower from White House to Capitol and during the mammoth parade back down Pennsylvania Ave. after the ceremony.

Unlike some of the lighter ceremonies surrounding the main event, the swearing-in rite was educational, dramatic television at its best,



THE OATH ON TV

Dignified emotion

imparting to the millions of viewers all the emotion, tenseness and dignity of the occasion. The TV audience saw Mr. Eisenhower taut, stirred, and finally relieved as he completed the oath and strode across the platform to give a quick kiss to Mrs. Eisenhower and then turn smiling to accept the congratulations of ex-President Truman and the other dignitaries. Shots of Mr. Truman during the new President's inaugural address were similarly impressive, showing a man obviously both tired and relieved.

It was in the pre-inauguration scenes at the Capitol, perhaps, that the telecast lagged most noticeably. Long lines of notables filed past the cameras, seemingly endlessly, and although it was an unavoidable situation and the cameramen broke it up with frequent outside shots, the duration of it had a wearying effect.

In this connection a quick pickup showing guards awaiting the arrival of Mr. Eisenhower prompted at least one viewer to observe, in contrast to the informality which marked most of the inauguration events, guards certainly will not be caught tying shoelaces and mopping heads when Queen Elizabeth II is crowned next June.

Coverage of the parade was excellent, thanks to good subject matter as well as good camera work. But it was long, and when the networks finally gave up at 5 p.m., the Eisenhowers were not the only tired ones among the parade watchers.

The program of the Inaugural Balls Tuesday night also showed a lack of organization and execution which would not be tolerated on a standard professional telecast. But TV did pick up at least one shot there that was superb—a shot from below showing the face of the new President listening with rapt concentration as Gladys Swarthout sang "Bless This House."

* * *

TALENT PATROL

The U. S. Army Talent Patrol, ABC-TV, Jan. 19.
Production: The U. S. First Army Band.
Technical Director: W. A. Lawrence.
Director: Eddie Nugent.
Continuity: Bill Larkin.
Master of Ceremonies: Steve Allen.
Talent: The Drifters (trio), Romeo Phillips (singer), Bob Elgus (magician), Billy Roberts (tap-dancer).

THE U. S. Army has invaded a segment of ABC-TV's Monday evening program schedule on behalf of recruiting with results likely to stir neither enlistments nor sustained viewer interest.

The new program, *U.S. Army Talent Patrol*, is designed to entice volunteers into the various technical services—electronics, communications, engineering—of the Army and Air Forces by presenting outstanding talent from service bases throughout the nation.

The series also is designed as a new showcase for the talents of Steve Allen, late of CBS-TV where he spelled Arthur Godfrey and other lesser lights of that network. He must have tired of sharing replacement honors with Robert Q. Lewis.

Mr. Allen doubtless has his admirers, including some viewers who may have been loitering around Army ordnance in quest of a suitable broadside to fire at the networks for deferring his reappearance on television. Man 'round our house, though, was otherwise occupied.

On the initial show, Mr. Allen presided—and that is a well-chosen word—over talent recruited from Camp Carson, Colorado Springs, Col. The entertainers—a hillbilly trio, singer, magician and singer—were neither bad by military standards nor particularly good by any of previous talent programs that have cropped up on television in recent years.

As an m. c. Mr. Allen seems ill at ease with service personnel, a situation not noticeably improved by his recourse to flat gags well seasoned with corn. His most noisome trait: applauding talent when he should be impartial.

There are two commercial cut-ins, the first showing two servicemen working over their equipment. The first GI exalts the technical training of the Army; the second asks: "Where else can you get a full week's vacation with pay?" The answer was not civilian life.

In opening the program, Mr. Allen notes that the "Army likes to encourage servicemen

to follow their chosen professions" once they get into service. (The Army never turns cooks into clerks, and reporters into mechanics—that sort of thing, you know.)

As noted before, the talent was not bad, and the tap dancer (Billy Roberts) richly deserved the top honor registered by a studio audience applause meter. Mr. Roberts came away with a special 48-hour pass, tickets to a Broadway play and luncheon at Sardi's, among other rewards.

Perhaps it is not that *U. S. Army Talent Patrol* is so bad as it is mediocre or innocuous —a show likely to drive many viewers AWOL in succeeding weeks—and not by the numbers either.

No, Junior, this Army-produced show won't necessarily improve under the new administration and Secretary of Army.

* * *

I LOVE LUCY

CBS-TV, Mon. 9-9:30 p.m. (Jan. 19).
Sponsor: Philip Morris & Co.
Agency: Biow Co., N. Y.
Packaged by Desilu Productions, Hollywood.
Producer: Jess Oppenheimer.
Director: Marc Daniels.
Writers: Jess Oppenheimer, Madelyn Pugh, Bob Carroll.
Cast: Lucille Ball, Desi Arnaz, Vivian Vance, William Frawley.

WITH complete benefit of clergy, including representatives of the Protestant, Catholic and Jewish faiths who approved his introduction into this leading TV series, Ricky Ricardo Jr. has arrived.

Similar blessed events have occurred among idols of the public without arousing half the interest that the approach and arrival of this one did. It is conclusive testimony to the popularity of Lucille Ball and Desi Arnaz or Lucy and Ricky Ricardo—the names and characters apparently are interchangeable—that 44 million people joined Mr. Arnaz-Ricardo in the fathers' waiting room.

I Love Lucy is now established as the standard marital farce on TV. Its ingredients are as old as story-telling, its situations as old as the theatre. Why *Lucy* should become a Monday evening must for a vast proportion of the television audience remains one of those elusive conundrums of show business.

True, the scripts of *I Love Lucy* have a high gloss that other programs of its kind have lacked, but writing alone cannot be the answer. The secret of *Lucy's* success is Lucy.

Miss Ball has probably the most plastic face of any pretty comedienne. What is more important, she knows how to keep it under absolute control. She may mug outrageously, but she is equally capable of subtle expression. It is Miss Ball who raises *Lucy* above the level of ordinary, slickly-written farce.

She is fortunate in having for a husband and co-star a perfect foil. Mr. Arnaz plays well opposite her. Alone, however, or with another female lead, he would be less effective.

If proof of this theory were needed, it came last Monday night when much of the show was performed without her. Until Lucy left for the hospital, the Jan. 19 production was up to the quality of any other in the series. It descended to routine levels, however, the moment she was out of sight.

Mr. Arnaz and his writers exerted every effort, perhaps too much effort, to keep the comedy going while he was waiting the delivery of his child, but at best *I Love Lucy* was mediocre in those sequences.

Presumably Miss Ball will reappear tonight. Mr. Arnaz and *I Love Lucy* need her.

YOU'LL SELL MORE
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IN THE EL PASO SOUTHWEST
DECEMBER 14, 1952

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COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Carter Products Drew Pearson (175)	December Bride	Libby, McNeill & Libby Nick Carter	Adventures of the Scarlet Pimpernel S
6:15	Lorillard Monday Morning Headlines (328)	Amer. Bakers St. 2/22	6:25 State Farm Ins., C. Brown	"
6:30	Co-op George Sokolsky	Palmolive Soap Our Miss Brooks (201)	Squad Room	Juvenile Jury S
6:45	Vacationland U.S.A.	"	"	"
7:00	Songs by Eddie Fisher S	Ameri. Tobacco Jack Benny (207) R	U. S. Marine Band	Meet Your Match S
7:15	The Three Suns S	"	"	"
7:30	Time Capsule S	Rexall Drug Amos 'n' Andy (202)	Little Symphonies	Aldrich Family
7:45	"	"	"	"
8:00	American Music Hall S From 8-9 p.m.	Richard Hudnut Charlie McCarthy Show (202) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)
8:15	"	"	"	"
8:30	"	Philip Morris My Little Margie (199)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)
8:45	"	"	"	"
9:00	Gruen Walter Winchell (325)	Hall Brothers Hallmark Playhouse (193)	Jazz Nocturne	"
9:15	Lorillard Taylor Grant News (328)	"	"	"
9:30	Melody Highway S	Escape	Answers For Americans (S)	Chesterfield L&M Dragnet (171) R
9:45	Alistair Cooke S	"		"
10:00	Burton Dixie Corp., Paul Harvey (118)	Music For You	Oklahoma City Symphony	Barrie Craig, Confidential Investigator OT
10:15	Gloria Parker Show S		"	"
10:30	Science Editor S	10:30-35 Collingwood-News	"	Meet the Press
10:45	Looking Into Space S	UN Report Thinking Out Loud	"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Coast Guard Show S	Dance Orchestra	Dance Orchestra	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service S
	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
	"	No Service	"	No Network Service
	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
	Co-op Headline Edition	Beulah	Co-op Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
	Co-op Elmer Davis	Junior Miss	Dinner Date S	No Network Service
	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Gabriel Heatter	Miles Labs News of World (166)
	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (102)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (192)	The Falcon	AA of RR's Railroad Hour (192)
	Field & Stream S	"	"	"
	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (169) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)
	"	"	"	"
	Met. Opera, Auditions S	Lever Brothers Lux Radio Theatre (182)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
	"	"	"	"
	Solo & Soliloquy S	"	Co-op Off and On The Record	Cities Service Band of America (113) N
	"	"	"	"
	News of Tomorrow S	R. J. Reynolds Bob Hawk Show (183)	A. F. of L. Frank Edwards (157)	Encore
	Dream Harbor S	"	Tex Fletcher Trio	"
	Laurence Welk Treasury Show (see footnote) S	Trout 10:30-35 Ford (103)	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)
	"	Cedric Adams Sonotone (155)	"	Al Goodman's Orchestra 10:35-11
	Frank & Jackson S	Three Suns News	Co-op Baukhage Talking	No Network Service
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service
	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
	"	No Service	"	No Network Service
	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
	Co-op Headline Edition	Beulah	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
	Co-op Elmer Davis	(Junior Miss)	Co-op Hazel Markel	No Network Service
	General Mills Silver Eagle (137)	Jo Stafford Show	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
	Sparring Partners Attorney S	Mars Inc. People Are Funny (182)	That Hamner Guy	duPont Co. Cavalcade of America (166)
	"	"	* "	"
	Paul Whiteman Teen Club S	Halo, Palmolive Mr & Mrs North (202) R	(Co-op) High Adventure	Red Skelton * OT
	"	"	"	"
	Co-op Town Meeting	Wrigley Life with Luigi (190)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)
	"	"	"	"
	"	R. J. Reynolds My Friend Irma (183)	Co-op Off and On The Record	Reynolds Metal: Fibber McGee & Molly (180)
	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
	News of Tomorrow S	C-P-P, L.Parsons 10-10:05 (182)	A. F. of L. Frank Edwards (27)	P. Lorillard Two for the Money (190)
	Dream Harbor S	Doris Day	Falstaff Thompson & His Valley Boys	"
	The Embers (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams 10:35-45	Bands For Bonds	Int. Cellucotton John Cameron Swayze (196)
	"	Three Suns		Miller Brewing First Nighter(118) 10:35-11
	Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	The Living Word
12:00 N	News S	Middle East Story	College Choirs	Sammy Kaye's Sunday Serenade
12:15 PM	Brunch Time S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Co-op Merry Mailman	"
1:00	Churches of Christ Herald of Truth (108)	String Serenade	Vandevanter & The News S	Youth Wants to Know
1:15	"		Wm. Hillman	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	O-Cedar Corp. Breakfast Club (M-F-W) (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
	"	"	"	Thy Neighbor's Voice
	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
	Sterling Drug My True Story (212)	Snow Crop Cons. Cosmetic Godfrey (187) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
	"	Fr. Sardines Owens-Corning Godfrey (192) R	Mutual Music Box	"
	General Mills Whispering Streets (224)	Lever Bros. Frigidaire-Arthur Godfrey (183) R	Co-op Take a Number	Campbell Double or Nothing (147)
	Durkee Foods When A Girl Marries (165)	Pillsbury Arthur Godfrey (192) R	"	"
	Live Like A Millionaire S	National Biscuit Toni-Arthur Godfrey (199) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
	"	Liggett & Myers Arthur Godfrey (202) R	"	"
	Bristol-Myers (MWF) ½ hr Break the Bank	Contnl. Baking Grand Slam (52)	Queen For a Day 11:30-45 Tu & Th Quaker	C-P-P Bob & Ray (183)
	Toni (Tu-Th) ¼ hr	P&G Ivory Snow Rosemary (142)	M-F 11:45-12 P. Lorillard	Gen. Foods Bob Hope (140)
	Durkee Foods News-Gardiner 12-12:10 (165)	General Foods Wendy Warren (156)	Miles Labs Curt Massey Time	No Network Service
	Valentino S	Lever Bros. Aunt Jenny (145)	Johnson & Son News (12:15-12:25)	"
	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (182)	News Headlines	"
	Not in Service	Whitehall Our Gal Sunday (176)	Faith In Our Time	"
	Co-op Paul Harvey	P&G Ivory Road of Life (153)	Co-op Cedric Foster	"
	Co-op Ted Malone	P&G Oxydol Ma Perkins (160)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
	"	No Service	"	
	Skinner Mfg. Co. 9:30-10 (36)	Garden Gate	"	Mind Your Manners
	"	Milner, Robt. C. Lewis (104)	"	"
	"	Galen Drake	Miscellaneous Program S	Archie Andrews S
	"	Super Noodle Show I. J. Grass (56)	"	"
	Ralston Space Patrol (284)	Let's Pretend	Dixie Four Quartet	Pet Milk Mary Lee Taylor (144)
	"	"	Helen Hall	"
	Brown Shoe Co. Smilin' Ed McConnell (158)	Cream of Wheat Grand Central Station *(157)	11:00-11.25 Sylvan Levins Music Meeting	My Secret Story
	"	"		"
	Eddie Fisher Show S	Cannon Mills Give & Take (153)	Farm Quiz	Hollywood Love Story S
	"	"		"
	101 Ranch Boys S	Armstrong Cork Theatre of Today (189)	Quaker Man on the Farm	News (12-12:05)
	"	"	"	Luncheon with Buster Crabbe (12:05-12:30)
	American Farmer S	Carnation, Stars Over Hollywood (169)	5th Army Band	Coffee in Washington
	"	"	"	"
	Navy Hour S	Toni Fun For All (187)	Dance Orch	Allis-Chalmers Natl. Farm & Home Hour (188)
	"	"	"	"

	THURSDAY				FRIDAY				SATURDAY				
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service	Una Mae Carlisle S	Morton Salt Visiting Time (7)	Otto Thurn's Orchestra	News from NBC	
6:15	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)	Buddy Weed Trio S	UN on the Record	"	H. V. Kaltenborn MM	
6:30	"	No Service	"	No Network Service	"	No Service	"	No Network Service	Co-op Bob Finnegan Sports	Saturday Sports Roundup	(Co-op) Hume Dixon Country Editor	NBC Symphony Orchestra	
6:45	"	P&G–Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)	"	P&G–Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)	Labor-Management S	Larry LeSeuer News	Preston Sellers	"	
7:00	Co-op Headline Edition	Beulah	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	Beulah	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	"	Broadway Is My Beat	Co-op Al Helfer	"	
7:15	Co-op Elmer Davis	Junior Miss	Co-op Rukeyser Reports	No Network Service	Co-op Elmer Davis	Junior Miss	Dinner Date	No Network Service	Women In Uniform S	"	Report From The Pentagon	"	
7:30	General Mills Silver Eagle (137)	Jo Stafford Show	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Gabriel Heatter	Miles Labs News of World (168)	Dinner At The Green Room S	R. J. Reynolds Vaughn Monroe (177)	Down You Go (7:30-7:55)	TBA	
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	"	"	State Farm Auto Ins. Co. C. Brown	"	
8:00	The Top Guy S	Eno-Scott & Bowne P&G Meet Millie (199)	Official Detective	R. J. Reynolds Walk A Mile (179)	Toni Co. Crime Letter From Dan Dodge (327)	Eno-Scott & Bowne P & G Mr. Keen (199)	Movie Quiz	All-Star Bands For Bonds	Dancing Party S	Wrigley Gene Autry (180) R	Wildroot 20 Questions	Inside Bob & Ray	
8:15	"	"	" "	News 8:25	"	"	" "	"	"	"	20 Questions S	"	
8:30	Heritage! S	Cathy & Elliott Lewis On Stage	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)	This Is Your FBI S	Yours Truly Johnny Dollar	(Co-op) True or False	Name that Tune S	"	GF-Post Cereal Tarzan (150) R	Take a Number	Reuben, Reuben	
8:45	"	"	"	"	"	"	"	"	"	"	"	"	
9:00	Tales of Tomorrow S	Andrew Jergens Time for Love (110)	Co-op Rod & Gun Club of the Air	Pet Milk Truth or Consequences (166)	Adventures of Ozzie & Harriet Lambert & Hotpoint (325) (alt. sponsors)	There's Music in the Air	Great Day Show	Best Plays	"	General Foods Grapenuts Gangbusters (158) R	(Co-op) New England Barn Dance Jamboree	Pee Wee King S	
9:15	"	"	"	"	"		"	"	"	"		"	
9:30	Michael Shayne S	Gen. Elect. Bing Crosby (196)	Co-op Off and On The Record	Eddie Cantor Show S	Electric Cos. Meet Corliss Archer (325)		Co-op Off and On The Record	"	"	Gunsmoke	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)	
9:45	"	"	"	"	"		"	"	"	"	"	"	
10:00	News of Tomorrow S	Amer. Tob. Horace Heidt (200)	A. F. of L. Frank Edwards (27)	Judy Canova (OT) *	Gillette Cavalcade of Sports (325)	Capitol Cloakroom	A. F. of L. Frank Edwards (157)	Hy Gardner Calling	Saturday at Shamrock S	Country Style	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)	
10:15	Gene Pringle's Orchestra S	"	Falstaff Thompson & His Valley Boys	"	"	"	Falstaff Thompson & His Valley Boys	Words in the Night	"		"	"	
10:30	The Embers (See Footnote)	Ford-Trout 10:30-35 (102) Cedric Adams	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)	"	Ford-Trout 10:30-35 (103) Cedric Adams	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)	Perspective	10:30-35 News-Collingwood Country Style	"	M. Willson's Music Room S	
10:45	"	Dance Orchestra	" "	Jane Pickens Show 10:35-11 Co-op	News of Tomorrow S (See Footnote)	Dance Orchestra	"	Radio City Previews 10:35-10:45 Pro and Con	"	"	"	"	
11:00	Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service	Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service	News S	News	News	News from NBC	
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	The Playboys S	Dance Orchestra	Dance Orchestra	Alex Dreier News	

	SUNDAY			MONDAY - FRIDAY				SATURDAY			
	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
	Inception Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Not In Service	P&G Crisco Dr. Malone (159)	Luncheon with Lopez	Co-op Home Edition of The News S	Vincent Lopez Show S	Carter City Hospital (155)	Sylvan Levin's Music Meeting	U. S. Army Band S
	"	"	"	"	P&G Duz Guiding Light (157)	"	Wesson Oil Dr. Paul (61)	"	"	"	"
	Longines-Wittnauer Symphonette (155)	Bandstand USA	The Catholic Hour	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (139)	Say It With Music	No Network Service	Texas Co. Met. Opera (350)	Hormel & Co. Music with H. Girls (122)	Symphonies For Youth 1:30-2:25	U. S. Marine Band S
	"	"	"	"	P&G Tide Perry Mason (161)	2:25 Johnson & Son, News	Jane Pickens MM	"	"	2:25 Johnson News	"
	Nys-Overland Motors Inc New York Philharmonic Symphony (194)	US Military Academy Band	American Forum of the Air	Tennessee Ernie S (See Footnote)	Toni, Seeman Nora Drake (190)	MWF Sustaining Tu&Th Pequot Paula Stone	Armour (191) Dial Dave Garroway	"	Make Way For Youth	101 Ranch Boys	Symphonic Adventure S
	"	"	"	"	P&G Ivory Fl. Brighter Day (166)	No Network Service	Kukla Fran & Ollie Inside News 2:55	"	"	"	"
	"	Top Tunes with Trendler	Elmo Roper	"	Miles Labs Hilltop House (143) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)	"	Report From Overseas	Bandstand USA	Pittsburgh Music Festival
	"	"	Youth Brings You Music	Toni Co. (128)	Pillsbury House Party (184) R*	"	P&G Road of Life (163)	"	Adventures In Science	3:25 Johnson News	"
	"	Peter Salem	Mutual Ben. H&A On the Line w Considine (183)	"	Lever, Kellogg Houseparty * (175) R	"	P&G Pepper Young (166)	"	Farm News Co-op	Sports Parade	Design For Listening!
	"		Critic at Large	"	Quaker *A. Jemina (117)	"	P&G Right to Happiness (163)	"	Correspondents Scratchpad	"	"
	Ergio-King Size America Calling (39)	Under Arrest	The Chase S	General Mills Cal Tinney (274)	Gen. Fds.(4-4:05) Cole (46)* Robt. Q. Lewis (102)	M-F 4-4:30 Co-op Jack Kirkwood M-F 4:30-5 Lucky U Ranch	P&G Backstage Wife (175)	"	Treasury Show	Salute to the Nation	Treasury of Music
	"	"	"	"	MTW Chicagoan ThF St. Louis Matinee	"	Sterling Drug Stella Dallas (151)	"	"	"	"
	Quiz Kids	Dear Margy, It's Murder	Jason and the "Golden Fleece"	Jack Owens Show S	Treasury Bandstand	M–Bobby Benson 5-5:15 Sustaining 5:15-5:30 Kraft	Sterling Drug Young Widder Brown (151)	"	Washington U.S.A.	Mac McGuire Show	Robert Armbruster & His Music
	"		"	"	" 4:55-5 News	"	Manhtn. Soap Woman in My House (181)	"	"	"	"
	Cedric Adams										
	Kingan Arthur Godfrey Candid Table (102)	Wildroot (sponsors 15 min. only) The Shadow	American Bakers Assoc. Hollywood Playhouse (190)	Co-op Big Jon & Sparkie	5-5:45 p.m. No Service	Tu&Th Quaker Sgt. Preston of the Yukon	Whitehall Just Plain Bill (143)	Roseland Ballroom Orch. S	Eddie Fisher Show	Walter Preston's Show Shop	Big City Serenade S
	"	"	"	Fun Factory S	"	W&F Songs of the B-Bar-B	Whitehall Front Page Farrell (138)	"	"	"	"
	Admiral Broadway Preview (192)	Williamson & Motorola (alt. wks.)	Gulf Oil Co. Counterspy (135)	"	"	5:30-5:55 M-W-F Kellogg Wild Bill Hickok Tu&Th Derby Sky King	C-P-P Lorenzo Jones (191) eff. 1/5/53	"	Saturday at the Chase	"	Author Speaks S
	"	True Detective Mysteries	"	Ronnie Kemper S	Miles Labs Curt Massey Time (149) R		Ex-Lax Inc. Doctor's Wife (172)	Club Aluminum Club Time (20)	"	5:55-Johnson & Son News	Public Affairs S

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced RP repeat performance. Time EST.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News, (332).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Gatherin' (107).
8:30-8:45 a.m., M-F, Pillsbury, Jack Hunt (40).
11:00-11:05 a.m., Sat., Campana, Shadel (188)
1:55-2 p.m., Sat., Gen. Foods, G. Drake (153).
3:15-3:30 p.m., Tu. & F., Kellogg Co., House Party.
3:55-4 p.m., M., Tu. W. F., Toni Co. It Happens Every Day (157).
Seeman Bros. It Happens Every Day on Th.
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (155) R.
10-10:05 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (183).
11:30-11:35 a.m., Sun., Bill Shadel (S)
*3:15-30 p.m., M-Thur., Pillsbury Mills, House Party (167)
3:30-3:45 p.m., Fri., Green Giant, House Party (170).
3:45-55 p.m., M-F., Quaker Oats, Aunt Jemima. Home Folks (115).
Sun. 4:55-5 p.m. Sonotone-Cedric Adams (142 sta.)

ON A SUNDAY AFTERNOON

String Serenade, 2:30-3 p.m.; Galaxy of Hits; 3-3:45 p.m.; Main Street, Music Hall, 3:45-4 p.m.; Band of the Day, 4-4:30 p.m.

MBS—Titus Moody Speaking—7:55-8:00 p.m. M-W-F—Sustaining. T & Th—Wildroot Co.
8:55-9 a.m., M-F Gabriel Heatter-VCA Labs.
10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson
11:25-11:30 a.m., M-Sat., Johnson & Son, News
12:25-12:30 p.m., Mon.-Fri., News-Sustaining.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.
8:30-9:00 a.m., Sat., Howdy-Doody.
* MM—"Minute Man" Programs.
* OT Operation Tandem—Emerson Drug. & Son, Inc.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
January 26, 1953

RADIO
STATION
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NETWORK
in
San Diego,
California
550 on Dial

John A. Kennedy,
Board Chairman
Howard L. Chernoff,
General Manager

Represented by
The BRANHAM Co.

our respects



to THEODORE F. KOOP

COMMERCIAL radio is in its 33d year, TV in its 12th, but for the first time in the history of the National Press Club these media are represented in the presidency. Holder of the unique honor is Theodore F. Koop, who directs CBS news and public affairs in Washington.

Mr. Koop ran unopposed for the office following vice presidential service. He will be formally inaugurated this Saturday.

Ted Koop—the "Theodore" is only a technicality around Washington—has a substantial quota of leadership material. He meets people easily and readily. He brightens conversation with a running fire of quips. He works hard and expects the same from his staff. Most of all he is cordial—unless you stomp on his toes, in which case retreat is the safest strategy.

Many stories are told in news circles about his resemblance to Sen. Robert A. Taft, and vice versa, including a remarkable hirsute similarity. The CBS newsman—still a bachelor, by the way—generally out-smiles his Senatorial twin, however, and his voice has no trace of the rasping resonance that marks the Taft broadcasts.

Theodore Frederick Koop was born at Monticello, Iowa, March 9, 1907 and spent his pre-college days in that quiet region. This region, incidentally, spawned two executives who rose to CBS vice presidencies—Earl H. Gammons, now CBS Washington vice president, and Harry C. Butcher, ex-CBS vice president, wartime aide to Gen. Eisenhower and now operating KIST Santa Barbara, Calif.

After Monticello High School sessions were over in the afternoon, young Koop used to pound out personal items for the hometown weekly, *Monticello Express.*

String correspondence for several Iowa dailies substantially bolstered the slender but welcome income from *Express* contributions. After graduation from high school he went to the U. of Iowa where he became editor of the *Daily Iowan.* He received his BA degree in 1929, accompanied by Phi Beta Kappa honors.

Ted Koop always wanted to be a newspaperman and his scholastic career only whetted this appetite. From the campus he went to the AP's Des Moines bureau. Two years later he was sent to New Haven by AP and after a year in that city he got his first big chance—assignment to AP's Washington bureau. Six months of reporting the exciting events of the Roosevelt Administration's early actions led to AP's New York bureau where he became a city editor.

Back in Washington again, he became one of three news editors in the AP bureau and wrote many major stories, including the third inauguration of President Roosevelt. During the 1940 campaign he directed AP coverage of Wendell Willkie's Presidential race.

In 1941 he left AP after a dozen years of service, joining the editorial staff of National Geographic Society. When the Pearl Harbor debacle brought this country into World War II, one of the first agencies created was the Office of Censorship, with Byron Price as director. Mr. Koop had worked under the censorship head at AP and was drafted as his special assistant.

Some of the censorship story has never been written, and never will be, for that matter. Nor will Mr. Koop's official operations be recorded for public consumption. Those who worked with him, however, recall he conducted many delicate liaison assignments involving other government agencies and foreign powers, including many top-secret episodes.

By March 1945 he was serving as Assistant Director of Censorship in charge of voluntary press censorship. Shortly after V-J day he was appointed Deputy Director to liquidate OC in the absence of Mr. Price, who was in Germany on a Presidential mission.

Book Recounts Experiences

The story of voluntary censorship and the successful cooperation of electronic and printed media proved that democracy could be efficient —more efficient than the crunching tyranny of dictator-imposed secrecy. The techniques used in this voluntary censorship are recorded for history in Mr. Koop's post-war book, *Weapon of Silence,* published by U. of Chicago Press.

Leaving Censorship in January 1946, he rejoined National Geographic as chief of its news bulletin service. The following year his alma mater, U. of Iowa, selected him as one of 99 alumni to receive a certificate of achievement at the university's centennial celebration.

In 1948 he entered radio via the CBS Washington bureau. As head of that unit he supervises a news and public affairs staff of nearly 20, besides directing preparations for all forums and Washington-originated speeches by the President and other government officials. He contributed the chapter on radio news in the National Press Club's book, *Dateline Washington.* He is a past president of the Washington professional chapter of Sigma Delta Chi, journalism fraternity in which he is a prominent figure. He serves on the board of Radio-Television News Directors Assn.

LIGHTNING STRUCK

SHREVEPORT

At 5:10 P.M. on December 3, 1952, a bolt of lightning struck the KTBS transmitter putting the station off the air. At 5:12 P.M. the KTBS telephone system was jammed with calls from listeners who were missing their favorite programs.

Results ... **over 2000 calls IN 7 HOURS!!**

In that period from 5:12 P.M. to midnight over 2,000 calls were completed (no one can determine how many didn't get through the jammed switchboard). Here is PROOF POSITIVE Shreveport's listening habits are tuned to 710 . . . KTBS.



BETTER PROOF than any survey that listeners WANT and listen to KTBS programs.

KTBS AM-FM SHREVEPORT

10,000 WATTS

NBC

E. NEWTON WRAY — PRESIDENT

EDWARD PETRY — NATIONAL REPRESENTATIVE



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

PRINTED FORMS
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HELP YOU GET THINGS
DONE FASTER, EASIER

Time-Saving Tools for Better Radio & TV Operation

LABOR SAVING SYSTEMS

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★ Simple, Easy to Use — Short Cut Ways of Doing Things
★ More Economical Than Having Your Forms Printed
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Restyling

EDITOR:
CONGRATULATIONS ON THE RESTYLED BROADCASTING • TELECASTING. FROM COVER TO COVER IT IS EASIER READING AND A REAL PUBLIC SERVICE TO THE INDUSTRY YOU ALWAYS HAVE SERVED SO WELL. I AM SURE YOUR READERS WILL BE QUICK TO APPLAUD THE NEW EDITORIAL FORMAT WHICH ELIMINATES THE JUMPING OR THE CONTINUATION OF ARTICLES TO THE REAR OF THE BOOK. TO YOUR ALWAYS IMPORTANT NEWS COLUMNS YOU HAVE BROUGHT NEW READABILITY. AS A LONG-TIME BROADCASTING • TELECASTING READER I WELCOME THESE CHANGES AND SALUTE YOU AND YOUR STAFF ON THESE LATEST EDITORIAL ACHIEVEMENTS.

ROBERT E. KINTNER
PRESIDENT
ABC
NEW YORK

* * *

EDITOR:
CONGRATULATIONS. IT'S A GREAT IMPROVEMENT. IF A NEW ADMINISTRATION CAN DO AS WELL THIS WEEK WITH ITS REVISED FORMAT WE WILL BE ALL SET. . . .

FRANK STANTON
PRESIDENT
CBS
NEW YORK

* * *

EDITOR:
CONGRATULATIONS ON NEW FORMAT. IT MAKES ALL YOUR MATERIAL MUCH EASIER TO FIND. THIS IMPROVEMENT IS ANOTHER INDICATION OF THE ALERTNESS THAT HAS ALWAYS CHARACTERIZED YOUR SERVICE TO THE TELEVISION AND RADIO INDUSTRIES.

CHRIS J. WITTING
DIRECTOR
DUMONT TELEVISION NETWORK
NEW YORK

* * *

EDITOR:
As a long-term reader of BROADCASTING • TELECASTING, I take real pleasure in the new package in which you now deliver your goods.

Personally, I find it more readable than ever —and, therefore, more useful.

William H. Fineshriber Jr.
Executive Vice President
MBS, New York

* * *

EDITOR:
My heartiest congratulations on the new format of BROADCASTING • TELECASTING.

The innovations are certain to lend even greater importance to the magazine's present eminence in its field. I particularly like your ideas of departmentalizing the news and of running each story to its conclusion without any carry-overs. The new feature section will fill the great need for stories of this type in all trade publications.

You and your entire staff deserve praise for accomplishing the change-over without breaking your weekly stride.

Frank White
President
NBC
New York

* * *

EDITOR:
I like the new dress on BROADCASTING • TELECASTING, and with apologies to the heading of our WITH ad on the cover, I predict they'll go for it "like babies go for rattles!"

There's just one hangover from the old days that I never did like—and that's the way you handle the captions under your photographs, in Futura Demi Bold, or maybe it's Tempo. I think it makes a very monotonous paragraph, and very hard on the eyes.

More power to you!

Joseph Katz
The Joseph Katz Co. Adv.
Baltimore

* * *

EDITOR:
The new and simplified format of BROADCASTING • TELECASTING magazine makes a great deal of sense to any busy executive. I particularly like the method of departmentalizing the material because this saves time and makes the reading matter so much easier to digest.

Everard Meade
Vice President in Charge of Radio and Television
Young & Rubicam
New York

* * *

EDITOR:
THE FIRST ISSUE UNDER YOUR NEW FORMAT REACHED ME HERE IN NEW YORK. IT'S MORE THAN EXCITING. IT'S THE LEADERSHIP ALL OF US IN THE BROADCASTING INDUSTRY HAVE COME TO EXPECT FROM YOU.

JERRY STOLZOFF
FOOTE, CONE & BELDING
CHICAGO

* * *

EDITOR:
You were looking like high button shoes. . . . With the new format you look like 1953. Congratulations.

Jim Luce
Timebuyer
J. Walter Thompson Co.
New York

* * *

EDITOR:
Congratulations on a superb job of restyling and an equally good job of explaining it!

Paul Miller
Executive Vice President
Gannett Newspapers
Rochester, N. Y.

* * *

EDITOR:
Congratulations on the rebirth of BROADCASTING • TELECASTING.

Your new make-up is clean and legible. It is a splendid setting for the enormous amount of news and the thoroughness of your news coverage.

T. F. Flanagan
Managing Director
Station Representatives Assn.
New York

* * *

EDITOR:
I know you and your colleagues are receiving many orchids these days for that fine streamlining job you've done on BROADCASTING • TELECASTING magazine.

In the spirit of your own classic punning, one might say that you have rung a decibel.

Harold E. Fellows
President
NARTB
Washington

EDITOR:
HAVE JUST READ JAN. 19 ISSUE FROM COVER TO COVER. THAT AMOUNT OF NEWS READING IS MADE PLEASANT BY YOUR FINE NEW FORMAT. CONGRATULATIONS.

KEN CARTER
GENERAL MANAGER
WAAM(TV) BALTIMORE

EDITOR:
CONGRATULATIONS ON YOUR NEW FORMAT. I LIKE IT VERY MUCH. PLEASE ACCEPT OUR VERY BEST WISHES FOR THE CONTINUED SUCCESS OF YOUR GREAT MAGAZINE.

CARL HAVERLIN
PRESIDENT
BROADCAST MUSIC INC.
NEW YORK

* * *

EDITOR:

As a charter-member-subscriber of BROADCASTING, now BROADCASTING • TELECASTING, I hasten to add my congratulations to you and your capable staff to what I know will be many missives of compliments on your new format.

It is well organized, very easy on the eyes and I like the idea of your editorials on the back page. . . .

G. W. (Johnny) Johnstone
Director, Radio and TV
Public Relations Div.
National Assn. of Manufacturers
New York

* * *

EDITOR:

Congratulations to you and your staff on the new BROADCASTING • TELECASTING. It sure is "better and easier to read." It is a very fine piece of work and a credit to the electronics art, profession and industry.

George W. Bailey
Executive Secretary
Institute of Radio Engineers
New York

* * *

EDITOR:

Enthusiastic compliments on the new format. Readable, logical, attractive, professional. You are more than the bible for an industry; a fascinating record of the progress of science and ingenuity in our enterprise system.

Tell your reporter who writes me up as arbitrator in the Snader Telescription dispute that I am not a "former judge." He has me confused with Sam Rosenman, a much more learned person.

Samuel R. Rosenbaum
Philadelphia

* * *

EDITOR:

Looks great! BROADCASTING • TELECASTING's restyled format certainly is very attractive.

My feeling is that it will stimulate a more thorough reading of the entire book. The elimination of jumps and carry-overs makes it easier to read complete stories.

The "new look" will make for a *longer look.*

William B. Ryan
President
BAB
New York

* * *

EDITOR:

The *new* BROADCASTING • TELECASTING is a great job. The improvement typographically puts the magazine in a class by itself; it's always been tops readerwise.

I particularly enjoyed Ed James' piece on the new type pitchmen.

Edward Cooper
Motion Picture Assn. of America Inc.
Washington

* * *

EDITOR:

Congratulations upon the new format of BROADCASTING • TELECASTING.

This improvement makes your magazine easier to read and gives us more valuable information than your previous efforts did.

Eugene S. Thomas
Vice President
George P. Hollingbery Co.
New York

* * *

EDITOR:

The new format is splendid. Magazine is well laid-out and quite readable. We are enthusiastic about it and believe the change is all to the good.

Clair R. McCollough
President
WGAL-AM-FM-TV
Lancaster, Pa.

* * *

EDITOR:

Congratulations to you and your staff on your new and restyled issue. I have just read the current issue and I agree 100% that it is easier to read and, as usual, chuck full of good news items, material and interesting features.

Again, our hats are off to you and your gang.

Frank M. Headley
President
H-R Representatives Inc.
New York

* * *

EDITOR:

BROADCASTING • TELECASTING apparently is not against change. The "new look" is attractive.

Rosel H. Hyde
Vice Chairman
FCC
Washington

* * *

EDITOR:
NEW FORMAT TERRIFIC. NOW I HAVE TO LEARN TO READ. REGARDS.

ALEX SHERWOOD
GENERAL MANAGER
WCSS AMSTERDAM, N. Y.

* * *

EDITOR:

No doubt time will heal this wound . . . *BUT* . . . how could you do this to us? Who was complaining? Now B•T looks like all the other publications. Just be your old sweet self.

Mel Kampe
Promotion Manager
WMAY Springfield, Ill.

* * *

[EDITOR'S NOTE: The volume of telegrams and letters complimenting B•T's new style has been so great that it is impossible to publish more than a few or to acknowledge any individually. B•T's well-wishers are assured that their messages have cheered and gratified the editors and staff.]

Billings and Cooings

EDITOR:

I just read the article on radio and television billings [B•T, Jan. 5] . . . You did a wonderful job in presenting the whole radio and television picture.

Bernard C. Duffy
President
BBDO
New York

* * *

EDITOR:

Just a note to tell you how excellently I think Florence Small handled the review of the broadcasting business and the listing of agencies in your recent issue.

Harry B. Cohen
Harry B. Cohen Adv. Co.
New York

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

FRANK LUTHER SAYS . . .

IT'S EASY TO CAPTURE A CAPTIVATED AUDIENCE AND SELL 'EM WHILE DOING IT



IN SCRANTON AND WILKES-BARRE EVERYBODY'S BUYING THE

FRANK LUTHER* SHOW

6 a.m. to 8:30 a.m.

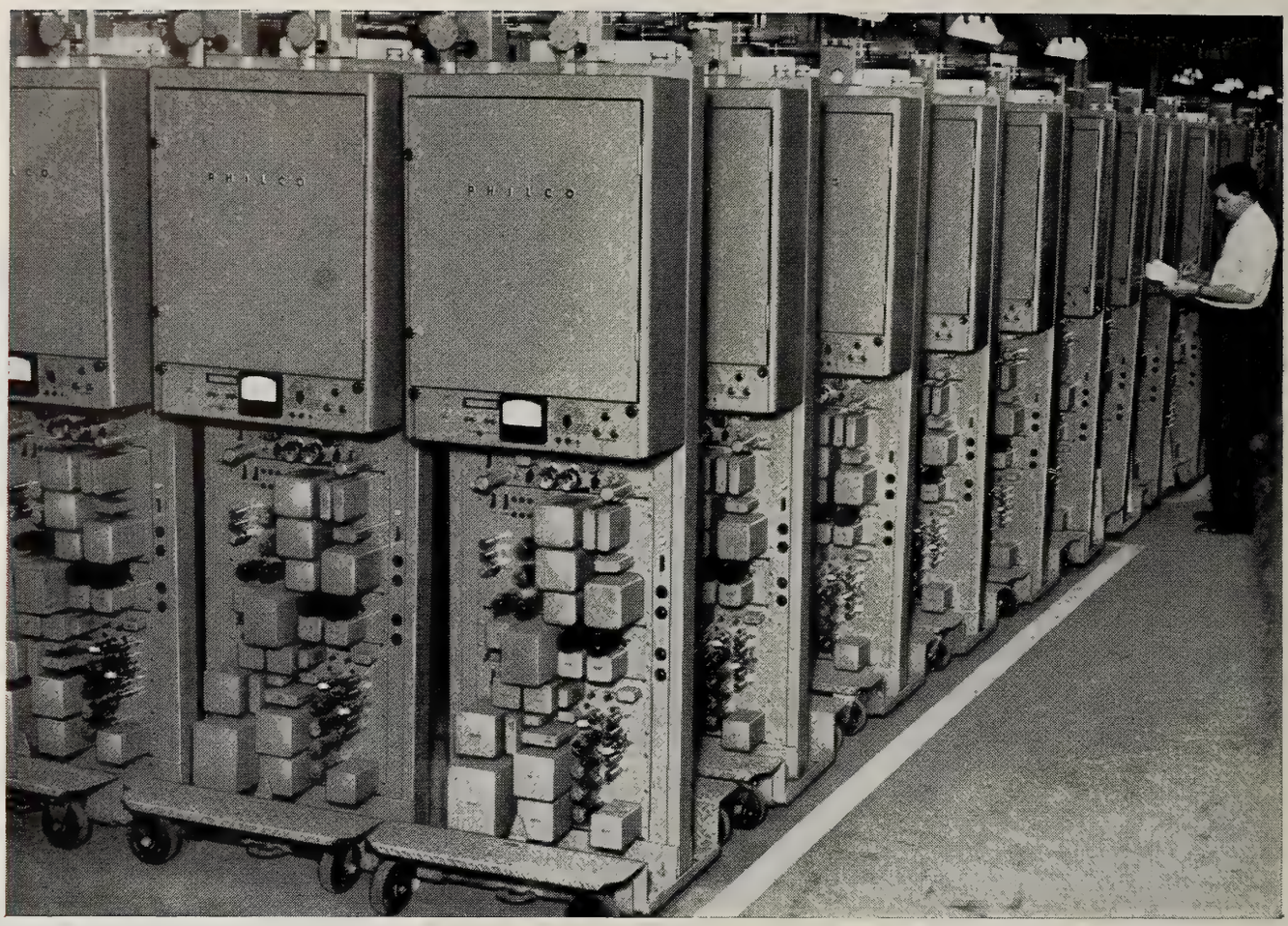
*5 MILLION IN RECORD SALES

5000 WATTS AT 590

WARM

N. E. PENNSYLVANIA'S MOST POWERFUL STATION DAY & NIGHT

Represented Nationally by GEORGE P. HOLLINGBERY CO.



PHILCO IS THE WORLD'S LEADING MANUFACTURER OF MICROWAVE EQUIPMENT

Philco leads the world in mass production of quality microwave equipment to meet modern industry's demands for relay systems of the highest reliability and performance.

Philco microwave components meet most JAN (Joint Army-Navy) specifications without any changes in circuitry, thereby permitting other users of microwave communications equipment to have the built-in reliability required by the Armed Forces. That is why commercial users of Philco microwave equipment include such famous names as American Telephone & Telegraph Co., Santa Fe Railway System, Bonneville Power Administration, Platte Pipeline Company and many others.

Where quality and reliability are important, look to Philco . . . world's leading manufacturer of microwave equipment!

For complete information write to Department **BT**

PHILCO Famous for QUALITY the World Over

PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION

PHILADELPHIA 44, PA.

WERE VITAL IN NORTHEASTERN OHIO



THE BILL RANDLE STORY

PULSE*—Number One DJ

•

PERSONAL APPEARANCES
—320 personal appearances before 1/2 million persons in 1952.

•

MAIL—62,000 pieces of mail on one invited write-in.
(no prizes, no giveaways)

*Pulse—Nov.-Dec.-52

MUSIC • NEWS • SPORTS

O. L. TAYLOR COMPANY
National Representatives

WERE
5000 WATTS • 1300 KC
CLEVELAND, OHIO

Obviously OUTSTANDING . . .



A brighter Christmas for 650 families ...and a wonderful show for thousands!



WAYNE WEST, director-producer of WMBD's Juvenile Theatre.

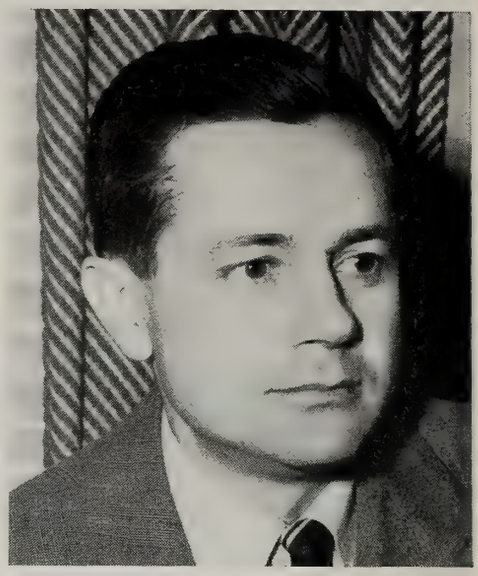
Little folks . . . doing a big job for the community! The fourth annual WMBD Juvenile Theatre Christmas Review presented to thousands of cheering folks at the famous Bradley Field House in cooperation with the Peoria Lions Club . . . cheered the Christmas of many families in the Peoriarea. Admission to the show was gained by the donation of canned goods. Over 7500 cans of food were collected.

The success of this community service project is just another indication of how WMBD lives in the hearts of Peoriarea. That's why WMBD averages 50% share of the audience in a 5-station market. To *SELL* the Heart of Illinois, *BUY* WMBD!

See Free & Peters



AM WMBD FM — FIRST in the Heart of Illinois — PEORIA — CBS Radio Network 5000 Watts



TUCKER SCOTT

on all accounts

THE CHIEF purchasing agency of radio and television time, BROADCASTING • TELECASTING discovered in its recent check [B•T, Jan. 5], is BBDO, and the chief time purchaser for BBDO is young (32), brilliant Tucker Scott, a southern gentleman who has thrived in his northern exposure.

The first man at the foremost agency to be assigned exclusively to the buying of television time, Mr. Scott, in 1949—his first year at the agency—was purchasing time for 57 accounts, and with a distinction that earned him in one year the position of co-ordinator of radio-TV media. Several months ago he was raised to the post of chief timebuyer, supervising purchases for the largest list of accounts in the country.

Born in Eastville, Va., March 20, 1920, Mr. Scott was educated at Randolph-Macon in his home state, where he received in 1941 his B.S. in physics and chemistry.

"But frankly," he confides, "even then I found this chemistry business a lot less interesting than the chemistry of business."

His first job after leaving school was with Westinghouse in Philadelphia, from which he resigned to enlist in the Navy in 1942. The Navy sent him back to school—Harvard—to study communications. Subsequently he served as communications officer in 26 islands in the Pacific. He was discharged honorably from the Navy in 1946 with the rank of lieutenant senior grade.

He came to New York after the war and joined the media-research department as a timebuyer of Compton Adv. From there, after three years, he made his big move to BBDO.

Among the 87 radio and TV accounts he oversees there currently are: American Safety Razor, DeSoto, duPont, Electrolux, Ethyl Corp., Hamilton Watch, General Electric and Lever Brothers (Breeze and Swan).

The Scotts—she is the former Melissa Mason of Methuen, Mass.—have been married since Nov. 6, 1943. They have three children: Tucker Jr., 8; Sandra, 5, and Martha, 1½. The family is currently renting a house in Norwalk, Conn., while their new home in Darien is being built.

His three-ply duties—all of which he takes seriously—as father, husband and businessman—leave Mr. Scott less time than he would like to indulge in his hobbies, which include deep-sea fishing, hunting, swimming, golf and landscaping. He expects, with the completion of his new house, to get in a goodly share of the latter.

IN TULSA . . .

THE PULSE, INC. **100% YARDSTICK** **THE PULSE OF TULSA**

Radio Station Audiences by Time Periods — November, 1952

M O N D A Y - F R I D A Y

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 8 PM
KVOO	**34**	**40**	**42**
"B"	20	22	27
"C"	19	16	15
"D"	13a	8a	*
"E"	7	6	6
"F"	5	5	4
Misc.	3	3	5
Total Percent	100	100	100
Average ¼ hour Home using radio	19.1	20.8	23.7

"a" Does not broadcast for complete six hour period and the share of audience is unadjusted for this situation.

** Not on air*

These figures are percentages indicating the relative popularity of the stations during the day. The base, total station quarter hour mentions, is the sum of the number of stations listened to during the periods. This base, divided into the total mentions of each station gives the figures listed above.

★ ★ ★

KVOO leads substantially in *every* quarter hour covered by this Pulse Report save one, and in this quarter hour one other station merely equals the KVOO share of audience.

See your nearest Edward Petry & Company office for the complete data and for KVOO availabilities.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.



Like cows go for clover

Just like cows go for clover, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce low-cost results for you, too. Get your Forjoe man to give you all the details.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

BROADCASTING TELECASTING

January 26, 1953 Vol. 44, No. 4

'52 RADIO TIME SALES REACH $464 MILLION

Annual B•T estimates show that radio's net revenue from time sales was bigger in 1952 than ever before, $7,896,000 bigger than 1951. Local sales were up 7.1%; spot sales were up 4.1%; network was down 13.1%. Station population, however, is still growing faster than total revenue, an almost unavoidable situation prompted by the mass of FCC postwar authorizations.

U. S. RADIO stations and networks sold $464,439,000 worth of time in 1952, an increase of $7,896,000 over the volume of 1951.

These were net time sales, after all frequency and promotional discounts and after deduction of commissions to agencies, national sales representatives and others.

Following the pattern that has obtained since 1948, growing revenue from spot and local advertising more than overcame the decrease in revenue from national network business.

Spot time sales in 1952 were $124,414,000, a 4.1% increase over 1951. Local soared to $229,847,000, a 7.1% jump over 1951. Regional network business was also brisk—$11,107,000 in 1952, a 30.9% increase over 1951. Only network volume was down—$99,071,000, a 13.1% decrease from 1951 level.

It was the first time that network time sales had fallen below the $100 million mark since 1943.

[Total time sales for U. S. television stations and networks were $288,826,000 in 1952. In television, network business continued to outstrip spot and local. By categories, TV net time sales were $135,614,000 for network, $82,711,000 for spot and $70,501,000 for local. A complete report on TV time sales will appear in the TELECASTING YEARBOOK, published at the end of February.]

Spot, Local Rise; Network Declines

The 1952 estimates of radio business volume will appear in the 1953 BROADCASTING YEARBOOK, which is scheduled to go in the mails Jan. 28. The estimates are based on a formula that has been used successfully for 15 years.

The 1952 radio figures show how great a change has taken place in the comparative volume of business coming from national network, spot and local sources in the past decade.

* * *

RADIO NET TIME SALES 1951-1952

Class	1951 (000)	% Total	1952 (Est.) (000)	% Total
Natl. Network	$113,984	24.9	$ 99,071	21.3
Regional & Misc. Network	8,481	1.8	11,107	2.4
Natl. & Regional Non-Network	119,559	26.3	124,414	26.7
Local	214,519	47.0	229,847	49.6
TOTAL	$456,543	100.0	$464,439	100.0

Percentage in 1943

In 1943, when network volume was at about the same level as 1952 ($99,389,177), it accounted for 43.6% of total time sales. Last year only 21.3% of total volume came from networks. Spot business in 1943 ($59,352,170) was 26% of total sales. In 1952 spot provided 26.7% of all business. Local advertising in 1943 ($64,104,309) was 28.1% of total time sales. Last year almost half of all time sales were made to local advertisers.

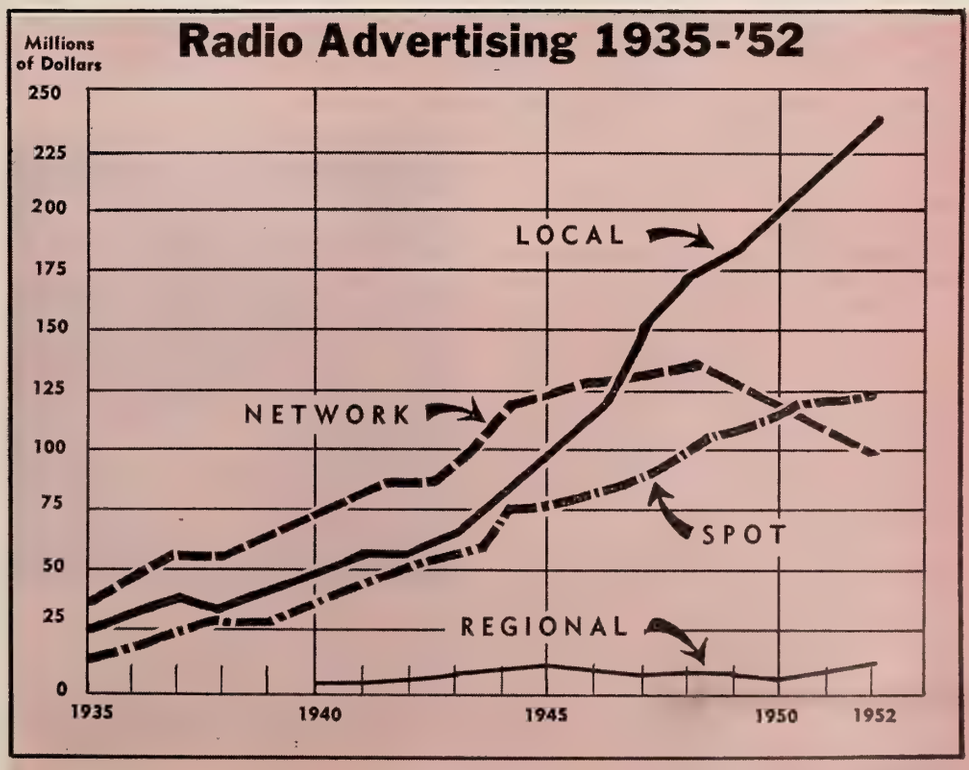
Regional network advertising, always in much smaller volume than other categories, did not fluctuate significantly in the past decade until 1952, when the $11,107,000 volume of regional business was far bigger than that for any year before. Included in this category is revenue from special networks arranged for such events as sports broadcasts, as well as monies that were realized from permanent regional organizations.

Fast Postwar Increase

Time sales since World War II have increased more than $130 million in annual volume, from $334 million in 1946 to $464 million in 1952. But the size of the radio broadcasting industry has expanded even more rapidly, it should be noted.

In the same period the number of AM stations in operation has more than doubled, from 1,062 on the air at the end of 1946 to 2,391 at the end of 1952. With the station population rising faster than the total business volume, the postwar years have seen a decline in "average" per-station revenue.

At the end of 1946, with 1,062 AM stations operating, and with total time sales of $334 million, the "average" station sales were $314,575. (This, of course, ignores the fact that both national and regional networks take sizable



chunks of the total volume of time sales too. These computations are used only to indicate how, though the pot has grown, the crowd dipping into it has grown too, with individual portions getting smaller.)

The next year, 1947, total volume was $374 million, but at the end of that year 1,522 stations were on the air—meaning the "average" volume per station had decreased to $245,786.

In 1948, total volume was up to $416.7 million, but by the end of that year, 1,865 stations were in operation, and the "average" was cut to $223,442.

In 1949, total volume rose to $425 million, but at year's end there were 2,048 stations, bringing the "average" down to $207,693.

The curve continued to fall in 1950 when total volume was $453.5 million and 2,199 stations were on the air, for an "average" of $206,-714.

In 1951 the "average" fell below $200,000; it was $195,857 for the 2,331 stations in a year that produced $456.5 million total times sales.

Last year, the "average" was $194,244, with 2,391 stations cutting up the $464 million total.

Summed up, since World War II, total radio time receipts have increased by about 39%, but the number of stations has risen some 125%. The "average" time sales per station has decreased by almost 38%.

FM revenues are not treated independently in these estimates since the total FM volume of time sales is not large enough to be accurately estimated by the sample method.

Gross time billings (value of time sold, figured at the one-time rate with no deductions) as estimated by the BROADCASTING Yearbook were $702,448,970 in 1952, compared with $685,968 in 1951.

Of the total gross billings, $158,746,670 was for network time, $16,528,300 for regional and miscellaneous network, $185,139,800 for spot and $342,034,200 for local.

Food Company Lead

The biggest spenders on radio networks in 1952 were companies dealing in food and food products, traditionally the type of business that leads all others in buying network time. This class of advertiser made up more than a fifth of all radio network gross billings. Its $42,485,936 gross billings were 22.9% of the total.

The other four groups in the top five categories of network buyers were toiletries with $25,787,368, or 14.3% of the total: drugs and remedies, with $22,131,627, or 13%; soaps, cleaners & polishes, $17,948,730, or 11.5%, and smoking materials, $20,610,365, or 10.1%.

All these were in the top five network buyers in 1951, except that in that year smoking materials led soaps.

The 19th YEARBOOK to be issued by Broadcasting Publications Inc., the 1953 volume, will include all the sections that have made the YEARBOOK a basic reference work in radio and will contain added new features.

Many of the directories have been expanded. These include complete information on advertising agencies dealing in radio, advertisers who buy radio time, radio representatives, transcription and programming firms, network executives and personnel, as well as all other services relating to broadcasting.

The station directory, which includes every AM and FM station on the air, has been enlarged to include additional personnel listings.

The TELECASTING YEARBOOK, counterpart of the BROADCASTING YEARBOOK, is being published again this year and will go into the mails in February. The success of the first TELECASTING YEARBOOK in 1952 has established it as the source work of the television field.

MIDGET SPOTS RATES ASKED FOR RINSO IN NEW APPROACH

Television uses the 10-second spot at station breaks. Also, radio in some Latin American countries utilizes the terse, flash commercial. Now in a Rinso spot radio drive Hewitt, Ogilvy, Benson & Mather is asking stations for rates for such a segment, so small it is not currently carried on radio cards.

THE issue of radio rate bargaining arose again in a new and oblique form last week. It came in the form of renewed efforts of an advertising agency to prepare for its client a spot schedule at special rates using four to eight-second announcements—a time-unit unlisted on station rate cards, which heretofore have catalogued nothing less than 20-second segments.

The agency is Hewitt, Ogilvy, Benson & Mather, New York, and the product at issue is Lever Brothers' Rinso. Actually the contemplated campaign is an elaboration, on a national scale, of a previous schedule the agency set last July in New York State only for Good Luck Margarine, another Lever item.

At that time the agency used 31 stations for an eight-day period in the Empire State at what was reported to be a "considerable discount" for the four and eight-second announcements. Some professed to see an element of mitigation in the fact that the discounts were given during a traditionally slow season.

Currently, for Rinso, the agency has sent out letters across the country asking for rates and availabilities on the four and eight-second spots.

If the stations agree to the special terms, and if the advertiser concurs in the arrangements, the agency plans to launch its campaign on Feb. 2 in more than 100 markets on a 52-week basis.

The schedule would call for a five-week initial campaign followed by a short hiatus. This would be succeeded the rest of the year by a continuous saturation of four and eight-second spots. At least 100 spots would be used each week in each market.

In a sense the unprecedented sale of midget segments of time in radio would be following the pattern set by television stations, whereby call-letter identification is followed by a ten-second spot.

Lever's Rinso, which had been serviced by Ruthrauff & Ryan, New York, for a number of years, recently went to Hewitt, Ogilvy, Benson & Mather on the basis, it was said in some quarters, of the successful job the agency did on the client's margarine account. This marks the first Rinso activity under the new agency banner.



WILLIAM MENNEN Jr. (l), vice president of Mennen Co., goes on the air in one of a series of "good neighbor" broadcasts launched over WMTR Morristown, N. J., before Mennen Co. moves to its new home in that area. Leonard V. Colson (r) is firm advertising manager.

Philip Morris Sets Spots For King-Size on AM & TV

PHILIP MORRIS & Co., New York, last week reported it is launching national distribution of a new king-size Philip Morris cigarette, with advertising to include a radio and TV spot campaign, after public announcement of the new product on PM's *I Love Lucy* show on CBS-TV tonight (Monday).

This, it was said, marks the first time a cigarette company has been able to achieve national distribution in volume on a new product at one stroke.

The announcement on the *Lucy* show, plus the *My Little Margie* show on NBC-TV, will be followed by a supplementary television and radio spot announcement in markets where the network shows do not give adequate coverage. Biow Co., New York, will handle advertising of both the regular and king-size Philip Morris.

Alfred E. Lyon, board chairman of Philip Morris, said "several million dollars" would be spent in advertising.

Radio—TV Billings Topped by D-F-S in 1952

DANCER-Fitzgerald-Sample, New York, announced last week its gross radio and television time billings for 1952 totaled $25,917,011 (for time only) as compared to $21,334,172 in 1951.

The announcements also stated that according to figures that leading networks have furnished the agency, the combined radio-television time billings of other agencies ranked as follows:

Young & Rubicam	$17,204,389
Benton & Bowles	17,073,135
BBDO	16,542,112
William Esty & Co.	16,262,673
J. Walter Thompson Co.	12,636,196
Leo Burnett Co.	9,722,691
Biow Co.	9,508,410
Foote, Cone & Belding	8,645,611
Compton Adv.	7,262,490
Cunningham & Walsh	6,940,156
Geoffrey Wade Adv.	6,729,178
Needham, Louis & Brorby	5,938,072
Kudner Agency	5,815,439
Lennen & Newell	5,757,837

[These estimates are for time alone, Estimates of top agency time and talent billings were made by BROADCASTING • TELECASTING Jan. 5.]

TV Appeal Behind New Diamond Match Co. Package



NEW Diamond Match Co. packaging design is calculated to appear to video viewers by showing "family resemblance" among company's products and by variations in color.

EFFECTIVENESS on television is a primary factor considered in the Diamond Match Co.'s new packaging design for its line of houseware products, according to James D. Evans, company advertising manager.

The new packaging design, which is expected to be nationally distributed at the family level by Feb. 15, provides a Diamond "family resemblance" for its paper and woodware household products. The traditional Diamond red, white and blue colors require no changes for effective video appearance, Mr. Evans said.

The newly designed packages already have appeared in commercials on Pacific Coast video stations and the color variations are appealing both to women and to men, Mr. Evans said. The new designs were made to appeal to men also after a survey showing 68% of husbands shop for household items at least once a week.

Lettering on the packages has been increased in size to permit easy reading of the product name on store shelves, and a lighter red is used on larger packages such as napkins and towels most likely to be purchased by women, while darker, more vivid red is used on smaller packages of such items as matches and products men are more likely to buy.

Thus, according to Diamond, the packages are designed to appeal to impulse buying of Diamond products in self-service stores. Surveys have shown 38% of supermarket and 27% of drugstore purchases are unplanned, Mr. Evans said. The prominence of the Diamond brand name and the familiar diamond design is calculated to catch the eye of those familiar with Diamond products, he said.

Bank Ad Budgets Are Up, ABA Reveals in Survey

ADVERTISING expenditures by banks will reach a record high during 1953, according to results of an annual survey of commercial bank advertising plans conducted by the advertising department of the American Bankers Assn., New York.

Survey forecast that banks will spend an estimated $61 million on advertising their services during 1953. This represents a $13 million increase over advertising expenditures last year. Survey also revealed that radio-TV are among the media which banks will use in their advertising during the year.

Slesar, Hirx New Orr VPs

HENRY SLESAR, copy chief, and Lou Hirx, production head, were appointed vice presidents of Robert W. Orr & Assoc. last week.

Ethel Norman, with the agency since 1949, has been named assistant account executive.

Kremer, Harvey Setting Up West Coast Agency Service

A NEW type of "special service" firm to aid advertising agencies is being established by Ray H. Kremer, director of radio and television for Lambert & Feasley, New York, and William W. Harvey of Los Angeles.

It will be known as the Kremer & Harvey-West Coast Adv. Agency Service, on the West Coast.

In a sense the new company will be following the precedent established by Wyatt & Scheubel, New York, television and radio representatives of agencies located outside New York. The firm, Kremer & Harvey, however, will represent agencies and their clients who lack branch offices in the film capital on the West Coast. The headquarters will have complete office facilities at the disposal of such agencies at 2404 W. Seventh St., Los Angeles.

Mr. Kremer, who has been radio and television director for Lambert & Feasley for the past seven years and is a veteran of 22 years in the industry, will resign his agency post effective Feb. 15.

W&G's PSYCHOLOGY IN SELLING

Weiss & Geller, Chicago advertising agency, is using psychological studies to determine how effective certain types of programming are when related to the sponsor's message.

BECAUSE the successful advertising man is usually an excellent practical psychologist, Weiss & Geller Agency, Chicago, has adopted a policy of having its executive personnel work closely with leaders in the social science fields.

These areas, embracing psychiatry, psychoanalysis, psychology, sociology and anthropology, enable a deeper study of consumer motivations. Researchers thereby can more readily tailor advertising and copy themes to the real reasons for which consumers buy products, it is claimed.

"Applying the Third Dimension to Television," or the application of these motivation studies to advertising was outlined by Edward H. Weiss, president of the agency, to members of the Chicago Television Council at luncheon Wednesday in the Sheraton Hotel.

Mr. Weiss, concentrating on the fact that "crime doesn't pay—for some sponsors," spoke of the recent hubbub created in Chicago and Cleveland with exposure of the amount of crime and violence being telecast daily.

Mystery Case Analyzed

"Alarmed" at the results reported in Chicago by *The Daily News*, Mr. Weiss elaborated on his agency's findings that a mystery show was not successful programming for a client, Wine Corp. of America (Mogen David wine).

Psychological studies showed his agency personnel, he said, that a person's receptivity and reaction to a message is at a minimum when panic prevails, and many mystery shows induce a state of mild panic or hysteria. The same type of analysis was made for the commercials, which were revamped to fit in with the nostalgic, childhood - at - home feeling which analysts said wine brought to mind among most persons.

A new format, a quiz show, coupled with the home-sweet-home theme in the commercials, has resulted in an ever-widening sales curve for Mogen David, Mr. Weiss said.

Although he noted that some mystery shows attain high ratings, audience acceptance and sales, Mr. Weiss quoted findings of the Schwerin Research Corp., New York, which reported that mystery shows are more likely to sell equipment, such as cars and TV sets, than are products taken internally or orally.

For a Toni campaign, the agency determined that "what a woman really wants is approval of other women. She wants attractive hair to please herself and to make herself feel more feminine."

For Holeproof hosiery, and its Luxite lingerie line, W & G based an entire campaign upon a woman looking at herself in a mirror with the headline, "See Yourself in Luxite," because "one of woman's basic unconscious motives is self-adoration . . . Narcissism to social scientists."

JOHNSON, NAMM TO SPEAK IN D. C.

National and local experts will analyze the 1953 business outlook for the Nation's Capital. Sponsored by the Washington Board of Trade, sessions will be held tomorrow.

ARNO H. JOHNSON, vice president and director of research for J. Walter Thompson Co., and Benjamin H. Namm, board chairman, National Retail Dry Goods Assn., are on the agenda of the "Business Outlook Conference" this week in Washington, D. C.

Metropolitan Washington business activity and its prospects for 1953 will be the keynote for sessions held by the Washington Board of Trade tomorrow (Tuesday) at the Shoreham Hotel, according to Harry L. Merrick, vice president of Kal, Ehrlich & Merrick Adv., the event's publicity chairman.

Schedule includes the following speakers:

Morning session: Mr. Johnson will speak on "What's Ahead in '53" and Mr. Namm will discuss "The Retail Outlook in '53." Messrs. Johnson and Namm will participate in a panel discussion which also will include Hulbert T. Bisselle Jr., executive vice president, Riggs National Bank, Washington; Frank E. Weakly, president, Washington Properties Inc.; George Burrus, president, Peoples Drug Stores Inc., Washington, and Philip M. Talbot, senior vice president, Woodward & Lothrop Inc., Washington.

Luncheon session: Arch N. Booth, executive vice president, Chamber of Commerce of the United States, "Business and the New Administration."

Afternoon session: Dr. Homer Hoyt, president, Homer Hoyt & Assoc., "The Business Future in the Washington Metropolitan Area." Mr. Hoyt will speak on a panel including Frank J. Luchs, executive vice president, Shannon & Luchs; John A. Reilly, president, Second National Bank, Washington; J. M. Meehan, chief of the Office of Business Economics, U. S. Dept. of Commerce; Louis Justement, architect, and John A. Remon, member, National Capital Planning Commission.

William A. Zeckendorf, president, Webb & Knapp Inc., will speak on "Lifting Your Sights."

Brown From CBS to Forjoe

JAMES F. BROWN has resigned CBS Chicago to join Forjoe & Co., radio and television station representative firm, on Feb. 2 as vice president and general manager of the Midwest Division. He succeeds William Wyatt, who resigned to join the George W. Clark station representative firm as vice president in charge of the Eastern Division, headquartering in New York [B•T, Jan. 12].

Robert J. Davis Sr. Dies

FUNERAL services were held Friday at Glendale, Calif., for Robert J. Davis Sr., 53, owner of Davis & Co., Los Angeles advertising agency, who died Jan. 18 after a heart attack. A son, Robert J. Davis Jr., is radio-TV director of Davis & Co.



ANNUAL "Colonel of the Year" award by Free & Peters Inc., radio-TV station representative, went to Hal Hoag (2d from l), western manager of firm headquartering in Hollywood. Mr. Hoag, with Free & Peters for 15 years, also was named vice president. L to r: Bill Bryan, F & P Detroit manager, named "colonel" in 1950; Mr. Hoag, '52 winner; Lloyd Griffin, H. Preston Peters and Russel Woodward, F & P directors; Jones Scovern, eastern sales manager for radio, who received honor in 1949. Firm makes award each year in recognition of unusual growth and contribution by F & P executives to its business success.

NEW BUSINESS

Spot

Manischewitz Wine Co., N. Y., returns to radio with spot announcement campaign effective today (Monday) after short hiatus. Agency: Donahue & Coe, N. Y.

Swift & Co., Chicago (Jewel shortening), renews Ernest Tubbs program, Mon., Wed., Fri. quarter-hour, in 35 southern markets from Feb. 2 through May 1. Agency: J. Walter Thompson Co., Chicago.

Girard's Inc., San Rafael, Calif. (salad dressing), started *It's Glenn Again* on KECA-TV Los Angeles and KGO-TV San Francisco, Sun., 9:15-9:30 p.m. PST, for 13 weeks from Jan. 18. Agency: Guild, Bascom & Bonfigli, S. F.

Kiplinger News Letter, Washington, D. C., planning radio spot campaign to begin almost immediately. Agency: Albert Frank-Guenther Law, N. Y.

Dale Dance Schools, N. Y., has started 1953 radio campaign with contracts on following stations: WMCA and WINS New York; KJBS San Francisco and WIND Chicago. Other cities are expected to be added. Agency: William Warren, Jackson & Delaney, N. Y.

I. J. Grass Noodle Co., Chicago (Mrs. Grass' soup mixes), placing spot campaign on WTAM Cleveland, WLWT (TV) Cincinnati, WLWD (Dayton), WLWC (TV) Columbus, WBKB (TV) and WNBQ (TV) both Chicago, WTMJ-TV and WFOX both Milwaukee. Agency: Phil Gordon Agency, Chicago.

General Shale Products Corp., Johnson City, Tenn. (building materials), starts transcribed *Marvin Miller, Story Teller,* five times weekly five minute program, on WWNC Asheville, N. C.; WPUV Pulaski, Va.; WHIS Bluefield, W. Va.; WJHL Johnson City, and WKPT Kingsport, Tenn., for 52 weeks from today (Monday). Firm pre-tested series on WDEF Chattanooga and WNOX Knoxville. Agency: Lavidge & Davis, Knoxville.

Brown & Williamson, Louisville (Raleigh cigarettes), is adding 10 TV markets to its film spot schedule. Three announcements will be used weekly in each area indefinitely. Agency: Russel M. Seeds Co., Chicago.

Paper-Mate Co., L. A., is spending reported $78,000 for radio and TV spots in Chicago area during 45-day intensive advertising campaign for ball point pen. Of this, estimated $50,000 is for TV. Agency: Erwin, Wasey & Co., L. A.

Network

International Shoe Co., St. Louis, renews 10-10:15 a.m. portion of *Howdy Doody* Sat. on NBC radio for 52 weeks from March 21. Agency: Henri, Hurst & McDonald, Chicago.

Armour & Co., Chicago, has ordered another 60 AM stations for *Dial Dave Garroway* on NBC network of 100 stations 1:30-1:45 p.m. CT from March 2. Agency: Foote, Cone & Belding, Chicago.

General Mills, Minneapolis, has signed for sponsorship of Friday portion of *Ding Dong School,* on NBC-TV from Chicago Mon. through Fri., 9-9:30 a.m. CT. Product to be advertised is Kix. Agency: Tatham-Laird, Chicago.

Skinner Mfg. Co., Omaha (Skinner's Raisin Bran), sponsoring *No School Today* over ABC radio, Sat., 9:30-10 a.m. EST for 13 weeks, effective Feb. 28. Agency: Bozell & Jacobs, Omaha.

Agency Appointments

Procter & Gamble Co., Cincinnati, names Benton & Bowles, N. Y., for Pert, new home permanent, effective Feb. 1.

Dejur Amsco (photographic equipment and cameras), names Friend, Reiss, McGlone, N. Y.

M. A. Bruder & Sons, Phila. (paints and building materials), appoints Abner J. Gelula & Assoc., Phila. Radio-TV will be used.

Colorglo Products Inc., L. A. (auto polish), appoints Philip J. Meany Co., that city.

Workshop Assoc. Div., Gabriel Co., Norwood, Mass., appoints Larcom Randall Adv., Boston, Mass.

Utility Appliance Corp., L. A. (Gaffers, Sattler and Occidental gas ranges, Utility heaters and coolers), appoints Calkins & Holden, Carlock, McClinton & Smith Inc., L. A. Radio-TV is being used.

Bol Mfg. Co., Chicago, appoints Schwimmer & Scott, same city, for six flavors of Hopalong Cassidy Aid. Account executive is **Edward H. Guy.** Media will be selected by mid-February.



Photo Invernizzi - Italian Film Export

The Italian Influence

Glamorous Silvana Mangano, Italian motion picture star, is one reason why Italy is a leading film-producing nation.

In films, as in the world of fashions, food and furniture -- in American industry and arts generally -- Italian creativeness continues to play a more and more important role in satisfying our demands for better living. The Italian Influence on American home decoration and cuisine is assuming dominant proportions, and in fashions, Italy ranks second only to France and is rapidly closing the gap.

To you the advertiser, all this has a special meaning. More than two million Americans of Italian origin live in and around New York. To them, WOV, is the link between the old world and the new.

It is upon this tremendous group that the Italian Influence makes its first and most penetrating impact in stimulating the desire for better living. There is money here, too -- in abundance, for all the good things of life, American or Italian.

Your approach to advertising in the New York market needs careful appraisal in the light of the intimate association between WOV and the largest Italian-speaking community in the world -- in the light of the Italian Influence on the buying habits of this area.

Originators of *Audited Audiences*

WOV

NEW YORK

5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

This is FLINT, MICHIGAN



Mr. and Mrs. J. D. Wismer and Son, Donnie, 614 Meade, who say "Our best reception comes from WJIM-TV Lansing and like our neighbors we listen to WJIM most of the time."

359 out of 529 homes
in new
WOODLAWN SUBDIVISION
(East Court St. Section)

HAVE TELEVISION SETS and listen regularly to WJIM-TV Lansing. The station that serves 5 major markets in Michigan — Saginaw, Flint, Lansing, Battle Creek, Jackson.

ONE great television station, with programming from four networks, puts your advertising dollar to work in FIVE major Michigan markets.

You get 100% of the audience when you buy WJIM-TV. It's a market of ONE MILLION PEOPLE with annual retail sales of more than ONE BILLION DOLLARS!

WJIM-TV

Channel 6

serving

5 Major Michigan Markets

Saginaw, Flint, Lansing

Battle Creek, Jackson

MULTI-SET HOMES AND AUTO RADIOS SURVEYED BY NIELSEN

This Nielsen survey was completed last June. To assure a comprehensive study, interviews in a sample of 100,000 homes in all 3,072 U. S. counties were conducted.

FORTY-FOUR per cent of all U. S. radio homes have two or more radio receivers and more than 22 million families own one or more car radios.

These figures were reported last week by A. C. Nielsen Co., Chicago market research firm, which released a nation-wide measurement survey of multiple-set ownership after six months of compilation. Personal interviews in a sample of 100,000 homes in all 3,072 U. S. counties provided the basis for the study.

At the time field work was completed June 1 of last year there were 70,175,670 radio sets and 17,706,930 television receivers operating nationally, with a combined radio-TV total of 87,882,600. This is in addition to car radios.

Radio homes total 43,949,460, of which 44% have two or more sets. In analysis of multiple-ownership, the measurement shows 56% of all U. S. radio homes have one receiver only, 32% have two sets and 12% have three or more receivers.

Although Nielsen is not ready to release the total number of car radio sets in operation, the survey shows a total of 33,581,970 families own cars. Of this number, 67% or 22,630,820 families have one or more car radios.

In an effort to determine the actual number of radio and television sets in operation, rather than merely the number in circulation, the Nielsen field workers excluded in the home-radio count all automobile sets, portables not used in the home, FM-only models, sets which were out of order and not slated for immediate repair and sets installed in businesses and public places.

All Home Sets

The count included all radio sets in the home, all in barns, garages, workshops and other outbuildings, combination AM-FM, AM-TV and AM-phonographs, portables used in the home and receivers used by servants, guests and roomers.

"Every set counted is actually delivering an audience, giving us a record, not of receivers in existence but of AM and TV receivers in actual use," Mr. Nielsen, president of the company, commented.

Figures were culled from Nielsen Coverage Service data. In correlating figures, Nielsen researchers found that families with three or more radio sets are more likely to have TV than are families with only one radio. The study showed also that similar relationships were applicable to large families and to those in the upper economic brackets.

Based on May 1952 estimates, the Nielsen Co. analyzed distribution of radio homes and found 45% of all radio homes are comprised of families with three to four persons—31%, families of one and two, and 24%, five or more.

Families with 3-4 persons accounted for 43% of the one-set home; 1-2, 35%, and five or more, 22%. Three- and four-member families represented 48% of the two-set homes; 1 and 2 persons, 27%, and 5 or more, 25%. Fifty per cent of the three-set homes were in families of 3 and 4 persons, 30% in 5 or more and 20% in 1 and 2.

Thirty-nine per cent of all radio homes have TV sets and 61% radio only. Sixty-four per cent of one-set radio homes have radio only; 36%, TV. Among two-set radio homes, 58% have radio only; 42%, TV. In the three-set radio home, 50% have radio only; 50%, TV.

Fifty-seven per cent of the three-set homes are maintained by persons in the upper economic level, 30% by middle economic groups and 13% by lower. Forty-seven per cent of the two-set radio homes are upper, 34% middle and 19% lower. In the one-set radio homes, 34% are upper, 33% middle and 33% lower. In the all radio homes, 41% are upper, 33% middle and 26% lower.

DRAMA PREFERRED, SAYS THE PULSE

IN ISSUING its report on top 25 network television programs for July-December 1952 period last week, The Pulse commented that dramas continue to place more programs among the leaders, but comedy-situation formats are proving increasingly popular. Top 25 network TV programs are listed as follows:

TOP TWENTY-FIVE NETWORK TV PROGRAMS
(from Multi-Market Tele Pulse, July-December, 1952)

	July-Dec. 1952	Jan.-June 1952
I Love Lucy (CBS)	46.6	39.5
Texaco Star Theatre (NBC)	41.2	36.6
Godfrey's Talent Scouts (CBS)	36.0	39.1
Comedy Hour (NBC)	35.0	27.4
Your Show of Shows (NBC)	34.8	35.7
Dragnet (NBC)	34.0	+
Godfrey and His Friends (CBS)	33.1	33.8
You Bet Your Life (NBC)	30.8	32.9
Fireside Theatre (NBC)	30.5	31.6
Red Skelton (NBC)	27.7	36.3
Television Playhouse (NBC)	27.5	30.0
Boxing (Wednesday) (CBS)	27.4	26.3
Life With Luigi (CBS)	27.3	*
Mama (CBS)	27.1	29.5
My Friend Irma (CBS)	27.1	24.6
What's My Line (CBS)	26.9	25.6
Robert Montgomery (NBC)	25.6	25.9
Our Miss Brooks (CBS)	25.4	*
Man Against Crime (CBS)	25.1	24.1
Your Hit Parade (NBC)	25.0	24.1
T-Men in Action (NBC)	24.9	+
Big Town (CBS)	24.6	24.1
Studio One (CBS)	24.1	25.3
Racket Squad (CBS)	24.0	+
Toast of the Town (CBS)	23.9	29.1

* Not telecast during this period
\+ Failed to make Top Twenty-Five

NBC, CBS Share Honors In Trendex TV Ratings

NBC-TV and CBS-TV each placed five programs among the top 10 Trendex Ratings for evening sponsored shows the week of Jan. 2-8. They are as follows:

1. I Love Lucy (CBS)	66.7
2. Talent Scouts (CBS)	53.1
3. Dragnet (NBC)	48.6
4. Godfrey and His Friends (CBS)	45.7
5. Star Theatre (Berle) (NBC)	41.3
6. Red Buttons (CBS)	38.5
7. Comedy Hour (Hope) (NBC)	38.0
8. You Bet Your Life (NBC)	36.3
9. T-Men in Action (NBC)	35.3
10. Suspense (CBS)	33.4

TV NEWSREEL



DISCUSSING Ipana toothpaste sponsorship of *The Jackie Gleason Show* (CBS-TV, Sat., 8-9 p.m. EST), are (l to r): E. Lloyd Bernegger, Bristol-Myers Co. v. p. in chg. of sales; R. B. Brown, pres. of B-M products div.; Mr. Gleason.



MUSICAL messages for clients was probably the topic of conversation when these three gentlemen got together. (L to r) are Rudolph Bruce, adv. mgr. of New England Coke Co. and president of the Radio Executives Club of New England; Jack Wilcher, jingles writer, and Paul Provandie, Hoag & Provandie, Boston.



EXCLUSIVE TV rights to all Boston Celtics basketball games were negotiated for WNAC-TV that city by Linus Travers (r), exec. vice pres. of Yankee Network. Signing is Walter Brown (c), president of the Boston Garden, while Celtics coach Red Auerbach looks on.

COCA-COLA Bottling Co. of Honolulu Ltd. arranges 52-week contract with KGMB-TV Honolulu for *Kit Carson Show*. L to r are Paul Beam, of Beam & Milici Adv.; J. Q. Adams, bottling company vice pres.-gen. mgr.; J. Howard Worrall, pres., Hawaiian Broadcasting System, and Wayne Kearl, broadcasting company gen. sales mgr.




When the dogwood blooms in Atlanta
WSB-TV will be operating with 100,000 watts
Approval for the increase has been granted, and operational facilities now being installed will be ready by early spring.
The value to advertisers in this *doubled* WSB-TV power best can be answered by a technical man. Ask any qualified television engineer about this formula — 100,000 of radiated power on channel 2 from a tower 1,062 feet high.
Get more for your money— *much more.* Get on WSB-TV.
wsb-tv
Affiliated with The Atlanta Journal and Constitution. Represented by Petry.

FCC STATISTICS: REVENUE PER RECEIVER

FCC has an eye for figures, too. Hy Goldin at the Commission came up with a median revenue per television receiver, and information of interest to the telecaster—whether "average," or otherwise.

DOES YOUR TV station gross about $6.28 per receiver?

If so, you are "average" and party to a vital FCC statistic—one of many on revenues-per-receiver for various markets disclosed last week—which TV applicants may find useful in determining estimated incomes for their prospective stations.

The figure of $6.28 is the median revenue-per-set for all 107 stations operating the full year during 1951. For 1950 the median revenue-per-set per-station (106 outlets reporting) was $5.90.

If you were the only station in your market in 1951, your revenue per-receiver probably was around $9.82, while in 1950 it probably was about $10.13. But in 1951, one-station markets had an average of 96,000 sets-per-market while there was an average of only 40,000 sets for such markets the previous year.

The median revenue-per-set, per-station, for 1951 in a two-station market was $7. For 1950 in a two-station market it was the same. For three-station markets, the median in 1951 was $4.38, 1950 $5.25; four-station markets—1951 $3, 1950 $3.60; seven-station markets—1951 $1.75, 1950 $1.60. Tables I and II).

Of particular interest to FCC observers in the study is the similarity of median revenues-per-set for any given market (one-station, two-station etc.) regardless of the changes in the total number of receivers in that type market from one year to the next. Also, it is noted, revenue per-set per-station decreases as more stations are added to a market.

The figures are part of several tables concerning revenue-per-set which were compiled by Hy Goldin, FCC's assistant chief accountant in charge of economics and statistics.

Mr. Goldin presented the data last Monday at the Tampa-St. Petersburg comparative hearing for three applicants seeking vhf Ch. 8. The proceeding, involving the competitive bids of WTSP, WFLA and Tampa Bay Area Telecasting Corp., was completed last week before Hearing Examiner Basil P. Cooper.

Mr. Goldin prepared the data at the request

TELESTATUS®

Weekly TV Set Summary—January 26, 1953—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	5,500
Austin	KTBC-TV	18,180
Baltimore	WAAM, WBAL-TV, WMAR-TV	453,074
Binghamton	WNFB-TV	101,450
Birmingham	WAFM-TV, WBRC-TV	141,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	1,002,032
Buffalo	WBEN-TV	315,738
Charlotte	WBTV	280,499
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,290,287
Cincinnati	WCPO-TV, WKRC-TV, WLWT	391,000
Cleveland	WEWS, WNBK, WXEL	711,245
Colorado Springs	KKTV	12,500
Columbus	WBNS-TV, WLWC, WTVN	268,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	225,000
Davenport	WOC-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	
Dayton	WHIO-TV, WLWD	264,000
Denver	KFEL-TV, KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV, KTSM-TV	.....
Erie	WICU	175,550
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	225,000
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	148,391
Honolulu	KGMB-TV, KONA	12,386
Houston	KPRC-TV	211,500
Huntington-Charleston	WSAZ-TV	131,122
Indianapolis	WFMB-TV	292,000
Jacksonville	WMBR-TV	92,900
Johnstown	WJAC-TV	534,982
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	263,675
Lancaster	WGAL-TV	183,020
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,457,058
Louisville	WAVE-TV, WHAS-TV	214,887
Lubbock, Tex.	KDUB-TV	14,999
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	180,190
Miami	WTVJ	159,700
Milwaukee	WTMJ-TV	386,021
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Mobile	WALA-TV, WKAB-TV	.....
Nashville	WSM-TV	98,168
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	133,213
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	152,498
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,124,585
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Richmond	WTVR	157,452
Roanoke	WSLS-TV	39,800
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	106,800
San Antonio	KEYL, WOAI-TV	120,444
San Diego	KFMB-TV	166,150
San Francisco	KGO-TV, KPIX, KRON-TV	494,000
Schenectady-Albany-Troy	WRGB	250,450
Seattle	KING-TV	223,600
South Bend	WSBT-TV	8,000
Spokane	KHQ-TV	14,539
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	206,135
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	85,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	418,147
Wilkes-Barre	WBRE-TV	.....
Wilmington	WDEL-TV	128,418
York	WSBA-TV	21,000

Total Stations on Air 127* Total Markets on Air 78*

Total Sets in Use 20,415,561

*** Includes XELD-TV Matamoros, Mexico**

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station KRLD TV Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST TELEVISION MARKET...

Southwest DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area...

NOW 225,000 TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 . . . Represented by The BRANHAM Company

of the attorneys for the three applicants following conflicts which arose over estimates of revenues for the market. It is taken from the actual reports on revenue made by the 107 operating stations on FCC Form 324. NBC estimates of receiving sets in use per market are employed and population figures are those of the 1950 census.

Whereas Tables I and II concern median revenues-per-set per-station for all stations operating in 1950 and 1951, Tables III and IV concern such revenue only for about two dozen stations in one- and two-station metropolitan areas with populations of 250,000 to 500,000. Median revenue per-set in the one-station market is $11 for 1951 and $10 for 1950. Revenue per set to each station in the two-station market is $7 for 1951, $5.50 for 1950.

Median revenue per-set for each of the two dozen outlets is $9.17 for 1951 and $9 for 1950.

Table V, representing data for 15 stations in 14 selected markets, shows a percentage distribution of revenue sources—network, national spot and local—in addition to revenue per-set.

Table V covers 13 one-station markets and one two-station market. Although most of the 14 cities included range in size from about 250,000 to 500,000, the market area for each of the cities comprises an average 600,000 persons, based upon J. Walter Thompson Co. market area data.

Table VI shows average revenue per station for 1951, classified by number of sets in the market, for one-station and two-station markets in areas of 250,000 to 500,000 population.

TABLE I—ALL MARKETS

1951 Revenue Per Set Per Station, Classified by Number of Stations in Market

Revenue Per Set Per Station (Dollars & Cents)	Number of Stations in Markets 1	2	3	4	7	Total
Under $1.00					4	4
1.00-2.00					4	4
2.00-4.00		2	10	6	6	24
4.00-6.00	3	6	8	2		19
6.00-8.00	7	6	5			18
8.00-10.00	11	6				17
10.00-12.00	4	1				5
12.00-14.00	7	1				8
14.00-16.00	3					3
16.00-18.00	4					4
18.00-20.00	1					1
Total number of stations	40	22	23	8	14	107
Median Revenue Per Set Per Station	$9.82	$7.00	$4.38	$3.00	$1.75	$6.28

NOTE: Does not include one station [WLTV Atlanta] in a three station market which went on the air late in 1951. All the remaining 107 stations were on the air for a full year during 1951.

TABLE II—ALL MARKETS

1950 Revenue Per Set Per Station, Classified by Number of Stations in Market

Revenue Per Set Per Station (Dollars & Cents)	Number of Stations in Markets 1	2	3	4	7	Total
Under $1.00					4	4
1.00-2.00					5	5
2.00-4.00	1	4	10	5	5	25
4.00-6.00	3	6	8	3		20
6.00-8.00	6	4	3			13
8.00-10.00	9	4				13
10.00-12.00	8	2				10
12.00-14.00	3	4				7
14.00-16.00	5					5
16.00-18.00	3					3
18.00-20.00	1					1
Total number of stations	39	24	21	8	14	106
Median Revenue Per Set Per Station	$10.13	$7.00	$5.25	$3.60	$1.60	$5.90

Note: 107 stations were in operation at end of 1950, but data for 1 station were not available.

TABLE III

1951 Revenue Per Set Per Station for Stations Located in Metropolitan Areas With Populations of 250,000-500,000

Revenue Per Set Per Station (Dollars & Cents)	Number of Stations in Market 1	2	Total
$4.00-$6.00	2	3	5
6.00-8.00	2	2	4
8.00-10.00	3	3	6
10.00-12.00	3		3
12.00-14.00	4		4
14.00-16.00	2		2
16.00-18.00	1		1
Total Number of Stations	17	8	25
Median Revenue Per Set Per Station	$11.00	$7.00	$9.17

THOMPSON CO. TV SET COUNT BRINGS PROTESTS FROM VIDEO BROADCASTERS

Agency's report on sets-in-use in 162 major markets arouses complaints by TV broadcasters and station representatives on grounds J. Walter Thompson Co. underestimated coverage of many stations in top markets by restricting estimates to areas defined as "metropolitan."

J. WALTER THOMPSON Co. uncorked a market-by-market estimate of television sets-in-use last week which touched off a series of resounding cries from television broadcasters and station representatives.

The crux of the complaints was that, in confining estimates in top markets to the areas defined as "metropolian," the agency had seriously underestimated true coverage of many stations, whose range does not terminate at political or geographical lines.

The survey offers this "Summary of Number of Television Receivers Estimated To Be in Households and Public Places in the U. S., Jan. 1, 1953":

	Estimated No. TV Receivers	Per Cent of U.S. Total
First 162 U. S. Markets, Made up of 280 Counties	17,414,037	82.924
Markets Beyond First 162, each Having 500 or More TV Receivers (698 Counties)	3,180,766	15.146
Markets Wherein There Are Less Than 500 Receivers Each (1,794 Counties)	405,197	1.930
Markets Having No TV Receivers (301 Counties)		
Total U. S. (3,073 Counties)	21,000,000	100.0%

The report finds it "significant to note that those of the 162 markets wherein there are television transmitters account for 47% of the nation's households and 73.6% of the television receivers in use. The entire 162 top U. S. markets account for 58.8% of the U. S. households and 82.9% of the 21 million receivers in homes and public places, according to these estimates."

Of the 76 markets having TV stations as of Jan. 1, it is noted, all but three are among the 162 top U. S. markets. These 162 markets are as defined in "Population and Its Distribution," compiled by J. Walter Thompson Co.

The set estimates of the Thompson company were prepared, the report explains, "to facilitate the answering of important questions asked by advertisers, agency personnel, and sales and research executives relative to the potential penetration of television advertising into specific markets."

The material, it is noted, "provides data that makes it possible to determine answers to such common questions as the following:

"How effectively can specific markets be reached by television?

"In which markets are other media required to achieve satisfactory coverage?

"Is the sales and merchandising follow-through that stems from television advertising being directed to the markets where it will do the most good?"

The report continues:

". . . Since most television stations have an effective coverage radius of 50 miles or greater from the transmitter the television advertiser is able to reach far beyond the transmitting markets. Thus it occurs that such markets as Hartford and Bridgeport, Conn.; Trenton, N. J.; Allentown, Bethlehem and Easton, Pa., show a high ratio of television households despite the absence of transmitters in any of those cities."

The study estimates that all TV sets in use in the U. S. were manufactured since the war, except for a few thousand demonstrated and sold at the World's Fair in 1939, and that 80% of all of today's receivers were built in or after 1950. In all, it is estimated, 23,016,645 sets have been built, with 21 million of these having been sold domestically. Since set life is estimated at about eight years, "obsolescence has not yet become an important factor," the report concludes.

Nor does the study find multiple ownership of sets an "important" factor; not more than 1% of the TV homes had more than one set.

The report also notes that as yet there is no information "on the speed with which receivers can be mass-converted in new uhf markets where vhf reception has been an established thing," and no indication "as to what percentage of owners will desire such a conversion."

The Thompson agency's set estimates, the report explains, are based on data "derived from a variety of competent sources many of which are confidential." But their accuracy "has been authenticated by field investigation in selected markets and the figures reported are believed to have an accuracy of plus or minus 5%," the report maintains.

TABLE IV

1950 Revenue Per Set Per Station for Stations Located in Metropolitan Areas with Population of 250,000-500,000

Revenue Per Set Per Station (Dollars & Cents)	Number of Stations in Market 1	2	Total
$2.00-4.00	1	1	2
4.00-6.00	1	4	5
6.00-8.00	1	1	2
8.00-10.00	5	1	6
10.00-12.00	3		3
12.00-14.00	1	1	2
14.00-16.00	3		3
16.00-18.00			
18.00-20.00	1		1
Total Number of Stations	16	8	24
Median Revenue per set Per Station	$10.00	$5.50	$9.00

TABLE V—14 SELECTED MARKETS

Revenue Per Set Per Station and Percentage Distribution of Time Sales, 1951

Station	Revenue Per Set Per Station	Percent Distribution of Total Time Sales: Network[1] %	Gross Nat'l. Spot[2] %	Local %
1	$17.80	34.4	37.8	27.8
2	15.80	22.9	35.9	41.2
3	15.58	30.8	41.0	28.2
4	15.34	54.9	40.6	4.5
5	13.39	26.1	30.4	43.5
6	11.41	25.3	52.4	22.3
7	9.76	20.5	36.6	42.9
8	9.38	21.8	51.0	27.2
9	8.60	54.0	32.1	13.9
10	8.44	33.3	43.2	23.5
11	8.10	54.0	18.6	27.4
12	7.59	38.2	42.3	19.5
13	6.83	35.5	64.5	
14	6.25	20.6		79.4
15	5.12	49.4	30.3	20.3

Median revenue per station per set $9.38.

[1] Net revenue.

[2] Gross revenue before deductions for commissions to advertising agencies, national representatives, etc.

TABLE VI

1951 Average Revenue Per Station, Classified by Number of Sets in Market (250,000-500,000 pop.)

No. of Sets (July 1, 1951)	Average Revenue Per Station for one-station: No. of Stations	Markets (000)	Average Revenue Per Station for one- and two-station: No. of Stations	Markets (000)
Under 50,000*	4	$496	6	$462
50,000-75,000	4	648	4	648
Over 75,000	9	952	15	872

* Average 40,000 pop.

Benny at Top Of AM Nielsen Ratings

LEADING radio shows for the week of Dec. 7-13 have been released by the A. C. Nielsen Co. Jack Benny's program heads the evening, once-a-week list. Weekday favorite is *Our Gal, Sunday*. Complete ratings follow:

NATIONAL NIELSEN-RATINGS

TOP RADIO PROGRAMS—Regular Week Dec. 7-13, 1952
Nielsen-Rating*

Current Rank	Program	Current Rating Homes %
	EVENING, ONCE-A-WEEK (Average For All Programs)	(5.9)
1	Jack Benny (CBS)	13.2
2	Charlie McCarthy Show (CBS	12.1
3	Amos 'n' Andy (CBS)	11.8
4	Lux Radio Theater (CBS)	10.5
5	Our Miss Brooks (CBS)	9.7
6	Theater Guild on the Air (NBC)	9.6
7	Big Story (NBC)	9.1
8	My Little Margie (CBS)	8.9
9	People Are Funny (CBS)	8.8
10	Railroad Hour (NBC)	8.8
	EVENING, MULTI-WEEKLY (Average For All Programs)	(3.5)
1	One Man's Family (NBC)	7.0
2	News of the World (NBC)	5.9
3	Lone Ranger (ABC)	5.5
	WEEKDAY (Average For All Programs)	(4.2)
1	Our Gal, Sunday (CBS)	7.4
2	Arthur Godfrey (Nabisco) (CBS)	7.2
3	Romance of Helen Trent (CBS)	7.2
4	Ma Perkins (CBS)	7.0
5	This is Nora Drake (Seeman) (CBS)	6.8
6	Guiding Light (CBS)	6.7
7	Arthur Godfrey (Liggett & Myers) (CBS)	6.6
8	Big Sister (CBS)	6.4
9	Perry Mason (CBS)	6.3
10	Pepper Young's Family	6.3
	DAY, SUNDAY (Average For All Programs)	(2.5)
1	Martin Kane, Private Eye (NBC)	5.5
2	Shadow, The (MBS)	5.2
3	True Detective Mysteries (MBS)	5.0
	DAY, SATURDAY (Average For All Programs)	(3.1)
1	Fun For All (CBS)	6.3
2	Theatre of Today (CBS)	6.1
3	Stars Over Hollywood (CBS)	5.5

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1953 by A. C. Nielsen Co.

'Lucy' Leaps Ahead In Latest TV Nielsen Rating

SECOND national Nielsen rating of top TV programs for December 1952 places *I Love Lucy* at the head of the list both in percentage and number of homes reached. Ratings are as follows:

NIELSEN-RATINGS TOP TELEVISION PROGRAMS
Two Weeks Ending Dec. 27, 1952
NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	14,066
2	Pabst Blue Ribbon Bouts (CBS)	10,882
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	10,559
4	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	10,506
5	Texaco Star Theatre (CBS)	9,928
6	Colgate Comedy Hour (NBC)	9,897
7	Philco TV Playhouse (NBC)	8,870
8	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	8,776
9	Dragnet (NBC)	8,526
10	Fireside Theatre (NBC)	7,956

% OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	69.4
2	Arthur Godfrey's Scouts (CBS)	58.7
3	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	55.7
4	Pabst Blue Ribbon Bouts (CBS)	55.6
5	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	55.3
6	Texaco Star Theatre (NBC)	53.8
7	Colgate Comedy Hour (NBC)	49.1
8	Philco TV Playhouse (NBC)	46.7
9	Dragnet (NBC)	46.1
10	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	45.5

Copyright 1953 by A. C. Nielsen Co.

Justice Dept. Complaint Amended in 16 mm Suit

Ordered to clarify "ambiguities" in the government's anti-trust suit against motion picture makers and distributors to force release of 16 mm film to television, Justice Dept. attorneys change complaint's phraseology, leaving the next move to the defendants.

THE U. S. Dept. of Justice, clarifying specific charges, amended its anti-trust suit Monday against motion picture studios and distributing companies to force release of 16 mm feature films to television and other outlets. The defendants were given 30 days from last Tuesday to file answers.

Clarification of two phrases in the complaint was ordered by Federal Judge William Byrne in Los Angeles, Dec. 29 [B•T, Jan. 5], on petition of the film companies for a more definite bill of particulars and their request that "ambiguities" be dropped. The government's Assistant Attorney General James McGrath at that time was given 30 days to amend the complaint.

Asks Clarification

Judge Byrne ordered clarification of the phrase "among other things," in the government's charge that "during the period of the time covered by this complaint, and for the purpose of effectuating the aforesaid combination and conspiracy, the defendants did, among other things, enter into written and oral agreements containing restrictions hereinafter set forth, limiting the purpose for, location at, time when and conditions under which 16 mm films may be exhibited." In the amended complaint, the phrase, "among other things," was dropped.

He further ordered the government's attorneys to clarify the phrase, "limiting conditions," in the charge that "the aforesaid restrictions on 16 mm feature film exhibitions consists of the following: Limiting the conditions on which licenses for exhibition of 16 mm feature films may be granted to churches, schools, clubs, hotels and drive-in theatres."

In the case of theatres, the government's complaint declared companies conspired to limit admission price, advertising, category of persons to be admitted and hours of showing.

Named as defendants are Columbia Pictures Corp. and subsidiary, Screen Gems Inc.; Universal Pictures Corp. and subsidiary, United World Films Inc.; Warner Bros. Pictures Inc.; Warner Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; 20th Century-Fox Film Corp.; Republic Pictures Corp.; Republic Productions Inc.; Films Inc., and Pictorial Films Inc. Although not made a defendant in the suit, Theatre Owners of America is named as a co-conspirator.

Film Nuggets

NBC and the Allen B. DuMont Labs. received awards for effective sales presentations from the National Visual Presentation Assn. at a luncheon meeting of the Sales Executive Club of New York last Tuesday.

NBC was awarded first prize in the slide-films-with-sound category for its "Summer Radio — 1952" presentation. This sound-slide film described the summer market picture and the dimensions of the summer NBC radio audience.

DuMont Labs. received honorable mention in the motion picture class for its "Selling the Sizzle" industrial film. It was designed to acquaint DuMont receiver retailers with techniques of effective selling as espoused by Elmer Wheeler.

Sales

New clients for **INS-Telenews'** daily TV service are KOPO-TV Tucson; WKBN-TV Youngstown, and WHUM-TV Reading, according to Robert H. Reid, manager of INS' Television dept. He said that KOLN-TV Lincoln, Neb., already a client for the daily services, has added the weekly news review and *This Week in Sports*.

* * *

WPIX (TV) New York has signed with **Atlantic Television Corp.**, New York, for 41 feature films for first TV showings in the area. The package includes "The Bachelor's Daughters," "The Great John L.," "The Devil and Daniel Webster," "Dr. Christian" series and "Guest in the House."

* * *

Bell Brand Foods Ltd., Los Angeles, **Van Camp Sea Food Co.,** Terminal Island, Calif., and **Olympia Brewing Co.,** Olympia, Wash., are each buying a weekly half-hour film program over **KTTV (TV)** Los Angeles. Bell Foods (potato chips, peanut butter), begins *Ramar of the Jungle* tomorrow (Tuesday) for 52 weeks; program is filmed by **Arrow Productions Inc.,** Hollywood, and agency is **McCann-Erickson,** Los Angeles. Van Camp Seafood (Chicken of the Sea tuna) on Jan. 21 stars *Hopalong Cassidy* for 39 weeks, sponsored on an alternate weekly basis; agency is **Brisacher, Wheeler & Staff Inc.,** San Francisco. Olympia Brewing will start **Ziv TV Programs'** *Favorite Story* Jan. 21 for 52 weeks; agency is **Botsford, Constantine & Gardner,** Seattle.

* * *

Pacific Coast Borax Co., New York, will start the weekly half-hour *Death Valley Days* on WHUM-TV Reading, Pa., about Feb. 5. The agency is **McCann-Erickson Inc.,** New York.

* * *

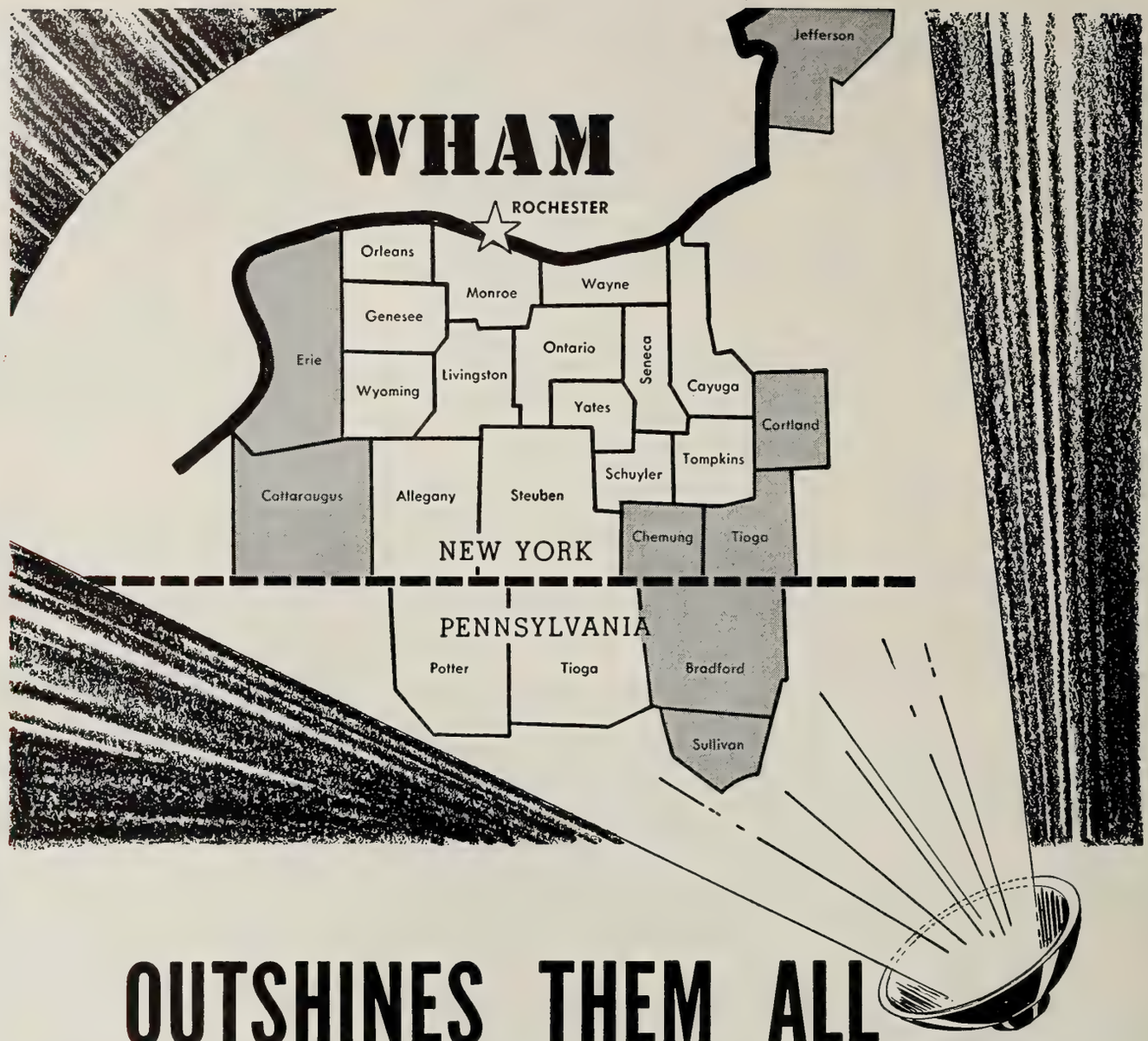
Kellogg Co., Battle Creek, starts weekly half-hour *Superman* on KECA-TV Los Angeles, Feb. 9 for 52 weeks. Series is filmed by **Superman Inc.,** Culver City. Agency is **Leo Burnett Co.,** Chicago.

* * *

The Princeton Film Center Inc. is producing a series of TV commercials for **Hoffenreffer Brewing Co.** of Boston via **H. B. Humphrey, Alley & Richards.** The producer also has completed a series of commercials for **The Stanley Works,** starring **Norman Brokenshire,** to be integrated with the Film Center's five minute television program, *Norman Brokenshire, the Handyman,* for which Stanley has bought time starting Jan. 28 on WSYR-TV Syracuse, WNBF-TV Binghamton and WHAM-TV Rochester. **Horton-Noyes,** Providence, is agency.

Availabilities

Goodwin-International, Johannesburg, South Africa, announces that pilots for its films are in New York and will be available in February. The films include *Boy & Simba,* quarter-hour series dealing with the adventures of a white boy and his pet lion in the wilds of Africa, and *African Visit,* quarter-hour series dealing with



OUTSHINES THEM ALL

99.8% Domination of 16-County Area
MORE Listeners ALL the Time★

For over 25 years, time buyers have found that whatever their sales goal in Western New York, WHAM consistently outshines the competition. And for good reason! WHAM dominates 16 Western New York-Northern Pennsylvania Counties. The latest area PULSE proves again that WHAM alone with 99.8% listener preference can do your selling job to more people than any of the 24 radio stations in the area.

Call the HOLLINGBERY Representative for Complete Details

★PULSE (Oct.-Nov. '52) interviewed 6200 homes in WHAM-land. Out of 552 measured quarter-hour broadcast periods, WHAM was FIRST in 551. Truly overwhelming coverage and listener preference!

WHAM



The STROMBERG CARLSON Station, Rochester, N.Y. Basic NBC • 50,000 watts • clear channel • 1180 kc

GEORGE P. HOLLINGBERY COMPANY, *National Representative*

pigmy elephant hunts, bushmen rituals, snake tortures and other events peculiar to Africa.

* * *

Telenews Productions Inc., N. Y., will hold premiere showing of its new 15-minute film series, *For Women Only,* in New York next Thursday. It is described as the "first TV film counterpart of the popular women's magazines."

Distribution

Distribution of *Movie Quick Quiz,* syndicated video package of **Walter Schwimmer Productions,** Chicago, reverted to that company last week at the conclusion of a sales agreement with United Television Programs, same city.

George Guyan, sales director for Walter Schwimmer Productions, will direct all national sales of the show. The 15-minute, five-week quiz show was sold recently to seven more stations.

Production

Paul F. Heard Inc., Hollywood, in association with **Louis Forbes,** will produce a half-hour series of 26 TV films, *Front-Row, U.S.A.,* illustrating the manner in which freedom, courage and initiative are expressed in the American way of life.

* * *

Volcano Productions, Hollywood, headed by **Bob Angus** and **Bill Lewis,** who produce ABC-TV *Adventures of Ozzie and Harriet,* has signed western short story writer **Luke Short** to write a TV film series, *Ricochet.* The pilot film, scheduled to roll in mid-February, will be shot in 35mm color.

* * *

RKO Radio Pictures Corp. is completing six black-and-white TV trailers, 15 to 50 seconds in length, to be used to promote its technicolor documentary film release, "The Sea Around Us."

Random Shots

Screen Gems Inc., New York, TV film producer and distributor, has announced a search for story properties and program presentations adaptable to filming for television.

Film People

Harry K. McWilliams, exploitation manager for Columbia Pictures for the past eight years, has been named director of advertising and public relations for **Screen Gems Inc.,** New York, it was announced Wednesday by **Ralph Cohn,** vice president and general manager.

* * *

Phil Williams, assistant to the director of television for 20th Century Fox, has announced that he has resigned to accept a position with **Ziv Television Productions Inc.** Mr. Williams will assume his post with Ziv as an account executive in Texas on Feb. 16.

* * *

Seymour G. Klaff, attorney for State of Illinois Commerce Commission, has joined **Guild Films Inc.,** New York, as executive vice president and board member and will have charge of firm's fiscal departmental operations.

* * *

Jim Lister has been promoted to production coordinator of *Tales of Tomorrow* by **George F. Foley Inc.,** New York package producer.

* * *

Capt. Carl Zimmerman has dropped narration chores on the Army's TV series, *The Big Picture,* to devote full time to supervising production of the program.

* * *

Dr. Paul I. Ilton, archaeologist, historian and writer, has been appointed director of research to work on *Spotlight, USA* for **Ted Baldwin Inc.,** New York.

INAUGURAL IN A GOLDFISH BOWL: RADIO-TV BLANKET CEREMONIES

History-making event was a new milestone for television, while for network radio, it was an old story well done. Millions of citizens watched their 34th President take his vows to perform the duties of the office. Still many other millions heard the political pageant described on the air.

EYES and ears of America were trained on General "Ike" last Tuesday as the Eisenhower Administration assumed office.

The complete ceremonies were intimately carried by at least 118 television stations in 74 cities, with an estimated 75 million viewers having access to the most comprehensive coverage in video's comparative short history.

Radio and television duly reported these milestones with unprecedented coverage, from the solemnity of the oath-taking ceremonies at the U. S. Capitol through the parade pageantry to the climatic Inaugural Ball. For the latter event, the networks pooled their TV facilities.

Radio and TV were there, with myriad equipment and gadgets—from 11 a.m. to 12:50 a.m. Wednesday as radio-TV networks marshaled all their resources for unprecedented coverage that reached millions of viewers and listeners in homes, automobiles, schools and a variety of public places—coast-to-coast.

Each network could boast "firsts" in one respect or another. NBC-TV picked up the President-elect and Harry Truman on the White House lawn at 11:28 a.m. CBS-TV came away with exclusive interviews with the military Chiefs of Staff and comprehensive coverage. ABC's WMAL-TV Washington laid claim as the only TV station to televise the entire parade. DuMont TV Network's WTTG (TV) wrapped up highlights in an hour-long film for late viewers.



NBC-TV inaugural coverage was masterminded from control rooms in the Wardman Park Hotel, headquarters of the network's WRC WNBW (TV) Washington, D. C. outlets. Master control board shows monitored pickups from several vantage points where NBC maintained positions for its 15 cameras. William R. McAndrew, NBC-TV special events chief, directed coverage of Capitol ceremonies and parade festivities.

NBC

William R. McAndrew, NBC-TV special events chief, directed the network's television coverage, headquartering in the Wardman Park Hotel. Five TV cameras and seven commentators covered the White House meeting Tuesday morning. NBC's Cadillac "traveling eye" then went into action on the trip to the Capitol and 250 staff members got into high gear, including 22 commentators.

Fifteen NBC cameras picked up the parade with cameras at the Capitol, the FTC Bldg., the Treasury Bldg. and at the White House reviewing stand on the edge of Lafayette Park. Charles C. Barry, vice president in charge of programming, and Davidson Taylor, director of public affairs, supervised overall inaugural coverage.

Morgan Beatty and Clifton Utley coordinated actual monitor pickups at the Wardman Park Hotel from 10 remote points. NBC's Vicicon hand camera provided intimate glimpses of the parade crowd as the "traveling eye" stopped for interviews. Merrill Mueller gave commentary and Dave Garroway interviewed spectators. Ben Grauer spearheaded Inaugural Ball activity. NBC newsman Ray Scherer and cameraman Bill Birch meanwhile followed Mr. Truman to Missouri.

General Motors sponsored all NBC radio-TV coverage save the oath-taking ceremonies from 11:45 a.m. to 12:45 p.m.

Joseph Meyers directed NBC radio coverage, from 11:30 a.m. to 3 p.m., which included the oath-taking and parade. Arthur Barriault supervised reports from the Capitol and Gene Juster coordinated broadcasts at the Wardman Park.

CBS

CBS Radio took the air at 11:30 a.m. with Bob Trout at the Capitol and Charles Collingwood traveling in a Packard in the procession to the Hill. Network carried a special program at 4 p.m. on President Eisenhower's office-taking. CBS Radio employed 100 staff members handling myriad assignments. Operation was supervised by Wells Church, director of news and public affairs, from a central master control booth under the Capitol steps.

CBS-TV employed a staff of 150 newsmen, production and technical personnel and utilized 15 cameras. The network's custom-built unit, housed in a Packard convertible, rode alongside the Presidential car on the parade route.

Edward R. Murrow interviewed Gens. Hoyt Vandenberg, Omar Bradley, Lawton Collins and others. Walter Cronkite served as anchor man for the network, aided by CBS-TV corps of newsmen.

Overall coverage was supervised by Sig Mickelson, CBS-TV director of news and public affairs. Paul Levitan was in charge of arrangements for all broadcasts and Don Hewitt directed inaugural coverage. Inaugural cover-



WHITE HOUSE reviewing stand on the edge of Lafayette Park was a beehive of activity once the Presidential party settled in its special box to review the parade. The man to the left of the NBC cameraman above is actor Edward Arnold of ABC radio's *Mr. President* fame. Mr. Arnold handled commentary for part of DuMont TV Network coverage of the Washington ceremonies.

age of both radio-TV was sponsored by the Packard Motor Car Co.

DuMONT

DuMont TV Network sponsorship was on an area basis. The National Bank of Washington paid the tab on WTTG (TV) Capitol pickups, and Beacon Wax on WABD (TV) New York, with some 24 stations taking part. The American Oil Co. bought an hour of filmed highlights with actor Edward Arnold doing commentary and received credits before and after the Inaugural Ball. James Caddigan supervised DuMont's Inaugural coverage.

DuMont located cameras at the Capitol and Treasury Bldg., as well as the White House. It picked up oath-taking ceremonies at 11:30 with other networks and wound up parade coverage at 5:30 p.m. DuMont concentrated on pickups from a limited number of vantage points in the hope of preventing repetition of picture and comment.

ABC

ABC radio presented a total of five and one-quarter hours of inauguration coverage and ABC-TV six and one-half hours. Willys-Overland sponsored on both radio and TV from 11:30-4:30 p.m. EST (except the swearing-in ceremonies) and ABC-TV's coverage of the Inaugural Ball from 11 p.m. to 12:30 a.m. EST.

The combined radio-TV team of ABC reporters included Walter Winchell, John Daly, Elmer Davis, Erwin Canham, Martin Agronsky, Paul Harvey, Quincy Howe, Bryson Rash, Leo Cherne, and many others. Mr. Rash handled Capitol activities on simulcast, and later the Inaugural Ball.

Supervising the overall operations was Thomas Velotta, ABC vice president in charge of news and special events, who was assisted by Don Coe and John Madigan, directors of radio news and TV news, respectively.

ABC utilized mobile jeep units and a miniature "peek-a-view" camera to supplement 16 TV cameras and more than 35 radio and video microphones in strategic locations. More than 150 editorial and technical workers helped cover the proceedings, ABC reported.

From 9:30-10:30 p.m. EST, ABC-TV presented a recapitulation of the day's events on the "Inaugural Highlights" program and ABC radio provided a similar presentation from 8-9 p.m. EST.

One sidelight to ABC's coverage was the story of an ABC-TV engineer in the Willys-Overland jeep, who saw nothing of the parade, even though he was in it. For hours, his attention was riveted on keeping his microwave transmission unit focused on the Capitol dome, the receiving point. And reporter Leo Cherne told of a little girl who asked him during an interview if her doll was "on television."

WMAL-TV, ABC Washington outlet, covered the parade right through to 7 p.m.—beyond the 5:30 p.m. time ABC cut off network coverage. The station asked viewers if they wished to see the parade to the finish—their affirmative response clogged WMAL-TV switchboards—so it continued coverage under emergency lighting set up by District of Columbia police.

MBS

MBS had its battery of newsmen on hand. A Mutual jeep-type car trailed immediately behind the first wave of official cars in the parade, with Everett Holles and other newsmen describing events. Fulton Lewis Jr., Fred Fiske, Hazel Markel and others numbering about 75 had various assignments. Wildroot Co., Buffalo, sponsored part of Mutual's coverage, and other segments were carried as co-op features.

CBS Manual

There was high praise from school systems throughout the country for the CBS-TV teachers' guide prepared for use in conjunction with the telecast of the Presidential Inauguration.

The manual, produced at CBS-TV's request by a staff of experts at the Citizenship Education Project of Teachers College, Columbia U., was designed to guide teachers in classroom discussions of the Inauguration. CBS-TV said it had distributed some 175,000 copies of the guide throughout the country through its 76 affiliates and noted that millions of pupils in thousands of schools viewed the events on TV.

Inaugural Short Shots

Lineup of VIPs on the Inaugural stand at the Capitol during the oath-taking ceremonies was flanked by CBS Radio's Bob Trout on one end and ABC-radio-TV's Bryson Rash. Mr. Trout was so close to Margaret Truman he might have interviewed her—but, of course, he didn't.

* * *

The radio-TV-newsreel boys were located atop a wooden structure about 25 yards from the Inaugural stand, separated by the Marine Corps band and the press section. They had to draw up their equipment through a trap door in the loft and otherwise had their troubles.

* * *

WTTG (TV) Washington reported that, during the solemn ceremonies, a woman called the station and wanted its cameraman to tell one man to remove his hat while the new President was talking.

* * *

NBC brought its old parabolic microphones (of 1928 vintage) out of the museum works to catch crowd noises, marching and musical sounds. "It's just a sign of the times," said one NBC radioman. "Television gets a brand-new Cadillac and we get a 1928 microphone."

* * *

NBC also came up with a camera installed on a hydraulically-operated lift which serves, in other seasons, as an apple-picker in Oregon. It's called an "Industrial Monkey"—and that's no apple-sauce, either. It's owned by the Mobilift Corp.

* * *

Don Hewitt, CBS-TV news and special events director, was really on the ball with a selection of colorful pickups at the network's monitoring board. He managed to catch cowboy Monty Montana lassoing Ike at the White House stand.

* * *

Bill Neel, WMAL-TV Washington news editor, carved a niche for himself when he took over commentary duties on the parade which the station telecast to the end. Complimentary calls poured in praising his short but informative work. Mr. Neel had an advantage: He had put out a guidebook of Inaugural descriptive material for ABC earlier this month—though he never appeared before a microphone previously.

* * *

Inaugural Ball coverage apparently left something to be desired, if only because of the melange of shots spotting nobody in particular. But one pickup stood out: A dramatic closeup shot of General Ike, taken below the railing of his box, looking on as Gladys Swarthout sang, "Bless This House." A blurred, nostalgic expression, then a faint smile that needed no commentary.

* * *

Television coverage of the inauguration went international, too, with the Voice of America supplying kinescopes for telecasting in Holland and Japan.

CBS-TV supplied 1½ hours of "hot kinescopes" of its inauguration coverage, which the Voice TV branch sped, via KLM Royal Dutch Airlines, to the Netherlands in time for telecasting there on Wednesday, day after the inauguration.

The Voice unit also dispatched CBS-TV kinescopes to Japan, where they are slated for use when the Broadcasting Corp. of Toyko commences operations Feb. 1.

2765

Independent Retail Grocers in Baltimore say:

WFBR's

the station for us!

Every year since 1936, the powerful Independent Retail Grocers Association of Baltimore has turned to Baltimore's promotion-minded, know-how station, WFBR, to make sure their Annual Food Show, held at the Fifth Regiment Armory in Baltimore, goes over with a bang.

Every year WFBR has thrown the full weight of its promotion, programming, merchandising and production departments behind this great food event.

The result? Every year, bigger crowds, more exhibitors, better displays—and firmer loyalties, friendship and cooperation between the 2765 members of the Independent Retail Grocers Association and WFBR.

To the left, you'll read what Joseph Manning, executive secretary of the Association thinks of us. Elsewhere, a list of food and allied accounts we've carried this year.

One last word: it's more true today than ever, for real showmanship, solid merchandising and active, day-in, day-out promotion, you need



"WFBR's know-how and showmanship have been invaluable to our Association for over 16 years by their cooperation in our Annual Food Show —just as independent grocer cooperation has helped make WFBR dominant in grocery and allied products merchandising."

(Signed)

Joseph P. Manning

WFBR

LET'S LOOK AT THE RECORD!

The following food and allied accounts have been on WFBR in 1952:

Becker Pretzels
Cloverland Farms Dairy
J. H. Filbert
Schmidt Baking Co.
Kress Farm Dairy
Koester Bakery
Esskay Products
Albert F. Goetze, Inc.
Hendler's Ice Cream
Baltimore Spice Co.
Levering Coffee Co.
McCormick & Co.
Greenspring Dairy
Wilkins Coffee
Royal Dunloggin Dairy
Park Sausage
Pepsi Cola
Delvale Dairy
Grass Noodle Soup
Camel Cigarettes
Fab
Florida Citrus Commission
G. Washington Coffee
Ivory Soap
Ivory Flakes
Ivory Snow
La France
Nucoa
Sterling Salt
Ward Baking Co.
Ralston
Rival Dog Food
Windex
Nestea
Peter Paul Candy
Cashmere Bouquet Soap
Coca Cola
National Biscuit Products
Griffin Shoe Polish
Hellman's Mayonnaise
Kool Cigarettes
Renuzit
Cornfetti
Joy
Pan American Coffee Bureau
Planter's Peanut Oil
Rockwood
Seven Minute Pie Crust
Wheaties
Breeze
Holiday Coffee
Junket
Lifesavers
Lipton Tea
Chesterfields
Jell-O
Satina
Bab-O
Birdseye
Chase & Sanborn Coffee
Frostee
Corn Kix
33 Bleach
Preen Floor Wax
Drano

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

PRESIDENT TO BE IN CLOSE TOUCH WITH PEOPLE VIA RADIO AND TV

Intensified use of electronic media is planned, including development of a new form of conference technique so that the nation may know what is going on at the White House. Discussions are starting on methods to be used, and network presidents are quick to offer their cooperation.

RADIO and television are getting significant recognition as news media from the new Administration.

Enjoying the widest circulation, fastest contact and most intensive appeal of all media, broadcast facilities will be used frequently by President Eisenhower as a means of keeping the public informed about what is going on in Washington and in the world.

The President and his advisors are searching for a formula they hope will be an improvement on the fireside chats first developed by the late President Roosevelt and also used by ex-President Truman.

Out of a series of discussions may come a new form of conference in which question-answer or forum technique is used, though perhaps not the rapid-fire and unrehearsed type of White House news conference of the last 20 years.

James C. Hagerty, the President's news secretary, said the White House is studying various ways of utilizing TV and radio, including participation of high government officials when specialized subjects are discussed.

First discussion with radio-TV representatives was held at the White House Friday noon. It dealt with operational problems of broadcast coverage. Invited to take part were these news representatives of five networks: Julian Goodman, NBC; Bryson Rash, ABC; Ted Koop, CBS; Hollis Seavey, MBS, and Roger Coelos, DuMont.

Question of Quoting

Radio-TV pickups of Presidential news conferences would raise one difficult problem—quoting of the President's replies to questions. Under the Roosevelt-Truman rules, reporters could not quote the President's words without specific permission. This rule was based on fear that a mis-used word or mispronounced syllable, or hasty retort, might lead to disastrous consequences.

From the network-station viewpoint, any broadcast of a Presidential discussion would provide top programming for the public. Use of prime evening hours would be considered, whereas under recent custom White House news conferences have been held Thursdays at 10:30 a.m. and 4 p.m., on alternate weeks.

In discussing the TV news conference idea, Mr. Hagerty scotched oft-heard rumors that the President might abandon conferences or resort to use of advance written questions.

The TV idea is still just tentative, Mr. Hagerty continued, with no details worked out. He added that the President would like to develop a plan by which he could talk to the people.

President Eisenhower agrees with ex-President Truman that news conferences provide a means of getting the President's ideas to newsmen and then to the people. At his final news conference Jan. 15 Mr. Truman had said he often learned a lot from the questions that reporters asked.

In the search for improved news coverage facilities, Mr. Hagerty said, the idea of calling in high government officials involved in important announcements was receiving consideration. He flatly denied the President had resisted the idea of holding news conferences.

When ex-President Hoover was in the White House (1929-33) he required that written questions be submitted in advance. Only a small percentage were answered at news conferences. When Franklin D. Roosevelt assumed office in 1933 he threw open his conferences to oral questioning. The interchanges became lively, and usually were newsworthy as government policies went through a transition period. Came World War II, and the conferences became even more productive of stories. FDR developed the "fireside chat" technique of reaching the people during prime broadcast time.

Embryo State

The official transcript of Mr. Hagerty's comments at his first news conference Wednesday morning indicates the embryo state of the idea. Excerpts follow:

Mr. Hagerty—We are in a day of a new media—television. I would like to work out with television representatives and with you gentlemen a system whereby the President could give talks to the people of the country—possibly press conferences to the country—on television. What we are at present thinking of is something like that, about once a month, although we do not want to be tied down to one a month.

Q—Will that be a normal press conference simply televised?

Hagerty—I don't know. I am just merely giving you our thinking. It may be—it may not be a press conference. It may be an informal talk by the President to the people of the nation. It may be an announcement by the President to the people via the medium of radio and television.

Q—Wouldn't it be the idea to have questions asked?

Hagerty—It would entirely depend on the format of that one particular telecast or broadcast. I just don't know and I wish you wouldn't try to tie me down on details because I am not prepared to say yet what format—as soon as we can work it out—it will be worked out very carefully with radio and television and reporters. Then we will come to some understanding.

Frank Stanton, CBS president, endorsed the idea of broadcast news conferences in a statement issued Wednesday. He said:

As I understand the announcement by James C. Hagerty, the idea of holding monthly broadcast press conferences is still tentative. What pleases me most about it—as it must please the listening and viewing public, as well as members of the broadcasting industry—is the recognition it gives to the news service which radio and television have provided to the American people.

While any final judgment is premature at this point, the proposal is a logical development of news coverage, and I look forward to the announcement of the way in which the mechanics will be worked out. Such news coverage should go far toward sustaining the high level of political interest and participation on the part of the American people which radio and television helped to create during the past Presidential campaign.

We will cooperate with other members of the industry in being of whatever assistance we can in working out with Mr. Hagerty the arrangements for holding these broadcast news conferences.

Robert E. Kintner, president of ABC, issued the following statement:

The ABC is greatly interested in working closely with Mr. Hagerty to further plans looking toward the televising and broadcasting of President Eisenhower's news conferences We look upon this as a further step in keeping the country fully informed and will cooperate to draw up arrangements with all parties involved.

Frank White, NBC president, asserted:

The NBC is greatly interested in plans announced today by James C. Hagerty, White House press secretary, to consider the possibility of televising and broadcasting special monthly news conferences with President Eisenhower.

NBC will welcome the opportunity of having its representatives meet with those of President Eisenhower and the industry to work out practical arrangements for carrying forward the plan under consideration. Our position has always been that radio and television, with their capacity for reaching the public directly and immediately, should have equal opportunity with all other media in access to the news as it is happening. We hope the procedure which has been suggested will prove to be a constructive step in that direction.

Thomas F. O'Neil, Mutual president and board chairman, said:

President Eisenhower's contemplated plan to broadcast news conferences from the White House is heartily endorsed by the Mutual network. A major part of our public service program is an up-to-the-minute coverage of the news; thus we look upon the proposal to admit broadcasters to the White House news conference as another great stride forward in radio's continuing campaign to keep Americans the best informed people in the world.

We will lend every possible assistance in working out the arrangements.

Utah Delegation Tapes

WEEKLY meetings in Washington, D. C., of the entire Congressional delegation from Utah—claimed the first such sessions in the state's history—will be taped in a half-hour program to be released over the eight Utah stations of the Intermountain Network.

The delegates—all Republicans—are Sens. Wallace Bennett and Arthur Watkins and Reps. William Dawson and Douglas Stringfellow. The stations: KALL Salt Lake City, KOVO Provo, KLO Ogden, KOAL Price, KVNU Logan, KSVC Richfield, KJAM Vernal and KSUB Cedar City. The Wednesday breakfast meetings in the Senate dining room will be released on the stations at 9:30 p.m. Sundays.

Hardy Gets UNESCO Post

RALPH W. HARDY, NARTB government relations director, is one of five newly-appointed members of the U. S. National Commission for UNESCO, the State Dept. has announced.

Reappointed to second terms were eight others. All will serve as official representatives of non-government organizations. The commission selects the organization which, in turn, nominates its representative. Justin Miller, NARTB board chairman and general counsel, previously represented NARTB until his term expired.



What big ears you have, Iowa

GUS BRUNKAN is an equipment dealer in Dyersville, Iowa, 48 miles by kilocycle from WMT. He sells farm equipment on trade. He had five used International corn pickers in stock and didn't know how lucky he was.

WMT's annual mechanical corn picking contest was held on schedule. Ten thousand people turned out for the event, listened to the governor speak, drank 700 gallons of coffee, watched 17 pickers in action, saw the winner crowned with the state championship, a WMT trophy and a check for $100.

The event was reported on WMT's morning farm broadcast. All the news that was fitten included this fact: The winner used a Model 24 International corn picker.

Brunkan sold all five of his.

MORAL: *Even WMT news broadcasts sell Eastern Iowans.*

WMT

CEDAR RAPIDS

600 kc 5,000 watts

Represented by the Katz Agency

Basic CBS Network

My, how you've grown!



PEOPLES DRUG STORES SALES FORGE AHEAD

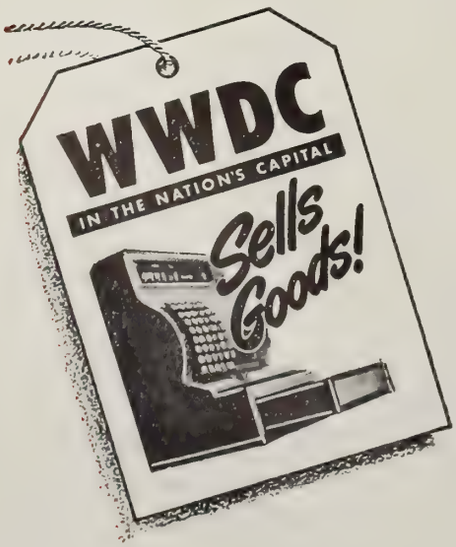
When we tell you that WWDC makes businesses grow, we're not just talking platitudes. We give you facts and figures—names and addresses—to prove what we say.

Take Peoples Drug Stores, for example. They started on WWDC in October, 1950. The sales of this great retail organization have gone steadily up ever since. In October, 1951, sales were up $115,169 over October, 1950. And October, 1952, showed a gain of $332,806 over October, 1951. Bill Murdock, head of the William D. Murdock Advertising Agency, says: "Our WWDC newscasts have definitely helped Peoples Drug Stores sales in the Washington area."

WWDC can help *your* sales in the Washington area too. Let your John Blair man give you the whole story.



CLAYTON R. SANDERS, Advertising Manager of Peoples Drug Stores, says: "We've used WWDC consistently for more than two years. We've gotten very good results."



In Washington, D. C. – it's

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

ABC-UPT MERGER STRATEGEM AS TOBEY INTRODUCES BILL

The active Senator from New Hampshire has introduced a bill to amend the Communications Act that obviously is aimed at the ABC-UPT marriage. For insurance, the Senate committee wants broad powers to investigate all phases of communications. It looks like Sen. Tobey wishes an inquiry of the whole matter.

FCC IS SET this week to consider its final decision on the merger of ABC and United Paramount Theatres, with one eye cocked toward Capitol Hill and the other toward Comr. Frieda B. Hennock, who has served notice that she intends to "dissent."

Sen. Charles W. Tobey (R-N. H.), who contends the wedding never should be consummated [B•T, Jan. 19], asserted his Congressional powers last week by instigating:

(1) A bill (S 538) to amend the antitrust section (311) of the Communications Act, and,

(2) A resolution (S Res 41) designed to give the Senate Interstate & Foreign Commerce Committee, of which Sen. Tobey is chairman, broad powers and $125,000 to investigate all types of communications, civil aeronautics, surface transport and maritime matters generally.

The first measure has potent possibilities, including the chance to hold hearings that could be maneuvered into a sweeping investigation of the FCC with ABC-UPT merger overtures.

The second is a pro forma resolution under which the Senate committee could investigate just about everything in the communications and transport fields. The Senate group had this authorization in the last Congress.

While the Senator is dividing attention between FCC affairs and railroad wrecks, another controversy centering around FCC's upcoming ABC-UPT decision is still alive. This is the exchange between the Commission and former Attorney General James McGranery.

There is no indication, however, that the FCC intends to veer from its position that the case is closed and will be decided on the record, as required by law, without regard to legislative overtures. And there's nothing now apparent to change the view that the FCC majority will favor the merger, following closely the thinking of Hearing Examiner Leo Resnick.

New Attorney General

A new Attorney General, Herbert Brownell Jr., has taken office. At this stage there is no indication of the impact the change in administrations and Attorneys General may have upon Mr. McGranery's argument with FCC Chairman Paul A. Walker. Chairman Walker has displayed eloquent indifference to the Dept. of Justice proposal that the upcoming ABC-UPT merger decision be delayed while the department scans the situation.

In any event, Sen. Tobey appeared to have made a flying start toward execution of his threat to subject the whole merger to committee scrutiny. It's his opinion, according to his public observations, that the merger might "vitiate" the antitrust laws and maybe the FCC really hasn't any legal authority to approve the transaction.

The Tobey bill is general and legalistic in its terminology, but these characteristics were believed to open the door for a committee inquiry since the measure naturally was referred to the chairman's own committee.

An opening group of "whereases" points to the public's right to enjoy the fullest variety of entertainment. Agreements to apply monopolistic restraints would deprive the public of such full enjoyment, it is explained, with the additional observation that "some persons" have been found conspiring to restrict entertainment.



SEN. CHARLES W. TOBEY
Possible Probe in Mind

The bill proposes that the following language be added to the antitrust section (311) of the Communications Act:

The Commission is directed to refuse a station license or the permit hereinafter requested for the construction of a station to any person engaged in the business of producing, distrubting or exhibiting entertainment for the public other than as a broadcast station license (or to any person directly or indirectly controlled by such person) if such person shall have been found to be in violation of any of the anti-trust laws of the United States in any suit or action, civil or criminal, brought by or on behalf of the United States or any agency thereof where such violation involves monopolizing or attempting to monopolize the production, distribution or exhibition of any form of entertainment or unlawful agreements restricting free and open competition in the production, distribution or exhibition of any form of entertainment.

Provided, however, that the Commission may by special order grant such license or permit to such person if it shall affirmatively appear to the Commission after notice and hearing

(a) That such person has not engaged in any such violation within five years prior to the application for such license, and

(b) That there is no probability that the unlawful practices which were the subject of such suit or action can or will be practiced in connection with radio communications by such person as a licensee or permittee, and

(c) That such person does not possess the power to substantially retrict the availability of such entertainment for broadcast.

The resolution giving broad investigative powers to the Senate committee would set up a fund of $125,000 subject to the will of the chairman. It is a type of authority frequently granted committees to carry on their normal functions. All main means of communication are covered—television, radio, telegraph and telephone. The resolution was referred to the Committee on Rules & Administration.

McGranery Denies Politics In Government's 'Star' Suit

FORMER Attorney General James P. McGranery has denied any "political implications" in the government's anti-trust action against the Kansas City Star Co. (WDAF-AM-TV).

Mr. McGranery was questioned on the Justice Dept.'s civil suit when he appeared Jan. 18 on NBC-TV's *Meet the Press*.

Mr. McGranery said he originally authorized the grand jury investigation without any prompting from former President Truman, who was charged in some quarters with inspiring the government's action. Mr. McGranery said the inquiry stemmed from complaints from local advertisers who protested the combination unit advertising rate.

Monopoly Charge

The Star Co. was charged with "monopolizing the dissemination of news and advertising" in Kansas City. Simultaneous with the grand jury indictment, the Justice Dept. filed a civil suit seeking revocation of the licenses of WDAF-AM-TV, owned by the publishing firm [B•T, Jan. 19, 12].

Mr. McGranery assured reporters there was nothing political in the action and added that The Star Co. had been cooperative in working with investigators to compile data on advertising contracts and other agreements.

FTC Files New Complaint Against Liggett & Myers

SECOND complaint has been issued by the Federal Trade Commission against Liggett & Myers Tobacco Co., New York, challenging certain advertising claims made for its Chesterfield cigarettes.

FTC filed its first complaint in U. S. District Court last October, seeking to enjoin the ad claims that Chesterfields produce no irritating effects on nose, throat and accessory organs. The complaint was dismissed by Judge Irving R. Kaufman and FTC took its appeal to the Circuit Court of Appeals, where it now pends.

The commission has maintained throughout this case that tobacco is a drug as defined in the Federal Trade Commission Act and that it is so recognized in certain medical publications.

Challenges Claims

FTC has challenged L&M claims that Chesterfields are "always milder," "better tasting," "cooler smoking" and give "no unpleasant after-taste." The claims, FTC said, are false, misleading and deceptive. Hearing was set for New York March 24 before hearing examiner William L. Pack.

FTC has instituted proceedings and issued similar orders against American Tobacco Co. (Lucky Strike), R. J. Reynolds Tobacco Co. (Camel), P. J. Lorillard Co. (Old Gold) and Philip Morris & Co. Ltd. (Philip Morris cigarettes).

The Liggett & Myers claims have been made in radio, television and other forms of advertising.

Donaldson to Senate Group

RAY S. DONALDSON, counsel to RTMA and candidate for FCC commissionership, was appointed staff director of the Senate Banking and Currency Committee, it was announced last week. He will take up his new duties next month.

"The railroads are a great machine which combines a vast variety of apparatus, devices and processes to turn manpower and fuel into ton-miles of freight service and passenger-miles of travel." Some of the ways in which new developments are combined with tested fundamentals on the 225,000-mile "proving ground" of American railroads, and some of the advances in actual results, are outlined in this article by one who is in a position to see the whole picture.

THE ADVANCING RAILS

By WILLIAM T. FARICY

President, Association of American Railroads

Nineteen twenty-one is a benchmark year in American transportation. It was the first full year after Congress and the country turned from the government operation of railroads of the World War I period and returned the railroads to private management. It marked the beginning of tremendous and dramatic changes in transportation, not the least of which have come about in railroading itself.

Back in 1921 government expenditures on building inland waterways were just in their beginning. Since then, the government has spent on such projects three times as much as had been spent in all the preceding century, with resulting changes in the transportation picture.

Back in 1921 the pneumatic truck tire was just coming into use and the business of intercity commercial transportation by motor vehicle was in its infancy. Since then, the total number of motor vehicles has been multiplied five times and the proportion of trucks to total motor vehicles has gone up half again as much as it was then. The resulting changes in the pattern of transportation are visible on every street and highway.

Back in 1921 commercial flying of air mail had just been inaugurated and general commercial transportation by air was still to be born. In the years since then, planes have multiplied in number and grown in size, cities have built more and larger airports to accommodate more and larger planes, the Federal Government has assisted in airport building and has provided and operates special airways with navigation and control features. A new industry of commercial air transportation has been created.

Transportation of crude petroleum by pipeline was well established before 1921 but since then the network of lines has been greatly extended and whole new networks of lines have come into being to carry refined petroleum products and natural gas in vast volume and over long distances.

The Growth of the Service

Beneath the earth, then, as well as on the earth, on the water and in the air, the past thirty years have seen changes in transportation plant and methods so profound and so dramatic that in the minds of many they have overshadowed the parallel advances made in the older method of transport by rail. To some, they may have seemed to forecast even the ultimate eclipse of the rails.

But with all the changes, the railroads have not only stayed in business but have gone ahead to render more service and better service to agriculture, to industry and to the defense of the nation. In 1921 the railroads performed freight service equivalent to moving 2,900 tons of freight one mile for every man, woman and child in the United States. By the peak prewar year of 1929, that amount of railroad service had grown to 3,700 ton-miles per capita. But in 1951, the railroads moved 4,200 ton-miles per capita and, during the peak years of the second World War, they had been called upon to move more than 5,500 ton-miles per year for each one of us in the country.

The people of this country continue to need railroads, and to need them more and more—especially in time of war, rearmament and national emergency. Then what have the railroads done to keep abreast of these needs?

The measure of what railroads have done is not to be found in any mere

catalogue of new devices adopted and new methods put into effect. I could list here more new and important advances in plant and methods than space permits or a reader's patience would tolerate. But the railroad is not a mere aggregation of devices and apparatus. The railroad, rightly viewed, is a machine, and the railroads as a whole are a great machine, which combines a vast variety of apparatus, devices and processes to turn manpower and fuel into ton-miles of freight service and passenger-miles of travel. The real measure of the advance of the railroads is to be found, therefore, in the way in which new developments and tested fundamentals are combined to produce transportation service with maximum economy and minimum expenditure of manpower, fuel and materials.

So, as a measure of the real advance of the railroads in the past three decades, let's take a look at how these elements were combined and used in 1921 and, thirty years later, in 1951.

Holding Down the Cost

The working time of employees for which railroads paid $1.00 in 1921 cost them $2.81 in 1951. For fuel, materials and supplies which cost $1.00 in 1921, the railroads paid in 1951 an average of $2.20. Taxes which took 5 cents out of each dollar of revenue in 1921, took 11½ cents in 1951. Wages, fuel, supplies and taxes make up at least 90 per cent of the cost of operating railroads, and every one of these items has more than doubled since 1921. Yet the ton-miles of freight service for which shippers paid in 1921 an average of $1.00 cost them in 1951 only $1.05, while the passenger-miles for which you paid $1.00 in 1921 actually cost you only 81 cents in 1951.

Of course it would not have been possible to move 1951 traffic with the railroad plant of 1921, but if it could have been done, the cost to the railroads of doing the work with that plant, but with wages, prices and taxes at present levels, would have been nearly three times what it cost to do the job with the improved plant of today. Necessarily, under such conditions freight rates and passenger fares would have had to be very much higher than they are now.

Efficiency: 1951 or 1921

The story back of this tremendous advance in efficiency and economy is one of research and invention, of investment in improved plant and equipment, of application of the new and better methods of operation which improved plant and equipment made possible.

Note that I do not say enlarged plant for in miles of track and in number of locomotives and cars the plant of 1921 was larger than that of the present day. But in capacity and efficiency the 1951 railroad is so greatly different from that of thirty years ago as to warrant the statement that we have railroads which in essentials are new.

Let us turn our thoughts back to the railroads of 1921 for a moment. There were 2,600,000 freight cars on the rails in that year. The output of freight service was 310 billion ton-miles. Of course 1921 was a year of business recession but even at the peak of the boom of the 1920's, when the railroad plant was working at capacity, a similar number of freight cars turned out only 450 billion ton-miles. Last year, with half a million fewer cars than were in use in the 1920's, the railroads produced 647 billion ton-miles of transportation—getting 80 per cent more service out of the average freight car than in the prewar peak of 1929.

Back in 1921 the railroads had 65,000 locomotives, of which all but 364 were steam power. The diesel locomotive was yet to be thought of. Since 1921 we first saw the development of the modern high-horsepower, high-speed, high-efficiency steam locomotive and then the introduction and rapid adoption of the diesel electric locomotive. So rapid has been this adoption that today 65 per cent of all freight service, more than 70 per cent of all passenger service and more than 75 per cent of all yard service is rendered by diesel electric locomotives. And 97 per cent of the diesel electric locomotives which are performing this service have been bought since 1940. More than 82 per cent have been bought since the end of World War II, and more than 38 per cent just in the two years, 1950 and 1951.

Right now we are seeing the beginnings of what may be a still further development in the use of turbine locomotives of at least three different types —steam turbines, oil-burning gas turbines and coal-burning gas turbines. In no field of transportation is there greater or more rapid change than in the motive power of American railroads.

And who can say that we may not have atomic powered locomotives some day? They are not yet in sight, but for four years now the Association of American Railroads has had a competent mechanical engineer duly accredited to the Atomic Energy Commission. One of his assignments is to observe, insofar as security regulations permit observation, the workings of the Commission staff to the end that whenever atomic power becomes practically usable for locomotion, the railroads will be ready to apply it.

As was said before, there were no diesel electric locomotives on American railroads in 1921. Neither were there any air-conditioned passenger cars, nor streamlined trains. Today virtually every passenger car in regular through service is air-conditioned and streamlined trains have become so prevalent that on main lines of principal passenger-carrying railroads they are now the rule rather than the exception.

(Continued on page 48)

Electronic Railroading

In 1921 there were only the rudimentary beginnings of automatic train control, and the marvel of centralized traffic control was still in the future. Now, on hundreds of stretches of railroads, switches are thrown and signals are set over districts of as much as 200 or 300 miles by one man seated before an illuminated map on which moving trains automatically show their position. In 1921 there were no coded track circuits which now transmit information in such detail and completeness that it might be said the signals do everything but talk. And even talking has been added in the postwar years as the equipment has become available, through the use of communication between moving trains and fixed stations, now widely adopted on at least fifty railroads.

In 1921 there were no push-button yards where electronics and compressed air, cooperating with gravity, enable one hump switch engine and a few men to do the work which in flat switching yards would have required the services of a fleet of engines and a much greater number of men.

The recorded and measured advance in actual results made possible by these and hundreds of other changes on the railroads will stand comparison with those of any segment of American industry. They are not the record of an industry which is static or asleep—or even the record of an industry which has just been awakened. They are the product of unremitting research, invention, ingenuity and investment. They are the achievement of an industry alert to present opportunities and alive to future possibilities.

The Basic Principles

Fundamental features of this railroad industry were arrived at long ago. There is the track, a surface unique upon the face of the earth which makes it possible for units of locomotive power to pull whole trains of cars. There is the principle of the train made up of separately and individually loaded cars combined into a mass unit for movement. There is the principle of standardization and interchangeability which permits the cars of any railroad to be operated in the trains and on the tracks of any other—and by so doing makes possible the truly continental character of American commerce.

These fundamentals which have shaped the growth and development of rails remain unchanged. Vast changes have occurred in the manner in which these fundamentals are applied to the job of transportation. One reason why they have so largely escaped general notice is that changes in railroading are necessarily in the line of evolutionary development rather than revolutionary departure.

Take, for example, the steel rail which is at the very foundation of our commerce. To the naked eye the only change observable in the past thirty years has been an increase of about 20 per cent in average weight. But this increase in weight is the smallest part of the change. As a result of protracted research carried on jointly by the railroads and the steel companies, the advances of metallurgy, manufacture and design have been such that rail laid today is only one-fourth as much subject to breakage as the rail of thirty years ago and will give 50 per cent more service life. The number of rail joints has been reduced since 1921 by lengthening the rail from 33 to 39 feet, a length which is soon to be doubled when the rolling of 78 foot rail begins. In many instances, rails are welded together end to end in long stretches of continuous or jointless rail.

What is true of rail is true in greater or less degree of every other element in the structure of the tracks. The average life of crossties has been more than doubled, for example, and the search for improved protection against decay and mechanical wear continues with some thirty different kinds of ties and methods of treatment being subjected to service tests.

The Biggest Proving Ground

One of the curious misconceptions about railroads is the belief that the industry has no proving ground to try out new ways of doing things. The railroads have the biggest proving ground in the world, and the only one big enough for their purposes, in their 225,000 miles of line. Sections of this trackage do not have to be set aside as "railroad proving grounds" because any and all of it is available to try out under test conditions new ways of construction, new types of equipment, new methods of operation, or any new idea or combination of ideas which offers enough promise in the laboratory to warrant testing in service.

At any given time many miles of railroad are so used under test conditions as carefully controlled as if the track were permanently set aside and devoted exclusively to these purposes. These tests may be short stretches of some particular track material or method of construction. Or they may be stretches of a hundred miles of line on which the performance of new types of freight car trucks, to take only one example, is tried out under operating conditions in test trains containing instrument cars which are really rolling laboratories.

Perhaps as good an example as any of how these things are tried out on the railroads is the story of the development in recent years of better freight car air brakes. The first testing was done with sets of air brakes of new types arranged on test racks in the laboratory at Purdue University to simulate the workings on a train of 100 cars. The type of brake which performed best on the test rack was installed in a special train in which the number of cars had been increased to 150. This train, which contained a number of instrument cars to record

performance, was operated on mountain railroads in Oregon and California. After this test, the brakes were returned to the laboratory to work out defects which had developed in the field. Then they were re-installed in a 150 car train and once more subjected to road tests, this time in Pennsylvania, before the new air brake was declared ready for general use. The cost to the railroads and the air brake companies for the entire test was in the neighborhood of ten million dollars—and now the whole process is being repeated in laboratory and train tests of still another brake—this latest one designed to handle trains more smoothly by varying the braking pressure according to the loaded or light weight of the cars.

This combination of laboratory research and field testing on the proving ground of our railroad tracks is essential in the further advancement of the industry. Much, though not all, of the laboratory work is done in the Central Research Laboratory of the Association of American Railroads located on the campus of the Illinois Institute of Technology in Chicago. No sooner was this large laboratory opened in 1950 than the rapidly growing research program of the Association of American Railroads began to outgrow it, and today we are going ahead with an additional building for enlarged mechanical research. A major project in this field, being pursued not only at the AAR laboratory but also by the Armour Research Institute of Chicago and the Franklin Institute of Philadelphia, looks toward improvement in the design, metallurgy, lubrication and performance of axle bearings of freight cars in our constant war on that enemy of railroad performance, the hot box.

Important as are axle bearings, they are, however, but one detail of freight cars—and freight cars are but one part of the whole great machine of the railroads. To measure the advancement of the enterprise as a whole, it is necessary to look at operations as a whole. There is no one measurement which reflects the results of all the changes and advances but the one which comes nearest to doing so is the hourly transportation output of the average freight train—a figure which reflects not only train loads but train speeds. So great has been the increase in both these factors that the average freight train of 1951 turned out almost three times as many ton-miles of transportation service per hour as the average train of 1921; almost twice as much as the train of 1931; and nearly 50 per cent more than the train of 1941.

The Needs of Tomorrow

Who, thirty years ago, could have foreseen the advances which have been made in railroading? And who today can say what the advance will be in the decades ahead?

Certain it is that never has there been greater zeal and activity in pushing out the frontiers of knowledge than there is today. And certain it is that much of the new knowledge to be gained can be, and will be, applied to railroads and railroading. Certain it is that the gains to be achieved will benefit not merely railroads but all of us in an America whose production, whose very life, depends on steel rails.

Just as the transportation needs of 1951 could not have been met by the railroad plant of 1921, so the needs of 1981, or for that matter the needs of 1961, cannot be met to the full with the plant, equipment and methods of 1951. To meet ever-growing needs with ever-better service, rendered at decreasing costs, there must be unremitting research and invention. But the most devoted and ingenious research is not enough by itself, unless somewhere there is someone willing to invest the money it takes to put the results of research to work. And that willingness to invest—so essential to the life of any business in a free-enterprise economy—depends upon earnings, or the prospect of earnings.

Railroad earnings have not been sufficient in these postwar years to warrant investment on the scale which is required. And yet during those same years the railroads have invested an average of more than a billion dollars a year in better tracks and terminals, better shops and signals, better cars and engines, better everything.

This tremendous program of improvement has been, on the part of the railroads, an act of faith—faith that the public and the government will come to recognize the railroads for the highly competitive industry they are rather than the monopoly they are supposed once to have been; faith that railroad management will be granted greater latitude to adjust rates, fares and services to changing and flexible conditions; faith that railroads will be recognized and treated as a business, created by private investment, subject to the same economic necessities as any other business, and entitled to the same chance to operate on a business basis, without the added pressures of unnecessarily rigid restrictions or of government-aided competition.

We have it on Scriptural authority that faith will move mountains—but I suppose this to mean that the actual moving job has to be done with the tools which someone has the faith to provide. The people who have invested in railroads have provided for America a great machine for moving mountains of goods and products—a machine which in World War II moved more than 90 per cent of all war freight, and which today, and on any other average day, moved more than ten ton-miles for every man, woman and child in the United States. On faith, a tremendous job has been done, striking advances have been made. And if that faith shall prove to have been justified, jobs bigger than we have yet seen will be done, and advances even more striking will be made as America moves forward to her great destiny.



PENTAGON, Washington, D. C., was the scene of ceremonies honoring the principals responsible for success of the joint NBC-U. S. Navy TV series *Victory at Sea*. Outgoing Navy Secretary Dan A. Kimball (l) capped presentation of Distinguished Public Service Award with firm handclasps. L to r: Secretary Kimball; Richard Rodgers, who composed special narrative symphonic music; Robert W. Sarnoff, vice president in charge of NBC-TV's film division, and Henry Salomon, originator, producer and co-author of public service series. Service award is highest civilian honor accorded by Navy [B•T, Jan. 19].

THEATRE TV INQUIRY RESUMES TODAY

Several months and possibly a year of two-days-per-week sessions will be needed to settle basic policy questions.

FCC'S EXTENSIVE inquiry into proposals for allocation of frequencies and promulgation of rules for a nationwide theatre television service will resume at 10 a.m. today (Monday) before the Commission *en banc* in the auditorium of the U. S. Dept. of Commerce.

Numerous basic policy questions are involved in the movie industry's bid for groups of 30 mc channels on an exclusive basis in the spectrum above 5,000 mc [B•T, Jan. 19]. A preliminary hearing was held last fall at which engineering and accounting testimony was received [B•T, Oct. 27, 1952].

According to FCC, the Commission will sit only Monday and Tuesday of each week for the theatre TV proceeding in order to allow time for consideration of other broadcast and non-broadcast matters. Since the theatre TV proponents alone have some 26 days of direct testimony estimated, observers see the hearing continuing for several months, perhaps even as long as a year, according to one prediction.

Western Union Telegraph Co. has petitioned the Commission to issue an order providing for an investigation pursuant to Sec. 201(a) of the Communications Act to determine "whether it is necessary or desirable in the public interest that physical connections and through routes between common carriers, and charges applicable thereto, and divisions of such charges, be established in the event the Commission should determine that the theatre television transmission services involved in this proceeding should be established on a common carrier basis."

Last week, the Motion Picture Assn. of America and National Exhibitors Theatre Television Committee filed a petition in support of the Western Union request.

Last Thursday, FCC issued the following procedure for the taking of further evidence:

I. Direct testimony on engineering and accounting matters. Such testimony will be received from witnesses for the following parties in the order indicated:

A. National Exhibitors Theatre Television Committee and Motion Picture Association of America Inc.
B. American Telephone and Telegraph Co.
C. Radio Corp. of America.
D. Western Union Telegraph Co.
E. American Petroleum Institute (A. Earl Cullum Jr. only at this time and cross-examination of this witness will be heard following his direct testimony).

II. Cross-examination of witnesses who have presented evidence on engineering and accounting matters. Counsel for each party will be required to indicate upon conclusion of all direct testimony on engineering and accounting matters, which witnesses they wish to have recalled for cross-examination.

III. Rebuttal testimony on engineering and accounting matters. (Parties who desire to present rebuttal witnesses should notify Commission counsel promptly, giving the names of the witnesses.)

IV. Testimony on issues other than accounting and engineering. Cross-examination of each witness will immediately follow that witness' direct testimony. Such testimony will be taken in the following order:

A. National Exhibitors Theatre Television Committee and Motion Picture Association of America Inc.
B. Theatre Network Television Inc.
C. Theatre Television Authority.
D. Western Union Telegraph Co.
E. American Telephone & Telegraph Co.
F. Independent Telephone Assn.
G. American Petroleum Institute.
H. Aeronautical Radio Inc.
I. American Trucking Assn.
J. American Civil Liberties Union.

Other parties to this proceeding not listed above have indicated in their summaries of testimony filed with the Commission January 12, 1953, that they will limit their participation to cross-examination and such rebuttal testimony as may be necessary.

The Commission expects each party to cooperate in expediting the conclusion of the hearings by making their presentations as brief as possible and, wherever possible, by reducing direct testimony, in whole or in part, to writing and offering it for the record in that form in lieu of oral presentation.

Notice is hereby given that sessions of this hearing will be held on Mondays and Tuesdays only of each week.

Mead Resigns as FTC Head

JAMES M. MEAD last Wednesday resigned as chairman of the Federal Trade Commission, a post he held since May 24, 1950. He is expected to continue, however, as a member of the FTC until Sept. 25, 1955.

WGRD Protests FCC's Ch. 35 Grant to Versluis

PROTEST against grant of uhf Ch. 35 in Muskegon, Mich., to Versluis Radio & Television Co. for a new TV station was filed with the FCC last week by WGRD Grand Rapids, Mich., claiming that unfair competition will result from the grant.

This is believed to be the first such protest since the Communications Act was amended by the McFarland Act.

Versluis Radio & Television Co. is headed by Leonard A. Versluis, president and 100% owner of the company. Mr. Versluis also operates WLAV-AM-FM Grand Rapids.

WGRD claims that Mr. Versluis will operate the new TV station as a Grand Rapids outlet rather than as a Muskegon station. If this happens, WGRD claims, Mr. Versluis can offer a combination rate for the AM, FM and TV stations. Because WGRD can base its rates only on its AM operation, it claims it would be placed in an unfair competitive position.

Before Mr. Versluis had received his grant for the new TV station, WGRD filed a petition with the FCC requesting that the application be set for hearing. However, on the same day the Commission granted Mr. Versluis' application, Dec. 23, 1952, it also dismissed WGRD's petition on the grounds the Grand Rapids station was not a party in interest [B•T, Dec. 29, Sept. 22, 1952].

In its protest of the grant, WGRD recites substantially the same claims it had made in its earlier petition.

WGRD also alleges that Mr. Versluis, who was formerly permittee of WLAV-TV Grand Rapids (now WOOD-TV), "trafficked" in the permit because he sold the station within 20 months after it began operation and made a "profit" of $1 million in the sale.

Mr. Versluis was granted a construction permit for WLAV-TV July 29, 1948, the petition stated, and interim operation began Aug. 15, 1949. On June 27, 1951, an application was filed for a license to cover the CP, while on June 26, 1951, the contract for sale of WLAV-TV was signed with WOOD.

WGRD also charges that there were discrepancies between the financial statements filed by Mr. Versluis in the bid for assignment of permit and the request for license for WLAV-TV.

WGRD is an applicant for uhf Ch. 23 in Grand Rapids, but the application is mutually exclusive with another filed by W. S. Butterfield Theatres Inc.

Antitrust Suit Against NFL Opens Today in Philadelphia

ANTITRUST action against the National Football League will open today (Monday) in the U. S. District Court for the Eastern District of Pennsylvania at Philadelphia, with the Dept. of Justice claiming the league's restriction of football broadcasts and telecasts constitutes restraint of trade.

Judge Allen K. Grim will preside at the juryless trial, expected to last at least two weeks. Judge Grim last year dismissed a league request to drop the civil suit [B•T, Jan. 14, 1952].

The pro football case is regarded by attorneys in and out of government as a test case. While the Justice Dept. has been closely observing the National Collegiate Athletic Assn. restriction of football telecasts to a one-network-one-game-a-week schedule, it has indicated unofficially no action will be taken against colleges until the pro case is decided.



To sell frozen foods to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline

Frozen foods or hot tamales, the way to sell in *inland* California is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.*
(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA Paul H. Raymer, National Representative

COMMENT STIRRED ON TV AUXILIARIES

The Commission's proposal to narrow the band width of auxiliary TV channels stirred more individual ideas by organizations than either approval or disapproval. Each group spelled out its stand.

COMMENTS filed with FCC last Monday with respect to the Commission's proposed amendments to rules governing television auxiliary stations were more in the form of counter-proposals than either approval or disapproval of the proposed changes.

NARTB, NBC, American Telephone & Telegraph Co. and Raytheon Mfg. Co. filed comments. Only AT&T appeared to have made very extensive tests employing the standards proposed in the amendment of Part 4 of the Commission's Rules.

Three groups of channels are now available for TV auxiliary broadcasting, under present FCC rules: 1990 to 2100 mc, 6875 to 7125 mc and 12,700 to 13,200 mc.

Among other changes proposed in the Commission's amendment was one that would increase the number of channels available to telecasters for auxiliary services in the 7000 megacycle band through a reduction in channel width from 25 to 19 mc.

Under this plan, the 6875-7125 mc band would be divided into ten 19 mc channels for television broadcasters and three 20 mc channels for communications common carriers. Telecasters would be allocated 6875 to 7065 mc for their 19 mc channels.

NBC's Brief

NBC pointed out that at the present time only the 7000 mc band is suitable for television auxiliary services because the equipment available in the 2000 mc band is not readily portable.

With regard to the changes proposed in the 7000 mc band, NBC said there were three problems. The first is the inadequacy of the number of channels available to television broadcasters. As an example, NBC pointed out the situation in the New York area where there is a shortage of spectrum space in the 7000 mc band for the auxiliary services.

The second problem is that of adjacent channel interference, which NBC noted was recognized in the Commission's notice of proposed rule making. But the network said the seriousness of this interference cannot be evaluated for equipment now in use.

The third problem relates to a comparative performance (distance range or signal noise level) of equipment which may be developed for 19 mc channeling with that now found in the 25 mc equipment. NBC said, "It seems inevitable that the reduction in band width will degrade performance somewhat."

It is NBC's position that the limitation on the number of channels available on the one hand, and on the other hand the inadequacy of present equipment to operate on adjacent channels with reduced channel width, raises very serious problems in the large market areas.

NBC said that the ability to continue many of the important public service types of programs will be impaired by the immediate adoption of the Commission's proposal.

The best present solution to the problems raised in the Commission proposal, according to NBC, is to make more spectrum space available in the 7000 mc band for TV auxiliary broadcast stations.

Although the Commission's proposal to narrow the band width may be found to be feasible, NBC said, the proposal should not be adopted until equipment has been developed and adequate field tests have been made to assure its feasibility.

NARTB agreed with the NBC suggestions in its comments on the contemplated changes in the 7000 mc band, and said that what the FCC should do is assign additional microwave frequencies through the apportionment of the 7065 to 7125 mc portion of the band to television broadcasters. With those frequencies now available only to common carrier use made available to television broadcasters, there would be a total of ten 25 mc channels for TV pickup and STL work.

In its comments, NARTB also requested that the status quo be maintained with respect to the 2000 mc band, and that there be a further amendment tacked on the FCC proposal which would include a plan to permit the use of a coding device for auxiliary's identification.

In its tests using the standards proposed by the Commission, AT&T found that in the case of transmission paths diverging at an angle of 34 degrees or more, it appears that no serious interference problems will be experienced with 19 mc separation between channels in the 7000 mc band. AT&T reported that its tests also indicated that it is possible, under controlled conditions, to operate two parallel circuits 19 mc apart for short periods of time without serious interference.

However, AT&T said, successful operation on parallel paths appears to be contingent upon the use of cross-polarization, precise frequency control to prevent the frequency separation from becoming less than 19 mc, and special line-up procedures and monitoring. The latter two conditions impose serious practical operating problems, AT&T claimed.

The 7000 mc equipment is designed for portable use and neither the transmitter nor the measuring equipment can be expected to maintain the necessary high degree of precision under practical working conditions. Also, AT&T said, it is impossible to make frequency adjustments during the transmission without interfering with the picture signal. In addition, the danger of the receiver locking to the adjacent channel during a fade or momentary power failure will be increased with the reduced separation.

Operating Difficulties

The firm recommended that in view of the operating difficulties encountered, the Commission maintain the present 25 mc channel widths.

The tests AT&T made were carried out Jan. 6, 7 and 12, and were between the Empire State Bldg. and AT&T's building at 176th St. in New York, a little more than 7 miles apart.

Raytheon, too, said the proposal to reduce the channel width in the 7000 mc band was not appropriate at this time. But Raytheon seemed to question the need for additional channels more than the difficulties which might be involved should the channel width be reduced.

FCC Annual Report

COPIES of FCC's annual report for fiscal 1952, issued a fortnight ago [B•T, Jan. 19], were put on public sale last Monday by Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price is 40 cents. FCC itself does not distribute copies.

COMPTON FAVORS IIA RESHUFFLING

Relayed in the Acheson IIA report, Dr. Wilson Compton urges bolstering of overseas staffs and reshaping of radio activities. These views fall on attentive ears as Congress considers integration of the foreign information programs.

REORGANIZATION of the International Information Administration with greater emphasis on overseas radio activity "should be diligently pressed," according to Dr. Wilson Compton, IIA administrator.

His views were given to former Secretary of State Dean Acheson and were included in Mr. Acheson's semiannual report on IIA.

The report was released as the administration changed hands.

Dr. Compton referred to strengthening of overseas staffs and reshaping of radio and other media field activities. He said the IIA program is gaining in the fight against "Communist propaganda," and said agreements are in the making for integration of IIA's foreign information activities with Mutual Security Agency and Technical Cooperation Administration.

Congress Interest Up

The report was released as Congress became increasingly interested in coordinating U. S. foreign information programs, perhaps under a single agency with or without psychological warfare functions. The Eisenhower Administration plans to strengthen both these aspects, with realignment of agency structure [B•T, Jan. 19].

A Senate Foreign Relations information subcommittee has been studying overseas information activities, including Voice of America. In executive session last Wednesday, the subcommittee, headed by Sen. William Fulbright (D-Ark.), agreed to hold hearings, probably in February. A resolution will be submitted in the Senate to extend the study and deadline for its report beyond Jan. 31. Staff members are preparing an interim report on Voice operations based on field trips last December.

Meanwhile, similar machinery was set in motion in the House. Rep. Edith Nourse Rogers (R-Mass.) introduced a proposal (H Res 95) to create a select committee to study the problem. It would seek to "determine means by which the national interest may be best served in time of peace by the conduct of international information services and in time of war by a civilian psychological warfare agency." Resolution was referred to the House Rules Committee.

FTC Case Set Aside

FEDERAL Trade Commission case pursued since May 1943 against Carter Products Inc., directing that the word "liver" be removed from the name "Carter's Little Liver Pills" and that many advertising claims be discontinued, was set aside last week by the Ninth Federal Circuit Court. Carter products uses spot radio extensively.

First

First— In the Fabulous Texas Great Plains Market

First— KDUB-TV Lubbock, the first TV station on the Texas Great South Plains. The first new Texas station since the freeze lifted.

First— Retail sales for Lubbock are substantially higher than the average for Texas, and are among the highest of any city in the Southwest*. As a matter of fact, KDUB-TV brings TV to a vast untapped $389,756,000** West Texas market, and 317,700 potential customers**. To be specific, it's the 3rd market in the nation, measured in terms of personal and family buying power.

First— TV set sales are breaking records in this tremendous, aggressive market. An estimated 15,200 families are now reached, with many added daily.

Reach a fabulous NEW market with KDUB-TV, Lubbock. The acceptance and impact of TV in the Texas South Plains area is terrific and gains momentum daily. Buy TV in a growing market — Buy KDUB-TV.

*Monthly Business Review—Federal Reserve Bank of Dallas
**1952 Sales Management Survey

AFFILIATE: CBS

DU MONT NETWORK
PARAMOUNT FILM NETWORK
AVERY KNODEL, National Representative

SALES HUB OF THE SOUTH PLAINS
KDUB TV
LUBBOCK, TEXAS

CHANNEL 13



W. D. (Dub) ROGERS
President & General Manager

MIKE SHAPIRO
Commercial Manager

Govt. Electronics Suit Fades as Threat to Firms

CLOUD of criminal implications which has hung over electronics manufacturers the past 12 months in the wake of a grand jury inquiry into possible anti-trust violations faded over the horizon last week.

Attorney General James P. McGranery announced last Monday that he had revoked the grand jury authorization looking toward possible criminal prosecution.

At the same time, he held out the possibility of civil litigation and court injunctions and stressed that the investigation would continue. On the basis of data gathered by the grand jury, he absolved electronics manufacturers of "the use of force, strong-arm tactics or activities of a similar punitive nature."

While Mr. McGranery pointed out that criminal action was still possible "if warranted," authorities were inclined to dismiss such an eventuality and felt the Justice Dept.'s action represented a "face-saving" move on the eve of Mr. McGranery's departure from office.

Manufacturers were reluctant to comment on the development at this time, though the informal consensus of some high-placed authorities was that it would remove another obstacle in the path of color television progress and permit them to proceed on defense orders unshackled by government restraints.

Color TV Implicated

It will be recalled that some of the data requested for grand jury presentation last May touched on the color television issue, with implications that some manufacturers had banded together in concerted action against FCC-proposed TV standards for the production of color-casting equipment.

Mr. McGranery made no reference, direct or indirect, to color television in his announcement. He traced the investigation to January 1952 when the grand jury was authorized to explore for possible violations of the anti-trust laws. He noted the grand jury process was needed to ascertain the facts.

Virtually all of the major electronics firms—and Radio-Television Mfrs. Assn.—were included in the "industry-wide" probe, with RCA asked to furnish voluminous data on patent practices.

RCA later lost out on its motion to modify patent provisions of the subpoena which it claimed should have been dismissed as inoperative under certain consent decrees set forth over 20 years ago. RCA challenged the subpoena as "so broad, sweeping, vague and indefinite that compliance would be unreasonable and oppressive" [B•T, Oct. 27, Sept. 8, 1952].

Referring to the investigation, Mr. McGranery said the Justice Dept. study of the material "suggests that removal of whatever restraints may exist in the industry should more properly be the subject of civil litigation (misdemeanors) than of criminal prosecution."

The investigation originally was launched in the Justice Dept. under the stewardship of then Atty. Gen. J. Howard McGrath. The subpoenas called on manufacturers of AM, FM and TV transmitting and receiving equipment—and military products—to furnish data encompassing charges that FM was stifled in its growth; patent litigations, sales and production figures; royalties; exchange of technical material; expenditures for research and development in radio, television and related electronics fields; restrictions on types or quantities of AM-FM-TV receivers, and stockholders reports [B•T, March 3, 1952].

House Group Unset

HOUSE Interstate & Foreign Commerce Committee, named last week, has not been organized nor has any schedule been decided on meetings with officials of the regulatory agencies over which the House committee has jurisdiction.

Question of whether the Committee will authorize continuance of its investigation programs may also be decided when it organizes—hoped for this week.

Personnel of the House commerce group follows:

REPUBLICANS—Charles A. Wolverton (chairman), N. J.; Carl Hinshaw, Calif.; Joseph P. O'Hara, Minn.; Robert Hale, Me.; James I. Dolliver, Iowa; John B. Bennett, Mich.; Richard W. Hoffman, Ill.; John V. Beamer, Ind.; William L. Springer, Ill.; Alvin R. Bush, Pa.; Paul F. Schenck, Ohio; Joseph L. Carrigg, Pa.; Herbert B. Warburton, Del.; Steven B. Derounian, N. Y.; Thomas M. Pelly, Wash.; J. Arthur Younger, Calif.; John W. Heselton, Mass.

DEMOCRATS — Robert Crosser, Ohio; J. Percy Priest, Tenn.; Oren Harris, Ark.; Dwight L. Rogers, Fla.; Arthur G. Klein, N. Y.; Thomas B. Stanley, Va.; William T. Granahan, Pa.; F. Ertel Carlyle, N. C.; John Bell Williams, Miss.; Peter F. Mack Jr., Ill.; Homer Thornberry, Tex.; Louis B. Heller, N. Y.; Kenneth A. Roberts, Ala.; Morgan M. Moulder, Mo.

McCarthy Data Sought In Madison Complaint

FCC CHAIRMAN Paul A. Walker last week wrote Sen. Joseph McCarthy (R-Wis.), suggesting that the Senator immediately submit any information he may have respecting the qualifications of Badger Television Inc., vhf Ch. 3 applicant at Madison, Wis.

Senator McCarthy a fortnight ago protested the Badger application, stating he wished to bring evidence to FCC showing "it would be against the public interest" to have either William T. Evjue, editor of the *Capital Times* and president of the applicant, or Cedric Parker, city editor of the *Times,* "exercising any control over a television station" [B•T, Jan. 19].

Badger Television is a combination of two TV applicants—WIBA and Television of Wisconsin Inc. [B•T, Dec. 22, 1952]. WIBA is owned by the same interests which publish the *Wisconsin State Journal* and the *Capital Times.* Both papers have opposed Sen. McCarthy. Badger Television's application is mutually exclusive with the Ch. 3 bid of WISC Madison and comparative hearing will be required.

Walker Answers ACLU

RESERVATION of noncommercial, educational television channels will not automatically expire on June 2 but will continue an "indefinite" period, FCC Chairman Paul A. Walker stated last week in a letter to Patrick Murphy Malin, executive director of the American Civil Liberties Union, New York.

Chairman Walker pointed out that after June 2 the Commission will consider petitions to amend the TV allocations table, respecting both commercial and noncommercial channels, but that each such petition would be considered on its individual merits. This even means educators could petition to change the status of a commercial channel to a reserved noncommercial facility, he stated.

Mr. Malin wrote Chairman Walker in early December to express ACLU's support for the reservation of channels and to inquire as to the status of reservations after June 2, expiration of the Sixth Report's one-year rule precluding the filing of petitions to make changes in the allocation table.

RTMA Expands Information

INFORMATION department of Radio-Television Mfrs. Assn. headquarters in Washington, D. C., has been expanded, according to James D. Secrest, executive vice president.

Peter H. Cousins, information director, has been named special assistant to Mr. Secrest and staff assistant to Technical Products Division. Tyler Nourse has been promoted from assistant information director to editorial director in charge of publications. Herbert Francis Hodge Jr. joins the staff today (Monday) as editorial assistant to Mr. Nourse. The changes followed resignation of Ralph M. Haarlander as assistant to the Technical Products Division.

Message Stress Urged

DEPLORING over-emphasis in radio commercials on "sound effects, songs and spirited voices," John F. Hardesty, director of local promotion for BAB, told the Advertising Club of Hartford last Thursday that local advertisers would "discover the true sales impact" of radio if they stressed the basic sales message.

He said progress has been made in integrating attention-getting sound effects and special radio slogans into commercials but added that "this has been done, in many instances, at the expense of the most important element—the advertiser's sales message."

RTMA Names Instructor

INDUSTRY training course in TV set servicing will be directed in New York by Paul B. Zbar, member of Institute of Radio Engineers and long active in TV training schools, according to Radio-Television Mfrs. Assn. The course, first of its kind under RTMA sponsorship, is designed to upgrade present TV servicemen and increase their technical efficiency. A syllabus of the course, to be developed at the privately endowed New York Trade School, will be prepared for use by vocational training schools throughout the country. RTMA members are underwriting the special course.

APRA Honors WHAS-AM-TV

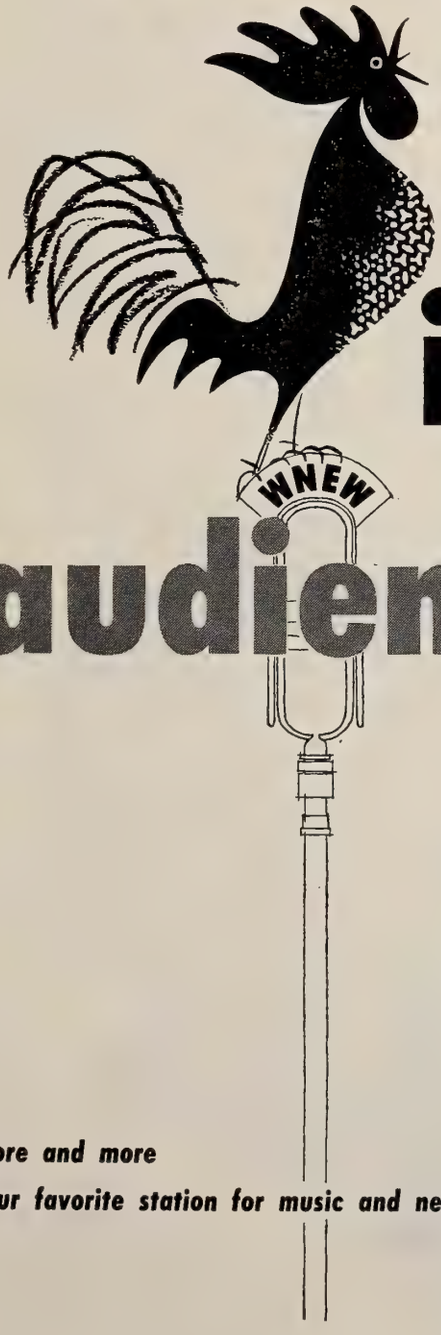
WHAS-AM-TV Louisville will receive a certificate of outstanding achievement in public relations at the American Public Relations Assn. eighth annual convention. APRA members from 43 states and territories are expected to attend the March 2-3 convention in Washington, D. C.

Airlines Advised

IMPORTANCE of radio advertising to airlines is pointed up in a 15-page presentation, "CAVU (ceiling and visibility unlimited) for Airlines With Radio," being distributed by BAB to its members. The booklet gives eight reasons for airlines to use radio and points out that "virtually everyone is an airline travel prospect—and radio is the only medium that reaches everyone."

WNEW

was the only New York radio station to increase its audience in 1952!



(Details upon request)

SOURCE: PULSE

6 a. m. to 8 p. m., Monday through Saturday

1952 vs 1951, At Home Only

More and more

your favorite station for music and news

WNEW

1130 | ON YOUR DIAL

50,000 *watts day* . . . 10,000 *watts night*

CAPITOL PROPOSES MONTHLY FEE FOR SAMPLE RECORD SERVICE

A $10 charge is proposed for stations though free performances of records are credited with building the phonograph business to its present lofty peak. WJPS Evansville gets a form letter and tells the record company exactly what it thinks about the idea.

MAKERS of phonograph records, receiving countless millions of dollars worth of free radio promotion, may want to charge broadcasters for the chance to give them all this publicity.

Signs were apparent last week that record companies want to set up their own version of ASCAP, perhaps in an effort to heap still another burdensome impost on broadcasters. Latest to revive the idea is Capitol Records Inc., whose national promotion manager, Gene Becker, is contacting stations via a form letter.

Writing Jan. 14 to the record librarian of WJPS Evansville, Ind., Mr. Becker proposed a plan to charge $10 a month for its popular and western releases.

In reply he received a scorching letter from Robert J. McIntosh, WJPS general manager.

"When I read your letter I about blew my top," Mr. McIntosh replied in a letter dated Jan. 19. He continued:

Very frankly, Mr. Becker, radio should be charging Capitol Records for exploiting their stars. This move is a good way for Capitol Records to be thrown off the air completely.

If the other record companies follow your pattern I can see a real showdown where all of the record companies will have to buy radio time if they want their records played on the air. WJPS has no intention of paying Capitol Records one cent and you can take us off your mailing list immediately if you so desire.

Several other station managers contacted by BROADCASTING • TELECASTING said they had been approached in the past with the fee idea but had rejected it. The records didn't stop, they added significantly.

It is common practice for record companies to shower their new offerings on broadcasters, particularly in the popular-folk lines. Usually the pressings are of special quality. At many stations each disc jockey will receive records, many of them owning their own libraries.

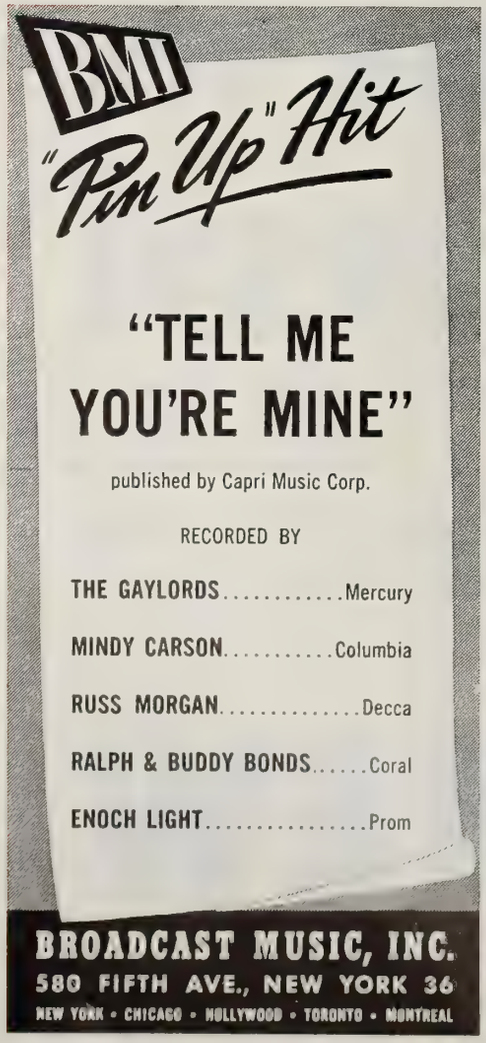
Sensational expansion of the phonograph record industry from the low point of the 30s is generally credited in a substantial degree to broadcast performance.

Semi-Flex Pressings

Capitol Records in its current proposal would furnish semi-flex pressings each week, prior to national release date where possible. For this service it would make "a nominal charge of $10 per month" for popular and western releases, $5 for western alone or $8 for popular alone.

"We are fully aware of the great exploitation value we receive from radio programming of our records and albums," Mr. Becker wrote. "Therefore, we have established what we sincerely believe is an equitable figure for the service—when you consider that the regular price of the records you will receive in a month is far in excess of the monthly amount we will charge. Naturally, the records furnished will be your property."

Concluding, he said, "Many thanks for your interest in Capitol Records. We sincerely hope you will be able to take advantage of one of the above services, and you may rest assured that we will give you the best possible service. Whatever course you decide to follow, we want you to know that we do appreciate your past and present cooperation."



Gerbel Returns to KJR After Gubernatorial Race

ARTHUR GERBEL Jr. has returned as assistant general manager of KJR Seattle after serving successfully as state campaign manager for the re-election of Washington's Gov. Arthur B. Langlie.



Mr. Gerbel

Mr. Gerbel, who is completing 17 years at KJR, is secretary-treasurer of the Seattle Rotary Club, a member of the U. of Washington Alumni Assn.'s board of trustees, Catholic Children's Services board of directors and the local Washington Athletic Club's board of governors.



LOOKING over late details of new WTTG (TV) Washington show, *Wolff at the Door*, sponsored by Mid-Atlantic Appliances and Admiral Corp., are seated (l to r), Walter Compton, WTTG general manager, and Irving Grossberg, Mid-Atlantic vice president-treasurer; standing, I. V. Dalo, Mid-Atlantic general sales manager; Leo Lisee, Admiral regional sales manager, and Bob Wolff, star of the half-hour, five-a-week, women's show.

KGA Spokane Sold For Reported $500,000

SALE of KGA Spokane, Wash., 50 kw ABC affiliate on 1510 kc, to the Bankers Life & Casualty Co., Chicago, was completed Tuesday by Gonzaga U. of Spokane, licensee. The transfer, involving an estimated $500,000, is subject to FCC approval.

The Rev. Francis J. Corkery, S.J., president of Gonzaga, and John D. MacArthur, president of the insurance company, completed negotiations in Chicago last week through Blackburn-Hamilton, radio and television station broker.

KGA is the first broadcast property to be acquired by Bankers Life & Casualty Co., which has several insurance properties in Washington. The agreement includes the station, structure and land.

The Spokane station was founded in 1926 and in 1932 was acquired by NBC, which bought KJR Seattle, KYA San Francisco and KEX Portland after the Northwest Broadcasting System, headed by Adolph Linden, had collapsed. The stations were purchased from banks holding Northwest securities. From 1933 to 1939 KGA was leased by NBC to Louis Wasmer, who bought the station for about $25,000 in November 1939.

Ten years later, Mr. Wasmer, who owned KGA as an individual, sold the station to Gonzaga U. for about $425,000, plus accounts receivable, which brought the overall consideration to about $550,000. That sale also was handled by Blackburn-Hamilton.

Although federal tax laws exempt incomes of religious and educational groups, Washington state has changed its statutes to revise the exemption status of such groups with respect to their commercial properties.

WGFG Changes to WKMI

UPON change of call letters of WGFG Kalamazoo, Mich., to WKMI (K for Kalamazoo, MI for Michigan) on Jan. 1, the station helped bring about public acceptance of the new call letters by a series of promotions.

Advance station breaks told of the change and a newspaper ad pictured a baby in diapers with the headline, "It's time for a change (of call letters)." Disc jockeys promoted the change in various ways and a New Year's Day half-hour show featuring all the station staff celebrated the new call letters.

5 out of 9



*Look

Television Award winners are seen in Northern California exclusively on

KPIX

COMEDY TEAM . . . LUCILLE BALL and DESI ARNAZ

QUIZ OR PANEL SHOW . . . WHAT'S MY LINE

SPORTS . . . BLUE RIBBON BOUTS

MASTER OF CEREMONIES . . . JOHN DALY

NEWS PROGRAM . . . SEE IT NOW (Edward R. Murrow)

Greatest Shows
Brightest Stars

*Program and personality awards made annually by Look Magazine on the judgment of top television executives throughout the nation.

KPIX TELEVISION CHANNEL 5
SAN FRANCISCO, CALIF.

Affiliated with CBS and DuMont Television Networks
Represented nationally by the Katz Agency

Gray Beaten

BARRY GRAY, radio and television commentator and disc jockey, was beaten by three men on Jan. 16 as he was leaving his automobile to go to a DuMont Television Network studio in New York. This was the second such attack on Mr. Gray in the past four months [B•T, Sept. 8, 1952].

Mr. Gray received medical attention in the studio and appeared briefly on his 11-11:15 p.m. EST television show. He missed his Saturday and Sunday radio shows on WMCA New York but resumed work on his radio and TV programs last Monday.

At the time he was beaten on Sept. 4, Mr. Gray attributed the attack to persons opposed to his reports on the resurgence of "Neo-Nazi" movements in the Yorkville section of New York. He offered no specific reason for the latest incident.

'Customer Contact' Plans Evolve at WMAL-AM-TV

WMAL-AM-TV Washington, D. C., has evolved merchandising agreements with Peoples Drug Stores and the Food Town grocery chain giving drug and food advertisers who buy station time prominent in-store product displays.

The arrangement ("Customer Contact") provides that an advertiser buy spot announcements or programs on either WMAL or WMAL-TV for one week. In return, Peoples and/or Food Town will feature the product in window or in-store displays, the choice resting with the client. Agreement goes into effect Feb. 1

Wilkins Coffee will be featured the first week in the 75 Peoples drug stores throughout the Washington area. Peoples is a substantial radio user, with a heavy newscast schedule. Food Town does over $20 million business annually.

Similar plans have been tried in New York City, Detroit, Cincinnati and other cities. But WMAL claims it is the only regular merchandising tie-in of a grocery chain in D. C.

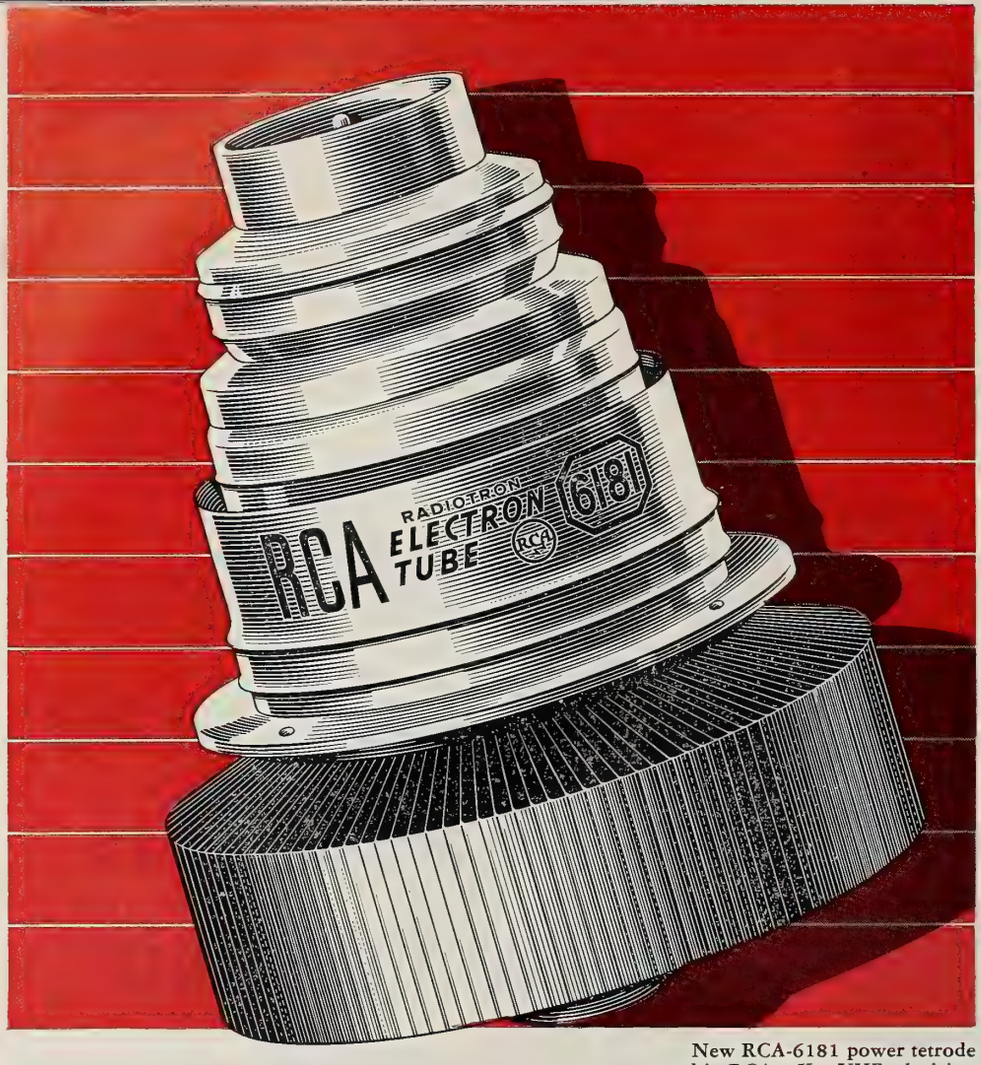
Kenneth H. Berkeley, vice president and general manager of WMAL-AM-TV (the *Washington Evening Star* stations), was present at negotiations involving Clayton R. Sanders, advertising director for Peoples, and Alan R. Klompus, advertising manager for Food Town.

Patt Sees Prosperous '53, Cites WJR Sales Increase

RENEWED appreciation by advertisers of radio's flexibility and universality was given last week by John F. Patt, president of WJR Detroit and WGAR Cleveland, in predicting another prosperous year for radio in 1953.

Opening the annual WJR staff conference in Detroit last Monday, Mr. Patt pointed to an increase of $90,479 in WJR local and national sales for 1952 over those of 1951, saying the increase was significant because WJR rejected "more than $250,000" in business that did not meet the station's standards.

Worth Kramer, WJR vice president and general manager, revealed total sales of $3,383,292 for the station in 1952, praising Elmer Wayne, WJR sales manager, for his part in the accomplishment. Also credited were Gordon Gray, vice president in charge of WJR's New York office, and Henry I. Christal Co., national representatives, and Radio Time Sales Ltd., Canadian representatives, both appointed last year.



New RCA-6181 power tetrode used in RCA 1-Kw UHF television transmitter type TTU-1B.

New UHF Stations



with the RCA-6181

UHF TELEVISION is now a reality! And the RCA-6181 power tetrode is playing a vital role in new station operations.

Many features have been incorporated in this new tube which provide important operating advantages. The use of forced-air cooling permits substantial operating economies: ceramic bushings are used between terminals to reduce power loss. The coaxial-electrode structure of the 6181 is designed especially for use with high-power circuits of the coaxial-cylinder cavity type; its indirectly heated, low-temperature, coated cathode assures long serviceability.

Specify RCA when you need tubes for replacement.

KEEP IN TOUCH WITH YOUR LOCAL RCA TUBE DISTRIBUTOR FOR THE LATEST TUBE DEVELOPMENTS.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

KOPO-TV Schedules Feb. 1 Target for Interim Airing

KOPO-TV Tucson President Harold C. Tovrea last week reported the station expects to go on the air as the first video outlet in that city Feb. 1, with an effective radiated power of 33 kw for about a year's interim operation on vhf Ch. 13.

The Tucson TV outlet aired test patterns Jan. 13 after receiving its DuMont TV transmitter Jan. 2. The KOPO-TV interim antenna was hoisted atop the present radio tower Dec. 12, 1952. Construction began on KOPO-TV studios Dec. 5, 1952, after FCC granted the station's construction permit Nov. 17 and its interim operation permit Dec. 3.

KOPO-TV is licensed to Old Pueblo Broadcasting Co., 48%-owned by Gene Autry, radio and screen cowboy singing star. The station expects to go to full 316 kw effective radiated power upon completion of its 500-ft. antenna tower in about a year.

Programming Time

Programming time tentatively is set for 4 to 11 p.m. daily and will consist of CBS-TV and DuMont films and local live shows until such time as Tucson is connected to national networks by coaxial cable.

Assisting KOPO-TV in getting on the air is Walter J. Stiles, television consultant. Also assisting engineers is Robert Myers, West Coast Allen B. DuMont Labs. representative. General manager of KOPO-TV is E. S. Mittendorf.



KOPO-TV Tucson President Harold C. Tovrea (l) and TV consultant Walter J. Stiles turn switch to air test patterns by the station, which is scheduled to go on the air Feb. 1.

Pay-As-You-See TV Criticized by Slavick

WARNING against pay-as-you-see TV has been sounded by H. W. Slavick, general manager of WMC WMCF (FM) WMCT (TV) Memphis, who was in Washington, D. C., a fortnight ago with NARTB's committee studying subscription television.

Mr. Slavick said "it will be disastrous for the public" if pay-as-you-see representatives succeed in convincing the FCC that their system should be approved. These supporters, Mr. Slavick said, "have propagandized to the effect that the television industry as it now is can't foot the bill, which is absurd. The scheme they propose would . . . cost the public about $7 billion a year."

He asserted that the idea is contrary to the concept that channels are a natural resource belonging to the people and are to be used in the best interests of the public.

WCBS-TV Billings Increase

SIGNING by CBS-owned WCBS-TV New York of more than $630,000 in new and renewed business during the first two weeks of January was announced Thursday by George Dunham, general sales manager. He said this represented a 63% increase over the $388,000 booked during a similar period last year.

KNXT (TV) Sales Record

NEW weekly sales record has been established for KNXT (TV) Hollywood with $370,000 in new and renewed business for the week of Jan. 15, Edmund C. Bunker, sales manager of station and CTPN, reported last week. Spot announcements and participations accounted for $30,000 of the total sales, including two saturation campaigns.

WGN-TV to Air Cubs, Sox

EXCLUSIVE rights to the daytime home games of Chicago's two major league baseball clubs, the White Sox (American) and the Cubs (National) have been acquired by WGN-TV, the *Chicago Tribune* station. The entire telecast schedule will be co-sponsored by the Theo. Hamm Brewing Co., St. Paul, and Liggett & Myers Tobacco Co., New York, for Chesterfield, through their respective agencies, Campbell-Mithun, Minneapolis, and Cunningham & Walsh, New York.

The schedule includes 77 home games by the Cubs and 54 by the White Sox, as well as the three-day city series April 10-12. The initial league game, between the Cubs and Cincinnati, is April 14, while the White Sox season opens April 16 with St. Louis.

Negotiators included James T. Gallagher, business manager for the Cubs; Frank Lane, general manager of the White Sox, and William A. McGuineas, commercial manager, WGN Inc.

KBA Meeting Set June 11-12

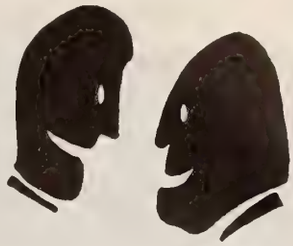
KENTUCKY Broadcasters Assn. executive committee, in a session Jan. 16, set KBA's spring meeting for June 11-12 at Louisville's Seelbach Hotel.

Meeting with the executive committee were Joe Eaton, WKLO Louisville, president; Mike Layman, WSFC Somerset, first vice president; Sam Livingston, WKYB Paducah, second vice president, and directors Gilmore Nunn, WLAP Lexington, and J. W. Betts, WFTM Maysville. Messrs. Nunn and Livingston will make up the spring program.

KSWO-TV Commencement

KSWO-TV Lawton, Okla., will begin operation about March 1, spokesmen for the station predicted last week. Present plans call for telecasting with lower power and antenna height than that specified in the CP pending completion of a $350,000 TV center four miles east of the Lawton city limits. The station, to operate on vhf Ch. 7, is owned by the Oklahoma Quality Broadcasting Co.

"just good business to put *your* Advertising on WVAM"



"It reaches *more* people in central Pennsylvania with *more* power (1000 watts, day and night) with *more* of radio's best shows—CBS.

"That's why *more* local and national sponsors are putting their sales messages on WVAM."

ARE YOU?

WVAM 1000 WATTS CBS
ALTOONA, PA.
WEED & Co. representatives

Final Deadline for the 1953 TELECASTING YEARBOOK is FEBRUARY 2

(no proofs)

If proofs are desired deadline is Jan. 24

Please wire your reservation today! Collect



870 NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

Burbach Honored by Associates with Portrait



UNVEILING of portrait honoring George M. Burbach (c), general manager of KSD-AM-TV St. Louis, is Joseph Pulitzer (r), editor and publisher of the *Post-Dispatch*. Joseph Pulitzer Jr. (l), newspaper's associate editor, commissioned the portrait.

GEORGE M. BURBACH, general manager of KSD-AM-TV St. Louis, was the subject of an oil portrait unveiled at a reception Jan. 15 when the broadcaster was honored by his associates in the radio, television and newspaper field for his part in developing St. Louis broadcasting and telecasting.

Hosts at the ceremony were Joseph Pulitizer, editor and publisher of the *Post-Dispatch,* owned by the Pulitzer Publishing Co., KSD-AM-TV licensee, and his son, Joseph Pulitzer Jr., associate editor of the newspaper.

Painted by William F. Draper, a New York artist, the portrait shows Mr. Burbach seated, holding a newspaper, and in the background a television tower, both symbolic of Mr. Burbach's more than a half-century as a newspaperman and his role in radio and television.

About 50 guests at the honoring ceremony heard the elder Mr. Pulitzer praise Mr. Burbach before dropping the veil from the portrait:

"One of the things I think about when I talk of George M. Burbach is that he stands for clean advertising and careful censorship. I think that this establishes an extraordinary record on the part of Mr. Burbach, who has contributed enormously to the security and permanance of this institution.

"By his vision, persistence and courage, he has made these two stations what they are. It is my earnest hope that this portrait will hang in the halls of KSD and KSD-TV for many years."

Mr. Burbach, in return, credited his staff, the publisher and the younger Mr. Pulitzer for the newspaper's achievements in radio and television.

As head of KSD-TV, Mr. Burbach put the station on the air Feb. 8, 1947, as the first post-war equipped TV station in the U. S., which caused a coaxial cable to be extended to St. Louis in 1948.

Mr. Burbach has been in broadcasting since KSD went on the air in 1922.

KXLY-TV Equipment Tests

FIRST equipment tests for KXLY-TV Spokane were run Jan. 16 from the station's transmitter located atop Mt. Spokane. Norman Hawkins, manager, said the first test was considered successful and that commercial operation will begin Feb. 1 on vhf Ch. 4.

Salinas Target

TARGET date of June 1 has been set by the Salinas-Monterey Television Co., new uhf Ch. 28 grantee at Salinas, Calif. [B•T, Jan. 19], according to S. E. Cisler Jr., co-owner. Call of KICU (TV) has been requested. Network affiliation and representation are not set.

for television

UNITED PRESS NEWSPICTURES

U.P. "TODAY'S PICTURES WITH TODAY'S NEWS"

WABI-TV Test Pattern Gets Underway

TEST pattern of WABI-TV Bangor, Me., was to have been yesterday (Sunday), according to Murray Carpenter, general manager. Program operation is to begin next Saturday.

WABI-TV has completed affiliation agreements with CBS-TV and DuMont, and representation will be handled by George P. Hollingbery in the national sales field. Kettell-Carter Inc. will be the New England representative for the station.

Mr. Carpenter described weather conditions which impeded construction but declared that almost all of the technical equipment has arrived. "I have about $75,000 worth of miscellaneous electronic equipment scattered all over my house," he said.

Mr. Carpenter praised the "extremely fine cooperation from RCA and . . . the conscientious organizational work done by Walter Dickson, our chief engineer."

Lee Gorman, WABI-TV sales manager, is now in New York, Mr. Carpenter said, and James C. Fletcher Jr. has been retained to do special sales work in New York.

WABI-TV will operate on vhf Ch. 5. It is Maine's first television outlet.

Georgia Broadcasters Buy WMOG for About $100,000

WMOG Brunswick, Ga., has been sold for about $100,000 to a group of Columbus, Ga., and Opelika, Ala., broadcasters. The sale is subject to usual FCC approval.

Buyers, incorporated under the name of Radio Brunswick Inc., include President Allen M. Woodall, president of WDAK Columbus and operator of WBML Macon and WRDW Augusta; Vice Presidents Yetta G. Samford, C. S. Shealy and Frederick G. Storey Jr.; Secretary Miles Ferguson and Treasurer John Cooper.

Messrs. Samford, Shealy and Ferguson own WJHO Opelika. Mr. Ferguson also is station manager of WDAK, and Mr. Cooper is general manager of WJHO.

Mr. Storey is treasurer of WMOG, director and 20% owner of WHAN Charleston, S. C., and vice president and 16½% owner of WLAG La Grange, Ga. He is the son of the late Frederick G. Storey, editor of *The Columbus Ledger.*

WMOG was established in 1940 and is an MBS affiliate. It operates on 1490 kc with 250 w fulltime.

KFYO Boosts to 5 kw

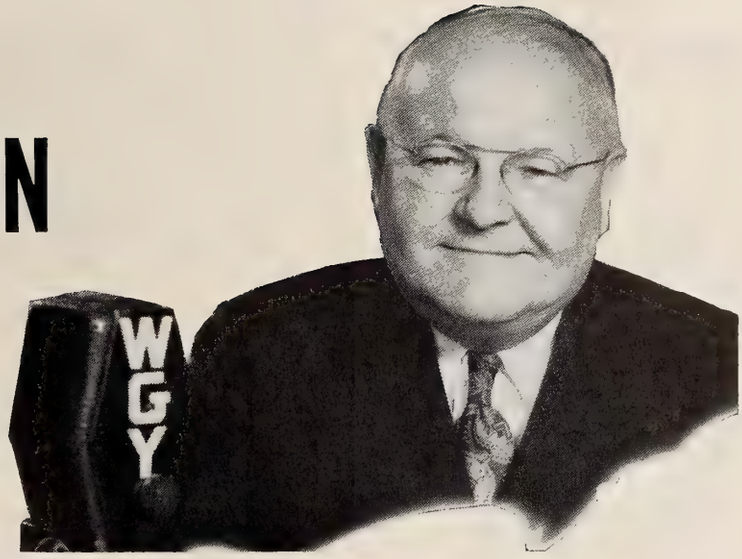
KFYO Lubbock, Tex., schedule called for an increase in power last Monday from 250 w day and night to 5 kw day and 1 kw night and a frequency change from 1340 to 790 kc.



Mr. Thompson

The station's new $100,000 transmitting plant took almost eight years of planning and construction, according to General Manager Gordon Thompson. He said the power increase will boost KFYO's broadcast coverage area to 200 miles by day and by an "appreciable" area when broadcasting at night.

The FIRST CITIZEN of the 17th STATE*





Charles John Stevenson is *first* on the air in WGY-Land. He greets his listeners between 6:00 a.m. and 6:45 a.m. every morning but Sunday.

And he's *first* in sales, too! The president of the Company which was one of his past sponsors wrote and said, "I regard you as the best salesman in the world. Please send me a picture of yourself so I can hang it in my office."

This is only one of the 30,000 pieces of mail "The Chanticleer" received last year. His jovial personality, his cheerful chuckle, and the music he provides between his conversation and his jokes have given him a tremendous following among the rural folk in Eastern Upstate New York and Western New England.

As an individual Charles John really gets around! He's publisher of the oldest weekly newspaper in the United States (Washington County Post); he appears at plenty of fairs every summer; and every year he fills about 100 speaking engagements—everything from high school commencements to bankers' conventions.

When he celebrated a recent program anniversary on the air, over a hundred people were in the studio at 5:45 a.m. Some of them had left their homes at 3:30 a.m. to drive the hundred miles to Schenectady.



CHARLES JOHN AND BLACKSTONE THE MAGICIAN A recorded interview with Blackstone was the feature of a recent Chanticleer Program.

PUT THIS FIRST CITIZEN'S PERSONALITY AND ENTHUSIASM BEHIND YOUR CLIENT'S PRODUCT AND IT WILL SOON BE FIRST IN SALES!

WGY AND THE FARMER	
Number of farms in the WGY area	96,550
Average value per farm	$10,828
Number of farms owner-occupied	77,265
Number of trucks	54,643
Number of tractors	75,013
Number of autos	89,947

* The WGY area is so named because its effective buying income is exceeded by only 16 states.

50,000 WATTS

WGY

A GENERAL ELECTRIC STATION

Studios in Schenectady, N. Y.

THE CAPITAL OF THE 17TH STATE

Represented Nationally by Henry I. Christal, New York — Chicago — San Francisco

No, No, Perkins!

It's all in the

BROADCASTING Yearbook



. . . you won't need any T squares, graphs, slide rules or geiger counters to get all the information you want and need in this business of broadcasting.

No sir! It's all in the 1953 BROADCASTING Yearbook.*

Don't delay—order today. Single copies are $5.00. Or you may subscribe to BROADCASTING • TELECASTING for a full year and get 52 weekly issues, the 1953 BROADCASTING and the 1953 TELECASTING Yearbooks for only $11.00. You save $6.00.

* Publication dates: BROADCASTING Yearbook, January; TELECASTING Yearbook, February.

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Please reserve both 1953 Yearbooks for me, and enter my subscription to BROADCASTING • TELECASTING.

☐ Bill me ☐ $11.00 enclosed

Name

Firm

Street

City Zone

State

1953 BROADCASTING Yearbook

GARLAND BACKED BY ABA FOR FCC

Arizona Broadcasters endorse KOOL Phoenix general manager for one of the upcoming FCC vacancies and re-elect KOY Phoenix General Manager Albert Johnson as president.

CHARLES H. GARLAND, general manager of KOOL Phoenix, was endorsed for one of the upcoming FCC vacancies by his fellow members of the Arizona Broadcasters Assn. at their annual meeting in Phoenix Jan. 15.

The resolution giving Mr. Garland Arizona broadcasters' backing for the FCC post, for which his name has been mentioned, came at the meeting held in the Arizona Club, at which Albert Johnson, general manager of KOY Phoenix, was re-elected ABA president.

The broadcasters also elected Carleton W. Morris, owner of KSUN Bisbee and KAWT Douglas, as vice president, and re-elected Frank Redfield, president-general manager of KIFN Phoenix, as secretary-treasurer.

ABA's new board of directors includes Harold Ritter, president-general manager of KYCA Prescott; Tom Wallace, president of KTKT Tucson; Julian Kaufman of KPHO-TV, and Bill Lindsey, general manager of KYMA Yuma.

The Arizona broadcasters also passed a resolution protesting the action of Mesa High School recently in prohibiting broadcasting of school ball games from its stadium and gymnasium, declaring censorship in a tax-supported institution as dangerous and stating the games' box offices have not been hurt by broadcasting.

At a dinner, Ralph W. Hardy, NARTB director of government relations, urged broadcasters to take a new look at the industry.

People today place a higher value on freedom of the press and broadcasting than ever before, Mr. Hardy said. He said the industry cannot afford to turn a deaf ear to the wants and opinions of the people, because there is no better bulwark than the American people to stave off government interference.



ENDORSED for FCC commissionership vacancy by Arizona Broadcasters' Assn. at meeting in Phoenix was Charles H. Garland (c), KOOL Phoenix general manager, shown with Albert Johnson (r), KOY Phoenix general manager, ABA president, and Carleton W. Morris, owner of KSUN Bisbee and KAWT Douglas, ABA vice president.

C. Arthur Johnson Dies; Was KWTO Executive

C. ARTHUR JOHNSON, 59, vice president and treasurer of KWTO Springfield, Mo., died Jan. 14 in a Kansas City hospital after suffering a stroke three weeks earlier on Dec. 23, 1952. Funeral services were held at Springfield, with burial at St. Joseph.



Mr. Johnson

Mr. Johnson, who also was manager of the Pioneer Outdoor Advertising Co., Springfield, first became associated with a radio station at St. Joseph and later as part owner moved the station—KGBX—to Springfield. He also became associated with KWTO when it was formed in 1933, and remained with KWTO when it was separated from KGBX in 1943 by an FCC order. Survivors are his wife, his father and two sisters.

'Chain Lightning' Extended

EXTENSION of WNBC-WNBT (TV) New York's concept of "Chain Lightning" merchandising to include the 5,000-member drug stores of the New York State Pharmaceutical Assn. was announced last Tuesday by Ted Cott, NBC vice president and general manager of the stations.

WNBC-WNBT (TV), according to Mr. Cott, will launch a promotional campaign advancing the theme that the member drug stores are "an important factor in community life." Highlight of the promotional effort will be a weekly half-hour radio program, *Favorite Story*, which will be sponsored by the association in behalf of its member stores. In addition, spots on both radio and TV will be used.

The association will promote products via in-store promotion and window, point-of-sale and counter displays.

WNBC-WNBT utilizes the "Chain Lightning" operation with more than 1,500 supermarkets and "Quality Store Group," comprising more than 2,000 independent grocery stores.

KONA (TV) Rate Card

KONA (TV) Honolulu's new rate card No. 1, announced last week as effective retroactively to Dec. 16, 1952, shows a Class A one-time rate of $150 per hour and grading down to a one-time Class A time signal rate of $12. Open Class B one-hour rate is $112.50 and Class B time signals $8 each. Other rates are shown for 30, 20, 15, 10, 5 and 1 minutes and 20 and 10 seconds.

WCBS Sales Activity

INCREASE in sales activity at WCBS New York during the latter part of December and early January presages a sharp upswing in local radio sales during 1953, according to William F. Miller, general sales manager of CBS' New York outlet.

Among contracts reported by Mr. Miller are Esso's renewal of the *Jack Sterling Show* for 52 weeks through Marschalk & Pratt, and sponsorship of spot announcements by the Nestle Co., American Maize Products Co., the Continental Baking Co., American Home Foods Inc., Pilgrim Laundry Inc., General Baking Co., General Electric Co., and the Barbasol Co.

TRAVERS, BOGGS FOR FINESHRIBER?

Search has unofficially begun at MBS for an aide for Thomas F. O'Neil, president and board chairman, when William H. Fineshriber Jr. is expected to transfer to NBC next month.

THOMAS F. O'NEIL, president and board chairman of MBS, was reported unofficially last week to be seeking a key aide to assist him in operating the network after Vice President William H. Fineshriber Jr.'s imminent departure [CLOSED CIRCUIT, Jan. 19].



Mr. Fineshriber

Norman Boggs, vice president in charge of sales for the Don Lee Network, and Linus Travers, executive vice president in charge of sales for the Yankee Network, were among those mentioned in speculation about a possible successor to Mr. Fineshriber, who, although still on the job at Mutual, is slated to become vice president and general manager of the radio and television networks of NBC next month.

Whether the ultimate choice in the wake of Mr. Fineshriber's departure would get the title of executive vice president, or only some of the duties and some other title, apparently had not been firmly settled last week. Mr. O'Neil has taken an active role in the guidance of network affairs since his election first as board chairman and subsequently also as president last year, and it was considered probable that this activity on his part would increase rather than diminish. The executive vice presidency was created when Mr. O'Neil became president.

Both Mr. Boggs and Mr. Travers are veteran broadcasters, and both of their respective present organizations—Don Lee and Yankee—are part of the General Tire & Rubber Co.'s radio-TV properties, as is Mutual also.

There has been no official announcement either of Mr. Fineshriber's resignation from Mutual or his new post at NBC. His move, it was understood, awaits formal action of the NBC board of directors at the regular board meeting Feb. 6. As vice president and general manager of the networks he will report to John K. Herbert, vice president in charge of the networks.



Mr. Travers Mr. Boggs

* 25%

more families listen to

wdod

daily than the next most popular station

more families listen to

wdod

daily than the third most popular station

* 41%

WDOD, Chattanooga's No. 1 station, literally dominates this ever-expanding market. Just compare coverage with cost and you'll find that WDOD gives advertisers MORE listeners — MORE results per radio dollar. Single shot WDOD to do your selling in this area.

* *These latest Standard Audit and Measurement Service figures do not include our tremendous bonus FM coverage.*

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

ABC-TV RELEASES '52 BILLING

General Mills heads advertisers on ABC-TV for 1952, spending $2,090,483; Dancer-Fitzgerald-Sample was top agency purchaser, with expenditures of $3,295,001. Both the advertiser and the agency also were heaviest radio spenders on the network during the year.

GENERAL MILLS was the biggest advertiser on ABC television during 1952, spending a total of $2,090,483 on the network, according to figures released by ABC.

Heaviest agency spender on ABC-TV was Dancer-Fitzgerald-Sample Inc., with $3,295,001 for 1952. Both General Mills and D-F-S were ABC radio's biggest radio spenders, too [B•T, Jan. 12].

ABC-TV's 1952 gross of $17,697,140 was down $600,000 from the $18,297,589 gross in 1951 [B•T, Jan. 12]. Figures for ABC-TV in 1952 follow:

BY ADVERTISERS

General Mills	$2,090,483
Kellogg Co.	1,492,155
P. Lorillard Co.	1,022,558
Rosefield Packers	827,209
Nash Kelvinator Corp.	823,573
Mars, Inc.	744,820
Sterling Drug, Inc.	489,363
C. A. Swanson & Sons	452,238
Ironite, Inc.	447,492
Procter & Gamble Co.	439,749
Ralston Purina Co.	404,907
American Tobacco Co.	389,576
Bendix Home Appliances	383,465
Sweets Co. of America	349,561
Canada Dry Ginger Ale, Inc.	335,389
Frigidaire Division	330,511
Bayuk Cigars	288,240
Celanese Corp. of America	275,692
American Chicle Co.	274,609
Billy Graham Evangelic Assn. Inc.	270,910
C. H. Masland & Sons	266,606
Bristol Myers Co.	250,920
Cluett, Peabody & Co. Inc.	248,185
Voice of Prophecy, Inc.	245,588
Goodyear Tire & Rubber Co., Inc.	245,397
Jacques Kreisler Mfg. Co.	244,860
Carter Products	235,890
Warner—Hudnut, Inc.	209,300
Political	207,589
Peters Shoe Co.	182,686
Charles Antell	172,505
Admiral Corp.	162,591
Young People's Church of the Air	159,772
F. W. Amend Co.	157,103
Green Giant Co.	154,613
Hazel Bishop, Inc.	152,051
Toni Co.	136,017
Reichhold Chemical	131,426
Gruen Watch Co.	126,795
Kaiser-Frazer Sales Corp	124,655
A. C. Weber & Co.	122,988
Wine Corporation of America	122,289
Anthracite Institute	118,139
Hotpoint	117,795
McKesson & Robbins, Inc.	106,102
Lambert Co.	101,640
Minute Maid Corp.	99,601
Arthur Murray Productions	93,600
Lever Brothers Co.	90,012
Sieberling Rubber Co.	89,231
Word of Life Fellowship	82,287
Vitamin Corporation of America	75,450
Frank H. Fleer	74,830
S. C. Johnson	66,500
Standard Oil of Ind.	55,550
Brown Shoe Co.	42,871
Hollywood Candy Co.	42,313
American Bakeries Co.	42,218
Derby Foods	41,908
M & M Ltd.	36,048
Burton Dixie	31,500
Ranger Joe, Inc.	27,372
Rhodes Pharmacal Co., Inc.	15,690
Crosley Division of Avco Mfg. Corp.	14,939
Clorox Chemical Co.	14,889
Fisher Body	9,204
Miller Brewing Co.	8,750
Philco Corp.	3,390
Chicago Bears, Inc.	2,985
TOTAL	$17,697,140

BY AGENCIES

Dancer-Fitzgerald-Sample, Inc.	$3,295,001
Kenyon & Eckhardt, Inc.	1,410,989
Leo Burnett Co., Inc.	1,233,567
Lennen & Mitchell	1,023,354
Tatham Laird Inc.	835,703
Guild, Bascom & Bonfigli	827,209
Geyer, Newell & Ganger, Inc.	823,573
Young & Rubicam	744,501
Ellington & Co. Inc.	563,931
Brooke, Smith, French & Dorrance, Inc.	489,805
Foote, Cone & Belding	466,528
Gardner Advertising Co.	404,906
Batten, Barton, Durstine & Osborn, Inc.	389,576
Walter F. Bennett	353,196
Hoselle & Eisen	349,561
Henri, Hurst & McDonald	339,789
Ted Bates & Co.	335,491
J. D. Tarcher Co.	335,388
Anderson & Cairns, Inc.	266,606
Laughlin Wilson, Baxter & Parsons	245,587
Hirshon-Garfield, Inc.	244,860
Politicals	207,588
McCann-Erickson, Inc.	185,269
TV Advertisers Association	172,505
Russel M. Seeds	162,591
J. M. Camp Co.	159,771
Raymond Spector Co. Inc.	152,050
MacManus, John & Adams, Inc.	131,426
William H. Weintraub Co. Inc.	123,976
Bozell & Jacobs	122,987
Weiss & Geller, Inc.	122,289
J. Walter Thompson Co.	118,139
Maxon, Inc.	117,795
Needham, Louis & Brorby, Inc.	108,408
J. D. Tarcher Co.	106,101
Lambert & Feasley	101,640
Ruthrauff & Ryan	93,037
N. W. Ayer & Son	90,011
Meldrum & Fewsmith, Inc.	89,231
Kastor, Farrell, Chessey & Clifford, Inc.	75,450
Lewis & Gilman, Inc.	74,830
Tucker Wayne & Co.	42,217
William Esty Co. Inc.	36,047
Turner Advertising	31,500
Lamb & Keen, Inc.	27,371
O'Neil, Larson, McMahon	15,690
Honig & Cooper	14,543
Benton & Bowles, Inc.	14,518
Kudner Inc.	9,204
Mathisson & Associates	8,750
Hutchins Advertising Co., Inc.	3,085
TOTAL	$17,697,140

BY CLASSIFICATIONS

Food	$5,633,877
Radio, Ref., Electrical Appliances	2,283,756
Drugs and Toilet Goods	2,060,573
Cigars, Cigarettes & Tobacco	1,701,171
Confections	1,679,285
Clothing and Dry Goods	764,154
Religion	758,556
Laundry Soap and Cleaners	611,209
Automobiles, Trucks & Accessories	468,032
Beverages	466,082
Household Furnishings & Acc.	421,094
Jewelry and Accessories	371,654
Politicals	207,589
Lubricants, Petroleum Prod. & Fuel	173,689
Miscellaneous	96,419
TOTAL	$17,697,140

Skelton Back to Live TV

RED SKELTON, dissatisfied with film results and in agreement with his sponsor, Procter & Gamble Co., will abandon filming of his weekly NBC-TV show when he returns to the series in a few weeks after recuperation from an operation. He originally insisted it be done on film, but now will do the show live, it was said.

Douglas Coulter of NBC-TV Dies After Heart Attack

DOUGLAS COULTER, 52, an executive producer for NBC-TV and widely known radio pioneer, died after a heart attack Wednesday at his home in Scarsdale, N. Y.

Mr. Coulter was credited with creating many of radio's first commercial programs and with setting many advertising standards during the medium's growing period. While vice president in charge of radio for N. W. Ayer & Son during the late 1920s and early 1930s he produced many of the first major network radio programs.

Joining NBC-TV in May 1950 as a producer, Mr. Coulter was appointed an executive producer in October 1952. Prior to joining NBC, he was vice president of the radio department of Foote, Cone & Belding from July 1946 to March 1949. He served previously as vice president in charge of programs for CBS from April 1936 to April 1946 and with the radio department of N. W. Ayer from the mid-20s until he resigned in 1936 as vice president.

Survivors are his wife, the former Nancy French of Washington, D. C.; a son, Douglas Jr., a student at Johns Hopkins U., and three sisters.

Radio-TV News Dinner

PLANS were underway last week for the ninth annual Radio Correspondents Assn. dinner, to be held at the Statler Hotel, in Washington, D. C., Feb. 7. Martin Agronsky, ABC commentator, will be installed as new president of the Congressional Radio-TV Galleries, succeeding Hollis Seavey of MBS [AT DEADLINE, Jan. 12].

General committee for dinner is made up of John Edwards, ABC; Mr. Seavey, and Bill Henry. Mr. Agronsky is heading a special committee to recruit entertainment for the dinner. Other groups will be chairmanned by Howard Kany of AP, Richard Harkness of NBC and Mr. Seavey. ABC is handling talent arrangements this year, with entertainment to be selected from the entire radio-TV industry.



Short Presidential Campaigns Urged by CBS' Paley

THE PRESIDENTIAL campaign ought to be shortened by upping the date of the national conventions from July to Sept. 1, according to William S. Paley, CBS chairman of the board.

His view was given before the Poor Richard Club in Philadelphia Jan. 17.

Mr. Paley was presented the club's Gold Achievement Medal for his "contribution to the strength of the nation through his service to government."

Television and other media make the upping of dates possible and desirable, Mr. Paley said, because they enable the candidate to quickly project his personality while bringing his platform before the people more forcibly than ever before.

This is where television can make "one of the central and major contributions . . . to our political life," Mr. Paley said.

Lewine to ABC-TV Post

ROBERT F. LEWINE, radio-TV department director of Hirshon-Garfield, New York, has been appointed eastern program director of ABC's television department, effective Feb. 1, Charles M. Underhill, national director of the TV department, announced Thursday. Mr. Lewine has headed the Hirshon-Garfield radio-TV unit for the past three years. He formerly was with Rockhill Productions, whose TV and film department he organized in 1949.

DuMont Adds Four

ADDITION of four affiliates to DuMont Television Network, bringing total to 28, has been announced by Elmore B. Lyford, DuMont's director of station relations. New affiliates are: WEEK-TV Peoria, Ch. 3, owned by West Central Broadcast Co.; WLVA-TV Lynchburg-Roanoke, Ch. 13, Lynchburg Broadcasting Co.; WLBC-TV Muncie, Ind., Ch. 49, Tri-City Radio Corp., and KXLY-TV Spokane, Ch. 4, Pacific Northwest Broadcasters.

Nila Mack Dies in N. Y.

NILA MACK, producer of CBS Radio's Saturday morning children's program, *Let's Pretend* for the past 23 years, was found dead Tuesday, apparently after a heart attack, in her New York apartment. Miss Mack joined CBS Radio in 1930 after a career in vaudeville and on the legitimate stage. Funeral services were held Thursday at the Frank E. Campbell Funeral Church in New York.

WDEF Joins NBC April 7

WDEF Chattanooga will join NBC as a radio affiliate on April 7, Harry Bannister, NBC vice president in charge of station relations, announced Thursday. Current NBC outlet in Chattanooga is WAPO. WDEF operates on 1370 kc with 5 kw daytime and 1 kw nighttime. Carter Parham is president and Ken Fleniken is general manager. The station currently is an ABC affiliate and a spokesman for that network said that as yet no replacement has been signed.

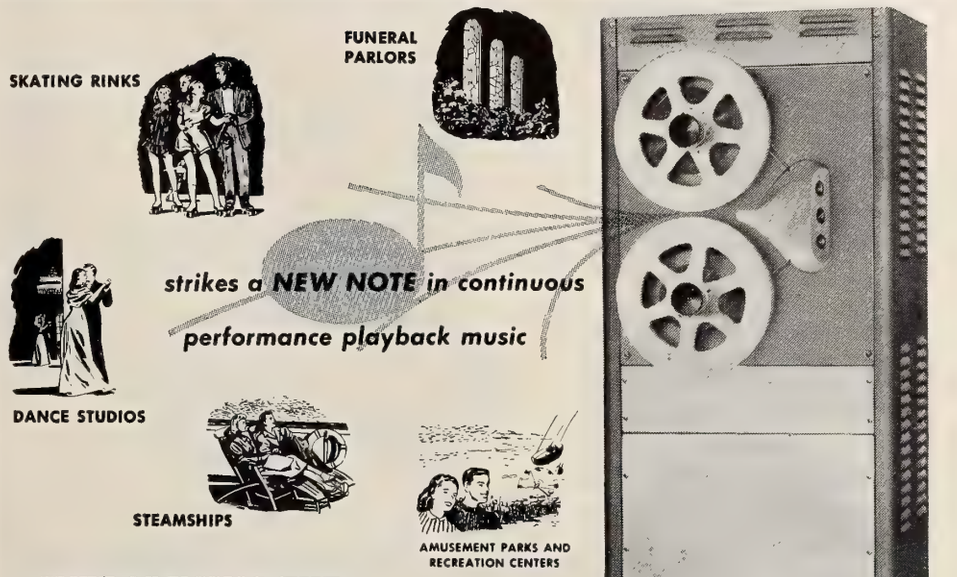
NBC Affiliations in '52

DURING 1952, NBC added 14 stations to its radio network, now totaling 205, and 11 new TV stations, bringing the TV total to 75, plus agreements with nine TV stations expected to begin operations early this year, NBC has reported. Going beyond the continental borders, NBC-TV also made affiliation agreements with CMQ-TV Havana, XEW-TV Mexico City, and Toronto and Montreal stations of CBC.

ABC Radio SAC Members

ELECTIONS of members of ABC radio's Stations Advisory Committee in Districts 2, 4, 6 and 8 have been announced by the network.

Chosen for two-year terms, effective Jan. 1, were: District 2, J. P. Williams, WING Dayton, re-elected, with Gene Trace, WBBW Youngstown, alternate; District 4, T. B. Lanford, KRMD Shreveport, re-elected, with Henry Johnston, WSGN Birmingham, alternate; District 6, Frank C. Carman, KUTA Salt Lake City, re-elected, with Al Caldwell, KOAT Albuquerque, alternate; District 8, A. D. Willard Jr., WGAC Augusta, Ga., with Owen Uridge, WQAM Miami, Fla., alternate.



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- *Requires no attention during operation*
- *Lowest cost per hour*

Model 450 rack-mounted. Also available in portable or console mount.

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The Model 450 is engineered to rigid AMPEX standards and is capable of delivering thousands of hours of service with no breakdowns and minimum maintenance.

FEATURES

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- Automatic reverse control available as an accessory permits full eight hour program without interruption.

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* Publication dates:

BROADCASTING Yearbook January. TELECASTING Yearbook February.

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NTSC COLOR TV DETAILS PROVIDED AT AIEE MEETING

NTSC advances in developing standards for color television have riveted attention anew in the industry on the question of color as against monochrome. AIEE delegates heard the details last week.

FIELD TESTING of the specifications for compatible color TV approved in theory by the National Television System Committee [B•T, Jan. 19], will be followed by the drafting of final specifications to be submitted to FCC.

This will complete the NTSC's task of the past two years and more, D. B. Smith, Philco Corp. vice president, said last Tuesday in a report to the American Institute of Electrical Engineers.

Mr. Smith was the first of four speakers to discuss the NTSC color TV system. A session on that subject was one of more than 80 technical sessions at AIEE's midwinter meeting, held Monday through Friday at New York's Hotel Statler where more than 4,000 electrical engineers were registered.

NTSC, an all-industry group formed under RTMA auspices, succeeded the original NTSC which in 1939 and 1940 determined standards for black-and-white TV. National acceptance of monochrome TV by the American public is ample testimony to the adequacy of those NTSC standards, Mr. Smith noted.

After the "parlor games" in Washington which terminated in the fall of 1950 with the Commission approving a field sequential, noncompatible system of color TV, the current NTSC was formed and an ad hoc committee reviewed work in colorcasting to that time.

The committee recommended in the spring of 1951 that a new system of instantaneous color broadcasting be developed in place of CBS's field sequential system or RCA's advocated line sequential system.

Color Added

NTSC's color system starts with black-and-white television with color added by a subcarrier wave, he said. Comparing the process to color photography, Mr. Smith said when pictures are colorcast with the NTSC system, the owner of a black-and-white TV receiver gets a better monochrome picture, too. A direct color tube is required, but its development is up to the individual manufacturing companies.

Early last year, tentative specifications were drafted for a fully compatible color system, which, by allowing present receivers to receive the colorcasts with as good or better monochrome quality as they now get, would provide an incentive for TV broadcasters to get into color and so make this new kind of TV possible, Mr. Smith said. These tentative specifications were field-tested and on Jan. 15, a new set of tentative specifications were approved by NTSC for further field testing.

Color TV must transmit both "luminance" —the brightness characteristic of the picture— and "chrominance"—the color characteristics of hue and saturation, Page Burr, Hazeltine Electronics Corp., explained. Since present-day monochrome telecasts provide the receivers with information approximating the luminance of the scene, NTSC's major problem has been "to devise a method for incorporating chrominance data into the monochrome service without degrading the performance of existing black-and-white receivers," he said.

Because the energy of monochrome telecasting is not constantly distributed across the full band width but is bunched around harmonics of the line repetition rate of the scanning process, it has been found possible to utilize the gaps for insertion of a suppressed subcarrier to transmit the chrominance information without seriously degrading the picture, Mr. Burr said. The sub-carrier frequency, in the neighborhood of 3.89 mc, was selected so both the sub-carrier and its harmonics fall in the gaps of the luminance signal spectrum, he pointed out.

Synchronization Types

Discussing the synchronization problem, Donald G. Fink, Philco Corp., pointed out that there are four types of synchronization needed: Synchronization of picture and sound, of field scanning (vertical sync), of line scanning (horizontal sync) and of primary colors (color sync). The first three types, he noted, are the same in color as in black-and-white telecasting.

For each type there must be freqency synchronization, with the repetitive scanning process the same at the receiver as at the transmitter, he said, and also phase synchronization, to "reproduce pictures and sound in the appropriate temporal and spacial relationships."

Mr. Fink expressed phase synchronization requirements in terms of the maximum tolerable amount of time between two-frequency-synchronized processes, emphasizing that "the significant figure is not the time difference in microseconds [millionths of a second], but rather the corresponding phase angle in electrical degrees."

Picture-sound synchronization is easy, Mr. Fink observed, with one-tenth of a second permissable, or 180 electrical degrees. The vertical synchronization tolerance is 10,000 times smaller, 10 microseconds or 0.22 electrical degrees. Horizontal synchronization perform-



EDISON Medal is presented to Dr. V. K. Zworykin (l), vice president and technical consultant, RCA Labs. Div., by Donald A. Quarles, president of Sandia Corp. Presentation was made at the opening session of the winter meeting of the American Institute of Electrical Engineers in New York, Jan. 19.

ance achievable in ordinary black-and-white sets is 0.06 microsecond, roughly one 17-millionth of a second. Electrically, the permissable phase error here is 0.34 degrees.

For color synchronization by the field-sequential method, utilizing six-segmented revolving discs at transmitter and receiver, the permissable phase error is 230 microseconds (or 12 electrical degrees), "substantially less strict" than is required for vertical and horizontal synchronization, Mr. Fink noted. He said, however, that the electro-mechanical synchronizing device to meet these requirements accounts for a substantial part of the cost of a field-sequential color set.

In a compatible color system, Mr. Fink explained, the frequency-synchronization requirements are far more strict than for monochrome transmission, but the phase-synchronization requirements of the luminance signal are the same as for monochrome. The subcarrier for color must be modulated two ways, he said, in phase to represent the hue and in amplitude to represent the saturation of the colors transmitted. The subcarrier has maximum amplitude for intense colors, smaller amplitudes for pastel shades and zero amplitudes for white, gray and black (zero-saturation colors), he reported.

Sets Error Limit

Tests having indicated that a phase error of 10 electrical degrees is tolerable, particularly when the observer does not know the correct hue of the object televised, NTSC has set five degrees as its limit, to be on the safe side, Mr. Fink said. This means a permissable timing error of 0.004 microsecond, seven times smaller than the permissable timing error in horizontal synchronization and about 22 times smaller than the one 11-millionth of a second which worried the FCC in 1949. Fortunately, he stated, practical color TV sets can maintain this timing accuracy, even against noise effects.

Mystery of how this timing accuracy can be achieved, he said, is dispelled when the phase error is expressed in electrical degrees.

Mr. Fink declared that "the most difficult synchronization problem of color television is not color phase. It is ordinary horizontal and vertical sync." He pointed out that the 0.22

Too Much Color

PROBLEMS of color TV cropped up anew last week as W. L. Dunn, vice president of Raytheon Television & Radio Corp., Chicago, said "the less said about color TV by responsible people in the industry, the better it is for the public." Any statement, he added, is likely to confuse the public. Raytheon, however, will be ready for color when it comes, "but we don't look for it very soon."

Mr. Dunn, addressing distributors, said color will continue to be delayed for several reasons: (1) It will be "some time" before the industry can get costs down to a level comparable with black-and-white prices, (2) FCC has a heavy workload (3) transmitter makers would be "hard pressed" to start color TV production because of heavy demands for uhf and vhf black-and-white transmitters, and (4) production of color sets would require many more manufacturing facilities.

He anticipates sale of about 6½ million TV sets this year.

MARY LOUISE MARSHALL

Stuffed 'em With Marshwood Stuffing

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

Dad's Cookie Company—makers of popular brand of breads and cookies — also make Marshwood's Sage & Onion Stuffing, a dressing for poultry. To promote this product, they bought two participations on the WOC "Shopping With Mary Louise Marshall" program the week before Thanksgiving—the week before Christmas—the week before New Year's Day.

Before Thanksgiving, sold more than 2,000 packages of Marshwood—retail price 35¢ a pkg. Then came the deluge. Firm head Lawrence Kohler says: "Mary L made demand for Marshwood stuffing so big that our route men dreaded going out on their routes; they knew they couldn't supply retailers' wants. Most of our workers came back at night to help us prepare and package this stuffing. Even then we couldn't catch up with demand. We haven't yet been able to figure out how many packages we sold but we can tell you this—*sales were terrific.*"

If you are interested in "terrific sales" in the Quint-City area, ask your nearest F & P man about the "Shopping With Mary Louise Marshall" . . . it's a real sales-winner.

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Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!

BETTER THAN EVER FOR '53

RADIO'S TOP

• Audiences • Markets • Personalities

Time-Buyers in ever increasing numbers are recognizing—and clients are benefiting by—the success of Rahall Stations' Personality Selling Technique. Hitched to programs of music, news and sports geared to local tastes, the idea is paying off in top results for clients national and local.

WKAP 1000 W. ALLENTOWN, PA. 1320 KC.
Rates No. 1 (8:00 a.m.-8:00 p.m.) Pulse and Hooper in the Allentown-Bethlehem area. Independent.
Oggie Davies, Manager

WNAR 500 W. NORRISTOWN, PA. 1110 KC.
Clear Channel Independent station that covers Montgomery County and reaches Mrs. Housewife of the Greater Philadelphia Market.
John Banzhoff, Manager

WWNR 1000 W. BECKLEY, W.VA. 620 KC.
ONE-station coverage of West Virginia's rich coal region and industrialized area. MBS affiliate.
Dick Booth, Manager

JOE RAHALL, *President*
National Representatives
WKAP - WEED & CO.
WNAR & WWNR - WALKER & CO.

RAHALL STATIONS

degree phase angle requirement for vertical sync is "20 times as tough an assignment as five degrees for color phase in the compatible color system."

J. G. Reddeck of RCA Labs. delivered a paper prepared with H. C. Gronberg, NBC, explaining how color TV signals can be transmitted to a network via coaxial cable circuits of limited bandwidth. The solution, he said, is to separate the video signal into two parts at the transmitting end, using a low pass filter which collects mostly luminance and a band pass filter which collects the higher frequencies, mostly chrominance. The higher frequencies are heterodyned down to frequencies which can pass through the 2.7 mc band width of the present coaxial cable circuits, he explained. The process is reversed at the receiving terminal end of the cable, he said.

Quality 'Good'

Quality of pictures transmitted this way is "surprisingly good" and suffers only when it is compared to pictures transmitted from city to city by broad band microwave relays. He reported AT&T has a wideband coaxial cable in the works which will make it no longer necessary to condense the color signal.

Dr. A. N. Goldsmith, consulting engineer, served as chairman of the afternoon session at which the color TV papers were presented. It concluded with a paper on the problems Illinois Bell Telephone Co. faced in providing facilities to radio and TV stations and networks to cover the national political conventions held in Chicago last summer.

Uhf was the subject of a Tuesday morning AIEE session, with I. J. Kaar, General Electric Co., presiding. E. W. Allen Jr., FCC, outlined overall TV allocation plan which integrates uhf and vhf into a nationwide system of TV service, accommodating some 600 vhf and some 1400 uhf stations.

Cost of a uhf station with 200 kw ERP and a 500-foot guyed tower was placed at somewhere between $235,000 and $300,000 by Dana Pratt, RCA Victor Div. After a detailed description of RCA equipment for uhf telecasting, Mr. Pratt gave a cost breakdown as follows: transmitter, $135,000; antenna, $12,000; transmission lines, $6,000; guyed tower, $30,000; input and monitoring equipment, etc., $17,000, or a total of $200,000 with no studio equipment. Mr. Pratt estimated this at $35,000 as a minimum with no provision for live programming, but more likely to be $100,000 with normal studio equipment for live as well as film and network programming. He estimated transmitter operation costs as running around $25,000 a year.

WHUM-TV Equipment Shipped by General Electric

GENERAL Electric Co., Syracuse, N. Y., announced last week that it has shipped transmitting equipment to WHUM-TV Reading, Pa.

Station will operate on uhf Ch. 61. Its primary service area is expected to extend over a 62-mile radius of the transmitter site. Telecasts will be viewed by some 800,000 families in eastern Pennsylvania, parts of New Jersey, Delaware and Maryland.

Station was sent the first GE production model 12 kw uhf transmitter and a new type antenna, which will be installed immediately, according to Humboldt J. Greig, general manager of WHUM-TV. The CBS affiliated station expects to be on the air with a test pattern by the end of this month.

New TV Filter Is Developed by Sola

DEVELOPMENT of a filter that will eliminate spurious radiations by television receivers and transmitters has been reported to FCC Chairman Paul A. Walker by Raoul du Chatellier of Sola Electric Co., Chicago. Spurious radiation problem is receiving close FCC and industry attention [B•T, Jan 12].

Mr. Du Chatellier suggested the FCC Chairman inform RTMA that the Sola Electric Co. engineer is willing to give a demonstration of the device in Chicago at any time. He has filed for a patent under No. 619-218.

TV Set Sales in New Markets

THE TELEVISION industry will sell three sets in every pre-thaw market for each one sold in a new TV market in 1953, according to Ross D. Siragusa, president of the Admiral Corp., Chicago. Mr. Siragusa, speaking to 850 Admiral distributors and their employers in Chicago last Thursday, estimated that new market sales will total only 1½ million sets this year.

The 67 markets on the air before the FCC freeze-lift will account for the great share of set sales, he predicted, adding that opening of new markets has been overemphasized as a factor in sales estimates.

The Admiral president said 1952 sales were the second highest in the company's history, preceded only by the 1950 record of $230 million. He anticipates sales of $225 million this year, exclusive of defense and foreign production which are included in the 1950 figure.



— PROGRAMS & PROMOTION

KONO BOOKLET

PICTURE promotion in booklet form has been released by KONO San Antonio plugging station's thorough farm and ranch coverage. Candid shots of Blake McCreless, station's farm and ranch director, in a number of different locations serve to illustrate the station's point. Copy also features letters from satisfied sponsors who "know that Blake is quite a guy."

WOMEN'S PROGRAMMING

DAILY show called *Housewives' Jackpot* is being aired by WAMS Wilmington, Del., and station reports that "in the short space of three months it has already found its place in the local listening area." Designed to appeal to the housewife, a special product is featured every day. On each program, a phone call is made by Tim Crow, m.c., who questions the lady of the house about the product the show is highlighting that particular day. Correct answers win cash awards.

SATURATION CAMPAIGN

ANOTHER saturation campaign of public service programs was started by WHAS Louisville on Jan. 14. Station has scheduled the entire *Jeffersonian Heritage* series of 13 shows between Jan. 14-31. WHAS reports it is conducting an extensive promotion campaign to win listeners for this series. Public and private schools are cooperating to bring the programs to the attention of parents, teachers and students in the area.

MARCH TELECASTING PROMOTED

FIRST in a series of "Progress Reports" on WCOV-TV Montgomery, Ala., has been sent out to TV distributors and dealers. Report brings the reader up to date on construction of the TV station, which will be affiliated with DuMont and CBS. Station is also making use of bus cards, taxi signs, window cards and radio spots to inform people that the TV outlet hopes to be on the air in March.

'AMERICA'S COMPOSERS'

IN COOPERATION with the American Society of Composers, Authors & Publishers, NBC will present a weekly radio program entitled *America's Composers,* starting Monday, Feb. 2. Broadcasts will be made from the Eastman School of Music, Rochester, and will feature the Eastman School Symphony Orchestra and the Eastman School Wind Ensemble.

'LIVING ROOM' EDUCATION

REGULAR college course in psychology is being telecast over WOI-TV Ames, owned-and-operated station of Iowa State Teachers College, to some 100 "living room" students who will receive college credit if they submit required written work and pass examinations. The regular class on campus is taught in the TV studios.

COURTROOM BROADCAST

FIRST West Virginia broadcast from a federal courtroom was made recently by WCHS Charleston when the station aired a 90-minute naturalization of 16 new American citizens. Station believes that this is the first program of its type ever broadcast in the state. Broadcast was narrated by Harry Brawley, station's public affairs director.

EDUCATIONAL

Byrd Sees No Need For Educational TV

U. of Maryland president praises WBAL-TV Baltimore for its aid during a closed circuit surgery demonstration. He declares such cooperation obviates the necessity for an educational channel in the state.

DECLARATION that he sees no need for a television channel in Maryland came from Dr. H. C. (Curly) Byrd, president of the U. of Maryland, on Jan. 15.

Dr. Byrd made his statement during a luncheon held in conjunction with a day-long closed circuit demonstration of surgery and medical information staged at the University Hospital. He took his stand on educational television channels while thanking WBAL-TV Baltimore for providing cameras and technical equipment for the demonstration.

Stations Can Do Job

"As long as there are stations like WBAL-TV providing the facilities and fine technical staffs to help the university fulfill its dream of bringing education into the home, I see no need for, nor would I back, an educational television channel," said Dr. Byrd.

FCC has reserved uhf Ch. 24 for educational TV in Baltimore.

Walker Warns Educators: 'You Have Only 4 Months'

A WARNING to aspirants for educational TV channels that they must act promptly in obtaining TV grants and building stations was sounded by FCC Chairman Paul A. Walker last Wednesday in New York.

Addressing a seminar of the Joint Committee on Educational Television at the St. Regis Hotel, Mr. Walker chided educators for "vague" hopes of continuing the blanket educational TV reservations beyond the June 2, 1953, deadline set by the FCC: "You have only four months," he said.

Other tactics employed by lethargic or timorous prospective educational TV applicants, Mr. Walker said, are arguments in favor of letting commercial TV stations do the educational job, waiting until "the perfect time when money will grow on bushes and all this can be accomplished with nary a headache for anyone," and in worrying over whether the educational stations will come under political control.

Graduates Honored

THE Philco Corp. has presented $25,000 to Drexel Institute of Technology in recognition of the "outstanding contributions" made by Drexel graduates to the company. The money will go toward Drexel's $5 million building fund. Drexel has assigned 445 students to Philco since 1922 under its co-operative plan integrating classroom work and practical industrial experience.

KATE

Albert Lea
MINNESOTA

announces

AMERICAN BROADCASTING COMPANY

a new national representative . . .
ROBERT MEEKER & ASSOC.

regional representative . . .
BULMER & JOHNSON

regional network . . .
SOUTHERN MINN. NETWORK

Southern Minnesota Network is represented nationally by Meeker and by Bulmer & Johnson in Minneapolis.

KATE ALBERT LEA, MINNESOTA

Local people in the know, buy



Nov. 1, 1948 . . . 3 spots a week
Dec. 1, 1948 . . . 6 spots a week
Dec. 1, 1949 . . . 6 spots a week
plus 1 hour a week program

TODAY it's the same . . .
that's the record of
GALES CLOTHING STORE

Harry Becker, Manager, says: "Radio advertising on Orlando's WHOO really pays off. It has made our store a pronounced success!"



Avery-Knodel, Inc.
National Representative

an Edward LAMB ENTERPRISE

New York Office—Hotel Barclay, 111 E. 48th St.—Home Office—500 Security Bldg., Toledo, Ohio

N. Y. State Educational TV Report Due Feb. 10

CONCLUDING session of three open hearings on the 10-station educational TV network proposed by the New York State Board of Regents was held in Albany Wednesday under the auspices of the temporary state commission on the use of television for educational purposes. Previous hearings were held in Buffalo on Jan. 7 and in New York on Jan. 14-15 [B•T, Jan. 12, 19].

Dewey Commission

The commission, established by Gov. Thomas E. Dewey to explore the subject of educational TV, will review the material it has collected and make a report of its findings to the state legislature. Feb. 10 is the current deadline for that report, but Henry V. Poor, counsel to the commission, told BROADCASTING • TELECASTING on Thursday that a bill is pending to extend the date to Feb. 28.

The regents estimate it would cost $350,000 to construct and $250,000 a year to operate each station. Under an FCC ruling, definite plans must be forwarded by June 25 to be assured of 10 uhf channels reserved for the state.

KFMB-TV Given Recognition For Educational TV Work

RECOGNITION of the role of KFMB-TV San Diego, Calif., in educational TV experiments is given by the San Diego City Schools in its annual report for 1951-52.

Noting that "educational possibilities of television are unlimited" and its use exploratory, the report claims that because of the station's cooperation, the schools "have been able to take an important place of leadership in experimenting with this new medium of communication."

Started Last Spring

A TV plan, submitted to the local Board of Education after a year's planning, went into effect last spring. Teachers served as program directors for each series of 18 programs over a six-week period, and direct classroom instruction became a reality. TV set distributors loaned out receivers for classroom use through arrangements with the San Diego County Bureau of Home Appliances.

Emerson Grant Committee

A THREE-MAN committee will pass on all applications made by educational institutions for participation in the $100,000 educational TV grant to be made by the Emerson Radio & Phonograph Corp., Benjamin Abrams, president of the company, announced last Wednesday.

The committee will be Dr. James G. McDonald, former Ambassador to Israel; Dr. Leonard Carmichael, secretary of the Smithsonian Institution, and Dr. Orestes H. Caldwell, former FCC Commissioner and editorial director of Caldwell-Clements Inc.

Mr. Abrams said grants of $10,000 each to 10 educational TV stations would not be made until evidence proves the stations are on the air. He hoped that all 10 grants would be made in the first half of 1953.

MICROWAVE RELAYS SPROUTING

TV transmission still is relatively new in Cuba, but progress is reported by Goar Mestre of Circuito CMQ. One 7-hop system has been completed, with Havana as focal point.

TV RELAY facilities have been extended in Latin America with the addition of a 7-hop Philco microwave system and new programming by television transmitters of Circuito CMQ, S. A., Radiocentro, Havana.

Cost of the first series of seven relay stations is approximately $480,000 and 12 other microwave installations are planned at an estimated cost of $700,000, according to Goar Mestre, Circuito CMQ director general.

CUBA

Mr. Mestre reported that Circuito CMQ christened the first relay with telecasts of ballgames from Havana down to Ch. 5 in Santa Clara, some 170 miles away. Other games and Havana programs have been carried to the Ch. 9 transmitter in Matanzas and Santa Clara.

Philco Relay

The Philco initial relay system was installed by Circuito CMQ without aid of American technicians. When completed, the circuit will boast three audio channels with standby equipment and one video channel. Multiplexing equipment is on order.

The objective, Mr. Mestre told BROADCASTING • TELECASTING, is to continue the circuit another 330 miles to Santiago de Cuba with the additional 12 microwave relays. Ball game telecasts were launched Jan. 2 and implemented with other program fare Jan. 17, he added.

Circuito CMQ's CMBF-TV on Ch. 7 is expected to take the air early in February. Installation has been completed for three months, with the exception of the tower which was delivered the past fortnight. A 5 kw transmitter will be located in Radiocentro.

Another station not identified with Circuito CMQ is also expected to take the air in the near future on Ch. 2.

The Circuito CMQ executive predicted that, on the basis of current reports, Havana will have five video outlets on the air which, together with five interior stations, will give Cuba a total of 10 transmitters in all.

Good Reaction

Sound quality and image of the ball game transmissions were excellent, Mr. Mestre reported, adding that reaction of key officials was greater than anticipated. There are upward of 100,000 TV receivers in Cuba at present.

Philco engineers checked the microwave relay system two days after baseball transmissions started. Mr. Mestre added that, to the best of his knowledge, the Philco relay was the first to be put into operation last Jan. 2.



CONGRATULATIONS go to Bill Rea (r), owner-manager of CKNW New Westminster, B. C., from Dr. N. A. McKenzie, president of U. of British Columbia, upon the establishment of $1,000 TV scholarship by CKNW, for a graduating U. of B. C. commerce student to attend the summer TV course at Northwestern U., Chicago.

AT&T Extends Network Service Over Border

EXTENSION of network television service from the U. S. to Canada last Monday was announced by AT&T's Long Lines Dept. CBLT (TV) Toronto has been linked to U. S. network facilities of AT&T at Buffalo by a 66-mile radio-relay route which crosses Lake Erie.

Programs are beamed from a microwave antenna atop the Franklin St. telephone building in Buffalo to a radio-relay station at Fonthill, Ont., according to AT&T. Two transmitting antennas are used on the tower to relay programs across the lake to Toronto.

CANADA

AT&T pointed out that construction is underway on 12 microwave towers east of Toronto for interconnection of CBST (TV) Montreal to the U. S. network. This link is expected to be completed this spring, AT&T said. In the meantime, the Canadian Broadcasting Corp. plans to telecast U. S. programs in Montreal by kinescope.

Construction Begun

AT&T also announced the company's television facilities have been extended to WFMJ-TV and WKBN-TV, both at Youngstown. Announcement said network programs are beamed from a station on the New York-Chicago radio-relay system and carried to the new stations via newly-installed microwave channels.

With the addition of the two TV channels at Youngstown, AT&T noted that network programs presently are available to 118 TV stations in 74 cities in the U. S.

Ottawa TV Seen by June 2

FIRST Ottawa TV station may be ready in time to telecast the coronation of Queen Elizabeth II June 2. The station will use only microwaved programs from Toronto and Montreal. No studios are planned soon, but a mobile unit at the transmitter probably will take care of telecasting important special events.

CANADA

Haiti to Have TV Outlet

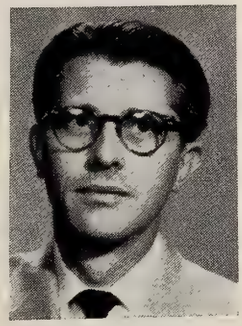
FIRST television station in Haiti will be started by Richard Widmaier, director of 4VRW, Radio Haiti, according to Richard Eaton, head of the seven United Broadcasting Co. stations in the mid-Atlantic states. The station will be the only video operation in Haiti, according to Mr. Eaton, who has just returned from a trip to the West Indies.

HAITI

Mexican TV Originations In San Diego Requested

Asking FCC approval of a plan to originate programs in San Diego, former American radio-TV executive Alvin George Flanagan would program over XETV (TV) Tijuana, Mex., to U. S.-Mexico surrounding area.

AN AMERICAN radio-TV executive last week filed application with FCC for approval to originate programs in San Diego for XETV (TV) in nearby Tijuana, Mexico—programs designed for San Diego-Tijuana and Southern California.



Mr. Flanagan

The Mexican station's Grade A contour blankets San Diego, reaches 40 miles from Tijuana to the edge of Escondido, Calif., and slices through the middle of Encinitas on the California coast.

XETV, operating noon to midnight on vhf Ch. 6 with effective radiated power of 38 kw visual, is under license to Radio y Television S.A., a Romulo O'Farrill-Emilio Azcarraga interest. XETV's national representative in the U. S. is Edward Petry & Co.

The applicant is Alvin George Flanagan, former program manager for the ABC-TV Western Division. He has contracted with XETV, as an independent program packager and producer as well as time sales broker, to supply live shows from San Diego via microwave relay. These programs would comprise 30% of the regular XETV schedule.

XETV proposes to install all facilities in San Diego and bear all production and operating costs. The station will pay Mr. Flanagan $300 weekly for gross sales up to $30,000 per week with with added commission of 1% for excess over $30,000 and 1½% for excess over $60,000.

MEXICO

Line Charges

Microwave relay facilities of the Pacific Telephone & Telegraph Corp. are to be used. Monthly line charges would not exceed $1,200, according to present estimates.

Details of the contract and programming plans were contained in the FCC application Form 308, requesting permission "to locate, maintain or use studios or apparatus for production of programs to be transmitted to foreign radio stations." It was filed by Washington radio-TV attorney Norman E. Jorgensen.

The studios for the XETV programs are to be located at 4231 Park Blvd., San Diego, leased by the Tijuana station and fitted with XETV cameras and equipment.

According to the application, the programs to be supplied by Mr. Flanagan would consist of the following types: Entertainment 36.8%, religion 8.3%, agriculture 11.8%, education 15.8%, news 16.7%, discussion 7.9% and talks 2.7%.

Mr. Flanagan has been in radio and television 16 years. From 1936-38 he was radio director in the U. S. Office of Education. Mr. Flanagan joined Don Lee Broadcasting System's experimental TV station 6XAO as a director, moving in 1949 to KFMB-TV San Diego. He joined ABC-TV in 1951.

INDEPENDENTS HIT CONTROLS IN CAB BRIEF FILED WITH CBC

Aroused by CBC's tight-fisted control over network broadcasting, non-government independent stations are uniting under CAB in a battle that is familiar to the U. S. radio-TV industry. With TV new to Canada and strong U. S. competition, stations are expected to protest any CBC encroachment, lest a restrictive pattern be set.

NETWORK monopoly by the Canadian Broadcasting Corp. is the greatest stumbling block in the way of developing Canadian talent, the Canadian Assn. of Broadcasters stated in a brief to the CBC board of governors at Ottawa last Friday. Occasion was a public hearing on proposed new broadcasting regulations which call for definite percentages (from 30 to 48) of Canadian talent and Canadian origination in all programs broadcast by Canadian stations.

CANADA

The CAB brief charged that this "sets up a glittering general target designed to gain quick approval."

The CAB, representing 119 independent broadcast stations out of a total of 139 non-government stations in Canada, charged CBC with using impractical controls to cover up its own shortcomings in developing Canadian material.

Purpose and intent of the proposed control dealing with original Canadian production are generally misunderstood. Terms do not specify the use of talent, only material of "original Canadian production."

"The proposed controls," the brief points out, "establish absolute governmental power over all material published by broadcast in Canada. This power is reinforced by the absolute power of life and death over any broadcasting station and places an administrative tribunal, the CBC, in the position where it has the power to compete and to legislate, to act as prosecutor, judge, jury and executioner with no right of appeal."

The CAB asked for democratic regulation and court enforcement by independent judges with right of appeal to insure impartiality and correction of judicial error.

The CAB brief stated that the "proposed control [over Canadian content] reeks with the narrow and bigoted nationalism thought well dead and buried in the 20th century. If there is any merit in the proposed control, it should not be imposed by an administrative tribunal. It should be part of the law of the land and percentages in it applied to all forms of publication."

The CAB brief dealt in detail with various clauses of the proposed new regulations, and summarized public service performed by Canadian independent broadcasters and their development of Canadian talent and material.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

To receive the equivalent of
WDBJ Coverage and Penetration
in Roanoke and Western Virginia
you'd have to buy at least
3 other stations!*

WDBJ TOTAL WEEKLY AUDIENCE
Day . . . 110,861 Night . . . 92,186
and 3 or more days and nights
Day . . . . 92,885 Night . . . 67,743
Compare . . . then call . . . Free & Peters, Inc.
* Based on SAMS—1952

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*



IN THE 75th MARKET
– TEXAS' 5th
EL PASO

Bank clearings for '52 were up 12%, nearly $200,000,000 over the previous year. Obviously, the 110,250 radio families (15% more people than ever recorded here before) are spending more money than ever, speaking well for the prosperity of this community.

See Avery-Knodel for complete details

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

"Since going on the air we have enjoyed the

BEST INCREASE IN (*) SALES

since we started handling this product"

This quote is from a letter by one of the local merchants who are using an *all-time record volume of advertising on WSYR.* These are the people who really know what keeps the cash registers ringing. You can profit by their experience.

** Name of product and copy of letter on request.*

Write, Wire, Phone or
Ask Headley-Reed

WSYR SYRACUSE
NBC Affiliate
570 KC

Advertisers

D. M. Gray and **John J. Oakson,** Hallmark Greeting Card Co., Kansas City, Mo., appointed sales and advertising manager, respectively.

John B. Gilbert, sales department, Zellerbach Paper Co., S. F., promoted to general sales manager.

William R. Knapp, president of Pacific Brewing & Malting Co. (Wieland's beer), S. F., appointed West Coast resident manager of Falstaff Brewing Corp., St. Louis, which recently purchased former firm. **Edward J. Held,** Falstaff's southern and southwestern advertising representative, transfers to S. F. as Pacific Coast divisional advertising manager.

Willard C. Mackey and **John G. Weaver,** advertising executives, Swift & Co., Chicago, to Gaines dog food div., General Foods Corp., Kankakee, Ill., and Crosley Div., Avco Mfg. Corp., Cincinnati, respectively. Mr. Weaver will manage advertising and sales promotion for radio-TV.

Harold F. Griswold, advertising department, Hawaiian Pineapple Co. (Dole products), S. F., promoted to assistant advertising manager.

Agencies

Don McGee, Campbell-Mithun Inc., Chicago, to Dancer-Fitzgerald-McDougall Inc., S. F., as vice president in charge of Sperry Div. account of General Mills.

Frederick N. Polangin to Fuller & Smith & Ross, N. Y., as senior account executive supervising radio-TV division of Westinghouse account.



Mr. Polangin

Kirby Katz, associate creative director of W. Earl Bothwell Inc., to Lamb & Keen, Phila., in creative and executive capacity.

Sam Hollis, art director, Foote, Cone & Belding, S. F., to Guild, Bascom & Bonfigli, that city, in same capacity. He succeeds **Cliff Spooner,** who opens own advertising art studios at 353 Kearny St., S. F.

Fred Maine, assistant copy chief of Morey, Humm & Johnstone, N. Y., appointed copy chief.

William O. Merritt, sales manager, Dynamometer Div., Clayton Mfg. Co., L. A., to Dozier, Eastman & Co., that city, as account executive.

Homer Groening, discharged from military service, returns to Botsford, Constantine & Gardner, Portland, Ore., as head of creative department.

Carl Falkenhainer, national director of store development, Rexall Drug Co., L. A., to Robert C. Culbertson Adv., Beverly Hills, as director of plans and merchandising.

J. J. Westerman, R. C. Karsted and **W. H. Henri** promoted to account executives at Henri, Hurst & McDonald, Chicago. Other changes: **R. A. Talpas,** assistant account executive; **J. B. Probst,** executive service manager; **George Ross,** service manager; **Lloyd G. Whowell,** senior production manager, and **H. H. Cobb,** junior production manager.

Garth B. Jones, advertising assistant, Security-First National Bank, L. A., to Beaumont & Hohman Inc., that city, in copy, contact and merchandising capacities.

Abbott Kimball, board chairman, Abbott Kimball Co. of Calif., L. A., elected president. **Robert W. Boone** and **Hugo Scheibner,** both account executives, elected vice presidents.

Lester A. Friedman, copy director, and **Robert G. Debnam,** account executive, Brisacher, Wheeler & Staff Inc., S. F., elected vice presidents. **William H. Gantt,** checking department, promoted to assistant production manager.

Jack W. Goldman appointed comptroller of W. S. Roberts Adv., Phila.

Esther Hall, food editor, *San Francisco Chronicle,* to J. Walter Thompson Co., that city, as publicity director. She succeeds **Anne Director,** who resigns to free lance.

L. Jeanne Hankins and **Scott H. Verner** to copy departments, John Falkner Arndt & Co., Phila.

John M. Stratton, account executive, Gardner Adv. Co., St. Louis, to Ruthrauff & Ryan, Hollywood, in same capacity.

Charles R. Curtis, assistant production manager, West-Marquis Inc., L. A., promoted to production manager of agency's fashion arts div. He is succeeded by **William McCauley.**

Frank J. Chipperfield, formerly with Hewitt, Ogilvy, Benson & Mather Inc., N. Y., to the Joseph Katz Co., Baltimore, as director of media.

Frank E. Duggan, Tim Morrow Agency, Chicago, resigns to establish own agency at 307 N. Michigan Ave., same city.

Winston O'Keefe, formerly with Ruthrauff & Ryan, N. Y., to Fuller & Smith & Ross, that city, as production supervisor for new Westinghouse show, *Freedom Rings,* which starts March 3 on CBS-TV.

Arthur Langton to Darwin H. Clark Co., L. A., as account executive and technical writer.

Edwin J. Heaney, Socony-Vacuum Oil Co., to Morey, Humm & Johnstone, N. Y., in merchandising department.

John Gilbert Craig Adv., Wilmington, Del., elected to membership in American Assn. of Adv. Agencies.

Lynn H. Hall, advertising department, Hyster Co., Portland, Ore., to Foote, Cone & Belding, that city, as production manager.

Paul Jones & Assoc., L. A., moves to 4622 Wilshire Blvd. Telephone is Webster 3-5779.

Bozell & Jacobs, Chicago, moves to larger quarters at 205 N. LaSalle St.

Charles Bowes, Hollywood manager, Ruthrauff & Ryan Inc., has opened **Charles Bowes Adv.,** 548 S. Figueroa St., L. A.

Ewell & Thurber Assoc., N. Y., relocates at 270 Park Ave., same city. **John A. Thomas,** BBDO, N. J., to E&T as director of radio-TV. **Lawson Paynter,** TV copy chief, Erwin, Wasey & Co., to E&T as manager of radio-TV production.

Stations

Harold P. See, director of TV, KRON-TV San Francisco, promoted to station manager.

Donald Cromberg, sales staff, WAAF Chicago, to Chicago sales staff, WOR New York.

Hal Froelich, Adam J. Young Jr. Inc., to

WTVO (TV) Rockford, Ill., as sales manager.

Peter Wood, Juneau, Alaska real estate broker, and **Francis T. King,** sales promotion manager, KIKI Honolulu, to KONA-TV same city, as account executives. **Bun Clapperton** appointed director of local sales at KONA-TV.

Walter C. Johnson, assistant general manager and sales manager, WTIC - AM - FM Hartford, Conn., elected secretary of Travelers Bcstg. Service Corp., licensee of stations.



Mr. Johnson

Bob Sinnett, WEEI Boston sales staff, assigned to station's national spot accounts.

Sidney H. Tear, general manager, WCFV Clifton Forge, Va., to production staff, WROV-AM-FM Roanoke, Va.

Wilson Edwards and **Norman Kay,** account executives, KSDO San Diego, promoted to assistant manager and sales manager, respectively.

Paul H. Martin, national sales manager KFXM San Bernardino, Calif., appointed general manager there. **Ed Lytle** added to staff as account executive.

Virginia Sears to sales staff, KFKA Greeley, Col.

Dave Bigley, announcer-disc jockey, promoted to commercial manager, KFJI Klamath Falls, Ore.

Thomas D. Rishworth, coordinator of radio-TV, U. of Texas, and formerly director of public service programs for NBC, to KGW Portland, Ore., as director of public affairs and education.



Mr. Rishworth

Gene Myers, sales manager, WTAM Cleveland, to WTVN (TV) same city, as merchandising manager.

Frank Hunt, advertising and sales promotion manager, Reinhard Bros., Minneapolis (electrical appliance distributors), and **Tom Morris,** Bozell & Jacobs, same city, to KSTP Minneapolis-St. Paul, as account executives. **Dick King,** sales staff, WLOL Minneapolis, to KSTP-TV as account executive.

James D. Shouse, chairman of the board, Crosley Bcstg. Corp., elected president of Cincinnati Chamber of Commerce.

James F. Murray, manager, KQV Pittsburgh, presented with award on behalf of station "for meritorious service in the promotion of Pennsylvania Week." Citation was given by Gov. John S. Fine.

Robert O. Reynolds, vice president and general manager, KMPC Hollywood, re-elected president of Boys Club, that city.

Don Kellett, executive assistant to **Roger W. Clipp,** general manager of WFIL-AM-TV Philadelphia, resigns to become president and general manager of new Baltimore team in National Professional Football League.

Max Leon, president, WDAS Philadelphia, named chairman of program and entertainment committee of Golden Slipper Square Club.

Beverly Brown, program director, WNOE New Orleans, resigns to open own producing-directing office in New Orleans.

Eugene Eubanks, producer, WBBM Chicago, appointed assistant program director. **Al Bland** continues as program director.

Jack Redus returns to KFKA Greeley, Col., as program director after six-month hospitalization. **Fred Clark** added to announcing-engineering staff.

Russ Landers, film director, Crosley Bcstg. Corp., Cincinnati, to KECA-TV Los Angeles, in same capacity.

Chris Mack returns to WNAX Yankton, S. D., as farm service director after six-month leave of absence in Europe as radio consultant with Mutual Security Agency. **Clifton Todd,** chief engineer at station, appointed Admiral in "Great Navy of State of Nebraska" by Gov. Val Peterson.

Richard Gourley, promotion manager, WSPD-AM-TV Toledo, resigns to become advertising consultant.

Clete Roberts, news commentator, returns to KLAC-TV Hollywood after two years of world travel.

Steve Evans, formerly with KRUL Corvallis, Ore., to staff of WLDY Ladysmith, Wis.

Robert R. Flanagan, WQAN Scranton, Pa., promoted to merchandising director. **Jack Guinan,** sports director there, adds duties of program director.

Bill Scott, CFOS Owen Sound, to CHUB Nanaimo, B. C., on announcing staff. **John Thompson** to latter station as continuity editor and **Joy Randerson** added to staff as librarian.

Dave Robinson, WFMD Frederick, Md., to staff of WSAZ Huntington, W. Va. **Pete Mathews,** WOWO Ft. Wayne, Ind., to WSAZ-AM-TV as m.c.

Norman Larson, continuity editor, KBTV (TV) Denver, Col., promoted to publicity director.

Wes Adams, appointed sports and farm editor, WCHN Norwich, N. Y. **Frank Stuart,** WOLF Syracuse, to WCHN as news editor.

Joanne C. Taylor, Foote, Cone & Belding Inc., L. A., to Hollywood accounting office of KBIG Avalon.

Bruce Eagon, farm editor of KOTV (TV) Tulsa, presented with Lay Conservationist award by Oklahoma Assn. of Soil Conservation.

Christine Cartwright, WCCM Lawrence, Mass., fashion editor, elected president of Merrimack Valley League of Fashions.

Mike Roy, cooking expert, KLAC-TV Hollywood, father of boy, Mike, Jan. 16.

Dick Sherbahn, WLAN Lancaster, Pa. disc jockey, father of boy, Stephen Thomas, Jan. 11.

Bob Graham, announcer, WPTZ (TV) Philadelphia, and **Ginny Brown Graham,** TV personality, parents of girl, Janice Kay.

Kevin Kennedy, WPIX (TV) New York newscaster, father of girl, Jan. 11.

Edward G. Murray, film buyer, WPTZ (TV)

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

ICE HOCKEY IS HOT STUFF IN JOHNSTOWN, PENNA!



COACH WALLY KILREA

Featured on his own show each week, the colorful coach of the LEAGUE CHAMPION *Johnstown Jets* is TOPS with Sports Fans.

The Wally Kilrea Show is another example of the Personality-Packed-Programs

on Johnstown's First Station!

WARD

CBS RADIO NETWORK

WEED & CO., Representative

Philadelphia, and Merrie Roberta Donnelly, were married Jan. 24.

Warner Moore, account executive, WICC-TV Bridgeport, and **Mary Ann Elliott,** TV department, Al Paul Lefton Co., Phila., have announced their engagement.

Elliot Weisman, production staff, WICC-TV Bridgeport, and Marilyn Sirkis have announced their engagement.

Edward J. Devenney, merchandising director, WFIL Philadelphia, and Mary C. Letteriello were married Jan. 24.

Representatives

Junius J. Zolp, NBC sales staff, to Edward Petry & Co., Chicago, on TV sales staff.

Robert Meeker Assoc. appointed national representative for KSJV Sanger, Calif.

Weed & Co., N. Y., appointed national representative for KTNT-TV Tacoma, Wash., KTTS-TV Springfield, Mo., WTVO (TV) Rockford, Ill., and KIMA-TV Yakima, Wash.

Dean Milburn, account executive, Free & Peters Inc., Chicago, to Ft. Worth office as manager, replacing **Joseph W. Evans,** who has resigned.

James Brown, vice president and Chicago manager of Forjoe & Co., father of boy, William Terrence, Jan. 19.

Networks

Ned Hullinger, manager of ABC Western Div. station relations, transfers to network's New York station relations staff effective Feb. 16.

David R. Showalter, assistant manager and director of public relations, National Safety Council, L. A. Chapter, to Columbia Pacific Radio Network and KNX Hollywood, as director of public affairs. He succeeds **Bill Whitley,** now news director, CTPN and KNXT (TV) Hollywood.



Mr. Showalter

J. D. Parker returns to CBS engineering department after tour of duty in Air Force.

Linus Travers, executive vice president and general manager, Yankee Network, Boston, presented with award from Combined Jewish Appeal for "outstanding cooperation."

Robert Dunne, attorney with RKO Radio Pictures, to legal staff of CBS Radio.

Francis X. Zuzulo, director of press information, MBS New York, named to 1953 radio committee of Arthritis and Rheumatism Foundation for $5 million fund-raising drive.

Garry Moore, CBS-TV star, named national chairman of Heart Fund Television Entertainment Committee in connection with $10 million fund-raising drive to be conducted during February by American Heart Assn. and affiliates.

Bob Garred, newscaster, ABC Radio Western Div., named chairman of 1953 Girl Scouts Cookie Drive by Los Angeles Council.

Roy Rogers and Dale Evans, stars of NBC-AM-TV *Roy Rogers,* presented with awards of merit for contribution to safety by National Safety Council, L. A. chapter.

Robert Bailey, star of Mutual-Don Lee *Let George Do It,* assigned role in Matthugh Production feature film, "No Escape."

Willard Waterman, star of NBC radio *The Great Gildersleeve,* assigned role in Universal-International feature film, "It Happens Every Thursday."

Ray Heatherton, star on *Merry Mailman* on WOR-AM-TV New York, presented with Americanism citation by Bronx County division of American Legion for "outstanding work and accomplishment in the field of child welfare."

Lucille Ball and **Desi Arnaz,** stars of CBS-TV's *I Love Lucy,* parents of boy, Desiderio Alberto IV, Jan. 19.

Equipment

Paul Dye, manager of distribution of Admiral Corp., Chicago, named firm's general sales manager.

Richard S. Perkins, president of the City Bank Farmers Trust Co., N. Y., elected to board of directors of IT&T.

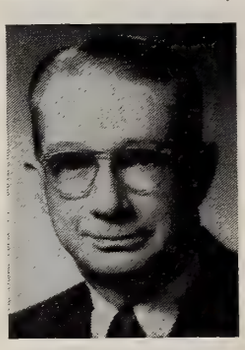
Charles O. Lilley appointed operations manager of Atlanta branch, Crosley distributing div., Avco Mfg. Corp., Cincinnati.

Allen B. DuMont, president of Allen B. DuMont Labs., honored at annual dinner of radio, television and appliance div. for State of Israel Bonds on Jan. 22 at Savoy Plaza Hotel, N. Y.

Rickey Barr, account executive, Foote, Cone & Belding Inc., L. A., to Hoffman Radio Corp., that city, as member of advertising department.

Walter E. Peek, sales manager of resistor div., P. R. Mallory Co., to Centralab, div. of Globe-Union Inc., Milwaukee, as sales manager of mechanical electronic products section.

Walter Lefebre, district sales manager of radio and television division, Sylvania Electric Products Inc., appointed director of new television market development.



Mr. Lefebre

Ray Robinson, Philco Corp., to Jerrold Electronics Corp., Phila., as general manager.

Ralph E. Niedringhaus elected president of Sylvania Electric (Canada) Ltd., Drummondville. Other officers elected are: **W. Benton Harrison,** treasurer; **William B. O'Keefe,** vice president in charge of manufacturing, and **Guy Therien,** secretary.

Penn Boiler & Burner Mfg. Corp., Lancaster, Pa., has published folder on Penn telescoping towers and standard teletowers. Engineering data is available on separate sheet.

Emerson-New Jersey Inc., Newark, N. J., appointed distributor of Reliatron electronic tubes by Westinghouse Electronic Tube Div., Elmira, N. Y. Territory covers Essex County area.

Kaye-Halbert Corp., Culver City, Calif., announces production of new TV camera identified as Cyclops similar in size to 16mm motion picture camera.

Ward Products Corp., Cleveland, announces manufacture of Jazz Trombone uhf antenna, Model TV-180, designed to convert existing vhf antenna installations to cover uhf.

Insuline Corp. of America, Long Island City, N. Y., announces production of open-face relay rack designed to take 19-inch panels. Rack bearing catalog number 3913 is intended for radio transmitters and transmitter-receiver combinations and tape or wire recorders.

Workshop Associates Div., Gabriel Co., Norwood, Mass., announces publication of new catalog listing over 100 different parabolic reflectors. Mechanical dimensions and specifications are given for all models.

Radio Tube Div., Sylvania Electric Products Inc., announces production of new miniature nine-pin, triode-pentode receiving tube termed 6Z8. Unit is designed primarily for service in FM and TV receivers as oscillator mixer.

Hudson Radio & Television Corp., N. Y., has published new catalog on high fidelity sound reproducing equipment supplying information on standard equipment used to achieve reproduction of broadcast and recorded music through use of separate components.

Services

William R. Baker, press relations manager of General Foods Corp., N. Y., to Selvage, Lee & Chase, N. Y., public relations firm.

Lillian L. Shapiro, former advertising manager of Longines-Wittnauer Watch Co., to Schepp-Reiner Co., N. Y., merchandising consultants to radio and TV stations and agencies, in executive capacity as advertising and promotion consultant and merchandising associate.

GATES
QUINCY, ILLINOIS.
YOUR ONE SOURCE
FOR ALL BROADCASTING EQUIPMENT NEEDS
THESE OFFICES TO SERVE YOU
QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . TEL. METROPOLITAN 8-0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

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How to Finance TV Stations
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Early Television Camera in Action, Philadelphia, January, 1932

WPTZ, PHILADELPHIA . . .

One of America's Great Television Stations, now in its 21st year on the air!

Yes, as far back as January, 1932, Philco and WPTZ—then known as W3XE—were active in television. In 1941, the year the FCC first granted commercial licenses to television stations, WPTZ began commercial operation.

Now, in January, 1953, WPTZ is still Philadelphia's First Television Station.

Down through the past twenty-one years people in Philadelphia knew about television, watched it over WPTZ. Most of today's set owners saw their first TV show on WPTZ. Their first fight . . . first ball game . . . first drama . . . first political convention.

Today, with its exclusive line-up of NBC stars and shows, its many high rated local programs, its strong hold on its viewing audience, there's little wonder that WPTZ is First in Philadelphia.

For complete details on WPTZ, give us a call here in Philadelphia, or see your nearest NBC Spot Sales representative.

In Philadelphia people watch WPTZ more than any other television station!*

*ARB

WPTZ

NBC-TV AFFILIATE

1600 Architects Building, Phila. 3, Pa.
Phone LOcust 4-5500 or NBC Spot Sales

JOAN DAVIS, G-E star of "I Married Joan" on NBC-TV

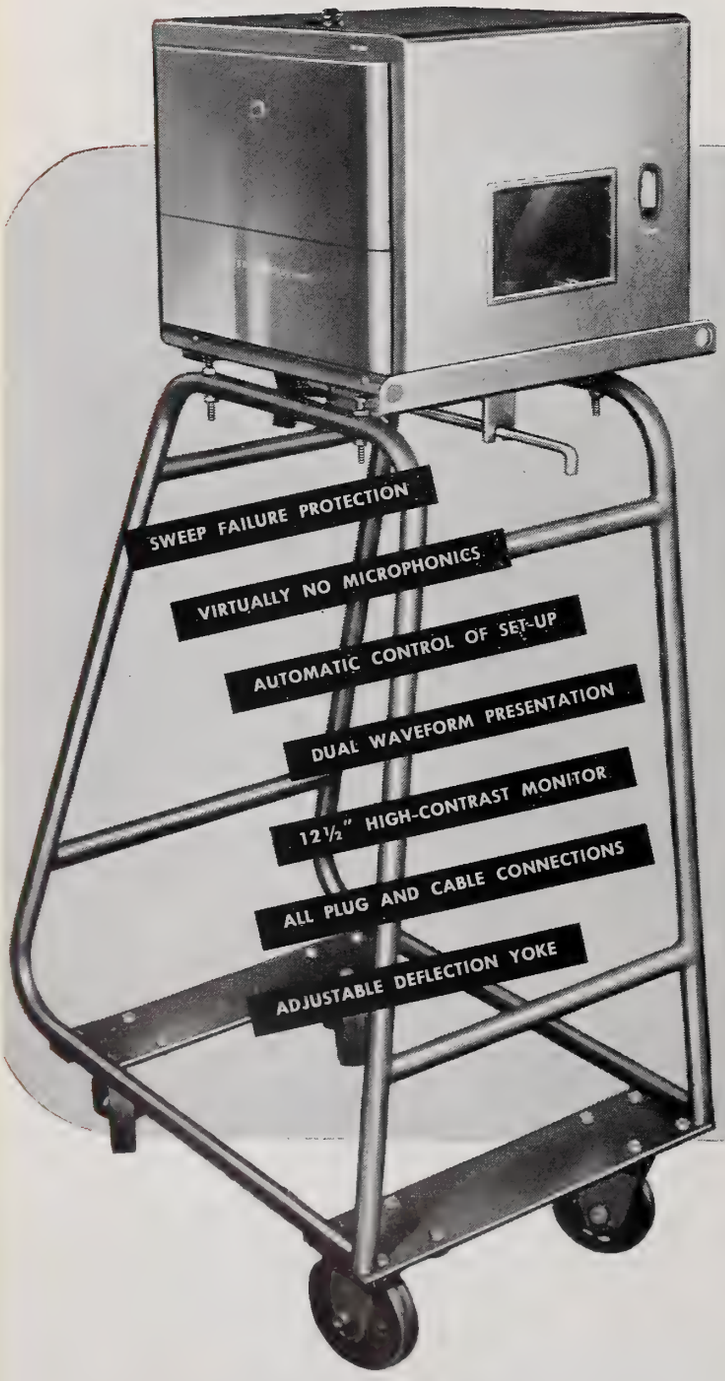


G-E Film Camera Channel

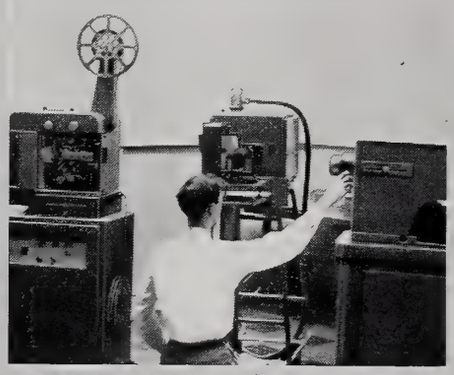


Improperly designed film camera channel

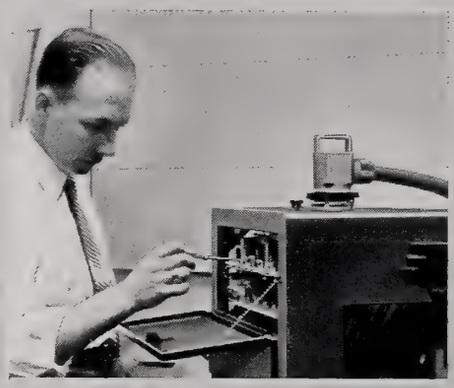
Compare G-E Film Camera Channel Performance



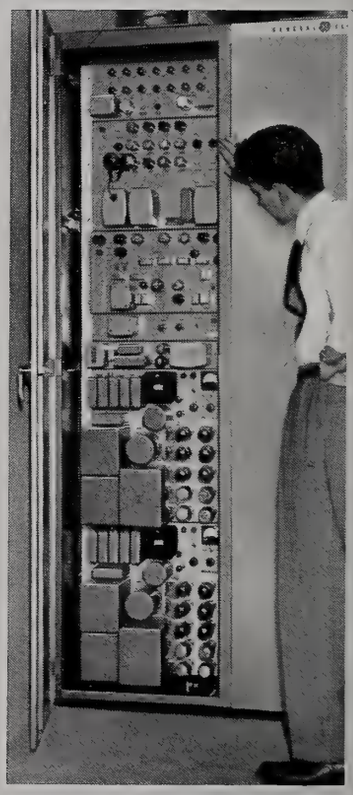
Complete Television Equipment for VHF and UHF



MORE DEPENDABLE! Automatic set-up control to maintain proper background without continual re-adjustment by operator.



MORE VERSATILE! Fits any TV system or projector. Outstanding new design delivers resolution and picture quality unsurpassed in the industry today!



MORE ECONOMICAL! New design reduces interconnections between units. Heat and microphonics at monitor are eliminated by removing all signal channel tubes from monitor console.

See a G-E Film Camera Channel in operation and you'll discover for yourself its stand-out performance over any other film camera channel on the market. It delivers a clear, sharp picture signal. High intensity projection type edge-lights greatly reduce shading and hard-on-the-eyes edge-flare. The film camera channel is the heart of your station's operation... nearly all your money-making commercials depend on its top performance. Insist on a G-E Film Camera Channel! Write for complete information to *General Electric Co., Section 213-26, Electronics Park, Syracuse, N. Y.*

GENERAL ELECTRIC

In last week's issue, Martin Stone, producer of "Howdy Doody," "Author Meets the Critics" and other programs, pleaded the case for live television which, he wrote, was "to plead the cause of television itself." Here is the second part of this two-part series on the film vs. live controversy.

the case for FILMED television

By John L. Sinn

FILMED television has certainly justified the high expectations held for it by so many people a few years ago.

And why is filmed television so important and still growing in importance? Because film is technically, artistically and economically indigenous to television.

Two Sundays ago over WNBT (TV) New York the latest Ziv TV program, *Favorite Story,* premiered with a dramatization of Tolstoy's "How Much Land Does a Man Need." It's a great story.

The exciting climax shows the farmer, half-crazed with lust for land, running madly across fields and up and down hills because he has been promised for himself all the land he can cover in one day. Tolstoy's answer to the title is "six feet" because the peasant kills himself through exhaustion after running unceasingly from sunrise to sunset.

Obviously only film could tell this story if quality and realism are to be maintained.

Location Shooting

In the making of *Favorite Story,* we have sent our star, Adolphe Menjou, and a full production crew into the desert, the mountains, the seashore, even as far as Europe, to film some scenes and plays for the series —not because we couldn't have provided proper sets or process shots in the studio, but because it just seemed more desirable and creatively more honest to shoot on the actual locations called for in the original stories. This is how film gives scope and breadth to TV drama and lets fresh air into its stories.

In addition to its unlimited scope, there are other good reasons why so many fine and important performers and writers swear allegiance to film: Its freedom from stopwatch phobia, its capability of capturing creativeness at its most desirable and rarest level, its ease of performance, the delicate and wonderful illusions it can create, the intellectual freedom it provides and its precious preservation of the unrepeatable.

If television is to grow as an art form, it must have many facets of expression—it must relay news and special events, portray drama and comedy, teach, amuse and inspire. But of all these, a good case for live television can only be made for news and special events—all the rest can be done better on film. And is there anyone who will claim that television's coverage of daily news has more than scratched the surface? Political conventions, inaugurations, hearings, yes—for these, live television should not be replaced. But for all other television, films provide a more artistic and yet a more practical medium.

But even in the field of news and special events film plays an important part by repeating the event for those who were unable to watch it live and also by preserving it. Otherwise, this great medium, this electronic marvel, has no more permanence than the tales and fables passed on by prehistoric father to his hairy son.

One of the tragedies of live television, both from an artistic and commercial standpoint, is its short life. One performance and all that's left is the script and the memories of those who saw it. All the work and creating and effort, gone up the chimney, like a puff of smoke. But what about those who missed it? That they should not be deprived of seeing it is proved by the fact that filmed series, on second and third runs, often score higher ratings than on the first showing.

You might even say that filmed television drama is more natural than live because while performing for the film camera rather than the live camera, actors are not beset by and haunted by that old devil, stopwatch, that keeps ticking inexorably on, replacing freedom and sweep of interpretation with the inescapable thought, "I must be on time!" On live TV, an actor cannot allow himself a little deeper or broader reading of a line than he gave in rehearsal, or a new motion or gesture or anything that might add even three seconds to the scene. There is no time for the director to allow the camera to stay longer on a scene than it is scheduled for; no time for anything except that which has been measured out like a gridiron with a white stripe every 10 yards and a gun fired every 15 minutes.



IT'S hard to gallop a horse through a studio. Ziv shot this scene from "How Much Land Does a Man Need" on location, to obtain the realism Mr. Sinn says only film can provide.

To refer again to "How Much Land Does a Man Need," one scene is set at sunrise. The time of day is very important to the story and must be immediately recognizable. Because we did not have to compromise with rear-screen projection or dubious sub-

stitutes of other sorts, we shot the scene at sunrise and the results have been highly praised by critics.

On film it is possible to create a mood and capture it forever. Filmed television permits, even invites and inspires, a calm and ease of creation and performance.

On film, producers can create great illusions. Because of film's great freedom, audiences can be transported out of the humdrum and routine by being shown plays that, again, could not be done live.

Television is too big a medium, with too great a potential, with too important a mission in entertainment, business and culture, to limp along on one leg.

On the economic side, film is equally important. Television will never be all-network. With film—and *only* with film—hundreds of stations and thousands of advertising agencies and sponsors will be able to secure high quality programming written by top writers and featuring top performers. For these stations, agencies and sponsors, film is an economic must. Without it, television is only for a handful of the nation's largest advertisers. Obviously, the welfare of the television industry demands full participation at the local and regional levels as well.



ABOUT THE AUTHOR

Mr. Sinn has been president of Ziv Television Programs Inc. for five years. Before that he was executive vice president of Frederic W. Ziv Co., producers and distributors of transcribed radio shows. Among Ziv TV productions are *Your TV Theatre, The Cisco Kid, Sports Album, Yesterday's Newsreel, The Unexpected, Boston Blackie,* in addition to *Favorite Story,* which is described in the article.

From a technical standpoint it's just a matter of how much trouble you are willing to go to to produce high-quality film. Audiences don't know or care whether they're watching such film or live TV. After all, the basic yardstick is that a program either holds the excited interest—or even just the interest—of the audience, or it fails of purpose.

The play's the thing or the script's the thing. However you say it, the requirement is entertainment or stimulation or education or inspiration or whatever you are trying to do with the minds and feelings of the audience.

Sometimes it'll be done live, sometimes on film. But there are writers, actors, skilled technicians, advertising agencies, stations and sponsors who will contribute to the ever-growing miracle that is television only through the medium of film.

How Norge increases its dealers' sales with . . .

breakfast at benson's

"IT'S Saturday morning in Lansing and Norge invites you to *Breakfast at Benson's.*"

This familiar greeting, heard on WJIM Lansing, ushers in a half-hour breakfast-club program which has been building Norge sales ever since the first week it was put on the air.

Similar formats have worked equally well in five other Michigan cities. *Breakfast at Harry's* on WTCM Traverse City for Harry's Service Center there; *Breakfast at Gee's* on WHTC Holland for Gee's Electric Co.; *Breakfast at Comstock's* on WLAV Grand Rapids for Comstock's; *Breakfast at Wally's* on WMTV Manistee for Wally's Radio, *Breakfast at Lyle's* on WATT Cadillac for Lyle Smith Appliances.

An audience-participation program, this type of show draws capacity "studio" audiences from wherever it is aired, in addition to its multitudinous radio listeners, it is noted.

An indication of the program's selling power may be found in the fact that Benson's and the Norge distributors have just signed a 52-week contract with WJIM.

Benson's is one of Lansing's newer businesses but also one of its largest, being a five-story shopping center. WJIM airs the show from Benson's appliance department. Co-sponsored by Norge, the show promotes only that firm's appliances.

Mailing Lists

The store benefits both by having new shoppers, who are attracted by radio, come to the premises Saturdays, and by obtaining a mailing list from cards that breakfast clubbers fill out.

Before each broadcast, the dealer clears the center of his display floor and sets up tables on which coffee and doughnuts are served. He places the Norge appliances he is featuring near microphones for prominence.

During the half hour prior to air time, visitors are welcomed by the dealer and asked to register on a perforated card. These cards supply the dealer with the potential customer's name, address and the age of the visitor's electric appliances.

The half-hour show is built around audience participation in gags, skits, chatter, prize contests and other entertainment.

WJIM brings the radio audience, as well as the "studio" audience, into the act. This is accomplished by making listeners eligible for some of the prizes. For example, one game has a studio guest pitted against a phone-participant.

Another stunt used is to reward the first radio listeners to come into the store and correctly repeat the Norge slogan of that day. If no one in the studio has the correct answer to a particular question, the competition often is opened to the radio audience.

Harold F. Gross, president, WJIM-AM-TV, recalled that "during July and August, usually considered 'dog months' radio-advertising-wise, the show was new and going through its trial period.

"Yet it was highly successful and never failed to draw capacity crowds," Mr. Gross said. "As the fall season came on, the program's popularity was well-established."

Breakfast Is Served

For WJIM, audience enthusiasm is built by Howard Finch, m. c., and his co-entertainer, Earl Parchman, during the half-hour warm-up period. Breakfast is served during this time by a local restaurant in exchange for a spot announcement during the show.

Prizes, contributed by Benson's, range from cook books to orchids to electric mixers.

As many as 18 prizes per show are awarded by the show's producer and C. Wayne Wright, WJIM account executive.

After each broadcast, dealers analyze the registration cards for follow-through promotion. They can deduce from the age or lack of appliances listed, the product in which the registrant may be most interested.

The dealer mails a "Norge Bonus Bond" to each registrant. This bond, good for 30 days, contains three coupons, bearing different amounts to be applied toward purchases of Norge appliances.

Archie Rotan, manager and principal stockholder of Benson's, enthusiastically attests that the radio program has increased appliance sales tremendously.

Distributors Own Shows

In each city, the distributor owns the show and has 52-week option on it. If a dealer drops out, the distributor is able to offer the program to another dealer in the same territory.

The radio station supplies the announcer and m. c. and cooperates with the dealer and distributor in advertising the program.

Mr. Gross feels that this is another instance where a local radio show produces a selling-impact unduplicated by the national program. He thinks other radio broadcasters might well take note.



For an NBC documentary . . .
the production excellence of a

TV Film a la Kling

Kling studios



*CHICAGO • 601 North Fairbanks Court
HOLLYWOOD • 6650 Sunset Boulevard
NEW YORK • affiliated with Thompson Associates
40 East 51st Street
DETROIT • 1928 Guardian Building

WHEN the National Broadcasting Company undertakes a filmed television documentary series, you can be sure it will be done *right*. NBC made sure by assigning the production of its current half-hour film on Frank Lloyd Wright to Kling Studios.

Kling set designers recreated the architect's study on the sound stage in Kling's Chicago studio, using a photomural made by Kling's technicians at Wright's Taliesin home. While interior shooting was in progress, other Kling crews were filming location shots in Wisconsin and Arizona. Assignments were timetable-controlled so that all processing, cutting and editing of film could be accomplished in quick order at Kling's Chicago studio.

Why not insure the success of *your* television show the way NBC does? Kling serves many of the country's outstanding advertisers with TV film shows and commercials . . . economically produced in our Chicago and Hollywood studios with the modern multi-camera technique.

Kling in Hollywood offers you the artistry, star casting, sets and unlimited facilities of the world's film center, including award-winning animation by our new division, Ray Patin Productions.

Add to this, a highly skilled permanent staff of writers, directors and technicians, and you see why Kling gives you the best in *advertising knowmanship plus Hollywood showmanship.*

Your only single source for

TELEVISION • MOTION PICTURES • SLIDE FILMS • PHOTOGRAPHY • ADVERTISING AND EDITORIAL ART DISPLAYS

Nobody has noticed it, except the happy people who own and run them, but independent radio stations, as a group, are better off today than they were before television. As good an example as any of a go-getting independent station is WITH Baltimore, a 250 watter that keeps right on making money against tough TV and radio competition.

THOSE

IN THE troubled recent years of radio, one positive development has passed largely unnoticed amid the negative reports of declining audiences, advertiser concern over radio values and rate reductions by the national networks.

That fact is that today the independent radio stations, as a group, are better off than they were before television came along.

Since the beginning of 1948, the number of independent stations has increased more than 50%, the number of network affiliates around 3%. The total revenue taken in by both classes of stations has decreased about 2%.

It would seem, on the surface, that these figures indicate declining revenue for both independent and affiliated stations, with the independents, having grown so in numbers, taking the bigger dive. The dollar figures, however, deny the percentages. Network affiliates indeed are taking in less than they did in 1948, but the independents are taking in more.

Official revenue statistics of the FCC, 1948 through 1951, show that in 1948 628 independent stations had total revenue of $67,-731,226 and 1,073 network affiliates had $240,355,155. In 1951, revenue was $108,-042,458 for 954 independents and $234,-601,396 for 1,109 affiliates.*

The downward trend for affiliates and upward trend for independents are more graphically expressed in terms of averages per station, year by year. The following figures were arrived at by dividing total revenue of each of the two classes by the number of stations in each class that year.

In 1948, the average-per-station revenue was $107,852 for independents, $224,002 for affiliates.

In 1949, it was $109,110 for independents, $211,631 for affiliates.

In 1950, it was $112,223 for independents, $208,096 for affiliates.

In 1951, it was $113,252 for independents, $211,543 for affiliates.

The steadily ascending average-per-station revenue for independents has been achieved despite a far more rapidly rising curve of station population.

There were 628 independents in 1948, 803 in 1949, 876 in 1950 and 954 in 1951.

Network affiliate population has not changed much: 1,073 in 1948, 1,074 in 1949, 1,130 in 1950 and 1,109 in 1951.

What obviously happened to the network affiliates was that they were accustomed to operate with a substantial percentage of their total revenue coming from their networks. When network volume dipped and network rate reductions were imposed, they were unable to adjust their revenue from spot and local sources to overcome the loss in network revenue.

The independents, having no history of dependence upon network revenue, went on collecting the rewards of spot and local volumes which continued to increase while national advertisers were growing bearish on network investments.

FCC figures through 1950* show that independents, as a group, made between 78% and 81% of their total time sales to local advertisers, almost all the rest to national and regional spot advertisers, and a smattering to special network deals.

It is the local advertisers who have annually increased their spending on radio far more than national and regional advertisers in recent years. It is, therefore, the independent station that has profited.

Of all the independent stations in the country, a few may take in a bigger gross, some may be more razzle-dazzle, but none can be said to have gotten more out of less than WITH Baltimore.

WITH matches its pipsqueak 250 w (1230 kc) against 1 to 50 kw competition and comes out of the fray with gross time sales that look like this (for fiscal years, Oct. 1-Sept. 30):

1948: $744,968.
1949: $788,025.
1950: $759,670.
1951: $746,246.
1952: $806,652.

The sag in revenue in 1950-51 is not excused by the sudden rise of television. In those years Thomas Garland Tinsley II, president, and Robert Campbell (Jake) Embry, vice president and commercial manager, admit they became so preoccupied with collateral activities, including the operation of the Baltimore Bullets professional basketball team, that they failed to keep their hands on the hypodermic needle they usually make sure is stuck in WITH. The upward swing in sales in 1952 eloquently marks the point at which they relinquished their interest in the Bullets and got back to the station.



THOMAS TINSLEY



ROBERT C. EMBRY

The team that makes WITH tick

Tinsley-Embry Team

Like most bustling enterprises, WITH takes its energetic character from the two men at the top. Mr. Tinsley had already made a successful career as a radio time salesman, including one successful stretch at the improbable function of being a station representative in Baltimore, when he put WITH on the air on March 1, 1941.

Mr. Embry was drafted from WBAL Baltimore, where he had been a general sales representative, in 1943. The Tinsley-Embry team since then has been as indomitable a combination as any in radio.

Since the early days of WITH, the station has adhered to an around-the-clock format of music (mostly recorded or transcribed), news on the hour and sports.

Most of the musical programming avoids extremes. Symphonies get the cold shoulder. Hot jazz is permitted only in the 10 p.m.-1 a.m. period when WITH programs for the 300,000 Negro population in its coverage

FCC reports are complete only through 1951, and official figures for 1952 will not be available until fall of 1953.

FCC figures since 1950 do not break down classes of time sales between affiliated and unaffiliated station groups.

RICHES IN THE INDIES

area and from 1:30-2:30 a.m. when a special jazz classics show is aired. The rest of the time, WITH plays music that anybody can hum or at least tap a foot to.

WITH keeps 25,000 records and transcriptions in its library. The record supply is maintained by an economical arrangement with a local music store. When the station first went on the air, it made a deal with a small music store to provide it with records in exchange for plugs on the air.

The music store has now grown to be the biggest in the city. It still provides WITH with all its records, but the station has drawn ahead in the accounting. The store now buys time, in addition to that which it receives as payment for its records.

The 10 p.m.-1 a.m. jazz show is conducted by Maurice "Hot Rod" Hulburt Jr., a Negro disc jockey celebrated in the South before he joined WITH last year.

Sponsor Talent

The 1:30-2:30 p.m. period that also carries jazz from time to time features an important WITH advertiser. Less than five years ago, an enterprising WITH salesman sold $80 worth of spot announcements to a restauranteur named Harley whose establishment at that time consisted of a counter and six stools. Harley's specialized in the "submarine sandwich," an astonishing creation composed of salami and other meats, onions, a secret sauce and a small loaf of French bread.

The physical changes in Harley's plant have been slight since that time. Financially, however, the investment in radio has been worthwhile. Harley's now does $160,000 business a year—all of it carry-out. By restricting his trade to the transient, Harley was able to do away with seating fixtures altogether and thus cut his capitalization by six stools.

Harley sponsors one-third of WITH's all-night show and frequently appears on the air himself, to describe records which he selects from his large private collection of jazz masterpieces.

Harley's and the music store that supplies WITH with records are two of about 200 local advertisers now using WITH. The gamut of local businesses is represented.

Aside from more commonplace inducements, WITH offers local advertisers a special "strip rate" that, in Mr. Embry's words, gives them "the frequency they need to get results at a price they can afford."

The strip rate is done up in three basic packages, each differing in the frequency per week. Take a quarter-hour program as an example. A local advertiser may buy such a segment three times a week for $85 (time and talent), five times a week for $127 and six times a week for $154.50, in Class A time. The one-time rate for time alone on such a period is $80.

The strip rate is at least partly responsible for the claim that WITH now has more local advertisers on its station than any two other Baltimore stations combined. It has been more or less constant for WITH to get 90% of its revenue from local sources and the other 10% from national spot.

One physical advantage that WITH enjoys over independents in most other markets is that its 250 w signal pretty well covers the entire Baltimore trading area which is uniquely compact. In a 15-mile radius of WITH's transmitter are some 1,300,000 people. The city has been described by Mr. Embry as a "sort of an island of population."

But the happy circumstance that matches the Baltimore trading area to the coverage pattern of a 250w transmitter which was inexpensive to build and relatively easy to maintain is only a fraction of explanation for the station's fancy figures. A bigger explanation can be found in its personnel and operational policies.

WITH functions with a payroll of 48 including Messrs. Tinsley and Embry. It has nine staff announcers, all of whom are entitled to talent fees and whose weekly incomes run from $115 for the newest-comer to about $300 a week for an old hand.

Its six salesmen (not including Mr. Embry) are paid 10% commission on their net sales. With billings what they are at WITH, the salesmen have a chance to earn substantial incomes.

Thirteen engineers and technicians are on the payroll. The 14 other employes not accounted for above perform various administrative and clerical duties.

WITH won't let a copywriter in the door. It insists that advertisers either prepare their own commercials or have agencies prepare them. The station figures that it eliminates costly overhead by refusing to touch copy assignments, and of course, being situated in a large city where numerous agencies exist, it can always find an agency for an advertiser that is without one.

It follows in practice what it advises its own clients to do: All WITH advertising, publicity and promotion is handled by an agency, The Joseph Katz Co. The Katz people see that around Baltimore it is next to impossible to ignore WITH.

At the moment WITH promotion includes panel advertisements on the sides of 350 buses and streetcars, newspaper schedules, several billboards, trailers in 20 theatres, small gifts delivered at the rate of 500 a month by the Welcome Wagons that visit newcomers in the city, and matchbooks distributed at the rate of 4 million a year.

STORY OF AN AFFILIATE

An illuminating peek into the reasons why network affiliates have been hit harder than independents is presented here. This is the report for a recent month's business by an important affiliate of an important network.

In that month the station carried 37 hours and 23 minutes of local commercial programming which brought in an average per-hour revenue of $436.86.

It carried 156 hours and 17 minutes of national spot for an average per-hour revenue of $402.57.

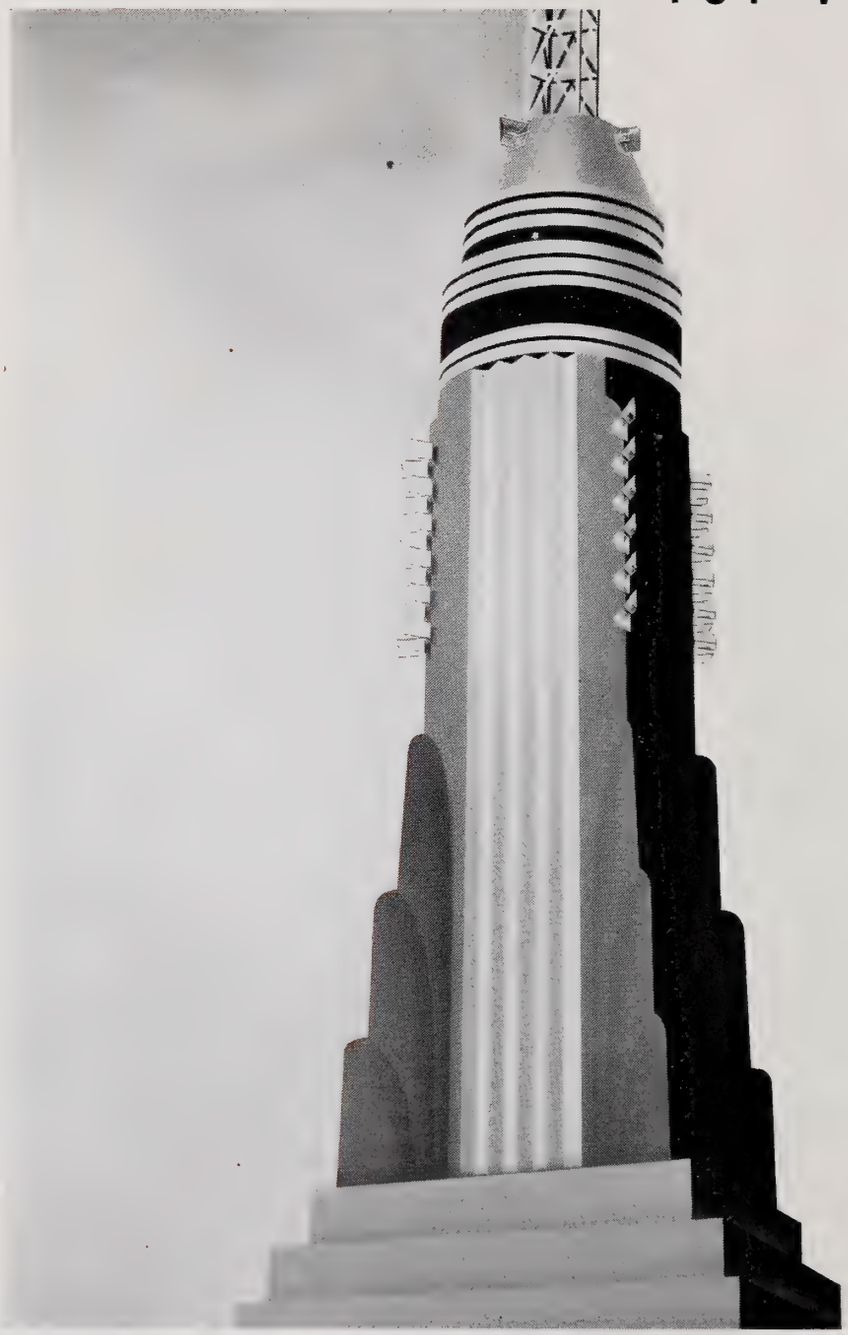
It carried 211 hours and 15 minutes of network commercial time for an average per-hour revenue of $86.22.

Put another way, the category of business that brought the least revenue per hour occupied more than 50% of all commercial time carried by the station.

ANDREW

"SKEW"* ANTENNA

for VHF and UHF television



The ANDREW "Skew" Antenna is the *only* antenna which provides a circular radiation pattern from antenna elements placed around a supporting structure which is larger than a half wave-length on a side! With the "Skew" Antenna, it is possible to mount a multiplicity of TV antennas on the sides of tall buildings, on the sides of existing towers — even towers which also support a standard antenna on top. The economy offered by a joint operation of this type is obvious.

At present, the "Skew" Antenna is custom built for each installation and consequently general performance specifications cannot be delineated. However, ANDREW engineers will be glad to discuss its application to specific situations.

*Patents applied for

ANDREW four element "Skew" Antenna on the conical end of the mooring mast of the Empire State building, used as auxiliary by WJZ-TV. Lower on the mooring mast, artist's sketch shows the 48 element ANDREW "Skew" Antenna to be installed for WATV.

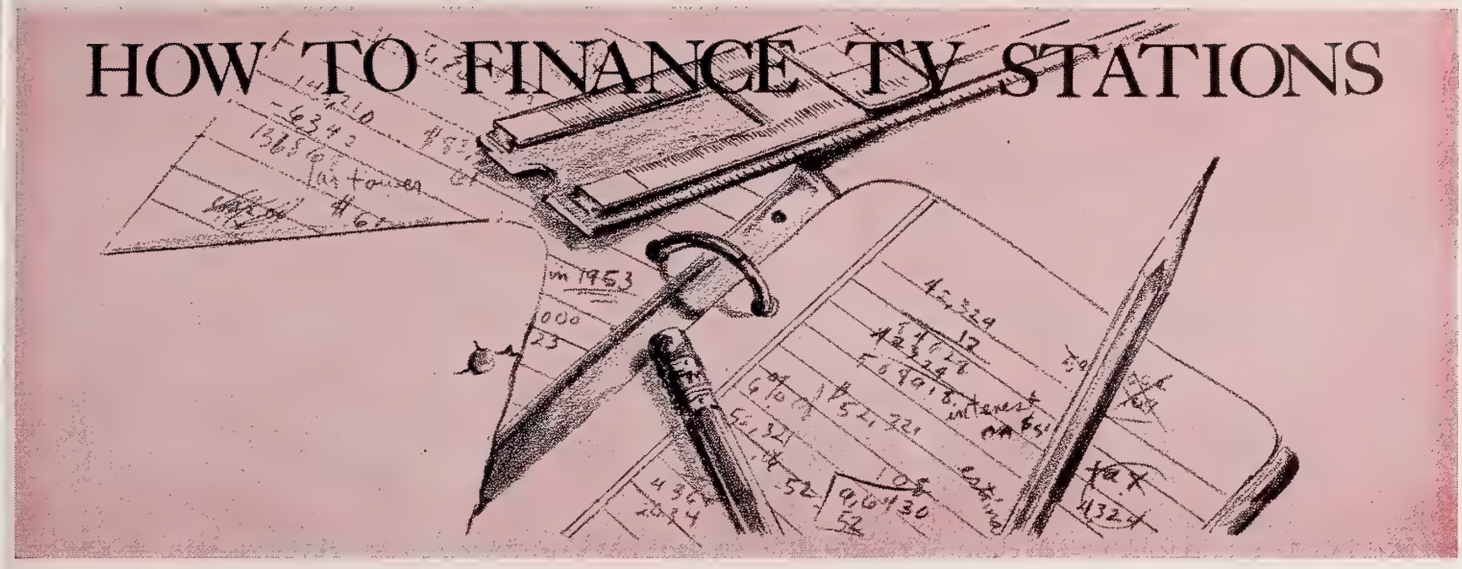
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HOW TO FINANCE TV STATIONS



There's plenty of venture capital available to finance television stations, but to pry it loose is not an easy job. Here an expert suggests how investors and telecasters can get together.

By Dr. Henry H. Buba

IN THE 1930s, an initial stock issue of about $20,000, subscribed to and not always paid for by members of a family or a group of interested local citizens, was sufficient to obtain charter, franchise, license, plant, equipment and working capital to start operations of a medium sized local radio station. In those days, investor and businessmen got together through personal acquaintance and mutual interest to plan and build up a lucrative business in this promising and wonderful venture called Radio.

As we know now, the venture kept its promises, it paid off; its aggregate together with networks, set and station manufacturer, communication and other services developed into the giant: THE RADIO INDUSTRY.

The local radio station was and is of an ideal investment size for a close corporation, for an owner-management operation, with the advantages of fairly informal financial procedures, of easily adjustable tax positions, whereby the doubly taxed dividends can be substituted by management fees and other means, and where the growth of the net worth can, if desired, ultimately be turned into a capital gain.

Required Capital

In the year 1953, an initial stock issue of at least $300,000, subscribed and fully paid for, is required to start the operations of a medium-sized local television station, and another $100,000 would be necessary to provide it with adequate working capital to get over the first two lean years. This means a capitalization of at least $400,000 on a long-term investment basis from two to five years.

It is obvious that only a few prospective television station founders can ask members of their families or their neighbors and friends to stand by with such sums, even though there is no doubt that this new venture—TELEVISION—promises enormous returns.

Where is the money to come from?

When we examine the TV license applications filed with the FCC, we find that a large percentage is submitted by the owners of radio stations. That means that the local radio stations, especially the larger ones, were able to build up enough funds (despite Section 102 of the Revenue Code, which penalizes the excessive accumulation of surplus) and to obtain sufficient personal credit standing to finance the new enterprise without curtailing the current radio station operations.

Other funds are coming from newspaper publishers and networks, and out of resources accumulated by owners or corporations related to the entertainment and advertising fields. Besides, there are the possibilities of obtaining cash through mortgages on TV station premises, installment financing of equipment by the manufacturer, and out of current bank loans on personal credit and holdings, which, together, might provide temporary help to start TV operations on a dangerously thin cash basis with a high interest burden.

We know now that an established and well-run TV station can expect, conservatively a capital return of 20% and more (before taxes) after it has gotten over its infant ailments. The TV station's break-even point is fairly fixed, it does not go up materially with higher billings, so that the 20% profit margin can be increased considerably through additional sales.

With such a magnificent background of financial experience figures, and with today's record volume of liquid assets owned by individuals, who hold about $160 billion in cash, bank deposits and government securities compared to $45 billion before World War II, it would be strange, indeed, if venture capital were not to try very hard to get in at the ground floor to finance the coming 1,200 or so TV stations.

First Considerations

But before venture captial beats its path to the future TV station, we ought to consider certain points along the route:

1. The future telecaster, a creative individualist by nature and profession, is quite often reared in the thought that he can run a half million or a million dollar enterprise as a close corporation, as a family affair, with simple financing procedures and informal dealings, even though the operation itself will be run with vigorous efficiency. His idea and ideal is to borrow sufficient money through mortgage, personal credit, long-term notes, etc., at a fixed percentage, and to keep the voting stock for himself and his close associates. But if he wants to secure and needs venture capital, he will have to change this attitude.

Venture capital will flow easiest into a market that is open to direct profit sharing, into a market that is well-explained, advertised, and conservatively appraised through audits and market research, into a market that is properly governed by corporate stock owner rules and Securities & Exchange Commission regulations.

As to these rules and regulations, they are strict as to ownership, profit sharing, participation in assets and additional stock issues, but they leave ample room for the founder or founders to obtain reasonable and workable arrangements to prevent undue interference in their operations and

ABOUT THE AUTHOR

Henry Buba is president of The Henry Buba Co., New York, which specializes in management services for radio and TV stations (program audits, program consulting, general financing, etc.). He is a veteran of the financial, managerial and market research fields, both as economist, statistician and budget manager for C. E. Hooper Inc. for five years and, before that, as senior auditor for R. G. Rankin & Co. with assignments to Bristol-Myers, International Business Machines, Sears, Roebuck, Woolworth, New York Trust Co., Manufacturers Trust and various investment houses. A CAP, he also holds MA and PhD degrees in economics and market research.

dividend policies by the cash providing absentee investor and "outsider."

This is not the place to go into the possible variations of classes of corporate stock most desirable for a local television station. Such arrangements are best worked out from case to case, where the intentions of the participating parties are known.

The future telecaster, who is going into the money market for funds, will have to pay a price, his independence will be curtailed, his responsibilities enlarged. He should submit to this fact, he should be willing to pay this price, not only because the ultimate results will be worth it, but because he has plenty of company; all expanding and dynamic business went that way, and local television is going to be Big Business.

TV Looks Good

2. What is the experienced investor's attitude toward local TV stations, the big or small investor, who will go into oil, railroads, real estate, anything that is supposedly good, the investor who is resourceful, both in money and judgment, who sees his broker in New York, Chicago or San Francisco with the ever repeated greetings, "what's good"? Well, local television looks very good. Whereupon they, the broker and the investors, examine the situation. They come up with the following preliminary findings:

Item: The local TV station's prosperity depends on its management and on the local market conditions and position to a much greater degree than generally experienced in other industries, because the station's merchandise is program and programming, i. e. intangible values and services, which disappear in thin air, as far as the investor is concerned, immediately after production.

Item: The owner-management of a TV station is licensed by the FCC for one year. We know that for all practical purposes the FCC license is unlimited. However, the wording of the regulation raises a big question-mark in the mind of the investor, especially when he is confronted with the complete and formidable array of FCC regulations governing the station's operations.

FCC Cramps Venture

Item: The investor can now invest in five stations and thereby spread his risk. He would like to spread it even further, over ten stations or twenty. He would like to have his broker arrange for an investment participation instrument covering many markets, specifically applying to investments in local TV stations, as it has been set up through equipment trusts, etc., in other industries. The FCC regulations for TV stations, patterned after radio station regulations, do not seem to have taken into account the much higher initial investment needs, and have not—so far—provided for reasonable easements to satisfy such needs.

Item: Although the general financial picture of the local TV stations is excellent, investment management as well as TV station management has had too little experience to answer all the questions generally asked by the experienced investor.

So much about the prospective investor and his preliminary attitude.

3. The big brokerage houses, which manage the issuance and sale of shares in established corporations, are not equipped to handle a comparatively small issue of one million dollars or less, unless it is presented and vouched for by people well known and experienced in banking and industry.

Generally, these houses are unfamiliar with radio as well as television station problems, and would decline to attempt to float an issue under the present regulations. However, they would be interested in a participation issue, either in stocks or bonds, covering many local TV stations (as referred to above) through a trust instrument or any other device satisfactory to the FCC and the stations. The feasibility of such a device is certainly not out of question, but will require study—TV day is still young.

Smaller investment houses will undertake the floating of a stock issue of a local TV station for a fee ranging from 20 to 30% with no guarantee for complete sale. This may appear to be an excessively high charge, representing up to $300,000 on a million dollar issue, but if we consider what enormous premiums are paid now for good TV stations, it might not be so much for the telecaster-in-a-hurry.

Banks, mutual savings banks as well as commercial banks, are, of course, unable to provide long-term investment money to local TV stations, except where such loans can be secured by first mortgages on buildings, marketable securities, etc.

4. What keeps the investor and his agencies, the broker, the securities expert, the investment counselor away from the local TV station investment market? It is not lack of money. There is plenty. It is not lack of proven financial success on the part of the established stations.

We have touched on a few obstacles: Some FCC regulations, a widely scattered market of comparatively small units, the service nature of the TV station business, its newness, its inexperience, the seemingly unknown quantity of management and location.

What appears to present part of the distance between investor and investee is their mutual non-acquaintanceship. There is today no tradition of fellowship between the two, not only because television is new, but because local radio, big elder sister to local television, had little occasion—as we have seen—to establish such relationship. However, the time is near when the surplus funds and credits, now used in the founding of television stations, will be exhausted and other money sources will have to be tapped.

The distance between the two will have to be overcome by mutual approach.

The investment agencies will have to become familiar with TV station problems and earning potentials, coldly appraised by the experts; and the telecaster will have to acquaint himself with the usages of finance.

The intangible of the TV business, as it now appears to the prospective investor, will have to be converted into the tangible, as it is known and daily treated by the experienced telecaster.

Make TV Tangible

The lines along which this conversion ought to move are well-tried and briefly these:

(a) Survey the locality of the new station and its market together with the socio-economic status of its population. Investigate the competitive position as station and as advertising medium. List prospective time purchasers and desirable network affiliation, if any. Investigate the local market as to its varying program tastes and its general daily activity routine.

(b) List the desired engineering facilities, signal coverage, fixed assets, buildings, their location, etc. In this connection, there is a close relationship between studio space, camera facilities, talent and material availability, and the projected programming policy.

(c) Describe the management, which is the daily producer of the intangible: The program, the station's merchandise. Such management must be selected not only on the basis of its judgments in entertainment and telecasting production values, but also on the merits of administrative ability. (We mentioned before a working capital of $100,000 for the first two years. It can vanish within months under faulty management.) With the constant changes in performers, vehicles and methods of presentation, it is management that must maintain efficiently a constant flow of simple entertainment, information, amusement and local public service, without elaborate devices and costly talent ingredients.

Investor Needs

The investor will need skilled and objective aid in screening the prospective telecaster and his management, aid that is qualified to appraise managerial acumen and judge on proposed general programming policies.

(d) Prepare a pro-forma balance sheet and estimated profit and loss statement for the first two years together with an amortization schedule of bonded or other indebtedness and a tentative statement on dividend planning.

Such presentation of facts and estimates is the most effective approach to the outside investor or his agent. It will put him on familiar ground and, at the same time, drive home to the enterprising telecaster the prospects and problems he faces.

Bergen Bonanza

ALTHOUGH his appeals were aired by radio exclusively, 60% of 1952 Christmas gifts to Edgar Bergen's "Operation Santa Claus" project came from the nation's top 10 television cities [B•T, Dec. 29, 1952], CBS Radio officials reported last week. Aside from the heavy volume from TV markets, gifts during this drive totaled 45,000 pounds—an increase of more than 40% over the previous year's total, Edward F. Lethen, network director of sales extension, noted. As a clue to the strong response from TV markets, he pointed out that "in the 18 top TV cities, *nighttime* radio listening has increased 17% in the last year."

Two of the many questions answered by the Dr. Forest L. Whan survey of the Boston Trade & Distribution Area:

HOW MANY TV STATIONS CAN NEW ENGLANDERS REGULARLY GET WITH GOOD, CLEAR PICTURES?



2 stations	76.7%
3 stations	14.3
1 station	8.4
4 or more stations	0.1

(Whan survey, page 55)

. . and which TV station do New Englanders prefer, as indicated by "share of audience," "listened to most," and "heard regularly"? The following table covers daytime viewing (the report gives the nighttime score also).

Station	Share of Audience	Listened to Most	Heard Regularly
WBZ-TV	52.2%	54.8%	64.6%
Station B	33.8	32.5	57.3
Station C	9.9	8.7	14.6
Station D	3.5	3.8	2.8
Station E	0.6	0.2	0.2

(Whan survey, page 57)

SELLING IN NEW ENGLAND?

If so, you need the Dr. Whan radio-television audience survey

In this advertisement we've condensed material from part of two pages of the Whan report. *Part of two pages only!* All 70 pages are equally fact crammed, ready for easy interpretation and application to marketing plans. With the Whan report at your elbow you don't guess—you *know!* It lights up a great trading area as never before. If you don't have a copy, get in touch with WBZ-TV, or with NBC Spot Sales.

WBZ-TV BOSTON CHANNEL **4**

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National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

ACTIONS OF THE FCC

January 15 through January 21

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)

FCC Broadcast Station Authorizations as of Dec. 31, 1952*

	AM	FM	TV
Licensed (on air)	2,371	576	98
CPs on air	20	40	31
Total on air	2,391	616	129
CPs not on air	133	14	144
Total authorized	2,624	630	273
Applications in hearing	162	4	65
New station requests	251	12	812
Facilities change requests	190	27	50
Total applications pending	943	196	925
Licenses deleted in Dec.	1	10	0
CPs deleted in Dec.	1	2	0

* Does not include noncommercial educational FM and TV stations.

* * *

AM and FM summary through January 21

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,390	2,370	167	252	162
FM	614	575	53	9	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	55	131	186
Educational	2	9	11

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	120	7	127

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	682	328	567	442	1,010[1]
Educational	19	...	5	14	19
Total	701	328	572	456	1,029[2]

[1] One applicant did not specify channel.
[2] Includes 197 already granted.

* * *

Processing on city priority Gr. A-2 line has extended to city No. 168.
Processing on city priority Gr. B line has extended to city No. 183.

New TV Stations . . .
Actions by FCC

Salinas, Calif. — Salinas-Monterey Television Co. Granted uhf Ch. 28 (554-560 mc); ERP 105 kw visual, 60 kw aural; antenna height above average terrain 2,340 ft., above ground 146 ft. Engineering conditions. Estimated construction cost $204,140, first year operating cost $130,000, revenue $150,000. Post office address P. O. Box 1070, Monterey, Calif. Studio location to be determined. Transmitter location 10.5 mi. NE of Salinas on Fremont Peak, 6.4 mi. SSE of San Juan Bautista. Geographic coordinates 36° 45′ 28″ N. Lat., 121° 30′ 13″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Stephen Tuhy Jr., Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include equal 50% partners **S. A. Cisler Jr.**, partner in permittee of new AM station in Bishop, Calif., president and 55% owner of KEAR San Mateo, Calif., president and 50% owner of KXXX (FM) San Francisco, sole owner of KXXL Monterey, Calif., and 25% owner of Broadcast Equipment Corp. (building and selling of broadcast equipment), Lincoln, Neb., and **Grant R. Wrathall**, 25% owner of KUTA Salt Lake City, KGEM-AM-TV Boise, Idaho, 12½% owner of KLIX Twin Falls, Idaho, 12½% owner of KWIK Pocatello, Idaho, 16.75% owner of KOPR-AM-TV Butte, Mont., sole owner of KPOO San Francisco, and consulting television and radio engineer. (BPCT-1466). City priority status: Gr. A-2, No. 164. Granted Jan. 15. [Also see Butte, Mont., and Boise, Idaho, grants below.]

Boise, Idaho—Idaho Bcstg. & Television Co. (KGEM). Granted vhf Ch. 9 (186-192 mc); ERP 32 kw visual, 16 kw aural; antenna height above average terrain 2,050 ft., above ground 107 ft. Estimated construction cost $85,872, first year operating cost $90,200, revenue $120,000. Post office address Cassia St. at Eagleson Rd., Boise. Studio and transmitter location Deer Point Peak, 10 mi. NNE of Boise. Geographic coordinates 43° 44′ 29.3″ N. Lat., 116° 06′ 54.6″ W. Long. Transmitter composite, antenna RCA or equivalent. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **Frank C. Carman** (25%), partner-general manager-25% owner of KUTA Salt Lake City, president-12½% owner of KLIX Twin Falls, Idaho, secretary-treasurer-12½% owner of KIFI Idaho Falls and KWIK Pocatello, Idaho, president-16.75% owner of KOPR-AM-TV Butte, Mont., board chairman and senior vice president of Pocatello Television Corp. (prospective applicant for TV at Pocatello), 20% owner of Griffith, Gornall & Carman (Salt Lake City general contractor), president-22% owner of Rocky Mountain Bcstg. System (radio time sales agency); Vice President **David G. Smith** (25%), partner-management assistant-25% owner of KUTA, 12½% owner of KLIX, KIFI and KWIK, treasurer-16.75% owner of KOPR-AM-TV, treasurer of Pocatello Television Corp.; Treasurer **Grant R. Wrathall** (25%), individual consulting engineer, partner-25% owner of KUTA, 12½% owner of KLIX, KIFI and KWIK, 16.75% owner of KOPR-AM-TV, 100% owner of CP for KPOO San Francisco, 29.8% owner of KULE Ephrata, Wash., vice president of Pocatello Television Corp.; Secretary **D. Ray Owen Jr.**, partner in Owen & Ward, Salt Lake City law firm, secretary of KLIX and Pocatello Television Corp.; **Edna O. McCrea** (12½%), 12½% interest in KUTA, 6¼% owner of KLIX, 6¼% owner of KIFI and KWIK, 8.375% of KOPR-AM-TV; **Edna O. McCrea** as guardian of estate of **Sharon Lee Powers** (minor) (12½%), 12½% owner of KUTA, 6¼% owner of KLIX, 6¼% owner of KIFI and KWIK, 8.375% owner of KOPR-AM-TV. (BPCT-1312.) City priority Group A-2, No. 135. Granted Jan. 15. [Also see Salinas, Calif., grant above and Butte, Mont., grant below.]

Louisville, Ky. — Robert W. Rounsaville (WLOU). Granted uhf Ch. 41 (632-638 mc); ERP 240 kw visual, 125 kw aural; antenna height above average terrain 260 ft., above ground 335 ft. Engineering conditions. Estimated construction cost $293,500, first year operating cost $300,000, revenue $330,000. Post office address 2549 South Third Street, Louisville, Ky. Studio and transmitter location 2549 South Third Street at site of WLOU (AM). Geographic coordinates 38° 12′ 41.5″ N. Lat., 85° 45′ 41″ W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. Sole owner of applicant is **Robert W. Rounsaville**, also sole owner of WMBM Miami Beach, Fla., and applicant for new TV station on uhf Ch. 27 in Miami Beach, Fla., also owner of WQXI Atlanta, Ga., and WBAC Cleveland, Tenn.; 51% owner of WBEJ Elizabethton, Tenn.; applicant for new TV station on uhf Ch. 36 in Atlanta, and president and 75% owner of Southern Premium Stamp Co. (trading stamps), Atlanta (BPCT-1442). City priority status: Gr. B-2, No. 156. Granted Jan. 15.

Rochester, Minn.—Southern Minnesota Bcstg. Co. (KROC). Granted vhf Ch. 10 (192-198 mc); ERP 105 kw visual, 54 kw aural; antenna height above average terrain 630 ft., above ground 575.5 ft. Estimated construction cost $241,162; first year operating cost $115,000; revenue $120,000. Post office address 100 First Avenue Building, Rochester. Studio and transmitter location 2.8 mi. west of Rochester on U. S. 14. Geographic coordinates 44° 01′ 27″ N. Lat., 92° 32′ 36″ W. Long. Transmitter and antenna, RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Agnes P. Gentling** (12.25%) and Vice President **G. David Gentling** (8.31%). (BPCT-796.) City priority status: Gr. A-2, No. 168. Granted Jan. 15.

Columbia, Mo.—Curators of the U. of Missouri. Granted vhf Ch. 8 (180-186 mc); ERP 205 kw visual, 105 kw aural; antenna height above average terrain 800 ft., above ground 774 ft. Engineering conditions. Estimated construction cost $1,006,880, first year operating cost $302,100, revenue $150,000. Post office address Leslie Cowan, Secretary, U. of Missouri, Columbia. Studio location on campus. Transmitter location on South Farm, 6 mi. SE of Columbia. Geographic coordinates 38° 53′ 14″ N. Lat., 92° 15′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Grantee plans commercial operation but also will air educational programs. President of U. of Missouri is **Powell B. McHaney**. Board of curators of university includes **Lester E. Cox**, 49% owner KWTO Springfield, Mo., 12.5% owner KOAM Pittsburg, Kan. (TV applicant), and 49.5% owner KCMO Kansas City (TV applicant). Grand total assets and liabilities of university are $45.6 million. (BPCT-1177.) City priority status: Gr. A-2, No. 150. Granted Jan. 15.

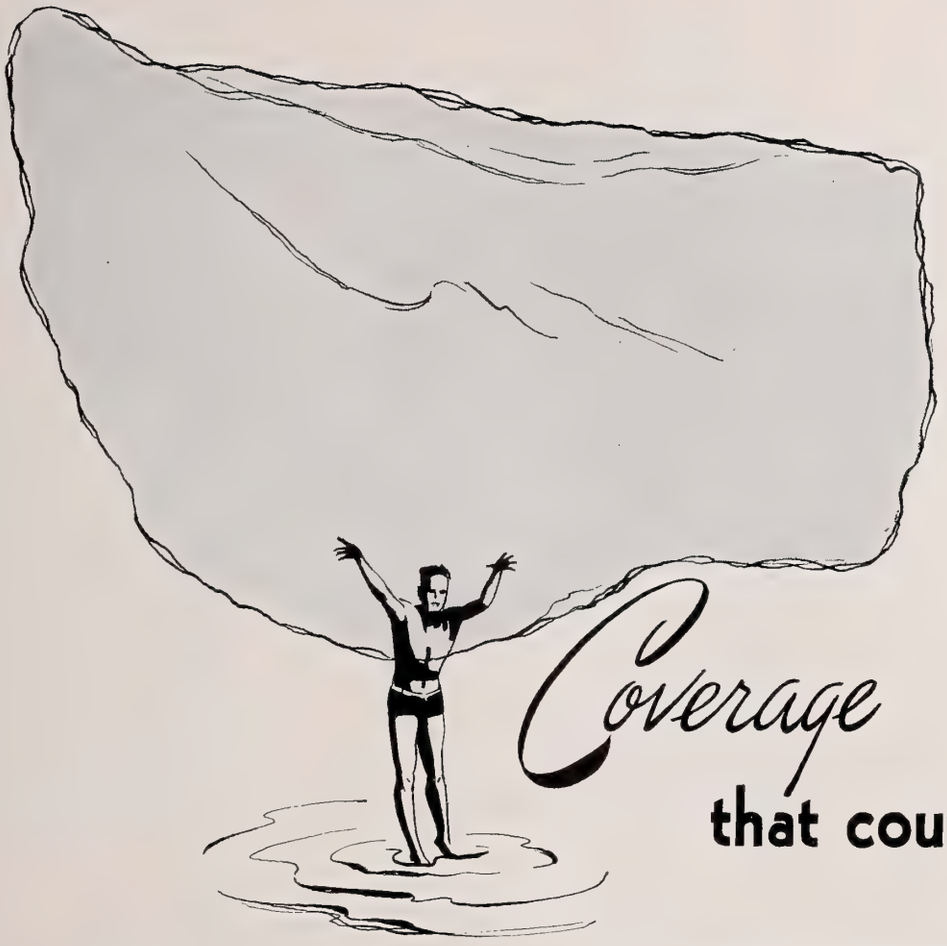
St. Louis, Mo.—Broadcast House Inc. (KSTL). Granted uhf Ch. 36 (602-608 mc); ERP 275 kw visual, 145 kw aural; antenna height above average terrain 580 ft., above ground 592 ft. Engineering condition. Estimated construction cost $350,000, first year operating cost $260,000, revenue $240,000. Post office address Security Bldg., 319 North Fourth St., St. Louis. Studio location 999 South 6th St. Transmitter location on Northrup Ave. near intersection with Kingshighway. Geographic coordinates 38° 37′ 12″ N. Lat., 90° 16′ 14″ W. Long. Transmitter and antenna GE. Legal counsel Lucien Hilmer, Washington. Consulting engineer George P. Adair, Washington. Principals include President **William E. Ware** (10%), president and 24.9% owner of KSTL St. Louis, 28% owner of Television & Radio Peoria Inc., applicant for TV station in Peoria, and sole owner of WPEO Peoria; Vice President **Oscar D. Guth** (10%), treasurer and 16% owner of Edwin F. Guth Co. (lighting fixture mfrs.), vice president and 16% owner of St. Louis Brass Mfg. Co. and interested in real estate holding operations; Secretary **William H. Biggs** (16%), ⅓ partner in Biggs, Curtis, Biggs and Crossen (law firm); Treasurer **Edward E. Haverstick Jr.**, treasurer and 17.7% owner of KSTL, 14% owner of WPEO and ¼ partner in Smith, Moore & Co. (investment brokers), and **Albert G. Blanke Jr.** (15%), small private investments in securities and oil properties. **Ray Roberts Inc.**, gas appliance jobbers, has 10% interest in applicant. (BPCT-1482.) City priority status: Gr. B-4, No. 179. Granted Jan. 15.

Billings, Mont. — Rudman-Hayutin Television Co. Granted vhf Ch. 8 (180-186 mc); ERP 12 kw visual, 6.2 kw aural; antenna height above average terrain 390 ft., above ground 199 ft. Estimated construction cost $179,200, first year operating cost $135,240, revenue $144,000. Post office address Rudman-Hayutin Television Co., % Ross K. Prescott, 1430 Life of America Bldg., Dallas, Tex. Studio and transmitter location on Coburn Hill Road, 2 mi. east of downtown Billings. Geographic coordinates 45° 46′ 56″ N. Lat., 108° 28′ 41″ W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include General Partners **M. B. Rudman** (50%), independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, North Dakota, Illinois, Georgia, Florida, Alabama and South Dakota, 50% owner of Navarre Bldg., Denver, permittee of new uhf station in Galveston, Tex., and applicant for new TV stations in Minot, N. D., and Bismarck, N. D., and **Albert Hayutin** (50%), independent oil producer, 50% owner of Pennant Drilling Co., Denver, and Globe Furniture Co., Denver. (BPCT-1428.) City priority status: Gr. A-2, No. 152. Granted Jan. 15.

Butte, Mont. — Copper Bcstg. Co. (KOPR). Granted vhf Ch. 4 (66-72 mc); ERP 14.5 kw visual, 7.3 kw aural; antenna height above average terrain 350 ft., above ground 300 ft. Engineering conditions. Estimated construction cost $102,462, first year operating cost $100,000, revenue $135,000. Post office address Hotel Finlen, Butte. Studio and transmitter location 3 mi. SW of Butte on Beef Trail Rd. Geographic coordinates 45° 58′ 31.5″ N. Lat., 112° 34′ 12″ W. Long. Transmitter composite, antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **Frank C. Carman** (16.74%), Vice President **Ed Cooney** (10%), Secretary **Robert D. Corette** (10.5%), Treasurer **David G. Smith** (16.75%) and **Grant R. Wrathall** (16.75%). (BPCT-804.) City priority status: Gr. A-2, No. 144. Granted Jan. 15. [Also see Salinas, Calif., and Boise, Idaho, grants above.]

Great Falls, Mont. — Buttrey Bcstg. Inc. (KFBB). Granted vhf Ch. 5 (76-82 mc); ERP 9.5 kw visual, 4.5 kw aural; antenna height above average terrain 100 ft., above ground 285 ft. Comr. Frieda Hennock dissented. Engineering conditions. Estimated construction cost $178,800, first year operating cost $150,000, revenue $75,000. Post office address First National Bank Bldg., Great Falls, Mont. Studio and transmitter location 300 Central Ave. Geographic coordinates 47° 30′ 29″ N. Lat., 111° 17′ 28″ W. Long. Transmitter and antenna RCA. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Archer S. Taylor, Missoula, Mont. Principals include President **Joseph Patrick Wilkins**, general manager of KFBB. (BPCT-1195.) City priority status: Gr. A-2, No. 108. Granted Jan. 15.

Fargo, N. D.—WDAY Inc. (WDAY). Granted vhf Ch. 6 (82-88 mc); ERP 70 kw visual, 35 kw



Coverage that counts . . . .



As Hawaiian net fishermen know, it's the greatest coverage of the right spot that brings in the biggest haul. And, when you select WREC to cover the $2 Billion Memphis Market, your net profits go up because ONE schedule gets both the Rural and Metropolitan listeners. The latest Standard Audit and Measurement Report and Hooper Ratings will show you why WREC holds the greatest audience and completely covers the 78-county area. Ask your Katz man.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

aural; antenna height above average terrain 170 ft. Estimated construction cost $344,000, first year operating cost $180,000, revenue $180,000. Post office address 118 Broadway, Fargo. Studio and transmitter location 207-215 Fifth St. North. Geographic coordinates 46° 52′ 35″ N. Lat., 96° 47′ 03″ W. Long. Transmitter and antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include President **E. C. Reineke** (54.5%); Vice President **H. D. Paulson** (8.9%); Secretary-Treasurer **N. B. Black Jr.** (1.1%), and **Charlotte Lontz** (21.1%). Same stockholders own controlling stock of *Fargo Forum* and Dakota Photo Engraving Co. (BPCT-740.) City priority status: Gr. A-2, No. 114. Granted Jan. 15.

Dallas, Tex.—Uhf Television Co. Granted Ch. 23 (524-530 mc); ERP 220 kw visual, 115 kw aural; antenna height above average terrain 510 ft., above ground 577 ft. Estimated construction cost $424,500, first year operating cost $381,000, revenue $240,000. Post office address 14th Floor, Magnolia Bldg., Dallas. Studio and transmitter location Cliff Towers Hotel, Zanus Blvd. and Colorado St. Geographic coordinates 34° 45′ 29″ N. Lat., 96° 49′ 03″ W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** each ⅓ partner and each independent Texas oil operator. Same partners at one time each owned ¼ of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in New Orleans, La., Corpus Christi and Houston, Tex. (BPCT-827.) City priority status: Gr. B-2, No. 155. Granted Jan. 15.

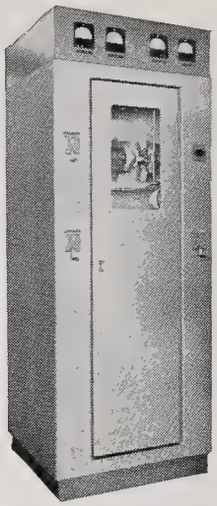
Applications

Fort Smith, Ark.—Razorback Television Co., vhf Ch. 5 (76-82 mc); ERP 33 kw visual, 16.5 kw aural; antenna height above average terrain 398 ft., above ground 483 ft. Estimated construction cost $280,450, first year operating cost $146,600, revenue $168,000. Post office address 1407 South Akard, Dallas, Tex. Studio and transmitter location on Park Ave., 4 mi. east of center of Fort Smith. Geographic coordinates 35° 22′ 41″ N. Lat., 94° 21′ 34″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Lee Shipp, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. **Burnett Estes,** sole owner of applicant, owns Shaw & Estes (general contractors), Dallas, and ⅓ owner of S & E Corp. (owners and developers of residential areas and shopping districts), Dallas. City priority status: Gr. A-2, No. 84.

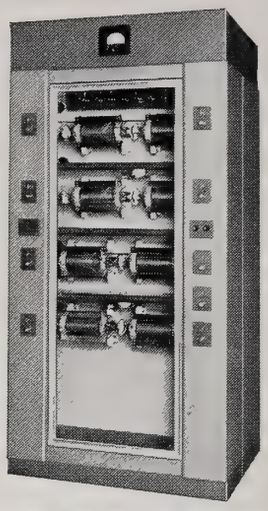
Miami, Fla.—Miami Biscayne Television Corp. (WINZ Hollywood, Fla.), uhf Ch. 33 (584-590 mc); ERP 182.7 kw visual, 98.6 kw aural; antenna height above average terrain 484 ft., above ground 500 ft. Estimated construction cost $357,500, first year operating cost $318,000, revenue $300,000. Post office address Biscayne Terrace Hotel, Miami, Fla. Studio and transmitter location 432 Biscayne Blvd. Geographic coordinates 25° 46′ 42″ N. Lat., 80° 11′ 22″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Robert M. Silliman & Assoc., Washington. Principals include President **Nathaniel J. Klein** (20%), secretary and minority stockholder of WINZ Hollywood, Fla., and senior member in Miami Beach (Fla.) law firm of Goldstein, Klein, Burris & Lehrman; Vice President **Reuben Borinsky** (25%), secretary and owner of 25% or more interest in Tuscan Dairy Farms, Union City, N. J., Universal Grain Co., Newark, N. J., Grain Products Co., Brooklyn, N. Y., North Blenheim Creamery Corp., North Blenheim, N. Y., partner and ⅓ owner (with Mrs. Borinsky) of Tuscan Farm Products, Union City, N. J., president and 100% owner of Highway Properties Inc., Newark, N. J., Dual City Auto Laundry, Newark, N. J.; Secretary **Irving Kipnis** (25%), partner in Biscayne Terrace Hotel, Miami, Fla., secretary-treasurer of Realart Pictures, New York City and president of Broaduane Corp., New York City; Treasurer **Edward Mercer** (10%), treasurer of WINZ, president of Mercantile National Bank, Miami, and president of Public National Insurance Co., Miami, and **Rex Rand** (20%), general manager of WINZ. City priority status: Gr. B-4, No. 193.

Miami Beach, Fla. — Robert W. Rounsaville (WMBM), uhf Ch. 27 (548-554 mc); ERP 225 kw visual, 117 kw aural; antenna height above average terrain 244 ft., above ground 264 ft. Estimated construction cost $272,000, first year operating cost $330,000, revenue $330,000. Post office address MacArthur Causeway Terminal, Miami Beach, Fla. Studio and transmitter location at Causeway Terminal, McArthur Causeway. Transmitter location at site of WMBM (AM). Geographic coordinates 25° 46′ 14.7″ N. Lat., 80° 08′ 51.4″ W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. **Robert W. Rounsaville,** sole owner of applicant, is licensee of WMBM Miami, WQXI Atlanta, WLOU Louisville, Ky., WBAC Cleveland, Tenn., and 51% owner of WBEJ Elizabethtown, Tenn.; grantee of new TV station on uhf Ch. 41 in

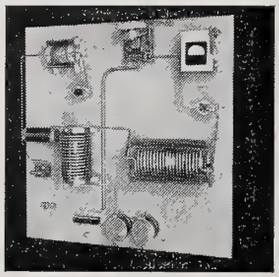
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via GraybaR

Louisville, Ky., and applicant for new TV station on uhf Ch. 36 in Atlanta, Ga. City priority status: Gr. B-4, No. 193.

Boston, Mass.—Greater Boston Television Corp., vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 508 ft., above ground 583 ft. Estimated construction cost $458,000, first year operating cost $600,000, revenue $700,000. Post office address Greater Boston Television Corp., Room 601, 10 State St., Boston, Mass. Studio and transmitter location John Hancock Tower, 180 Berkeley St., at site of WHDH-FM Boston. Geographic coordinates 42° 20′ 59″ N. Lat., 71° 04′ 25″ W. Long. Transmitter and antenna GE. Legal counsel Maguire, Roche & Garrity, Boston. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Arthur D. Cronin** (4.76%), partner in Kaler, Carney, Liffler & Co. (insurance agency), Boston; Treasurer **Delphin F. Young** (4.76%), 1st vice president of Brookline Trust Co. (banking), Brookline, Mass.; Clerk **Paul J. Cifrino** (4.76%), general manager of Supreme Markets Inc. (retail food chain), Boston, and ⅓ owner of Superior Realty Co. (real estate), Boston, and treasurer of New England Food Buyers Inc. (buying cooperative), Boston; **Joseph A. Dunn** (4.76%), president and 0.057% owner of WORL Boston, president and 50% owner of Capitol Contracting Co. (contracting business), Boston; **Richard Maguire** (4.76%), 10% owner of WORL and partner in Boston (Mass.) law firm of Maguire, Roche & Garrity; **Sidney R. Rabb** (4.76%), chairman of the board and general manager of Stop & Shop Inc. (retail food chain), Boston, and 15 other Boston businessmen, each with 4.76% interest. City priority status: Gr. B-5, No. 208.

Poland, Me. (Poland Springs, Me.)—Mt. Washington TV Inc., vhf Ch. 8 (180-186 mc); ERP 106 kw visual, 53.09 kw aural; antenna height above average terrain 3,817 ft., above ground 86 ft. Estimated construction cost $450,000, first year operating cost $400,000, revenue $450,000. Post office address P. O. Box 1120, Portland 1, Me. Studio location Poland (Androscoggin County), Me. Transmitter location Sargents Purchase, summit of Mt. Washington, N. H. Geographic coordinates 46° 16′ 13″ N. Lat., 71° 18′ 13″ W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Irving B. Robinson, Boston. Principals include President **Horace Hildreth** (35.2%), 50% owner of WABI-AM-TV Bangor, Me., officer in Community Bcstg. Service, applicant for new TV station in Portland, Me., president of Bucknell U., Lewisburg, Pa., and from 1945 to 1949 governor of Maine; **John W. Guider** (11.8%), president and 99% owner of WMOU-AM-FM Berlin, N. H., treasurer and minority stockholder of WPOR Portland, Me., minority partner in WENS (TV) Pittsburgh, uhf Ch. 16 grantee, and president of Hill Building Corp., Washington; **Tyrone Corp.** (35.2%), Pittsburgh, investments (firm controlled by WPOR stockholders and identified with ownership of WENS [TV] Pittsburgh); **Kennebec Bcstg. Co.** (11.8%), licensee of WTVL Waterville, and **Granite State Network** (5.9%), wholly-owned subsidiary of Granite State Bcstg. Co. (WKBR-AM-FM Manchester, N. H., WTSV-AM-FM Claremont, N. H., WTSL Hanover, N. H., and Grandview Inc., wholly-owned subsidiary of Granite State Bcstg. Co. and applicant for new TV station on uhf Ch. 48, Manchester, N. H.). City priority status: Gr. A-2, No. 106. [Vhf Ch. 8 assigned to Lewiston, Me.]

Portland, Me.—The Portland Telecasting Corp. (WLAM Lewiston, Me.), uhf Ch. 53 (704-710 mc); ERP 22.2 kw visual, 13.3 kw aural; antenna height above average terrain 327 ft., above ground 300 ft. Estimated construction cost $170,333, first year operating cost $175,000, revenue $175,000. Post office address Columbia Hotel, 645A Congress St., Portland, Me. Studio and transmitter location 645A Congress St., Portland, Me. Geographic coordinates 43° 39′ 13″ N. Lat., 70° 15′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include President and Treasurer **Frank S. Hoy** (66.66%), 67% owner of WLAM Lewiston, Me.; Vice President and Assistant Treasurer **Fred Parker Hoy** (16.66%), 9% owner of WLAM, and **Gladys Parker Hoy** (16.66%), 16% owner of WLAM. City priority status: Gr. A-2, No. 45.

Austin, Minn.—South Central Minnesota Television Co., vhf Ch. 6 (82-88 mc); ERP 52.5 kw visual, 31.5 kw aural; antenna height above average terrain 542 ft., above ground 583 ft. Estimated construction cost $277,400, first year operating cost $163,000, revenue $180,000. Post office address Radio Station KOBK, Owatonna, Minn. Studio location 326½ Main St., Austin. Transmitter location Town of Riceland, and southern village limits (village of Hollandale) separates the location from the latter and in EW direction the location is 0.35 mi. from the SE corner of Hollandale. Geographic coordinates 43° 45′ 12″ N. Lat., 93° 12′ 20″ W. Long. Transmitter and antenna RCA. Legal counsel E. D. Johnson, Washington. Consulting engineer Nathan Williams, Oshkosh, Wis. Principals include President **Bennett O. Knudson** (16⅔%), 25% owner of KATE Albert Lea, Minn., and ⅓ partner in Albert Lea law firm of Meighen, Knudson & Sturtz; Vice President and General Manager **Myles H. Johns** (33⅓%), licensee and general manager of KOBK Owatonna, Minn.; Secretary **William B. Wolf** (25%), 37½% owner of KATE and with Mier Wolf & Sons (department store), Austin, Minn., and Treasurer **George J. Wolf** (25%), 37½% owner of KATE, 25% owner of KRIB Mason City, Iowa and with Mier Wolf & Son. City priority status: Gr. A-2, No. 218.

Gulfport, Miss. — WGCM Television Corp. (WGCM), uhf Ch. 56 (722-728 mc); ERP 21.47 kw visual, 11.59 kw aural; antenna height above average terrain 297 ft., above ground 315 ft. Estimated construction cost $161,091, first year operating cost $85,000, revenue $95,000. Post office address Hewes-Martin Bldg., Gulfport, Miss. Studio and transmitter location Arlington Heights at site of WGCM (AM). Geographic coordinates 30° 22′ 28″ N. Lat., 89° 04′ 45″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgenson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include President **Hugh O. Jones** (55.3%), owner of WGCM-AM-FM; Vice President **Joseph S. Perusse** (11.6%), owner of Northrop's Department Store, Gulfport, and 15 others with minority interest or no interest. City priority status: Gr. A-2, No. 226.

Durham, N. C.—T. E. Allen & Sons Inc., uhf Ch. 46 (662-668 mc); ERP 17.22 kw visual, 9.75 kw aural; antenna height above average terrain 456 ft., above ground 439 ft. Estimated construction cost $152,831, first year operating cost $150,000, revenue $150,000. Post office address 509-510 Fidelity Bldg., Durham, N. C. Studio location to be determined. Transmitter location on Old Oxford Road about 3 mi. SW of Junction with Route 751, off Rigsbee Road west of Mount Mirah, WSW of Durham. Geographic coordinates 35° 58′ 11″ N. Lat., 79° 00′ 52″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Irving E. Allen** (1.9%), salesman with Austin-Heaton Co., Durham; 1st Vice President **Thomas E. Allen** (1.9%), partner with T. E. Allen Sr. in Thomas E. Allen & Sons (insurance), Durham; 2nd Vice President and Chairman of the Board **George V. Allen** (47.8%), ambassador (U. S. Government) in Belgrade, Yugoslavia; **Katharine M. Allen** (23.9%), wife of Ambassador Allen, and ten others with minority interest. City priority status: Gr. A-2, No. 52.

Trenton, N. J.—Peoples Bcstg. Corp. (WTTM), uhf Ch. 41 (632-638 mc); ERP 18.45 kw visual, 9.23 kw aural; antenna height above average terrain 385 ft., above ground 447 ft. Estimated construction cost $252,657, first year operating cost $225,000. Post office address 541-43 East State St., Trenton 9, N. J. Studio and transmitter location 541 East State St. at site of WTTM (AM) studios. Geographic coordinates 40° 13′ 16″ N. Lat., 74° 45′ 13″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include Chairman of the Board **James H. West,** President **M. D. Lincoln** and Vice President **Herbert E. Evans.** Applicant is licensee of WOL-AM-FM Washington and WRFD Worthington, Ohio. City priority status: Gr. B-1, No. 111.

Beloit, Wis.—Beloit Bcstg. Co. (WGEZ), uhf Ch. 57 (728-734 mc); ERP 20.82 kw visual, 12.5 kw aural; antenna height above average terrain 235 ft., above ground 339 ft. Estimated construction cost $216,000, first year operating cost $142,000, revenue $178,000. Post office address Hotel Hilton, Beloit, Wis. Studio location to be determined. Transmitter location U. S. 51 at city limits and state line, at site of WGEZ (AM). Geographic coordinates 42° 29′ 44″ N. Lat., 89° 01′ 05″ W. Long. Transmitter and antenna RCA. Legal counsel Edwin C. Conrad, Madison, Wis. Consulting engineer John Creutz, Washington. **Sidney H. Bliss,** sole owner of applicant, is owner and licensee of WGEZ, and president of Gazette Printing Co., which is licensee of WCLO-FM Janesville, Wis., and Southern Wisconsin Radio Co., which is licensee of WCLO Janesville. City priority status: Gr. A-2, No. 171.

Existing TV Stations . . .

Actions by FCC

WAFM-TV Birmingham, Ala.—The Television Corp. Granted CP to increase ERP to 316 kw visual, 190 kw aural (from 26 kw visual, 13 kw aural). Antenna height above average terrain 840 ft. (BPCT-847, amended.) Action Jan. 19.

KRTV (TV) Little Rock, Ark.—Little Rock Telecasters. Granted mod. CP to change ERP to 21 kw visual, 11 kw aural (from 22 kw visual, 12.5 kw aural), and change studio and transmitter locations. Antenna height above average terrain 470 ft. (BMPCT-942.) Action Jan. 19.

WCOS-TV Columbia, S. C.—Radio Columbia. Granted mod. CP to change ERP to 74 kw visual, 42 kw aural (from 89 kw visual, 45 kw aural). Antenna height above average terrain 650 ft. (BMPCT-952.) Action Jan. 19.



FOR THE RECORD

New AM Stations . . .

Actions by FCC

Indianola, Miss. — Central Delta Bcstg. Co. Granted 1380 kc, 500 w daytime, antenna height 200 ft.; engineering condition. Estimated construction cost $10,760, first year operating cost $24,000, revenue $36,000. Filed April 9, 1952; amended Sept. 22 and Nov. 21, 1952. (BP-8458.) Granted Jan. 15, 1953.

Indianola, Miss.—W. W. Chapman. Granted 900 kc, 250 w daytime, antenna height 250 ft.; engineering condition. Estimated construction cost $12,475, first year operating cost $36,000, revenue $46,000. **W. W. Chapman,** sole owner of grantee, is manager and 50% owner of *Indianola Enterprise* and owner of *Sunflower Tocsin.* Filed June 17, 1952. (BP-8521.) Granted Jan. 15, 1953.

Coudersport, Pa.—Farm & Home Bcstg. Co. Granted 600 kc, 500 w daytime, antenna height 300 ft.; engineering condition. (Comr. Eugene Merrill did not participate; Comrs. E. M. Webster and Frieda Hennock dissented.) Estimated construction cost $7,232, estimated first year operating cost $30,000, revenue $45,000. (Applicant purchased equipment of now-deleted radio station owned by Canisteo Radio Corp., Hornell, N. Y., for consideration of $4,732.) Principal stockholder is **Cary H. Simpson,** general manager and partner of WKBI St. Marys, Pa. There are 23 other stockholders, all with minority interests. Filed Jan. 17, 1952. (BP-8374.) Granted Jan. 15, 1953.

Emporium, Pa. — Elk-Cameron Bcstg. Co. Granted 1340 kc, 100 w fulltime, antenna height 150 ft. (Comrs. Frieda Hennock and E. M. Webster dissented.) Estimated construction cost $7,478, first year operating cost $16,000, revenue $24,000. Grantee is licensee of WKBI St. Marys, Pa. Filed Oct. 5, 1951. (BP-8265.) Granted Jan. 15, 1953.

Existing AM Stations . . .

Actions by FCC

KGKO Dallas, Tex.—Lakewood Bcstg. Co. Commission en banc (Comr. Frieda Hennock did not participate) adopted memorandum opinion and order *denying* joint petition of WFAA Dallas (A. H. Belo Corp.) and WBAP Fort Worth (Carter Publications Inc.) which requested that application of KGKO Dallas for license be designated for hearing or, in the alternative, that it be granted subject to condition that KGKO should satisfy all legitimate complaints of image interference to other AM stations operating in the area. Commission *granted* KGKO program test authority and license. Memorandum opinion and order Jan. 19.

KVAL Brownsville, Tex.—T. Frank Smith. Granted request for cancellation of license and deletion of call letters. (BL-4646.) Action Jan. 19.

Existing FM Stations . . .

Actions by FCC

KSWI-FM Council Bluffs, Iowa — Nonpareil Bcstg. Co. Granted request to cancel license and delete FM station. (BRH-564.) Action Jan. 19.

WJAR-FM Providence, R. I.—The Outlet Co. Granted request to cancel license and delete FM station, and also delete mod. CP. (BRH-574, BPH-1730.) Action Jan. 19.

WBZA-FM Springfield, Mass., Westinghouse Radio Stations Inc. — On petition, waived sec. 3.205 of rules, which requires that majority of station's programs originate from main studio, in order to permit WBZA-FM to continue duplicating AM programs of affiliate station WBZA, in Springfield, which operates synchroneously with WBZ Boston; and modified its license accordingly. Comr. Bartley dissented with following statement: "With the considerable number of other FM signals (6) reaching one of the top FM markets in the country, it appears to me inappropriate that a waiver of rules be authorized. Certainly a waiver is not necessary to maintain FM service in this area where there are several substitutes should Westinghouse desire to cease operation rather than operate a Springfield FM station."

Ownership Changes . . .

Actions by FCC

WNER Live Oak, Fla.—Live Oak Bcstg. Co. Granted assignment of license from John A. Boling to **Norman O. Protsman** for $40.000. Mr. Protsman is general manager of WNER. (BAL 1484.) Granted Jan. 15.

WMAN Mansfield, Ohio—Richland Inc. Granted consent to Ruth Rubin, Executrix of Monroe F. Rubin Estate, to transfer control to **Ruth Rubin,**

et al., heirs. No monetary consideration. (BTC-1431.) Granted Jan. 15.

KRCT Baytown, Tex.—Bay Bcstg. Co. Granted consent to W. B. Bates, et al., to transfer control to **Frank W. Sharp** (who acquires 55% interest) and **W. D. Christmas** (who acquires 45% interest) for $29,980. Mr. Sharp owns construction firm in Houston, Tex., and Mr. Christmas is furniture dealer in Houston. (BTC-1421.) Granted Jan. 15.

Hearing Cases . . .

Actions by FCC

Wichita Beacon Bcstg. Co., Wichita, Kan.—Commission denied petition for reconsideration of Commission's memorandum opinion and order of Nov. 5, 1952, which removed from hearing docket and returned to processing line petitioner's application for new TV station on uhf Ch. 16. (BPCT-973.) Comr. Walker dissented. Memorandum opinion and order Jan. 19.

WBZ Boston, Mass. (Westinghouse Radio Stations Inc.), and WJZ New York (American Bcstg. Co.) re KOB Albuquerque, N. M. (Albuquerque Bcstg. Co.)—Commission *granted* petition for rehearing filed by WBZ Boston insofar as it requests that phrase "the availability of other primary and secondary service to such areas and populations" in issues designated in memorandum opinion and order of Nov. 3, 1952 (which designated for hearing application of KOB Albuquerque for extension of special service authorization for KOB to operate on 770 kc, 50 kw day, 25 kw night [BSSA-275]), be declared not to contemplate receipt of evidence relating to network affiliation, and *denied* petition in all other respects. Commission *denied* motion filed by WJZ New York to clarify, change and enlarge issues in this proceeding. (Docket 10336.) Comr. E. M. Webster declined to participate and stated, "I am not in a position to participate as I am still of the opinion that KOB should be returned to its regularly licesened assignment of 1030 kc." Memorandum opinion and order Jan. 19.

KHIT Lampasas, Tex.—Lampasas Bcstg. Corp. Commission granted, in part, petitions filed by KHIT to the extent that petitioner requests reconsideration by Commission of action last May 28, 1952, designating for hearing application for renewal of license, and removed application from hearing docket to be examined concurrently with pending application for transfer of control. (Docket 10205; BR-2057.) Memorandum opinion and order Jan. 19.

New Petitions . . .

January 15

WJVA South Bend, Ind., St. Joseph Valley Bcstg. Corp. (renewal of license, Docket 9692, BR-1377; transfer of control, Docket 10065, BTC-897)—Chief of FCC Broadcast Bureau filed exceptions to initial decision of examiner issued Dec. 19, 1952, which recommended renewal of license and approval of transfer.

Atlantic City Bcstg. Co., Atlantic City, N. J., et al. (Docket 10119, BP-8090; new AM, 1490 kc)—Comments by Chief of FCC Broadcast Bureau concerning petition of Jan. 9 by Garden State Bcstg. Co. to reopen record to corroborate testimony [B•T, Jan. 19].

January 16

Mt. Hood Radio & Television Bcstg. Corp. (KOIN) and Portland Bcstrs. Inc. (KGW), Portland, Ore. (Dockets 10316, 9136; BPCT-1029 and 431; new TV, Ch. 6)—Petition filed by Mt. Hood opposing and requesting denial of petition by Pioneer which asked rehearing of FCC ruling of Dec. 17, 1952, allowing Mt. Hood to amend its application [B•T, Dec. 22, 1952].

WJR The Goodwill Station Inc., Flint, Mich., et al. (Docket 10268, BPCT-967; new TV, Ch. 12)—Joint petition by Trebit Corp. and W. S. Butterfield Theatres Inc. for stay of taking further testimony in hearing, set today (Jan. 26), until at least one week after Commission's action on petitions for review of examiner's action of Jan. 14 granting WJR petition to amend. Petitions for review filed Jan. 19 by Trebit and Butterfield.

Port Arthur College (KPAC) and Smith Radio Co., Port Arthur, Tex. (Dockets 10285 and 10352, BPCT-839 and 1013; new TV, Ch. 4)—Smith Radio requests oral argument before Commission en banc on its Jan. 2 petition for review of order by examiner denying acceptance of certain depositions [B•T, Jan. 19]. KPAC on Jan. 19 filed reply to Jan. 7 supplement of Smith Radio Co. to its Jan. 2 petition for review. Petition also filed Jan. 19 by Jefferson Amusement Co. (BPCT-1440) opposing Jan. 5 petition by KPAC and Jan. 7 petition by Smith Radio which both seek dismissal of Jefferson application. Jefferson wishes to be consolidated in hearing.

WGAL-TV and Peoples Bcstg. Co. (WLAN), Lancaster, Pa. (Dockets 10366 and 10365, BPCT-910 and 654; new TV, Ch. 8)—Motion by Peoples to enlarge and change issues in comparative hearing set by FCC.

January 19

Docket 10345; Amendment of Part 4 of FCC rules governing TV auxiliary broadcast stations—Comments filed by NARTB, NBC and Raytheon Mfg. Co. Deadline for filing comments Jan. 19; replies, Jan. 29.

Sparton Bcstg. Co., Parma, Mich.—Petition to amend Sec. 3.606 of rules to add vhf Ch. 10 at Parma. Waiver of Sec. 3.609 requested.

WBKZ-TV Battle Creek, Mich., Booth Radio & Television Stations Inc.—Reply by WBKZ-TV opposing petition of Michigan Bcstg. Co., permittee of WBCK-TV Battle Creek, which asked revocation of assignment of call of WBKZ-TV to Booth Radio. Booth explained its WBKZ-TV call was granted first and has been widely publicized.

Sunflower Television Co., et al., Wichita, Kan. (Docket 10258, BPCT-677; new TV, vhf Ch. 10)—Petition by Sunflower to amend its application to show slight changes in costs.

Radio Wisconsin Inc. (WISC) and Badger Television Co. (WIBA), Madison, Wis. (BPCT-410 and 1472; new TV, Ch. 3)—Motion by Badger to dismiss Jan. 13 petition of Radio Wisconsin which asked FCC to dismiss earlier petition of Badger requesting Commission to (1) dismiss Ch. 3 application of Radio Wisconsin or (2) issue rule to Radio Wisconsin to show cause why it should not elect to drop its appeal in D. C. Court of Appeals or withdraw Ch. 3 application.

January 21

WLIN Wausau, Wis.—Reply filed by WSAU Wausau to Jan. 8 petition of WLIN requesting dismissal of Jan. 2 protest of WSAU to Dec. 4, 1952, action by FCC granting without hearing a CP to WLIN to move from Merrill, Wis., to Wausau and increase power to 5 kw, operating fulltime on 550 kc. WSAU contends it is party in interest and asks FCC to set WLIN move for hearing.

Hearing Calendar . . .

Hearings in Progress

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William Butts.

Sacramento, Calif.—New TV, vhf Ch. 10. Examiner Thomas H. Donohue.

Wichita, Kan.—New TV, vhf Ch. 3. Examiner Hugh B. Hutchison.

January 26

Theatre Television Service, allocation of frequencies (Docket 9552)—To be held before Commission en banc beginning 10 a.m. at U. S. Dept. of Commerce Auditorium, 14th St. between Constitution Ave. and E St. N.W., Washington.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Flint, Mich.—New TV, vhf Ch. 12. Examiner Benito Gaguine.

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

Routine Roundup . . .

January 15 Decisions

BY COMMISSION EN BANC

Replace Expired CP

WANA Anniston, Ala., Anniston Radio Co.—Granted CP to replace expired permit (BP-8119) which authorized new AM to operate on 1490 kc 250 w unl.; engineering condition (BP-8688).

Request Granted

KELY Ely, Nev., White Pine Bcstg. Co.—Granted request for waiver of sec. 3.165 of rules to permit operation of station by remote control from studios, for period ending June 30, 1953; engineering conditions.

Renewal of License

Following stations granted renewal of licenses for regular period:

KLMR Lamar, Col.; KNAF Fredericksburg, Tex.; KPKW Pasco, Wash.; KVKM Monahans, Tex.; KWLM Willmar, Minn.; WBBQ Augusta, Ga.; WODT Winchester, Tenn.; WCVI Connellsville, Pa.; WDAK Columbus, Ga.; WHAP Hopewell, Va.; WIZE Springfield, Ohio; WJMB Brookhaven, Miss.; WJOL Joliet, Ill.; WKOZ Kosciusko, Miss.; WLNH Laconia, N. H.; WMBN Bear Creek Twp., Mich.; WMLT Dublin, Ga.; WMSA Massena, N. Y.; WMT Cedar Rapids, Iowa; WNBH New Bedford, Mass.; WNBS Murray, Ky.; WNHC New Haven, Conn.; WOOK Washington, D. C.; WOXF Oxford, N. C.; WRAD Radford, Va.; WRHI Rock Hill, S. C.; WROD Daytona Beach, Fla.; WSAJ Grove City, Pa.; WSTV Steubenville, Ohio; WTRC Elkhart, Ind.; WWGS Tifton, Ga.; KBRS Springdale, Ark.; KOWB Laramie, Wyo.; KWPM West Plains, Mo.; WFIG Sumter, S. C.; WJCM Sebring, Fla.; WJPF Herrin, Ill.; WKRC Oil City, Pa.; WKUL Cullman, Ala.; WTWN St. Johnsbury, Vt.

Granted Waiver of Sec. 3.265

WPAY-FM Portsmouth, Ohio, The Scioto Bcstg. Co.—Granted waiver of sec. 3.265 of rules to permit operation of station by remote control from trans. site of WPAY, for period Feb. 1 to Aug. 1, 1953; engineering conditions.

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January 15 Decisions

ACTIONS ON MOTIONS

By Commissioner Eugene H. Merrill

KFNF Lincoln, Neb., Capital Bcstg. Co.—Denied petition for dismissal without prejudice of application for CP (Docket 9813 BP-7805); application dismissed with prejudice.

KLCN Blytheville, Ark., Harold L. Sudbury—Granted petition for acceptance of late filing of appearance in proceeding re application for mod. CP (Docket 10349 BMP-5961).

Chief, Broadcast Bureau—Granted petition for extension of time to Jan. 19, 1953, to file exceptions to initial decision released re application of St. Joseph Valley Bcstg. Corp. (WJVA), South Bend, Ind., for renewal of license (Docket 9692) and transfer of control (Docket 10065).

By Hearing Examiner William G. Butts

James Gerity Jr., Pontiac, Mich. — Granted petition to amend application for CP (Docket 10346 BP-8651) to make various changes in engineering statement.

By Hearing Examiner Thomas H. Donahue

Sacramento Bcstrs. Inc., Sacramento, Calif.—Granted petition to amend application for CP for new TV station (Docket 9012 BPCT-411) to show increased cost of construction, increased estimated operating cost, etc.

By Hearing Examiner Annie Neal Huntting

Smith Radio Co., Port Arthur, Tex.—Granted petition to accept late appearance in proceeding re application (Docket 10352) and that of Port Arthur College (Docket 10285) for CP's for new TV stations in Port Arthur, Tex. Also ordered that depositions listed in notice of taking of depositions shall not be taken on Jan. 15, 1953, in Port Arthur, and denied requests for subpoenas to compel attendance of witnesses on that date and for order permitting taking of depositions on that date.

By Hearing Examiner H. Gifford Irion

Chief, Broadcast Bureau—Granted petition for indefinite continuance of hearing, which was scheduled for Jan. 12, 1953, since respondents failed to comply to Commission directives of December 15, 1952, in matter of cease and desist orders to be directed against WGNS Inc. (Docket 10337), Garth Fort Freeze (Docket 10339) and Cecil Elrod Jr. (Docket 10338).

By Hearing Examiner H. B. Hutchison

Mid-Continent Television Inc., Wichita, Kan.—Granted petition to amend application for CP for new TV station (Docket 10262 BPCT-964) to show a change in location of main studio proposed.

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By Hearing Examiner Elizabeth C. Smith

Portland Television Inc., Portland, Ore.—Granted petition to amend application for CP for new TV station to show typographical and other corrective changes (Docket 10245 BPCT-956).

January 15 Applications

ACCEPTED FOR FILING

Change Name

WJHO Opelika, Ala., Opelika-Auburn Bcstg. Co.—Mod. license to change name from Yetta G. Samford, C. S. Shealy and Aileen M. Samford, executrix of estate of Thomas D. Samford Jr., deceased, and Miles H. Ferguson d/b as Opelika-Auburn Bcstg. Co., to Yetta G. Samford, C. S. Shealy, Ailen M. Martin (executrix of estate of Thomas D. Samford) and Miles H. Ferguson d/b as Opelika-Auburn Bcstg. Co. (BML-1534).

Change DA System

KAFY Bakersfield, Calif., Bakersfield Bcstg. Co.—Mod. license to change from DA-DN to DA-N. AMENDED to change from DA-N to DA-DN (BML-1490 AMENDED).

January 16 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner H. B. Hutchison

Garden State Bcstg. Co., Atlantic City, N. J.—Granted motion to reopen record in proceeding re application and those of Atlantic City Bcstg. Co., Press-Union Pub. Co., Atlantic City, N. J., and Max M. Leon Inc., Philadelphia, for CP's (Dockets 10119 et al.) for purpose of admitting into evidence Garden State Bcstg. Co.'s exhibit No. 17, and upon such admission, record was closed. Granted motion for correction in certain respects of transcript of hearing in same proceeding.

By Hearing Examiner Benito Gaguine

WJR The Goodwill Station Inc., Flint, Mich.—By memorandum opinion and order granted petition to amend application for CP for new TV (Docket 10268 BPCT-967) to move trans. site and in certain other minor particulars which are corrective in nature.

By Hearing Examiner Elizabeth C. Smith

Westinghouse Radio Stations Inc., Portland, Ore.—Granted petition to amend application for CP for new TV to show (1) increase in height of tower and ant. from 1,300 ft. above mean sea level to 1,654 ft. and its effect on A and B predicted contours; and (2) resulting increase in estimated cost of ant. system (Docket 9138 BPCT-494).

North Pacific Television Inc., Portland, Ore.—By memorandum opinion and order denied petition for continuance of hearing on TV applications for Ch. 8 (Docket 10319 et al.), from presently scheduled date of Jan. 26 to April 1, 1953.

North Pacific Television Inc., Portland, Ore.—By memorandum opinion and order, ordered that depositions set forth in notice of taking of depositions given by North Pacific Television Inc., in consolidated proceeding (Docket 10319 et al.) under date of Jan. 8, as amended on Jan. 9, 1953, shall not be taken as therein specified.

By Hearing Examiner James D. Cunningham

WBZ Boston, Mass., Westinghouse Radio Stations Inc.—Denied request for continuance of hearing from Jan. 21 to April 1, 1953, re application of Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M., for extension of SSA (Docket 10336); and further ordered that said hearing is continued to Feb. 11, 1953.

January 16 Applications

ACCEPTED FOR FILING

Replace Expired CP

KSWB Yuma, Ariz., Henry Chester Darwin and Robert Henry Armstrong d/b as Southwestern Bcstg. Co.—License for CP (BP-8627), replacing expired CP as mod. (BP-7806), which authorized new AM. AMENDED to change name of applicant to Maricopa Bcstrs. Inc. (BL-4847).

License Renewals

Following stations request renewal of license: **KRDO Colorado Springs,** Pikes Peak Bcstg. Co. (BR-1486); **KGEK Sterling, Col.,** Elmer G. Beehler (BR-120); **WGAU Athens, Ga.,** J. K. Patrick, Earl B. Braswell, Tate Wright and C. A. Rowland d/b as J. K. Patrick & Co. (BR-961); **KDAL Duluth, Minn.,** Red River Bcstg. Co. (BR-662); **KDMA Montevideo, Minn.,** Midwest Bcstg. Corp. (BR-2688); **KWOA Worthington, Minn.,** Worthington Bcstg. Co. (BR-2026); **KGHL Billings, Mont.,** Northwestern Auto Supply Co. (BR-737); **KFBB Great Falls, Mont.,** Buttrey Broadcast Inc. (BR-125); **KOJM Havre, Mont.,** North Montana Bcstg. Co. (BR-2174); **KFYR Bismarck, N. D.,** Meyer Bcstg. Co. (BR-654); **KOVC Valley City, N. D.,** KOVC Inc. (BR-898); **KABR Aberdeen, S. D.,** Delbert T. Hunt tr/as Aberdeen Broadcast Service (BR-2699); **KORN Mitchell, S. D.,** Raymond V. Eppel and Jas. P. Ryan d/b as Mitchell Bcstg. Assn. (BR-1701); **KELO Sioux Falls, S. D.,** Midcontinent Bcstg. Co. (BR-940); **WBRC-TV Birmingham, Ala.,** Birmingham Bcstg. Co. (BRCT-73); **WAFM-TV Birmingham, Ala.,** The Television Corp. (BRCT-35); **WNHC-TV New Haven, Conn.,** The Elm City Bcstg. Corp. (BRCT-26); **WNAC-TV Boston,** General Teleradio Inc. (BRCT-63); **WCCO-TV Minneapolis,** Midwest Radio-Television Inc. (BRCT-49); **KSTP-TV St. Paul,** KSTP Inc. (BRCT-46).

January 19 Decisions

BY BROADCAST BUREAU

Granted CP

KVOP Plainview, Tex., KVOP Inc.—Granted CP to change ant., trans. location and change studio location (BP-8694).

WLOK Lima, Ohio, WLOK Inc.—Granted CP to install new tower and ground system and mount TV ant. on top (BP-8612).

Modification of CP

KBBA Benton Ark., Benton Bcstg. Service—Granted mod. CP for approval of ant., trans. and studio location and change type trans. (BMP-6073).

Extension of Completion Date

WCAM Camden, N. J., City of Camden—Granted mod. CP for extension of completion date to 4-1-53 (BMP-6100).

WVAM-FM Altoona, Pa., The General Bcstg. Corp.—Granted mod. CP for extension of completion date to 7-1-53 (BMPH-4805).

Change Transmitter Location

KFMJ Tulsa, Okla., Fred Jones Bcstg. Co.—Granted license covering change in trans. location (BL-4852).

Granted License

WVOW-FM Logan, W. Va., Logan Bcstg. Corp.—Granted license for CP (BPH-1780), which replaced BPH-1674 as mod., which authorized new FM, and which expired 7-1-52 (BLH-862).

Increase Antenna Height

WKEU Griffin, Ga., Radio Station WKEU—Granted CP to increase height of vertical ant. (BP-8086).

Granted CP

WNEB Worcester, Mass., New England Bcstg. Co.—Granted CP to change ant., trans. location and change studio location (BP-8695).

Modification of CP

KCHY Cheyenne, Wyo., Philip D. Jackson—Granted mod. CP for approval of ant., trans. and studio location (BMP-6089).

WBTN Bennington, Vt., Catamount Bcstrs. Inc.—Granted mod. CP for approval of ant., trans. and studio location (BMP-6080).

KVSP Lubbock, Tex., Hub Bcstg. Co.—Granted

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Help Wanted

Salesmen

Experienced local salesman wanted by 5,000 watt CBS New England affiliate tops in its field. Salary and commission. Earning power excellent and advancement assured to steady, reliable, persevering man. If applicant is TV minded will have opportunity in not too distant future. Applications confidential. Send full details to Box 397S, BROADCASTING • TELECASTING.

Salesman for local accounts. Salary plus commission. Good market. Texas ABC station. Box 460S, BROADCASTING • TELECASTING.

Top quality salesman wanted. 5,000 watt daytimer going on air February. Major Virginia market. Box 511S, BROADCASTING • TELECASTING.

Experienced radio salesman with top client references and proof of selling ability. NBC station operating both radio and television. Guarantee to start, commissions as soon as established, and $8,000 to $10,000 position. Write giving full details and photo. Box 552S, BROADCASTING • TELECASTING.

Radio salesman—Good opportunity for young, energetic man or woman in Ohio city of 100,000, at ABC affiliate. Send qualifications and references to Box 588S, BROADCASTING • TELECASTING.

KUDL, Kansas City on air about May 1 needs two top salesmen. $100 weekly guaranteed first $500 business; 10% on next thousand; 15% over that. You know what we want! Send details to KTFS, Texarkana, Texas.

Salesman-announcer position available immediately. Experience both fields essential. Salary and commission setup with equitable start. Airmail complete resume to Manager, Station WLYC, 331 Pine St., Williamsport, Pa. No phone calls, please.

We're looking for one, maybe two, aggressive young salesmen with a good basic knowledge of radio. For the person willing to exert the necessary energy we offer $100.00 a week guarantee against 15% commission with an unlimited future in a major Southern market. Basic requirements are enthusiasm for selling radio, willingness to spend the time required to produce and a desire to make money. Contact Commercial Manager, WBGE, Atlanta, Georgia.

WPAZ, Pottstown, Penna., needs salesman to be assistant sales manager. Wonderful staff, excellent market, applicant must know radio from announcing to selling. Salary plus commission, ability more important than experience.

Regional 'indie' needs 'go-getter' in good radio market. No TV competition. $$$$ and chance to advance commensurate with ability. Will not consider less than 3 years experience broadcasting. Must have proven background in sales. Will accept only well prepared resumes for consideration. Write J. Fitzpatrick, General Manager, WLYC, Williamsport, Pennsylvania.

Announcers

Announcer with first class license. Experience necessary. Small town, 250-watt operation with good salary and living conditions. Box 341S, BROADCASTING • TELECASTING.

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large Central-South market. TV future. Send audition, photo and complete background. Confidential. Box 369S, BROADCASTING • TELECASTING.

Newscaster plus regular announcing shift. Permanent. Texas location. Tell all. Box 459S, BROADCASTING • TELECASTING.

First rate announcer or disc jockey wanted. 5,000 watt daytimer. Major Virginia market. Box 512S, BROADCASTING • TELECASTING.

Announcer-engineer, $300. Photo, qualifications only, first letter. Box 597S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Regional Minnesota network station wants announcer good on writing and announcing news. Must have car. Good salary. Chance to earn extra money selling. Box 623S, BROADCASTING • TELECASTING.

Announcer. One who is also interested in part-time selling. Net affiliate in small East Tennessee town. $65 week to start. Write details and send audition to Box 625S, BROADCASTING • TELECASTING.

Staff announcer or combination man, progressive independent, contact Manager, KCFH, Cuero, Texas.

Wanted: Newsman-DJ. Rewrite preferred. Must have mature, authoritative delivery for 5000 watt network affiliate in Montana's largest city. Send tape, work, background, late photo with first letter to KMON, Great Falls, Montana.

Announcer-engineer with first phone. Emphasis announcing. $86.40 for 40 hours. Send letter and audition to KREM, Spokane, Washington.

Personality announcer with first class ticket. $2.18 hour plus regular overtime. Fine working conditions. Send tape and full information, KSPO, Spokane, Washington.

Adding combo-man, heavy on announcing. $1.60 per hour, plus overtime, 6 day 47 hour week. Permanent. Excellent opportunity, advances for qualified man. Tape, background to Mike Barrett, Owner & Manager, KTFY, Brownfield, Texas.

Morning and news announcer. Airmail audition, photo, background. KXJK, Forest City, Arkansas.

Announcer-engineer needed, with emphasis on announcing. Also straight announcer. Must be good. Contact Paul Reid, WCEH, Hawkinsville, Georgia.

Announcer-salesman with emphasis on sales. $80 guarantee. 5000 watt network station, established 25 years. Money-making opportunity for ambitious, capable young man who can make place for himself in station of high standards. Send audition and resume to WGH, Norfolk, Virginia.

Staff announcer, strong on music shows but must be versatile. Contact Program Director, WJAC, Johnstown, Pa.

Announcer with console board experience for newspaper affiliated regional net station. WKTY, La Crosse, Wisconsin.

Immediate opening — Experienced announcer. Permanent position. Disc or tape, photo first letter. WMLT, Dublin, Georgia.

Immediate opening announcer-engineer. Neat, honest and sober. Emphasis announcing. Salary $70 to $80. NBC Affiliate. Call, wire Radio Station WMNC, Morganton, N. C.

Wanted: Good announcer with TV future. Permanent. WMSL, Decatur, Alabama.

Announcer-engineer with first class license needed. Good salary, 40 hour week with time and half for overtime. WOAP, Owosso, Michigan.

Independent Midwest 1,000 watt station has need of announcer-engineer with first class ticket. Good starting salary and liberal vacation. Send replies to James Hilderbrand, Radio Station WTIM, Taylorville, Illinois.

Combination announcer - engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Sportsman for college football and regional baseball. Personal interview only. Palmetto Network, Anderson, S. C.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

First class radio engineer wanted. $75.00 weekly. 1,000 watt station near Atlanta, Georgia. BOX 566S, BROADCASTING • TELECASTING.

Got a first class ticket? New York State indie with TV future has immediate opening. Security for you. Box 599S, BROADCASTING • TELECASTING.

Help Wanted—(Cont'd.)

First class radio-phone operator. No Experience required. State salary requirements. Box 621S, BROADCASTING • TELECASTING.

Chief engineer. Wanted by radio station in one of the most progressive towns in the Southwest. CBS affiliate. Mild winter climate. Modern house facilities provided. Excellent working conditions. Write complete information concerning yourself plus photo to Box 624S, BROADCASTING • TELECASTING.

Network affiliate needs engineers for transmitter watch. 44 hour week—$60 to $80 a week dependent upon experience. Box 626S, BROADCASTING • TELECASTING.

Wanted immediately, first class engineer. No experience necessary. good working conditions. CBS affiliated. write or wire Norman Loose, Manager, KAVE, Carlsbad, New Mexico.

Engineer-announcer for an aggressive station. $74.00 for 40 hour week to begin. Radio Station KCHA, Charles City, Iowa.

Colorado-engineer with first class license. KCOL, Fort Collins, Colorado.

Nebraska. First class engineer-announcer wanted for combination job. Up to $280 to start. 40 hour week. Overtime available. KCOW, Alliance, Nebraska. Also need announcer-salesman.

Wanted: Transmitter engineer with first-class license, immediate opening, good salary, insurance, vacation benefits. KSDN, Aberdeen, South Dakota.

1st class radio-phone operator, experience unnecessary, state salary requirements, WGCD, Chester, S. C.

Wanted: First class ticket holder for transmitter shift. No announcing. Car helpful, not necessity. WKBI, St. Marys, Penna.

Chief engineer. 250 watt with TV application, must be experienced remotes and maintenance. Available two weeks. Chief Engineer, WKNY, Kingston, New York.

Wanted-engineer: Engineer-first phone transmitter operator with TV future. Experience not necessary. WMSL, Decatur, Alabama.

Combination or engineer, full details in first letter. WRIC, Richlands, Va.

Transmitter engineer for 5000 watt directional AM. Write or wire Leroy Kilpatrick, WSAZ, Inc., Huntington, West Virginia.

First phone; transmitter operator. WSYB, Rutland, Vermont.

WUSJ, Lockport, N. Y. has immediate openings for two first ticket men. Excellent working conditions and opportunities. Contact Jack Gelzer, Manager.

Production-Programming, Others

Copywriter experienced. Good position with 1,000 watt Midwest station. Good salary, based on experience, for man or young woman who can produce live-wire commercial copy. Send full particulars, photo and sample scripts with first letter. Box 417S, BROADCASTING • TELECASTING.

Experienced radio continuity director for Midwest NBC station. Heavy commercial schedule. Must have ability to direct department, originate ideas and produce selling copy. Agency or station experience acceptable. Excellent opportunity with company now operating both radio and television stations. Send complete details. Box 553S, BROADCASTING • TELECASTING.

Women's editor-copywriter, experienced, mature, no prima donna. Excellent opportunity, top organization and working conditions with every employee benefit. Nice-sized, upper New York State community. TV plans. Give complete resume including sample commercials and audition. Box 595S, BROADCASTING • TELECASTING.

News writer-leg man, experienced. Wanted by Midwest 5 kw as city editor in three man full-time department. Must have ability for highly competitive news market. Passable voice required for work with portable tape recorder. Salary above par. Send complete information and audition to Box 615S, BROADCASTING • TELECASTING.

Commercial copywriter for regional independent station. Girl preferred. Box 619S, BROADCASTING • TELECASTING.

Commercial copywriter capable of creating good selling radio copy. Woman preferred who is capable of some air work and developing her own program. Give radio station experience, age, marital status, salary requirements, photo, audition. Permanent position with 26 year old station. KSEI, Pocatello, Idaho.

Copywriter to write commercial continuity and promotional features for AM and TV. Send references and small photo. WBCK, Battle Creek, Michigan.

Help Wanted (Cont'd)

Program director-announcer. Immediate opening in well-established North Florida network station. Good salary. Good working conditions, opportunity to advance. Send letter and tape to WBSR, Pensacola, Florida.

Assistant continuity department, immediately. Young man or girl. Experience preferred. Will train if you qualify. State experience, age, education, salary desired, availability. WLEC, Sandusky, Ohio.

Copywriter—Radio and television. Salary based on experience for man or woman who can produce live-wire commercial copy in volume. Send full particulars and sample scripts with first letter. WOOD, Grand Rapids, Michigan.

TELEVISION

Technical

New Illinois TV station has opening for experienced film technician capable of setting functionable film department. Write Box 629S, BROADCASTING • TELECASTING.

Production, Programming, Others

Production director-announcer. New UHF accepting application for experienced man to handle line programming. Experience in TV continuity and traffic important. Box 630S, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Efficient, stable, experienced manager available immediately. Have money to invest if required. Box 531S, BROADCASTING • TELECASTING.

I can make your radio station pay you a real profit. Fifteen years in radio, eight as manager-commercial manager. Operate efficiently small staff, small monthly nub. Act as combo manager-sales manager; program director; part-time announcer, personally. Prefer medium-sized town in South. Results guaranteed in one year or contract cancelled. Best trade references. Available February 15th. $100.00 weekly plus 10% of net. Write Box 589S, BROADCASTING • TELECASTING.

Successful commercial manager with engineering background, business management and personnel experience. Want managership. Sober, steady, family. Michigan preferred, consider all. Box 596S, BROADCASTING • TELECASTING.

Sucessful manager of local station seeking new, permanent opportunity. Box 601S, BROADCASTING • TELECASTING.

Successful local station manager available. Local sales, announces, civic minded and real money-maker. Box 603S, BROADCASTING • TELECASTING.

Station manager, 4 years with same owner, one of the top ten markets, manager past two years, record of December 1952 billing nine times January 1951 billing, desires change. 36 years old, married, two children, sober. Only interested in large market operation. Box 608S, BROADCASTING • TELECASTING.

Available immediately, manager or commercial manager, 15 years experience, recently resigned as commercial manager metropolitan independent after tripling sales in 18 months. Box 618S, BROADCASTING • TELECASTING.

Experienced TV and AM salesmanager, now located in one of the nation's top ten markets with basic network station, is interested in making an immediate change. Prefer sales manager's job but, if straight selling required as prerequisite for this position to prove ability, am willing to gamble. Excellent references from local and national leaders. Married. Age 37. Four children. Sober. My employer knows of this ad. Contact George L. Griesbauer, 5923 Conway Rd., Bethesda, Md.

Announcers

Newscaster, reporter, SDX - NARND member, wire service and newspaper correspondent, journalism degree, currently network affiliate newscaster. 5 years experience. Box 465S, BROADCASTING • TELECASTING.

Experienced Western—hillbilly DJ, have ticket, musical talent, ability, ambition, also experienced in news, copywriting, board work, remotes. Do entire musical show myself or augment with records. Available immediately. Box 514S, BROADCASTING • TELECASTING.

I can make money for you! Personality DJ, 26, twelve years experience. Network. Single, will travel. Not expensive. Let's talk. Box 564S, BROADCASTING • TELECASTING.

Experienced sportscaster-announcer will invest while working station. Young, family. Box 571S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd.)

Announcer-copywriter: Good field, good hit, good throw; good pay. Box 585S, BROADCASTING • TELECASTING.

Chief engineer-announcer: Five years experience, 2½ combo; 2½ chief. Excellent references; 27; married; one child. Prefer Upper Midwest. Available immediately. Box 590S, BROADCASTING • TELECASTING.

Disc jockey-announcer, writer, 32, single. Eight years experience. Desire AM-TV outlet. However, all replies considered. Locale important. Box 594S, BROADCASTING • TELECASTING.

Experienced announcer. College degree. Presently news editor. Sports and board background. Desires new location in market of progressive station. Tape on request. Box 598S, BROADCASTING • TELECASTING.

Opportunity station acquire top announcer. Decade experience. All phases. Immediate. Box 602S, BROADCASTING • TELECASTING.

Announcer, draft exempt, experience light, can create an audience pull. Box 604S, BROADCASTING • TELECASTING.

Let me be your Girl Friday every day of the week. Disc shows, women's features, interviews, kiddie shows, copywriting. Pleasing air personality, dramatic background, photogenic for TV. Send for disc and photo. Box 607S, BROADCASTING • TELECASTING.

Baseball announcer. Terrific say thousands. $80 minimum. Box 609S, BROADCASTING • TELECASTING.

Trained, aggressive news, sportsman; accent local coverage; gather, write, air material; 2 years radio, 4 years newspaper background. Single, draft exempt. Box 611S, BROADCASTING • TELECASTING.

Newscaster-announcer, three years experience all phases, except sports. Married, draft exempt. Interested in advancement. Salary expected $90. Box 613S, BROADCASTING • TELECASTING.

Announcer, deejay, combo man. Heavy on news and music. Available immediately. Send for audition. Box 614S, BROADCASTING • TELECASTING.

Newsman. Ability, experience, ideas, voice. Now news and program director. No future present location. All offers considered, East Coast preferred. Write Box 617S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd.)

Radio news work wanted. Some announcing experience, 25, vet, journalism grad, consider any good station, available immediately. Get complete details. Box 622S, BROADCASTING • TELECASTING.

Three years experience, all phases announcing, independent and network operations. Pleasant air personality, strong on DJ, first phone, married veteran, 25, available immediately, live anywhere. State salary and hours. Box 627S, BROADCASTING • TELECASTING.

Announcer: Six years experience all phases net and indie. WJOL, Joliet, Illinois.

Announcer, DJ, news, board man, Pathfinder graduate. No drinker, smoker, or floater. Florida only. Dick David, 5101 8th Street, N. W., Washington, D. C.

Good commercial announcer, strong on news and sports, capable DJ, control board operator, light experience. Single, reliable, draft exempt, available now, resume, disc., tape, references. Hal Harris, 416 Grand Street, New York City, N. Y.

Announcer, newscaster, light experience strong DJ, handle control board, seeks opportunity smaller community. Reliable, conscientious, free to travel. Tape, resume, photo, references. Rudie Hoffman, 7035 68th Street, Glendale, N. Y.

Announcer, DJ, handle control board. Light experience. Desires staff position, small station operation for development. Young, hard worker. Determined career. Free to travel. Available. Resume, disc, reference. Joseph Kovar, 426 East 71st St., New York City, Tel. Regent 4-7496.

Do you need a permanent staff announcer, married, draft exempt, hard worker. Contact E. H. Osborn, KTBB, Tyler, Texas or call 48916, Tyler.

Technical

Chief engineer or engineer: Experienced with directionals, also high frequency, high powered stations. Can build station from C. P. Available immediately. All inquiries answered confidentially. Prefer Southeast. Box 476S, BROADCASTING • TELECASTING.

First phone operator for downtown console, transmitter trick, Midwest local. Minimum $73.00 weekly if experienced. Will consider beginner. Box 479S, BROADCASTING • TELECASTING.

(Continued on next page)

In operation over twenty years
this 5 kw fulltime station
operating in one of the fifteen major markets
with VHF television application pending
is seeking a . . .

PROMOTION and PUBLIC RELATIONS DIRECTOR

with the knowhow and initiative to recognize and evaluate the many aspects of broadcasting as applied to this station and market, then utilize these assets to the utmost in public service and sales promotion.

This is an executive position with high responsibility. It requires outstanding ability to plan policy and coordinate efforts of various departments. If you are interested in a real opportunity and can qualify please write telling us about yourself and what you have done. Top salary for the right man. Replies will be held in strictest confidence.

Box 612S,
BROADCASTING • TELECASTING

Situations Wanted—(Cont'd.)

Announcer. First phone. Good voice. Strong on commercials. Interested in respected, well organized station, stable equipment and personnel. Eighty dollars minimum. Box 587S, BROADCASTING • TELECASTING.

Engineer: Eight years experience in transmitter operation. Single and draft exempt. Prefer Texas or Oklahoma. Available immediately. Box 592S, BROADCASTING • TELECASTING.

Available immediately. Draft exempt. 10½ months AM experience. 1st phone. Prefers N. Y. C. Box 610S, BROADCASTING. • TELECASTING.

First phone. Vet. Now working, months experience, console, transmitter. Box 628S, BROADCASTING • TELECASTING.

First phone desires position. 9 years AT&T, 3 years military with high-power transmitters, no broadcast experience. Hobby amateur radio. First class technician. Single, 31. Anywhere. John G. Johnson, 253 S. Grand, Los Angeles 12, Calif.

Production-Programming, Others

Korean veteran, journalism graduate looking for position with future in metropolitan area. Six years programming and announcing. Tape on request. Box 483S, BROADCASTING • TELECASTING.

Two-man news team wants spots with solid regional, strong on direct news coverage. Box 505S, BROADCASTING • TELECASTING.

TELEVISION

Production-Programming, Others

Girl with traffic, some copy, interviewing experience desires station where possibility to learn every phase available. Box 620S, BROADCASTING • TELECASTING.

I have experience and background in all aspects of programming with special emphasis on film. Presently employed major East Coast TV station. Interested in only top staff positions in new market areas. Resume on request. Box 631S, BROADCASTING • TELECASTING.

For Sale

Stations

Southwest 1000 watt network single station market, including combination building, annual net $33,000 priced $105,000. Box 515S, BROADCASTING • TELECASTING.

Fulltime local in good Western farming town. Terms. Box 545S, BROADCASTING • TELECASTING.

Western and Midwestern stations. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Equipment, etc.

For sale: Gen. Radio # 1932A distortion meter. Hewlett Packard oscillator. Gen. Radio #546C microvolter. Box 521S, BROADCASTING • TELECASTING.

For sale: GE 3 kw FM transmitter, GE 4BY4A GE FM antenna, GE BM1A frequency and modulation monitor, GE 4BC3A transmitter console, two GE 4FA cabinet racks, some spare parts. Used three years. Excellent condition. Box 606S, BROADCASTING • TELECASTING.

Two W. E. 109A reproducer groups—$60.00 each. One composite portable transmitter, 75 watts—$75.00. Write Box 2046, Fort Worth, Texas.

For Sale—(Cont'd.)

For sale: 400 ft. stainless steel tower suitable for television mast, completely lighted. Write or wire A. B. Robinson, Dixie Broadcasting Company, Jackson, Tennessee.

For sale: 1 Gates SA-38 MO-2996 limiting amplifier used one year, excellent condition. Contact WGSM, Huntington, Long Island. Price $275.00.

For sale 2 Western Electric 106A line amplifiers with extra set of tubes for each, $100 each. Also 2 Western Electric 9A pick-up arms and equalizers, $85 each. Contact John Henninger, Radio Station WIBG, Philadelphia, Pa.

Complete GE 3 kw FM station, whole or part. For information — WICE, Providence, Rhode Island.

One RCA recording attachment, type 72-DX brand new, in original carton. Complete with all attachments except recording head. Will sacrifice for $225.00, WISL, Shamokin, Penna.

RCA 69C distortion meter. Excellent condition. We bought it new 1947. Immediate delivery. $250.00. Also other test equipment. Write for details. WKYB, Paducah, Kentucky.

For Sale: All new Collins 20 V transmitter. Extra set tubes. In original crate, not been used. WMSL, Decatur, Alabama.

RCA 76 B1 console. Good condition. Guaranteed within original performance spec. Best offer. WSLB, Ogdensburg, New York.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Ampex tape recorders, two demonstrators. A real bargain at $695.00 each. 18 months to pay on approval of your credit. Radio Engineering Company, 908 Kansas Avenue, Topeka, Kansas.

Westinghouse FM-3 transmitter. 3 kw output set up for 102.9 mc operation, excellent condition. Write or phone. C. Winkler, 48th & Vine, Lincoln, Nebraska.

For sale: All equipment needed for installation of 250 watt Collins transmitter. Bargain. Write or wire A. B. Robinson, Dixie Broadcasting Company, Jackson, Tennessee.

Wanted to Buy

Stations

Manager of many years experience desires to invest and assume management good station. Box 532S, BROADCASTING • TELECASTING.

Small or medium sized Wisconsin radio station. We have other radio properties and are interested in expanding our interests. All information furnished will be kept confidential. Pictures and other material will be returned upon request. Box 600S, BROADCASTING • TELECASTING.

Radio station any size West, Southwest, West Coast, Northwest. Give complete information, write, wire: Morgan, KLO, Ogden, Utah.

Equipment, etc.

Wanted to buy sound level meter and Octave band noise analyzer. Box 520S, BROADCASTING • TELECASTING.

Wanted to Buy—(Cont'd.)

Wanted 1000 or 5000 watt AM transmitter. Associated equipment including studio. Send details. Box 578S, BROADCASTING • TELECASTING.

FM transmitter. 3 kw. Prefer RCA. Box 586S, BROADCASTING • TELECASTING.

Wanted: 3 kw. FM transmitter, antenna, coax and monitor. Give history, price separately and complete. Box 591S, BROADCASTING • TELECASTING.

Wanted—complete equipment for 250 watt AM station or any part thereof. Price must be reasonable and equipment in good condition. Box 605S, BROADCASTING • TELECASTING.

Used 500 or 1000 watt transmitter approved by FCC, also used frequency monitor and modulation monitor. Box 363, Indianola, Miss.

Used, serviceable Cook-Fairchild-Van Epps or Presto 1D cutter head. WCFM, 1120 Connecticut Ave., N. W., Washington 6, D. C.

Miscellaneous

Free. 30 sure-fire radio gags to introduce new $1 week joke service. Box 593S, BROADCASTING • TELECASTING.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Salesmen

EARN $10,000 OR MORE in '53

Liberal commissions paid by Top Radio ET & TV Film Producer. Exclusive territories granted to "live wires." Write Box 495S, BROADCASTING • TELECASTING.

SALESMEN

No, we didn't find the man. We have two salesmen; one earned over $20,000.00, the other over $14,000.00 in 1952. The man we select should make $10,000.00-$20,000.00 with top station in market over 800,000. Rush resume and late snapshot to Box 632S, BROADCASTING • TELECASTING. Can interview applicants in Eastern area in New York February 2-8.

Announcers

Announcer, experienced only, preferably with First Class license, but will consider unlicensed applicants capable of learning control board operation. Good pay guaranteed in accordance with your own ability to fulfill our requirements. Apply by letter only, enclose resume of training and experience, together with a recent photograph. State salary requirements. The position we offer affords pleasant work in a modern, congenial atmosphere. Write to J. Gordon Keyworth, General Manager, Radio Station WMNB, 466 Curran Highway, North Adams, Mass.

Are you a GOOD ANNOUNCER

- *Authoritative Voice
- *Unaffected
- *Cooperative
- *2 Years' experience

Salary plus talent fees

Send audition to
M. N. Bostick, KWTX,
Waco, Texas

Situations Wanted

Production, Programming, Others

Young, Single Girl

Program director for WITH in Baltimore for eighteen months plus four years in radio on West Coast. Arriving Los Angeles February 15. Ready to go to work right away.

Box 616S, Broadcasting • Telecasting

Available . . .

Two metropolitan network stations with television applications on file. Almost certain to be granted to individual owners whether residents or not. Metropolitan Daytime only. Profitable—Good market.

R. C. CRISLER & Co.

RADIO STATION BROKERS—FINANCING

CINCINNATI, OHIO

1109 UNION TRUST BLDG. DUNBAR 7775

MICRO-WAVE EQUIPMENT

FOR SALE

IMMEDIATE DELIVERY:

NEW, NEVER BEEN USED, GENERAL ELECTRIC TYPE TL-1 MICRO-WAVE LINK, 2000 MC BAND, TRANSMITTER CONTROL UNIT AND RECEIVER MOUNTED IN G.E. CABINET RACKS. INCLUDES TWO SIX FOOT PERFORATED PARABOLAS AND ONE SET OF TUBES. ARRANGED FOR FIXED OR STL OPERATION. CONTROL UNIT CAN BE MOUNTED IN CASES FOR PORTABLE OPERATION. $14,000 F.O.B. FORT WORTH. WRITE OR CALL R. C. STINSON, WBAP-TV, 3900 BARNETT, FORT WORTH, TEXAS. PHONE: LOCKWOOD 1981.

5000 Watt

Dumont Television Transmitter

DuMont 5000 watt Master series low-band television transmitter. Daily operation only since July 1, 1950 by Television Station #106. Surpassed all FCC proof of performance requirements and fully licensed. Dependable and economical operation. Exceptional fine performance record. Tube cost and replacement parts negligible. Modern, compact air-cooled units. Transmitter maintained under direction registered professional engineer with frequent checks by Dumont engineers. Complete factory and station record of performance available and apparatus available for immediate physical inspection and off-the-air observation. Transmitter reasonably priced and will save approximately twenty to thirty thousand dollars without sacrifice of performance for the prospective television station operator targetting for early fall. Reason for sal is due to power increase CP for 100 kw operation. Priority in accordance with arrival of inquiries.

Robert J. Sinnett
Chief Engineer WHBF/TV
Telco Building
Rock Island, Illinois
Dial 6-5441

TRANSMISSION LINE and FITTINGS

at a fraction of their cost

Because the FCC assigned us a UHF-TV frequency, we have a quantity of Communication Products Company's type 506 and 505, 50.5 ohm transmission line, originally installed for VHF which had to be replaced. It has never been in use and is in top condition, other than having weathered on the tower during the "freeze". Some of it is brand new, never out of the boxes. It's complete with "O" rings, bolts, connectors, etc. Clean as a whistle inside, carefully boxed for shipment and ready to go. We'll sell the lot at 50% of today's list price.

540 feet 3⅛" Type 101-506 (27-20 ft. lengths)
40 feet 1⅝" Type 114-505 (2-20 ft. lengths)
2-45° 3⅛" Type 73-506 Elbows
3-90° 3⅛" Type 72-506 Elbows
1-3⅛" to 1⅝" Type 85-506 Reducer Assembly
2-45° 1⅝" Type 42-505 Elbows

WKBN BROADCASTING CORP.
3930 Sunset Blvd. Youngstown, Ohio

mod. CP for approval of ant., trans. and studio location and change type trans. (BMP-6079).

WDOB Canton, Miss., Madison County Bcstg. Co.—Granted mod. CP for approval of ant., trans., and main studio location and change type trans.; condition (BMP-5955).

January 21 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KLZ Denver, Aladdin Radio & Television Inc. (BR-110); **KOA Denver,** National Bcstg. Co. (BR-106); **KEXO Grand Junction, Col.,** Voice of Western Colorado Inc. (BR-1938); **KUBC Montrose, Col.,** The Uncompahgre Bcstg. Co. (BR-1759); **KGHF Pueblo, Col.,** Colorado Bcstg. Co. (BR-730); **KROX Crookston, Minn.** (BR-2170); **KGDE Fergus Falls, Minn.,** Fergus Radio Corp. (BR-660); **KTIS Minneapolis,** Northwestern Theological Seminary & Bible Training School (BR-2244); **KUOM Minneapolis,** U. of Minnesota (BR-667); **WLOL Minneapolis,** Independent Bcstg. Co. (BR-1068); **WTCN Minneapolis,** Minnesota Television Public Service Corp. (BR-666); **KANA Anaconda, Mont.,** Mosby's Inc. (BR-1306); **KXLO Lewistown, Mont.,** William G. Kelly (BR-1729); **KGVO Missoula, Mont.,** Mosby's Inc. (BR-796); **WMID Atlantic City, N. J.,** Mid-Atlantic Bcstg. Co. (BR-1724); **KDLR Devils Lake, N. D.,** KDLR Inc. (BR-655); **KDIX Dickinson, N. D.,** Dickinson Radio Assn. (BR-1718); **KIHO Sioux Falls, S. D.,** Big Sioux Bcstg. Co. (BR-2119); **KISD Sioux Falls, S. D.,** KISD Inc. (BR-2059); **WNAX Yankton, S. D.,** Cowles Bcstg. Co. (BR-652); **WOI Ames, Iowa,** Iowa State College of Agriculture and Mechanical Arts (BR-509); **KRIB Mason City, Iowa,** Mason City Bcstg. Co. (BR-1912); **KIMO Independence, Mo.,** The Blue Valley Co. (BR-1570); **KPRS Kansas City,** Twin City Adv. Agency (BR-2318); **KGCU Mandan, N. D.,** Mandan Radio Assn. (BR-658); **KOA-FM Denver,** Metropolitan Television Co. (BRH-662); **KLZ-FM Denver,** Aladdin Radio & Television Inc. (BRH-337); **KOZY (FM) Rapid City, S. D.,** Black Hills Bcstg. Co. (BRH-459).

License for CP

KMYC-FM Marysville, Calif., Marysville-Yuba City Bcstrs. Inc.—License for CP (BPH-1715), as mod., which authorized changes in licensed station (BLH-875).

Extension of Completion Date

WNAC-FM Boston, General Teleradio Inc.—Mod. CP (BPH-1741), which authorized changes in existing FM, for extension of completion date (BMPH-4806).

APPLICATIONS RETURNED

Change Transmitter Location

WNAE Warren, Pa., Northern Allegheny Bcstg. Co.—CP to change trans. location from Warren to Clarendon, Pa.

Upcoming Events

Jan. 26: Utah Assn. of Broadcasters, Newhouse Hotel, Salt Lake City.

Jan. 26: Continuance of Theatre-TV allocations hearings, FCC Hdqrs., Washington, D. C.

Jan. 26-27: Maritimes Assn. of Broadcasters annual meeting, Fort Cumberland Hotel, Amherst, N. S., Canada.

Jan. 26-27: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Jan. 27: Business Outlook Conference of Washington Board of Trade, Shoreham Hotel, Washington, D. C.

Jan. 29: CBS-TV Workshop for ministers and lay associates, CBS-TV Grand Central Studios, New York.

Jan. 28-30: Eighth Annual Georgia Radio and Television Institute, Henry Grady School of Journalism, U. of Georgia, Athens.

Feb. 2-6: NARTB Radio and TV Boards, Bellevue-Biltmore Hotel, Belleair, Fla.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Miscellaneous

How about Erecting, Altering, Painting your Tower-Antenna-Lights
We're ready
J. M. HAMILTON & CO.
PAINTING • ERECTING
MAINTENANCE • YEARS OF EXPERIENCE
Box 2432. Tel: 4-2115, Gastonia, N. C.
316 Briland St. Tel: King 8-8230, Alexandria, Va.

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N. W., Washington, D. C.

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Football Fumble

AN EXPERIENCED voice—the only voice that can speak with the authority of 11 years of background in telecasting college football—a few days ago sounded a prophetic warning to the money-minded men who determine the TV sports policy of the nation's top colleges.

Said Francis Murray, U. of Pennsylvania athletic director:

"In a short time you'll all be struggling to get on TV."

Despite his warning, 172 delegates of the National Collegiate Athletic Assn. voted to continue a policy of collusive restraint that in effect allows only one college football game to be broadcast each Saturday. Only 13 delegates voted against a policy of doubtful legality and questionable morality.

Curious, isn't it, that a group of college officials should cling stubbornly to a monopolistic approach to a service whose purported goals are healthy competition and the development of youthful character.

Assuming the question of TV's impact on college football's exchequer is moot, the best answer must be sought in (1) available research and (2) actual experience over a long period.

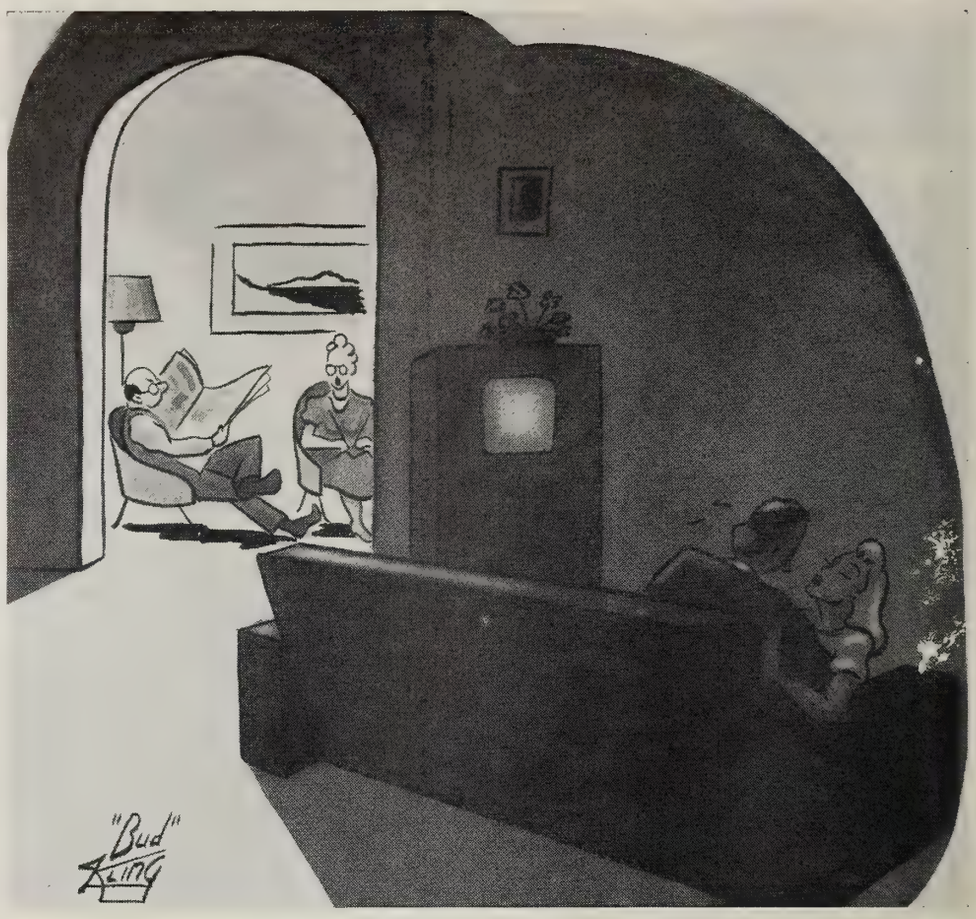
Even NCAA's ardent monopoly advocates will concede privately that available research justifies no firm conclusions that TV ruins the football gate. As to the long-time record, Mr. Murray offers conclusive evidence that 11 years of football TV in the Philadelphia area have not hurt gate receipts.

While colleges tremble over fancied fears that unlimited TV might build up video monopolies at institutions with strong teams, they apparently overlook the fact that only 24 teams took part in the 1952 network schedule contrasted to 96 teams on a four-network basis and a possible several hundred teams if regional and local games were telecast.

The net result is that barely a tenth of the 250 NCAA colleges were allowed access to television. This negative policy deprives nine-tenths of colleges of the chance to demonstrate their sports and educational programs in action. It denies them a sales force that could build many new fans.

In the long run the nation's educators will learn—and they will learn the hard way—that the American way of telecasting and the American principle of free competition will permit no such compromise with the public interest. They will learn that a wholesome sports policy eventually must emerge. They will learn that the enticing lures of metered and theatre service, violative of the democratic principle that programs should be available to all, may permanently damage a sport that already is suffering from overcommercialism.

The pros were first to heed the pointed finger raised by the Dept. of Justice. Both football and baseball club owners, who direct strictly business enterprises, have softened concerted TV and radio controls. Amateurs should be the first to keep their ethics in good repute. Having missed that opportunity they should be willing to learn from the professionals.



Drawn for BROADCASTING • TELECASTING by Bud Kling

"Have you noticed how popular she is since we bought our television set?"

Both Ends of Penna. Ave

RADIO AND television lived another memorable milestone last week. A Government changed hands. And a whole nation witnessed the enthralling spectacle. There were almost as many workers in the radio and television inaugural vineyard as there were spectators a generation ago.

That was the task performed by free American broadcasting as the electronic chronicler of events as they occur. It was possible because in the United States there is free radio and television. In this interplay of competition, 150 million Americans could hear or see and hear what transpired on historic Pennsylvania Avenue. They had a choice.

In other nations — where Government monopolies control broadcasting—there is no choice.

Broadcasters did this job as their duty. They want to do more. Opportunities may be ahead. President Eisenhower is pondering a monthly "news conference" broadcast, presumably patterned on the FDR fireside chat. The House ban has been rescinded by GOP Speaker Martin. The Senate allows pickups in the discretion of Committee chairmen. The day of the radio and TV floor debates may not be distant.

Meanwhile, some 3,000 radio and television broadcasters are awaiting anxiously word from the new occupant of 1600 Penna. Ave. on the new composition of the FCC. They hope fervently that the new appointees will be wise administrators, and not political has-beens.

Cloud Dispelled

PERHAPS the final official act of outgoing Attorney General James P. McGranery last Monday—a day before the change of administration—was the correction of a great injustice foisted upon the electronics industry. He announced revocation of the grand jury authorization, issued just a year before, which had been stimulated from within the FCC largely as a result of the color-TV fight.

In these columns on Dec. 8, 1952 we sought to call Mr. McGranery's attention to the circumstances surrounding this case, placing 20 corporations in radio, television and electronics under the stigma of criminal prosecutions. This, at a time when Mr. McGranery's task was to root out corruption in the Department, and when the defense program calls for maximum output of our electronics industries.

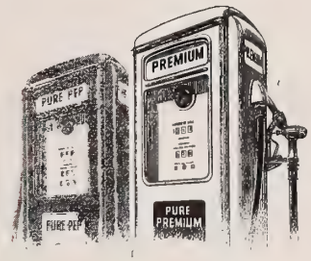
We are gratified over Mr. McGranery's action. The grand jury now may continue its investigation under civil, rather than the criminal process.

Chances are the whole matter will be dropped, now that it has been determined that, to use the retiring Attorney General's words, there was no finding of "use of force, strong arm tactics or activities of similar nature."

With this cloud dispelled, we can now expect to see the nation's multi-billion-dollar electronics industry stride forward. The next development: Obviously color television and within the next year or two.







THE PURE OIL COMPANY DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS

WMBG
WCOD
WTVR

The Pure Oil Company is active in all phases of petroleum—from exploration in search of oil to distribution to the consumer. The blue and white Pure sign identifies more than 12,000 friendly dealers, from Minnesota to Florida. Pure's own story of their "complete job" is well expressed in their well known slogan "Be sure with Pure."

Havens & Martin, Inc. Stations could logically use the same phrase of confidence, for listeners and advertisers alike *know* they always receive complete, interested service from WMBG, WCOD and WTVR. They comprise Richmond's one and only complete broadcast institution. These First Stations of Virginia reach and sell the people in the rich markets around Richmond! For you?



FIRST STATIONS OF VIRGINIA

WMBG AM **WCOD** FM **WTVR** TV

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.

Business is



in Detroit

MARKET-wise, Detroit is the sweetest sales-territory in the U.S.A. That was true in '52 . . . *and it'll continue to be in '53.* The rhythmic music of machinery in action, of men at work, of cars and trucks and tanks rolling off production lines, of money changing hands, of clinking coins and ringing tills . . . all blend into a "hum sweet hum" of 4½ billion dollars retail business annually . . . in a market where hourly and weekly earnings of factory workers are at an all-time peak.

MEDIA-wise, you can make your sales hum in this market by spotting or programming your campaign on WWJ, Detroit's NBC affiliate. For 33 years, WWJ has been *first* in programming, in public services, and in getting results for its advertisers.

MONEY-wise, you can buy WWJ for 14.5% LESS than the average cost-per-thousand listeners for radio time in Detroit.

MERCHANDISING-wise, WWJ offers a follow-through service, from distributor to dealer levels, to help keep everyone humming about your advertising program on WWJ.

MAKE '53 a humdinger. Put more "*sell*" into your Detroit campaign by putting more of your ad money into WWJ.

THE STATION OF NEW LISTENS

WWJ AM-FM

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Associate Television Station WWJ-TV

THE WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

FEBRUARY 2, 1953 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

Station Transfers Total $7.5 Millions
Page 27

Johnson Details Ad Role in Economy
Page 29

P&G Still Leads Network Buyers
Page 40

FCC Approval Near On ABC-UPT
Page 48

FEATURE SECTION
Starts on Page 75

22ND year

THE NEWSWEEKLY OF RADIO AND TV

Like bass go for minnows

Yes! Bass go for minnows—and local merchants go for W-I-T-H in Baltimore! W-I-T-H carries the advertising of twice as many of them as any other station in town.

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And that means low-cost results.

W-I-T-H can do it for you too. Let your Forjoe man give you the whole story.

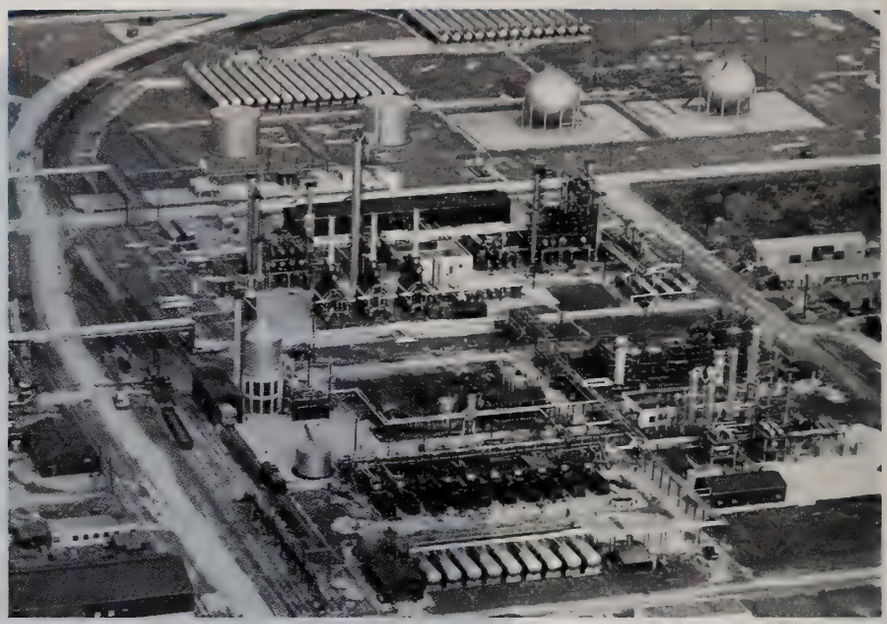


IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

Go where there's GROWTH...



Gasoline and Gobblers

As one of the pioneer producers of petroleum, Kentucky's petroleum industry today is rapidly expanding its production of high test gasolines. An example is the new $17,000,000 plant of the Mathieson Hydro-Carbon Chemical Corp. at Brandenburg. Planned expansions of this plant are expected to exceed $35,000,000, with an annual payroll of over $1,500,000.

Keeping in step with Kentucky's growing income is the growth of Kentucky's turkey farms. 1951 production of turkeys totaled $3,864,000— a 10 year increase of 387%.



Go where there's GROWTH..

GO WHAS! No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.

(Benson and Benson)

WHAS
Louisville, Kentucky

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director
Represented Nationally by Henry I. Christal Co., New York, Chicago, San Francisco



the surest way to avoid Sunday traffic...

...and the surest way to dominate the Fall River-New Bedford market...WSAR

WSAR completely dominates the Fall River-New Bedford area — with more listeners per average quarter-hour than any other station, serving the market from inside or outside. Here is the one medium that gives you the rich advertising impact needed in the nation's 49th market.

5,000 Watts **WSAR** ABC Basic

Fall River–New Bedford
The Nation's 49th Market

Represented Nationally by the Headley-Reed Company

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

More Power
for
KRLD-TV
channel 4 Dallas

100,000 WATTS VIDEO
50,000 WATTS AUDIO
ON OR SOON AFTER MARCH 1, 1953

the Biggest Buy
in the Biggest Market
in the Biggest State

FIRST!

11 out of the first 15
highest rated television
shows are KRLD-TV regulars

Pulse: DEC. 1-7-'52

KRLD-TV
Channel 4, Dallas

EXCLUSIVE
CBS TELEVISION
OUTLET FOR
DALLAS-FT. WORTH
AREAS

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

TEXAS' MOST POWERFUL TELEVISION STATION

The Branham Company — *Exclusive Representative*

closed circuit®

IF PRESIDENT EISENHOWER follows original plan, there will be barbed comments about slow functioning of administrative agencies in his State of Union message to be delivered to Congress today (Monday). He's received complaints, with FCC included, and it wouldn't surprise some observers to have him comment specifically on snail's pace in licensing new TV stations in underserved markets.

★ ★ ★

MOST STATIONS have been quoting half of 20-second announcement rate for those midget segments of time—four and eight seconds—being sought in "filler" time (at station's discretion) for projected Rinso spot campaign by Hewitt, Ogilvy, Benson & Mather [B•T, Jan. 26]. Agency had been hoping to get 25 or 33% rate for "midgets."

★ ★ ★

NEW NAMES continue to crop up as candidates for prospective vacancies on FCC aside from those of several lame-duck Congressmen. Latest heard: Edward L. Scheuffler, 55, Kansas City attorney, active in GOP councils in Missouri since 1924, and Deneen Watson, 48, Chicago attorney and official of Illinois Bar Assn., likewise active in GOP circles.

★ ★ ★

IF FCC approves Macon merger plan (expected shortly by split vote) look for flood gates to open on literally scores of proposed mergers to expedite licensing of new TV stations in many application-blocked markets. Although several such projects have been pending, Macon deal is first at bat, will establish "marriage" precedent.

★ ★ ★

ANNOUNCEMENT is likely shortly that Stanley R. Pratt, president of WSOO Sault Ste. Marie, Mich., will continue as assistant to chairman of Republican National Committee in Washington for next six months to year. He held same status with Chairman (now Postmaster-General) Arthur E. Summerfield prior to and during campaign and will continue in same capacity under Chairman Wesley Roberts. Mr. Pratt is an NARTB radio director and will attend sessions this week at Belleair, Fla.

★ ★ ★

BUCHANAN & CO. AGENCY has indicated it plans to maintain Chicago branch. Possibility of merger with existing Chicago agency dismissed at this time. Firm expected to reorganize branch in next fortnight after top-level New York meeting and appointment of vice president to head Chicago office to succeed Robert E. Potter Sr., who resigned to form own agency.

★ ★ ★

FULTON LEWIS, provocative Washington commentator with biggest commercial network of all (334 stations) is contemplating network or syndicated TV program. Negotiations reportedly in progress last week, through William B. Dolph, business head of Lewis' operations, for either live network or film release, latter probably through United Television Programs.

QUIZZICAL eyebrows raised at White House last week when Col. Ed Kirby left office of news secretary James C. Hagerty, but was non-committal. Col. Kirby, Army radio-TV chief and former public relations director of NARTB, may have been there on official Army business. Or it could have been in connection with White House plan to name radio-TV figure on Hagerty staff, notably for President Ike's contemplated monthly radio-TV "Report to Nation" following news conference pattern.

★ ★ ★

KLING STUDIOS INC., Chicago, TV film packager, which has mushroomed phenomenally past few years, has confirmed active negotiation for Charlie Chaplin film studios in Hollywood. Kling president Robert Eirinberg has been dickering with Mr. Chaplin in Switzerland.

★ ★ ★

AT LEAST one important top policy executive of Democratic administration is carrying over in similar vein on advisory basis under President Eisenhower. Gordon Gray, owner of WSJS Winston-Salem and president of U. of North Carolina, is one of top group of nine named to new President's Committee on International Information Activities which will consider vital role radio plays in cold war. During past decade Mr. Gray has served as Secretary of Army and Special Assistant to President on European economic problems.

★ ★ ★

DESPITE apparent futility of his cause, Comr. Eugene H. Merrill clings doggedly to hope of Senate confirmation of his appointment to FCC by former President Truman. It's reported he is soliciting support on Capitol Hill but it's taken for granted that new administration will want to swing to Republican majority by naming two new GOP disciples to replace Chmn. Paul A. Walker and Mr. Merrill. FCC associates admire Mr. Merrill for his never-say-die attitude and diligence with which he pursues his FCC work as if nothing were to happen.

★ ★ ★

WASHINGTON becomes hub of top level radio activity all this week. Aside from activities of FCC and Congress, not to mention possibility that White House will move on FCC appointments, these events are scheduled: Federal Communication Bar Assn. annual meeting; annual dinner of Radio Correspondents Assn.; gala cocktail party for Frank White to introduce NBC's new president to Washington brass; probable meeting of Clear Channel Broadcasting Service.

★ ★ ★

WHILE ENGINEERS generally are elated over results of uhf operations, they're reserving judgment until spring-summer, when trees begin to sprout. Military and other experiments in uhf range heretofore conducted developed baffling condition wherein signals wouldn't penetrate foliage, virtually blacking out reception in heavily wooded areas.

LEAD STORY

$7.6 million worth of AM and TV properties change hands in new deals or transfers approved by FCC. *Page 27.*

ADVERTISERS & AGENCIES

Aggressive advertising and selling can expand U. S. economy by 33⅓%, according to Arno Johnson, of J. Walter Thompson. *Page 29.*

FACTS & FIGURES

Boston College survey finds TV and radio advertising make the strongest impressions. *Page 35.*

Soaps, drugs, foods lead November radio network spenders in PIB reports. *Page 40.*

PROGRAM SERVICES

Broadcasters buck efforts of record companies to collect fees for use of phonograph records. *Page 46.*

GOVERNMENT

FCC approval of ABC-United Paramount merger expected—with dissent. *Page 48.*

FCC approves modernization of operator rules and opens way for remote operation of transmitters. *Page 54.*

TRADE ASSOCIATIONS

Theme of NARTB convention will be "'53 Gold Rush to California." *Page 58.*

NETWORKS

ABC adopts single rate for day and night on its owned and operated radio stations. *Page 64.*

CBS discloses new "checkerboard plan" of selling network time and also reports $850,000 in new business plus 10 renewals. *Page 67.*

FEATURES

A look into the TV special effects man's bag of tricks. *Page 77.*

How to renovate radio programming. *Page 80.*

Michigan has a new college because of a radio campaign. *Page 84.*

UPCOMING

Feb. 4-6: NARTB Radio and TV Boards, Bellevue-Biltmore Hotel, Belleair, Fla.

Feb. 5: Annual Awards Dinner of Academy of Television Arts & Sciences, Hotel Statler, Los Angeles.

Feb. 6-7: Seventh Annual Radio Short News Course, U. of Minnesota, Minneapolis.

Feb: 9-10: BMI Board, Bellevue-Biltmore Hotel, Belleair, Fla.

(Other Upcomings, see 'For the Record')

Mr. and Mrs. Lehigh Valley

(and family)

at home to advertisers



WLEV-TV, first television station in the Lehigh Valley, offers a dynamic profit opportunity to advertisers. It is the one medium reaching the entire Lehigh Valley—long-known as a region of stable prosperity—as one of tremendous sales response. Top time available now. Write for information.

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · Los Angeles · San Francisco


on...
WLEV·TV
Bethlehem, Pa.
Allentown
Easton
WLEV·TV
BETHLEHEM, PA.
ALLENTOWN · EASTON
A Steinman Station
NBC
TV-Affiliate

All It Took was a Bored Horde . . .

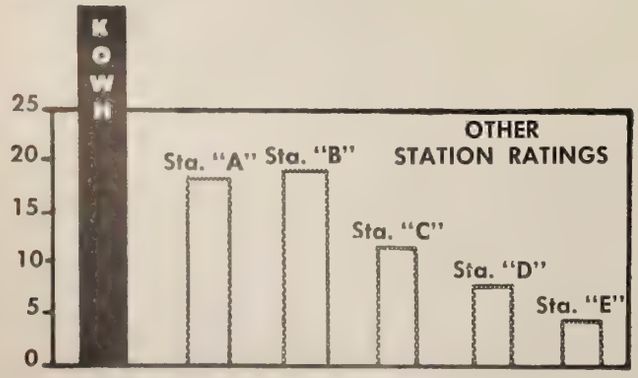


. . . And the Kubli Khan's fear that inactivity would blunt the fighting edge of his Asiatic conquerers, to send Mongol hordes swarming into southeastern Europe.

KOWH's solution for boredom is less drastic, but equally effective in rallying a horde of Omaha, Council Bluffs listeners to its banner. Proof? Slant a glance the below Hooper, *averaged for the 14-month span from October, 1951, to November, 1952!* If you're interested in invading our baliwick, give us a growl!

- *Largest total audience* of any Omaha station, 8. A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct. 1951, thru Nov., 1952.)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (Nov., 1952.)

35.9%



Kowh

OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

9.7 Million Radios, 6 Million TV in '52

SET manufacturers produced 9.7 million radios and over 6 million TV receivers in 1952, according to final figures announced Feb. 1 by Radio-Television Mfrs. Assn.

Radio output in 1951 had totaled 12,627,362 sets, with 5,384,798 TV receivers produced during that year. These figures show radio production down about one-fourth, with TV up about one-eighth.

TV production last December, six-week reporting period, totaled 921,086 sets, with 1,325,158 radios produced. These figures compare with 467,108 TV sets and 868,100 radios in same month of 1951, five-week reporting period.

RTMA found that 94,185 TV sets with circuits tuning FM band were turned out last year, along with another 409,678 home radios containing FM facilities. This brings year's total FM set output to 503,863 home receivers.

RTMA's revised radio and TV set production figures by months for 1952 follow:

	Television	Home sets	Portables	Auto	Clock	Total Radio
Jan.	404,932	288,724	68,433	195,147	80,151	632,455
Feb.	409,337	312,705	72,866	267,779	106,103	759,453
Mar. (5 wks)	510,561	357,689	99,720	343,314	175,169	975,892
April	322,878	286,164	110,529	275,250	176,003	847,946
May	309,375	288,927	128,351	215,478	115,588	748,344
June (5 wks)	361,152	297,669	205,186	246,909	124,489	874,253
July	198,921	203,868	81,353	95,220	61,295	441,736
Aug.	397,769	235,728	105,006	94,315	108,753	543,802
Sept. (5 wks)	755,665	324,786	126,666	230,706	183,496	865,654
Oct.	724,117	314,459	113,552	163,494	180,841	772,346
Nov.	780,486	389,853	153,503	195,200	185,639	924,195
Dec. (5 wks)	921,086	452,556	194,837	406,258	271,507	1,325,158
Total	6,096,279	3,753,128	1,460,002	2,729,070	1,769,036	9,711,236

Ike on Radio-TV

ALL RADIO and television networks will carry President Dwight D. Eisenhower's State of Union message to Congress today (Monday). Program will begin at 12:15 p.m. EST and last until about 1:15 p.m. EST.

New TV Applications

FOUR new TV station applications tendered late Friday at FCC. They are:

El Centro, Calif.—Valley Empire Telecasters, uhf Ch. 16, ERP 21.9 kw visual, antenna 266 ft. above average terrain. Construction $161,000, operating $180,000, revenue $215,000. Applicant is trustee for KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe, all Calif.

Bloomington, Ill.—Cecil W. Roberts, uhf Ch. 15, ERP 17.95 kw visual, antenna 325 ft. Construction $110,572, operating $108,000, revenue $120,000. Applicant is licensee of KREI Farmington, Mo.

Indianapolis—Empire Coil Co. (WXEL Cleveland), uhf Ch. 26, ERP 105 kw visual, antenna 520 ft. Construction $280,000, operating $450,000, revenue $600,000. Applicant also is TV permittee at Portland, Ore., Denver and Kansas City.

Seattle, Wash.—Puget Sound Bcstg. Co. (KVI), vhf Ch. 7, ERP 200 kw visual, antenna 1,350 ft. Construction $390,690, operating $400,000, revenue $540,000.

• BUSINESS BRIEFLY

NINE-WEEK DRIVE ● Procter & Gamble, Cincinnati (Cheer), through Young & Rubicam, N. Y., preparing special nine-week radio spot announcement campaign to start March 2. Evening chain breaks will be used in at least 75 markets.

CHEMICAL SPRAY SPOTS ● du Pont Products (Fermate and Parzate, chemical sprays for tobacco molds), placing radio spot campaign with staggered starting dates (some in February, some in May) for six weeks in tobacco-growing markets. BBDO, N. Y., agency.

LEVER IN 20 MARKETS ● Lever Bros. (Swan toilet soap), through BBDO, N. Y., planning four-week spot announcement campaign to start Feb. 16 in 20 radio markets.

AGENCY FOR ZIG-ZAG ● Consolidated Sewing Machine & Supply Co., N. Y. (Viking Zig-Zag machines), names Olian and Bronner, Chicago, to handle advertising for that product. Multi-level ad campaign, including TV, being projected.

HOUR OF NEWSCASTS ● Wine Corp. of America, Chicago (Mogen David wine), signs for sponsorship of full hour of newscasts weekly on ABC Radio, starting Feb. 9 for 52 weeks using 198 stations for *News of Tomorrow,* Mon. through Thurs., 10-10:15 p.m. EST. Program features newsman Gordon Frazer from New York and pickups from ABC correspondents throughout world. Agency: Weiss & Geller, Chicago.

JOHNSON CAMPAIGN ● Johnson Candy Co., N. Y., lining up availabilities for radio spot announcements campaign in eight non-TV markets. Actual date not yet set. Agency: Franklin Bruck, N. Y.

8-TO-13 WEEK DRIVE ● Glamorene Rug Co., N. Y., through Ruthrauff & Ryan, also N. Y., placing 8-to-13 week radio campaign, starting March 9 in 75 markets.

Fischer AFM Representative

PHIL FISCHER, vice president of Local 47, Musicians Union, L. A., appointed international representative in charge of motion pictures and television for American Federation of Musicians at executive board meeting in New York, it was announced Friday. He succeeds Justin W. Gillette, who died several months ago. With headquarters in Hollywood Mr. Fischer will represent AFM in all activities touching on TV and motion pictures.

5-STATION LIMIT APPLIED TO APPLICATIONS

MAXIMUM LIMIT of five TV stations to same owner was extended, in effect, to all pending TV applications by FCC Friday through memorandum opinion and order withholding all action on applications in conflict with those of Storer Broadcasting Co. for vhf Ch. 10 at Miami and vhf Ch. 9 at Wheeling-Steubenville for 30 days while Storer elects which bid it wishes Commission to consider.

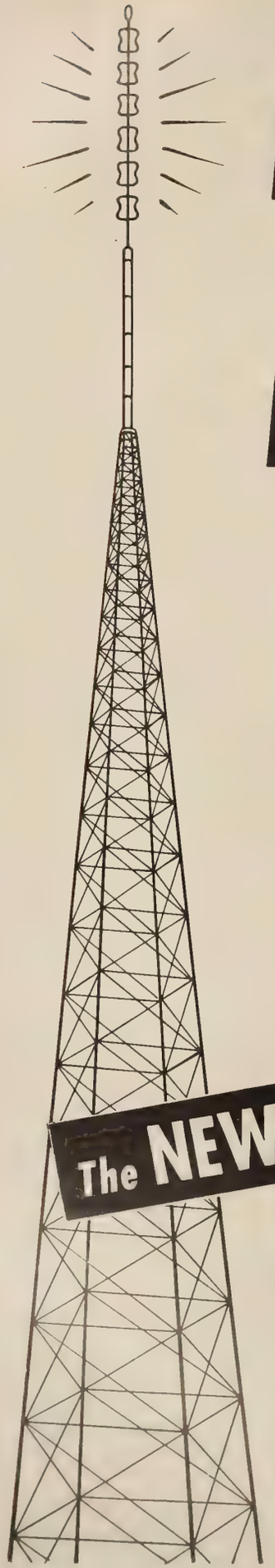
FCC ruled that when applicant already owns four TV stations, as does Storer, it cannot file for more than one additional outlet. Any additional bids would be conflicting and inconsistent with spirit of multiple ownership rule, FCC said in what is considered precedent opinion.

To rule contrary, FCC said, "would permit applicants to flood this Commission's processing line and its hearing docket with multiple applications many of which could not be granted under the rules."

Since Storer is party to long-pending proceeding inquiring into proposals to relax rules limiting multiple ownership, FCC decided to give 30 days period for decision by Storer, which owns WAGA-TV Atlanta, WJBK-TV Detroit, KEYL (TV) San Antonio and WSPD-TV Toledo.

Ruling stems from protest by WSTV Steubenville, competitor for Ch. 9 at Wheeling-Steubenville.

Observers feel ruling means Commission may soon call upon other multiple applicants to elect which bids they wish to prosecute. These may include: CBS—licensee of WCBS-TV New York and KNXT (TV) Los Angeles, 47% owner WCCO-TV Minneapolis, 45% owner WTOP-TV Washington, applicant to buy WBKB (TV) Chicago and new station applicant at St. Louis; Meredith Pub. Co.—owner WHEN (TV) Syracuse, WOW-TV Omaha and KPHO-TV Phoenix, applicant at Rochester, Minneapolis and St. Louis; Crosley Broadcasting Corp.—operator WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, newly-approved purchaser of WLTV (TV) Atlanta (see story page 27) and applicant at Toledo and Indianapolis; Polan Industries—permittee of WPTV (TV) Ashland, Ky., and WUTV (TV) Youngstown, Ohio, applicant for Wheeling, Roanoke, Parkersburg and Terre Haute; Edward Lamb—owner WICU (TV) Erie, Pa., and WTVN (TV) Columbus (sold to Taft family of Cincinnati subject to FCC approval), permittee of WMAC-TV Massillon, Ohio, and applicant at Toledo, Portsmouth, Ohio, and Orlando, Fla.



MORE TOWER
and
MORE POWER

The NEW **WJBK-TV**

is on its way!

It won't be long now! Soon . . . just as soon as tower construction can be rushed to completion, the station that's tops with metropolitan Detroit listeners offers even *greater* coverage . . . vastly *better* coverage. New effective radiated power of 100,000 watts and a new 1,057 foot tower will blanket every TV home within 100 miles of Detroit.

Coverage not only in Detroit, but in Flint, Bay City, Port Huron and Jackson! A better-than-ever reason why your best TV buy is the new WJBK-TV.

The NEW **WJBK-TV**

Detroit

A STORER STATION

TOP CBS and DUMONT TELEVISION PROGRAMS

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY

at deadline

Theatre TV Proponents Asked to Clarify Points

FCC FRIDAY called on theatre TV proponents to clear up inconsistencies in testimony, tell what it wants. Commission threatened to call off proceedings unless Motion Picture Assn. of America and National Exhibitors Theatre TV Committee satisfactorily answered series of eight questions mainly concerned with use of common carrier frequencies and how theatre TV services would be set up.

Theatre TV attorneys feel inconsistencies are more apparent than real, that it will be no difficult task to answer questions. Hearings resume today and Tuesday with direct testimony by AT&T, Western Union, Independent Telephone Assn., petroleum and bus groups. Following completion of direct testimony, Commission will hear MPAA and NETTC attorneys.

NARTB Names Labor Group To Study TV Problems

NEW NARTB committee announced Friday by President Harold E. Fellows at direction of NARTB TV Board to work on employe-employer relations. Titled Television Labor Advisory Committee, it is headed by Robert D. Swezey, WDSU-TV New Orleans, also director of NARTB TV Board. Other members: Mort Weinbach, ABC; Frank Faulknor, CBS; Donald H. McGannon, DuMont; Joseph McDonald, NBC; Donald W. Thornburgh, WCAU-TV Philadelphia; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; Edward Wheeler, WWJ-TV Detroit; Philip J. Lasky, KPIX (TV) San Francisco; Richard A. Moore, KTTV (TV) Los Angeles. Advising with committee will be Thad Brown, NARTB TV manager and TV Board counsel; Richard P. Doherty, employe-employer relations director, and President Fellows.

American Forum Sponsor

GENERAL BRONZE CORP. will sponsor *American Forum of the Air* (Sundays, 2.30-3 p.m. EST), NBC co-op show, on WNBT (TV) New York and WPTZ (TV) Philadelphia, effective March 15. Agency: Wildrick & Miller, N. Y.

New TV Stations on Air

LATEST word from new TV grantees late Friday indicated following should be on air by today (Monday):

WABI-TV Bangor, Me., due to begin commercial programming last Saturday.

KOPO-TV Tucson, Ariz., due to begin yesterday.

WLVA-TV Lynchburg, Va., due to begin test operations today.

Meanwhile, WROV-TV Roanoke wired that its transmitter and filterplexer had arrived, and plans test patterns this week. (Other grantees' target dates, page 92.)

Increase Spots

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool cigarettes), through Ted Bates Inc., N. Y., increases frequency of its spot announcements in 27 major radio markets effective today (Monday). In some instances advertiser is using new stations.

Expanded Program of Services Before NARTB Boards

EXPANDED program of industry services to be considered by NARTB Radio and Television Boards at separate and joint meetings opening Wednesday at Clearwater, Fla. Preliminary finance committee meetings and group discussions to be held today (Monday) and tomorrow.

Radio Board will meet Thursday. It will review results of one of NARTB's outstanding victories in recent years—revision of FCC rules on operator requirements and remote control of transmitters (see story page 54). It will go into copyright matters and hear progress report on series of special management studies along with Dept. of Justice antitrust suit against National Football League (see story page 56).

Legislative and regulatory matters affecting TV field will be taken up Wednesday by TV Board. Industrywide regulatory-legislative reports will be heard by joint board. Special TV problems include preliminary study of TV circulation measurement techniques and progress of TV code. John E. Fetzer, WKZO-TV Kalamazoo, TV code board chairman, and Edward Bronson, code affairs director, will be present.

Increased budget will be reviewed after committee study. Association affairs are described as "very solvent" with membership at highest point since temporary post-war peak. AM membership now approaching 1,100 stations, net increase of over 100 in less than year.

Uhf Coverage Proof

UNIQUE PROOF of uhf coverage even with low power was afforded WKAB-TV Mobile, Ala., Ch. 48 station reported Friday, through plotting viewers' addresses on map. At 6 p.m. Thursday film cameras fizzled, staff jumped in to program live remaining five hours. Telecast plea for local talent to come in and help soon flooded huge parking lot of suburban station. Spontaneous March of Dimes plugs for phone contributions from 8-11 p.m. drew $1,100 from 408 callers—and supplied map plottings of coverage. WKAB-TV now uses 12.5 kw ERP, goes to 265 kw in March.

PEOPLE

FRANK STANTON, CBS president, elected chairman of board of directors of new group appointed by board of Ford Foundation to administer program for advanced study in social relations and human behavior, called Center for Advanced Study in Behavioral Sciences, Ford Foundation President Paul G. Hoffman was to announce over weekend.

ZANGWILL GOLOBE, WOR New York account executive, has resigned to join Forjoe & Co., station representation firm, as executive vice president. He will be in charge of sales for various Forjoe offices and help plan expansion of facilities to service company's increasing TV activities. Member of "Million-Dollar Club" while at WOR, Mr. Golobe also has served with Frederic W. Ziv Co.

HAROLD G. COWGILL, attorney with law firm of Segal, Smith & Hennessey since 1944, has resigned effective Feb. 1 to take over management of new TV station WTVP (TV) Decatur, Ill., in which he holds 10%. He is former FCC attorney-accountant.

SYLVAN TAPLINGER, talent and program buyer, Kenyon & Eckhardt, N. Y., expected to join Hirshon-Garfield, also N. Y., as director of radio and television department, effective Feb. 4.

DON SARACENO, ABC central division sales officer, appointed account executive in Chicago office of Blair-TV Inc., TV station representative, effective March 4. Mr. Saraceno has been with ABC central division since 1948.

Television Actions

FCC BROADCAST BUREAU late last week took following television actions:

WEEK-TV Peoria, Ill., granted special temporary authorization for commercial operation, transmitter output 100 w visual, 60 w aural, antenna height above average terrain 550 ft.; from Jan. 27 to July 27.

KMJ-TV Fresno, Calif., granted STA for commercial operation, trans. output 1 kw visual, 600 w aural; Jan. 27 to July 27.

KGUL-TV Galveston, Tex., granted change to ERP 235 kw visual, 125 kw aural, antenna 550 ft.

WHYN-TV Holyoke, Mass., granted change to ERP 180 kw visual, 91 kw aural, antenna 990 ft.

WKZO Kalamazoo, Mich., granted change to 81 kw visual, 41 kw aural, antenna 500 ft.; change not to be made until WTMJ-TV Milwaukee moves from Ch. 3.

(For earlier actions, see page 93.)

ABC Affiliations

AFFILIATION of four AM and two new TV stations with ABC's radio and TV networks announced Friday by Alfred R. Beckman, national director of ABC's radio and television station relations departments. KFDA-TV Amarillo and WILK-TV Wilkes-Barre will join ABC-TV April 1. New radio outlets are KSLO Opelausas, La.; KTIP Porterville, Calif., effective Feb. 15; WTAC Flint and WVVW Fairmont, W. Va., both effective March 15.

DuMont Affiliates

DuMONT Television Network Friday announced signing of four new affiliates: WFBG-TV Altoona, effective yesterday (Sunday); KVTV (TV) Sioux City, starting March 29; KOPO-TV Tucson, effective yesterday, and WABI-TV Bangor, starting last Saturday.

RADIO
STATION
KFMB
Is
Now
CBS
RADIO
NETWORK
in
San Diego,
California
550 on Dial

John A. Kennedy,
Board Chairman
Howard L. Chernoff,
General Manager

Represented by
The BRANHAM Co.

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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL — Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor. Staff:* Harold Hopkins, Patricia Kielty, John Osbon, Keith Trantow. *Editorial Assistants:* Evelyn Boore, Kathryn Ann Fisher, Blanche M. Seward; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS — Maury Long, *Business Manager;* Winfield R. Levi, *Sales Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Doris Kelly; Shirley Harb; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor* and *Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Sheila Byrne, Elwood M. Slee, *Subscription Manager;* Betty Jacobs, James Stober.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston.

BUSINESS: S. J. Paul, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO — 360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Advertising Representative.*
Jane Pinkerton, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg, U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

Solution to the troublesome *new* Program Clearance Problem facing *every* Radio and TV Station

New Law

The new amendment to the Copyright Law provides that, effective January 1, 1953, **every** broadcast of a non-dramatic (as well as dramatic) reading of a copyrighted poem, story or other literary work requires a **license,** or the station commits a copyright infringement.

New Problem

Whether you are a radio or TV station, your programming makes only occasional and infrequent use of this material. However little it is, you **do** use **some,** and each item must be cleared. Your station does not have the bibliographical and other research data, the know-how, or the time, to clear most of this material for broadcast. There is no service which even attempts to fill this need.

Solution

Literary Clearance Inc. (LCI) has been organized primarily to answer this problem, and to perform the services required, for radio and TV stations.

LCI is your research and clearance service for non-dramatic literary rights.

LCI is your agent to obtain the licenses you need.

LCI can perform both of these services:

More efficiently
In less time
More accurately
At less cost

than your station can possibly do itself!

THIS IS A COMPARATIVELY SMALL FIELD (as contrasted to music clearance and news services) AND WE ARE THE ONLY ONES IN IT.

How & How Much

The Basic Service Each time you have a poem, story or article which requires a license (or when you're not sure if you need one) for non-dramatic use, you fill out a simple form (we furnish them free) with title, author, etc., and send it to LCI. LCI will promptly, with rare exceptions, advise you **either** that the work is free for broadcasting, **or** that a license is required. If a license is required, LCI will give you the name and address of the licensor, and the price, if available, for your use. **LCI service charge is only $3.00 per poem, story or article.**

The Optional Service For each poem, story or article which **requires** a license for non-dramatic use, LCI will, **if you request,** act as your agent to obtain the license. LCI service charge for this is an additional $2.00, making a total of only $5.00 per poem, story or article.

There is a minimum $25.00 per station, which will be credited against service charges incurred through December 31, 1953.

Please fill out all blanks in the coupon.

LITERARY CLEARANCE INC.
342 Madison Avenue
New York 17, N. Y.
Phone: MU 7-1746

LITERARY CLEARANCE INC.
342 Madison Ave. New York 17, N. Y.

The enclosed $25.00 check covers the minimum for your services on the terms in your ad in Broadcasting • Telecasting, February 2, 1953. Please send forms and instructions to attention of:

Name *AM* *FM*

Position *Radio or TV (Call Letters)* *No. of Watts*

Street

City *Zone* *State*

MOST LOCAL ADVERTISERS USE KITE BECAUSE MOST LOCAL PEOPLE LISTEN TO KITE!



FACT:

local food accounts sponsor more programs on Kite than on any other San Antonio station..... Radio or TV!

(THE SAME IS TRUE FOR LOCAL DEPARTMENT STORES AND APPLIANCE DEALERS!)

★

You, too, can Kite your sales with a kilowatt in San Antonio!

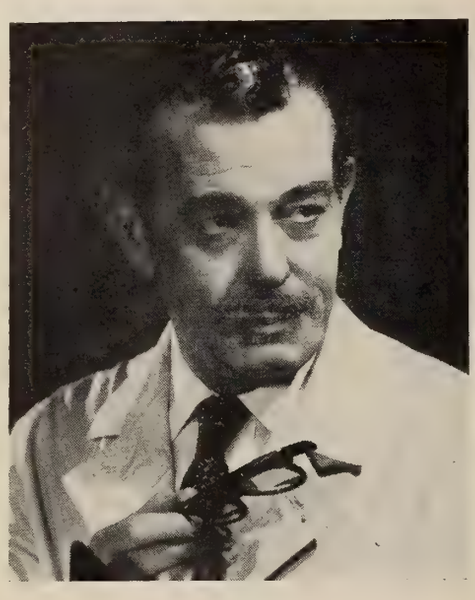
KITE

AM FM

JUST AN OLD-FASHIONED RADIO STATION..... THE KIND THAT PEOPLE BELIEVE IN!

CITY HOSPITAL

Alternate Tuesdays, 9-9:30 p.m. on CBS-TV.
Sponsor: Carter Products Inc.
Agency: Sullivan, Stauffer, Colwell & Bayles.
Producer: Walter Selden.
Director: Cort Steen.
Writers: Julian Funt, Robert Newman.
Star: Melville Ruick.



MELVILLE RUICK
The commercials need doctoring

AS TV drama, *City Hospital* is an undistinguished example of those middle-quality shows that are to television what the B picture was and is to movies. It features an omniscient, kindly, properly-graying-at-the-temples doctor who solves the extraordinary psychological dilemmas that bedevil the various patients that wander through the cast.

City Hospital, however, is more noticeable than other programs of its kind because it is the bi-weekly vehicle for some of the most objectionable commercials to be found on the air.

The sponsor of this program is Carter Products Inc., which specializes in the manufacture of products that people use but don't talk about much. The opening commercial on the show under observation was for Carter's Little Liver Pills, which promote regular elimination. The middle commercial was for Nair, a depilatory cream. The closing commercial was for Arrid, a deodorant.

It is theoretically possible to advertise these products on television without offending any but the most sensitive members of the audience. Carter, unfortuately, is not putting theory to work.

The opening commercial featured an interview between a "doctor" and his "patient," a middle-aged woman tormented by "the laxative habit" and praying for a cure. The doctor prescribed Carter's Little Liver Pills and additionally dwelt upon the virtues of achieving natural regularity. To say that this was the least offensive of the three commercials that night is to speak ill indeed of the others.

The middle commerical came at a point in the drama when a mother was getting her first look at her new-born child. There was a poignant close-up of her face and then a jolting cut to a closer close-up of the words "BRIAR PATCH LEGS," drawn to suggest forests of hair stubble sprouting from every letter. The accompanying audio featured an announcer describing the social ostracism that girls may expect to face if they fail to remove leg hair with Nair.

The closing commercial featured the Arrid theme, "Don't be half-safe," which points to the advantages of stopping unpleasant smells by stopping their source, perspiration. As a sample of the absolute extreme in graphic illustration, the close-up of a sweaty armpit in this commercial should be preserved in the trophy room of the Television Code Committee.

Taken individually, any of these commercials would be bothersome enough, but presented as a group within a single half-hour program, they were beyond defense. If self-restraint is to be practiced by television, a good place to begin the practice is here.

* * *

JO STAFFORD SHOW

Mon.-Fri., 7:30-7:45 p.m. on CBS Radio.
Producer-Director: Bill Brennan.
Announcer: John Jacobs.
Music by Page Cavanaugh Trio.
Writer: Glenn Wheaton.
Star: Jo Stafford.
Special Guest: Johnny Mercer.



JO STAFFORD
The listening is easy

THIS recent entry in the CBS Radio early evening schedule handsomely proves that in the field of music radio need never take second place to television. Miss Stafford's new venture may not revolutionize radio or popular music styles, but it is wonderfully easy listening.

Singers need not be seen to set feet tapping. The presence of voice is quite enough, without the presence of form as well, to provide enjoyable musical entertainment, particularly when the voice is as professional as Miss Stafford's and the accompaniment as skillful as the work of the Page Cavanaugh Trio.

The production of this show is unpretentious as compared with network radio programming of only a few years ago or with television programming now. The quarter-hour presentation requires a comparatively modest number of performers and hence involves comparatively modest expense. Even the canniest sponsor ought to be satisfied with the returns this show could bring with so relatively slight an investment.

Last week Johnny Mercer helped out as a guest and fitted in perfectly. Mr. Mercer, a

thoroughly relaxed performer, sang a thoroughly relaxed duet with Miss Stafford, the tune being his own composition, "Blues in the Night." Another recommendation of the performance of Miss Stafford and Mr. Mercer was that they avoided getting into the kind of forced and frothy dialogue that singers are too often obliged to mouth on shows of this kind. They just talked, probably not unlike the way they would talk without a script. What is more, they talked very little.

But they sang quite a lot, and sang well. As good a word as any to use in describing this program is "pleasant."

* * *

BOOKS

BASIC ELECTRONIC TEST INSTRUMENTS, by Rufus P. Turner. Rinehart Books Inc., 232 Madison Ave., N. Y. 16. 254 pp. $4.

THIS book discusses the construction, operation and use of basic television, radio and electrical testing and measuring instruments employed by the technician, the radio and TV service man, the hobbyist and the engineer.

It abandons emphasis on the constructional viewpoint treated in an earlier work, *Radio Test Instruments,* by the author, who is a registered professional engineer. *Basic Electronic Test Instruments* is well illustrated with charts, diagrams and photographs.

* * *

SEVEN COPYRIGHT PROBLEMS ANALYZED. Presentations delivered before the Copyright Institute of the Federal Bar Assn. of New York, New Jersey and Connecticut, Oct. 15 to Dec. 10, 1951. Commercial Clearing House, 214 N. Michigan Ave., Chicago 1. 184 pp. $3.

IN this paper-bound booklet legal experts discuss seven aspects of the law of copyright and developments up to the date the presentations were made. Three of the discussions include: "The Law of Broadcasting" by Joseph A. McDonald, NBC treasurer and former ABC vice president and general attorney; "Public Performance Rights in Music and Performance Right Societies," by Herman Finkelstein, ASCAP general attorney; "Business Practices in the Copyright Field," by Robert J. Burton, BMI vice president and counsel.

* * *

MORE POWER FOR YOUR CHURCH, by Willard A. Pleuthner, with introduction by Dr. Norman Vincent Peale. Farrar, Straus & Young Inc., 101 Fifth Ave., New York 3, N. Y. 408 pp. $3.75.

AS explained in an early chapter, this book is a "collection of ideas . . . a church promotional manual, or ecclesiastical sales tool, or religious advertising plan-book, or guide to tested and proved evangelism."

A 16-page chapter on "Radio and Television" details the use of the media by various churches, emphasizing the best uses and do's and don'ts.

* * *

A TELEVISION POLICY FOR EDUCATION, edited by Carrol V. Newsom, Associate Commissioner for Higher Education of New York State. American Council on Education, 1785 Massachusetts Ave. N. W., Washington 6, D. C. 285 pp. $3.50.

THIS volume is a compilation of the proceedings of the Television Programs Institute held April 21-24, 1952, at Pennsylvania State College under the auspices of the American Council on Education.



UHF pylons

Adjustable Beam, High-Gain TV Antennas



Check these 9 features

Any power to 1000 KW

RCA UHF Pylons have ratings suitable for any transmitter power up to 50 kw... and for an ERP (Effective Radiated Power) up to 1000 kw.

Power gains up to 27

RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24 and 27.

Adjustable beam tilt

The "Beam Tilt" of the RCA UHF Pylon is a "built-in" feature. Easily adjusted in the field, you are assured of best possible coverage and maximum vertical pattern reinforcement. Mechanical "beam tilt" by leveling plates—electrical "umbrella" effect by sliding transmission line fitting.

Near perfect circularity

With the RCA UHF Pylon, you get equal signal in all directions. The measured and theoretical patterns are within 1% of a perfect circle!

No protruding elements

Nothing "sticks out" from the RCA Pylon. The smooth surface of the pipe itself is the radiator. There's nothing to bend or break under ice or wind load.

No tuning adjustments

The RCA UHF Pylon is "custom tuned" for your frequency—in the RCA plant. You put it up, connect the line, and throw the switch! Absolutely no tuning required.

Null fill-in

High-gain antenna measurements show the first null filled in about 10%—satisfactory for all except unusual mountain top locations. See the curves below.

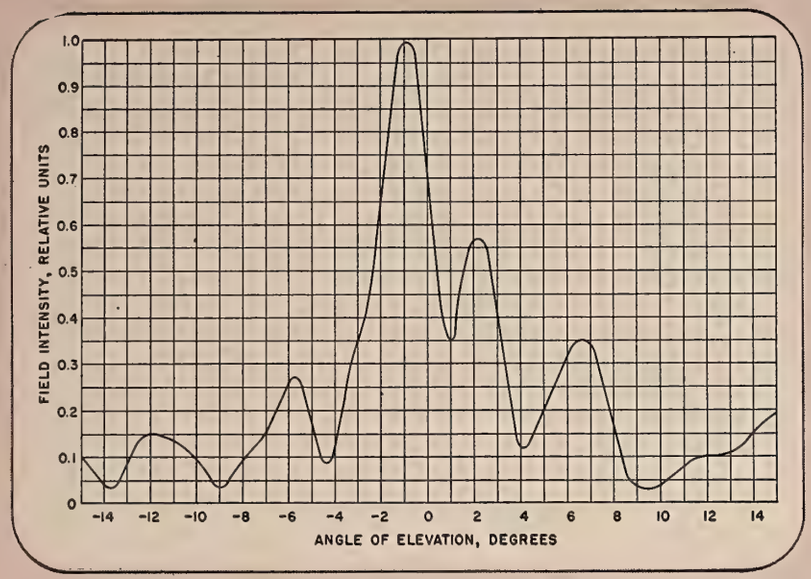
Special matched transmission line

No UHF antenna will function properly unless the transmission line closely matches the antenna. RCA supplies *specially designed* lines, not available anywhere else. Factory tests on this line show VSWR better than 1.05 to 1.0.

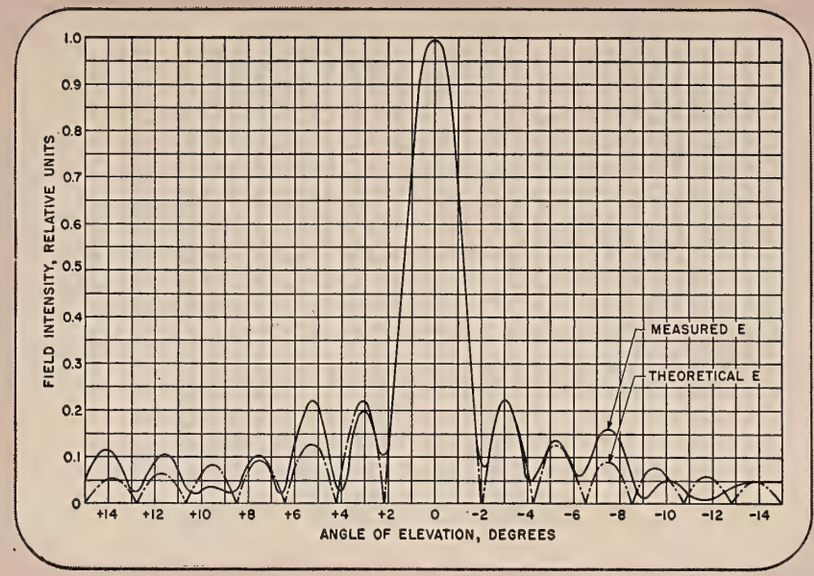
Complete accessories available

RCA can supply transmission line fittings, towers, directional couplers, signal demodulators, UHF loads, wattmeters, filterplexers—all *specifically designed* to work with the UHF Pylon.

REMEMBER! *Only* by having *everything matched* from transmitter to antenna can you be sure of results. Why take a chance? Call your RCA Broadcast Sales Representative.



Typical measured vertical field pattern of a UHF Pylon. Phasing adjusted for 0.92° pattern tilt.



Typical calculated and measured vertical field pattern of a UHF Pylon. Channel 75 (838 Mc).



RCA's UHF Pylon

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

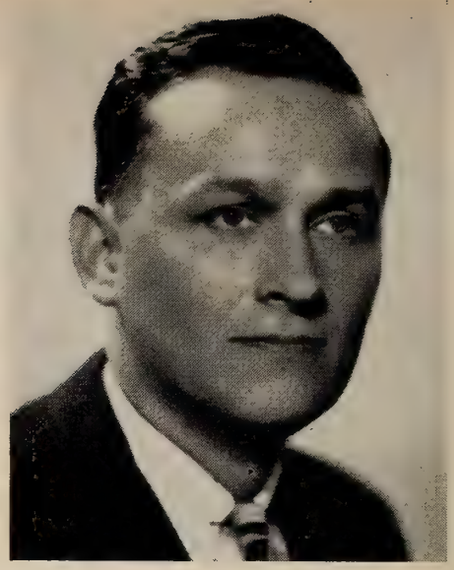
IN THE
Upper Midwest...

KSTP-TV
Now
Reaches
Over a
Million
People
Regularly
With Its
New
100,000
Watts!

– NBC –



our respects



to JOSEPH A. OUIMET

JUST 20 years before Canada began telecasting, in 1932, Montreal saw its first video when 10,000 persons filed by a demonstration set at a large department store.

The man who staged the show was Joseph Alphonse Ouimet, a young graduate electrical engineer. Mr. Ouimet was largely responsible for telecasting's start in September 1952 at Montreal and Toronto. He has been general manager of the Canadian Broadcasting Corp. since Jan. 1.

Mr. Ouimet at 44 is the fourth and youngest man to head CBC, publicly-owned broadcasting organization. He joined CBC when it was created in 1936, succeeding Canadian Radio Broadcasting Commission, which Mr. Ouimet joined in 1934.

As CBC general manager he also will deal with all other broadcasting and telecasting, since CBC regulates the industry. He was assistant general manager for a year before succeeding Donald Manson in the top CBC post.

Science Interest

Born in Montreal June 12, 1908, Al Ouimet at an early age began devouring books on science and kept a laboratory at his home during high school. At McGill U. he studied electrical engineering because it was claimed to be the toughest course, and headed his class upon graduation at 24.

The young Mr. Ouimet, largely because of his brilliant college record in engineering studies, was one of only three in his graduating class of 19 who managed to get a job upon leaving college during depression-ridden 1932.

In this critical year he joined Canadian Television Ltd., which staged the department store TV demonstration, resulting in orders for 100 sets. But the firm's resources were limited and he lost his job when the company disappeared.

When CRBC was set up in 1933 to nationalize Canadian broadcasting, he was hired as a research engineer and went along with the change to CBC in 1936.

He was promoted in 1937 to operations engineer in charge of technical operations and maintenance. When in 1939 the late King George VI and Queen Elizabeth visited Canada, Mr. Ouimet had the job of arranging technical details for broadcasting during the tour across Canada and to Washington.

CBC in the meantime had grown to a number of 50 kw stations and was planning more such stations in key areas to give national coverage.

In 1941 he became supervising engineer, overseeing during the next eight years the expansion of the CBC stations and construction of repeater stations in remote areas.

He also looked into FM possibilities and after the war investigated TV, becoming chief engineer and co-ordinator of television in 1949. When the government decided only CBC would operate TV stations in the beginning, he lined up major city stations and production centers and staffs.

Faces TV Decisions

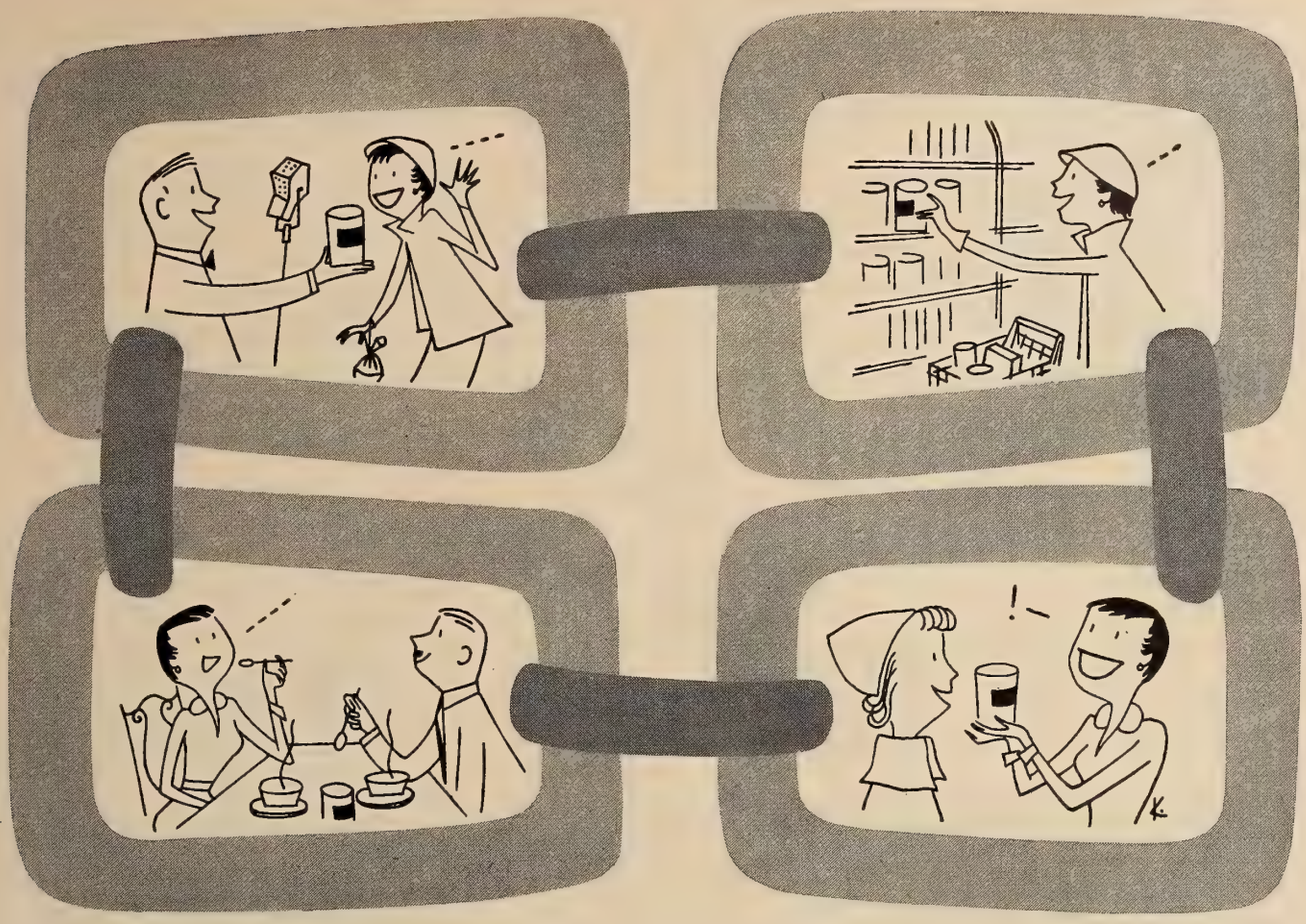
TV will be one of Al Ouimet's major problems, for the government is lending CBC $5 million to build TV outlets at Winnipeg, Halifax, Ottawa and Vancouver. Government policy also calls for privately-owned stations, when they begin, to use a percentage of CBC national programs. The big building program should please Mr. Ouimet's engineering skill, but he also will be called upon to draft regulations on programming and advertising content for independent TV stations, and he must see that CBC develops national programs for the independent stations.

When Mr. Ouimet is not busy with radio and TV he spends time with his wife, the former Jeanne Provost, whom he married in 1935, and their daughter, Denise, 14. In the Laurentian Mountains north of Montreal is his summer home, built by the family, and which is equipped with a TV set and antenna so he can keep check on CBFT (TV) Montreal. He likes to play a game of tennis when he gets the time.

Speaks Both Languages

Al Ouimet is bilingual, equally at home when speaking English or French. He makes friends easily, is soft-spoken and is a hard worker. He is the Canadian member of the International Television Committee established in the U. S. to set up standards for TV receivers and antennas.

He also is vice president of ITC's social and cultural study committee. He belongs to the Institute of Radio Engineers, Engineering Institute of Canada, Corporation of Professional Engineers of Quebec and Canadian Radio Technical Planning Board.



OPERATION Chain Action

A MIGHTY ADVERTISING-MERCHANDISING PLAN

A chain of hard-hitting selling operations all pushing your product in a unified promotion. You get powerful radio advertising with a big merchandising plus . . . 217 food stores and super markets guarantee you prominent point of sale displays. Operation Chain Action means business . . . for you!

RADIO BALTIMORE

WBAL

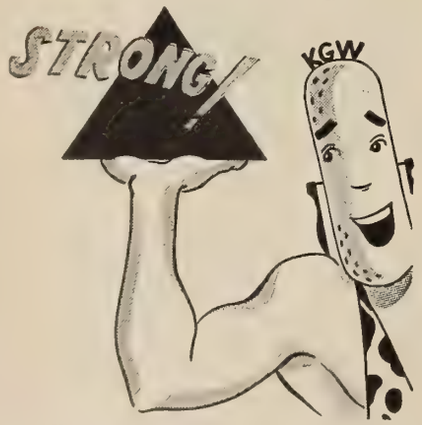
NBC IN MARYLAND

Nationally Represented by EDWARD PETRY & CO.



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

. . . *Still Going*



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

Restyling (Cont.)

[EDITOR'S NOTE: Comments on the restyling of BROADCASTING • TELECASTING have continued to arrive in such gratifying abundance that the editors feel justified in publishing a few more. The editors wish to thank all who have written, wired or telephoned.]

* * *

EDITOR:

I have just read with great interest your first copy of BROADCASTING • TELECASTING and hasten to congratulate you on a very nice job. Especially do I like the new typographic format where you tone down headlines and give a lot more spot news . . .

Arthur J. Kemp
Vice President
McCann-Erickson
New York

* * *

EDITOR:

After skimming through a copy of the "new" BROADCASTING • TELECASTING, I feel moved to tell you that it's an even better book than ever. I find the visual format appealing and the new arrangement of editorial matter much more rewarding . . .

Murray Firestone
Director of Radio and Television
Ernest William Greenfield Adv.
Philadelphia

* * *

EDITOR:

The first issue of your restyled BROADCASTING • TELECASTING has been thoroughly "thumbed through" and read from cover to cover.

Congratulations! I hesitated to tell you before that I didn't quite think your previous format was orderly. I do so now because you have accomplished the very things that I would have wished you to do. I am sort of a crank on advertising layouts and type. These fetishisms of mine are no less true for magazines than for other forms of printing. And so I thought I ought to write you just how I feel.

This little letter is simply to tell you that I like your new dress. Let's put it at the head of the "Ten Best Dressed Magazines of the Year."

Edward J. Noble
Chairman of the Board
ABC, New York.

* * *

EDITOR:

Your January 19th issue of BROADCASTING • TELECASTING arrived Wednesday and I read it from cover to cover Wednesday night. I liked everything about it including the editorials (which is unusual for me) except the statement on page 3 over your signature, ". . . It is as new as the transistor."

If I remember correctly, the transistor was a development of the Bell Laboratories about 1945. I suspect that the new type face used in printing your magazine is newer than the transistor. Perhaps the type face isn't as new as the recent promotion the transistor has been getting in some quarters.

Wayne Coy
President
KOB-AM-TV Albuquerque, N. M.

EDITOR:

. . . As an amateur typographer please accept my congratulations on the new BROADCASTING • TELECASTING. Bold, neat, tremendous impact visually, and a real modern tendency to make the page scan. (Who taught your printers to justify? And space? Almost "hand set" stuff!)

I was particularly pleased with your page 27, which has the simplicity and right hand margin "coolness" (my word for it) that in my own work I have tried to achieve. Your publication is the first effective use of this I have seen in a commercial magazine.

Editorially it is a better presented piece, with some ingeniously arranged sectionalizing: your readers won't get lost in the amazing amount of information you have given them. . . .

Don V. R. Drenner
Engineer
KGGF Coffeyville, Kan.

* * *

EDITOR:

My heartiest congratulations on the splendid job you have done in "face lifting" the format of BROADCASTING • TELECASTING magazine. It is splendid. I haven't a single complaint or suggestion. It's an excellent presentation of the news of the industry from all angles.

I shall now, more than ever, look forward to my Monday morning mail.

John H. Mitchell
General Manager
WBKB (TV) Chicago

* * *

EDITOR:

. . . It's an excellent job of up-to-the-minute editorial design—with very legible text type arranged in easy-to-read column widths. Am sure the change will result in more thorough readership, thereby giving your advertisers a worth while bonus.

One adverse comment—but constructive, I hope. I note your main heads are much bolder much better, too—than you showed in your specimen issue. Page 9 is excellent. But moving over to your regular news pages—Page 27 and beyond—there is still room for more wallop, either in those main headings or in the little summary that precedes each article. I don't mean bigger size of type—just bolder, thicker letter. . . .

Robert Ames
Capitol Airlines Liaison Exec.
Lewis Edwin Ryan Adv. Agency
Washington, D. C.

* * *

EDITOR:

The new BROADCASTING • TELECASTING format is terrific. Just as smart and modern and effective as the Industry it represents.

Smartest looking trade paper on the shelf.

John Esau
Vice President
KTUL Tulsa

* * *

EDITOR:

Congratulations! The new format is in keeping with BROADCASTING • TELECASTING's best tradition in reporting the news just as quickly as it happens.

Harry W. Witt
Western General Manager
Calkins & Holden Carlock-McClinton & Smith
Los Angeles

EDITOR:

The new format and styling of BROADCASTING • TELECASTING is even better than you indicated it would be. Again I feel the need to express my personal appreciation for the outstanding service you and your staff are rendering to our industry.

George M. Burbach
General Manager
KSD-AM-TV St. Louis

* * *

EDITOR:

Greatly disappointed with the new make-up of BROADCASTING • TELECASTING, my favorite mag.

Find that it is now difficult to read. Hope I am in the minority.

R. P. Adams
President
KUTE Glendale, Calif.

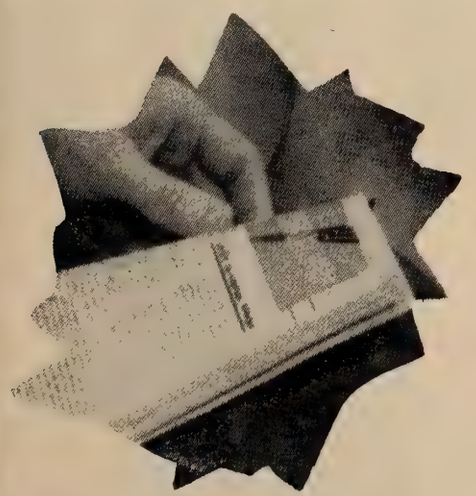
* * *

Ad Within an Ad

EDITOR:

I am sure you will agree that the gentleman in the attached ad from LIFE showed





extreme good taste in the selection of his reading material for his long train trip.

Just in case you missed the ad I thought you might like it for your files.

Henry A. Curth
WSB AM-TV Atlanta

[EDITOR'S NOTE: The picture was made before B•T changed to its new format.]



Miss Elaine Sloat

N. W. Ayer & Son, Inc.

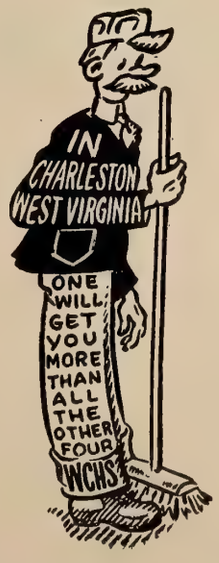
630 Fifth Ave.

New York City

Dere Elaine:

The Hill Bros. should see the hills down here, brother. We shure gott'em and theyre full of coal which makes this here markit full of money. Of course, we got more then just coal 'cause th' chemicals here make this th' fifth biggest chemical producin' county in th' entire nation. All of thet adds up to a mighty important bunch of payrolls. Business is rilly good in Charleston. We'uns here at WCHS are rite proud thet we've got a part in it. Fer example, I heard our boss say thet local business on WCHS was 25.1% bigger in 1952 then in 1951. I guess thet's 'cause WCHS with 5,000 on 580 can rilly give results to advurtisers. Then too, we got more WVa. listeners then any othur stashun in th' entire state, so sez Mr. B.M.B. Guess I'll quit broomin' fer a while and hev anothur cup of coffee.

Yrs.,



algy.

CBS
5,000 watts
580 KC

WCHS

Charleston, W. Va.

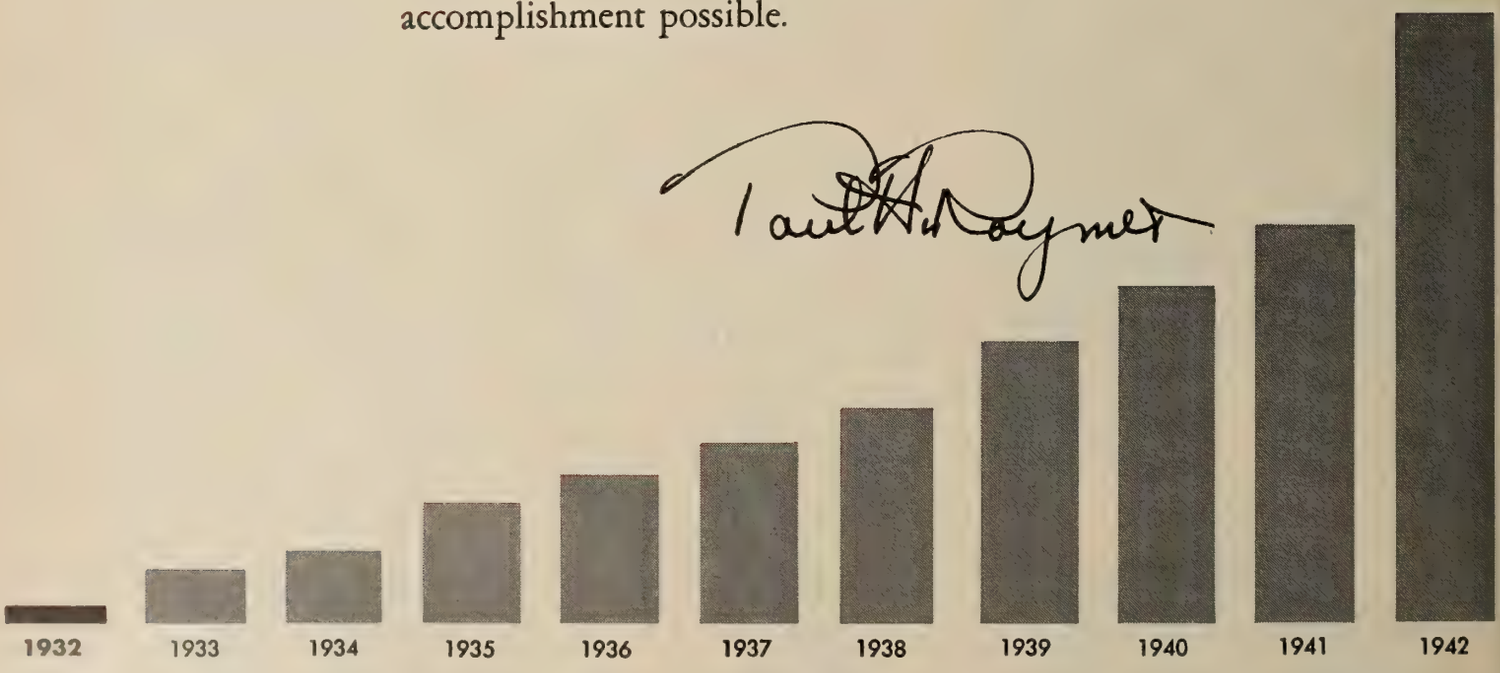
Represented by The Branham Company

Twenty years of Progress

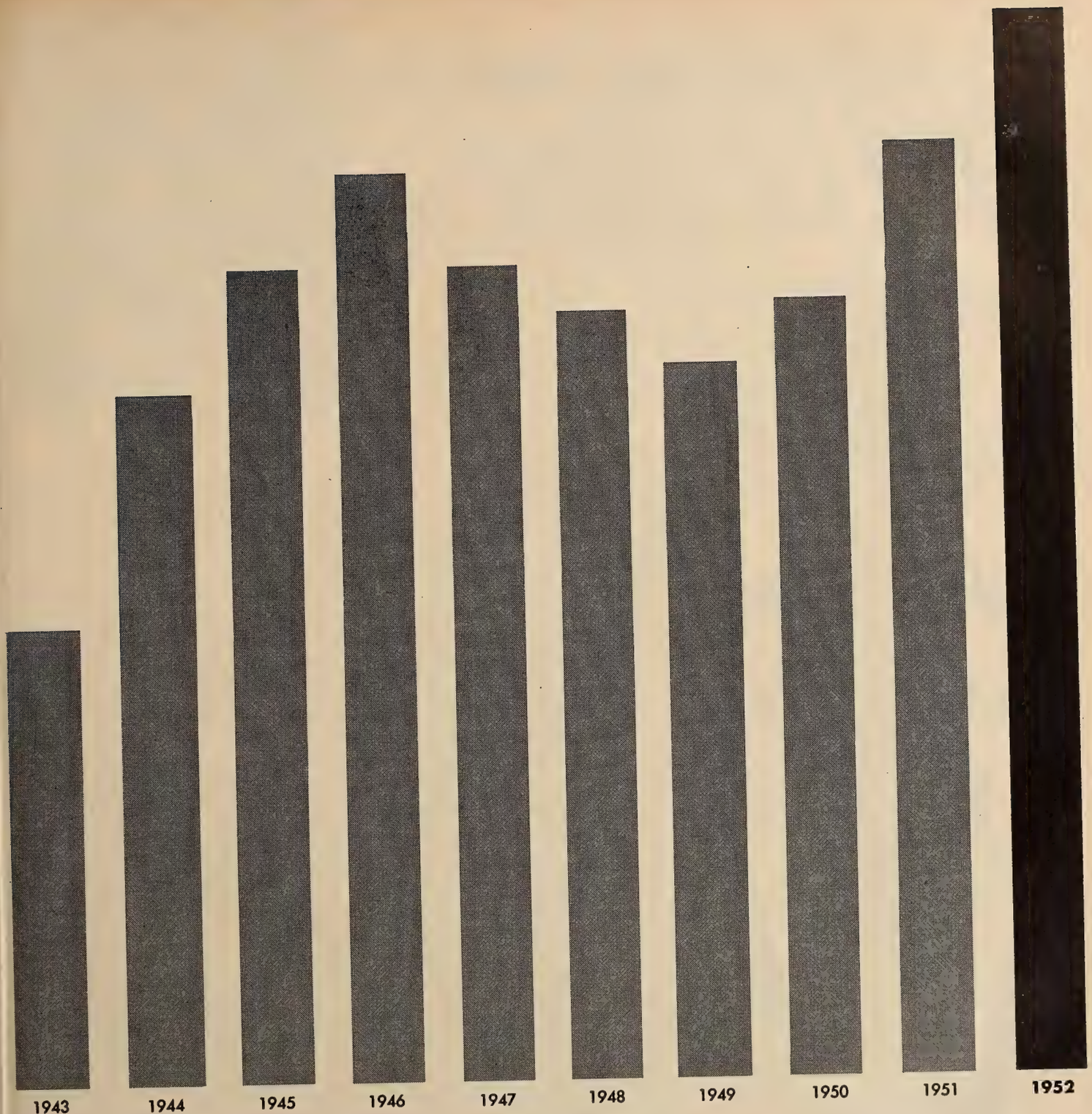
It's our *Twentieth Anniversary*. Here is a picture that speaks volumes for itself.

As one of the original pioneers of National Exclusive Representation, we are justly proud of this our own business record.

We have a very deep sense of gratitude to all our friends. Their faith and their business have made this accomplishment possible.



N E W Y O R K • C H I C A G O • D E T R O I T • B O S T O N



PAUL H. RAYMER COMPANY, INC.

444 MADISON AVENUE, NEW YORK, N. Y.

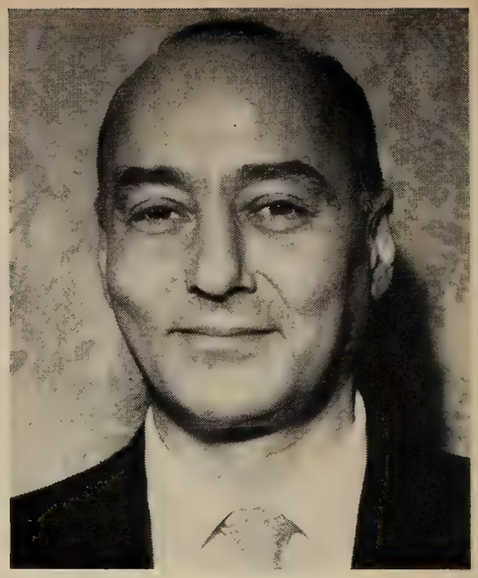
MEMPHIS • SAN FRANCISCO • HOLLYWOOD

140 AND STILL GOING STRONG!



- Yes . . . for the past 140 consecutive weeks, the Shell Oil Company has sponsored "Shell News" daily over WDSU.
- Shell has just renewed its contract for another 52 week schedule. We are proud of the confidence placed in our station by this sponsor...since WDSU is the sole radio salesman for Shell in the New Orleans market.
- This is but another example of WDSU's effectiveness in producing results for sponsors. We're doing it daily for our present sponsors . . . and we'd like the opportunity to show you additional proof of WDSU's powerful sales impact.
- Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS NBC



Marion Parsonnet

on all accounts

TWO strongly held convictions set Marion Parsonnet, president, general manager and director of Parsonnet TV Film Studios, apart from many of his fellow TV producers.

They are:

(1) New York is the best potential TV film area and

(2) All dramatic shows for television eventually must go on film.

"We're learning each day, both from the film industry and from predecessors in TV," Mr. Parsonnet says. "The two media are definitely not the same. The camera angle is the big difference in TV."

As to the advantages of New York over other locations for making movies for television, Mr. Parsonnet says: "We can get better performers here, and staging costs, outside of on-location shooting, are about 15% lower than on the West Coast. Eventually most of the filming will be done by big Hollywood producers, but the quality work will still come from the East."

Born in Newark 47 years ago, Mr. Parsonnet was graduated from Newark Academy, then attended Harvard and New York U., where he received first his BA and, in 1929, his law degree.

In 1932, Mr. Parsonnet entered radio as a program director with CBS, shifting a year later to Lennen & Mitchell as director of the radio department. Here he supervised *Dangerous Paradise,* one of the first radio serials.

In 1936, Metro-Goldwyn-Mayer lured Mr. Parsonnet into motion pictures as a writer.

Two years ago, Mr. Parsonnet returned to New York and advertising as consultant to the advertising department of Pepsi Cola. This led to television and the Faye Emerson show, then a 15-minute program, for which he persuaded the sponsor to secure its own film studio, in Long Island City, arguing the company would get its money back within a year. It did.

Asking to take over filming, then being done by March of Time, Mr. Parsonnet so integrated Miss Emerson with the commercials that she became inextricably identified in the public mind with Pepsi Cola. The same personality-product identification, a Parsonnet precept, also is being applied to *The Doctor,* which Mr. Parsonnet now is filming for Camay.

Today he supervises a production staff of 35 on a full schedule, in addition to *The Doctor,* producing *Hollywood Offbeat* with Melvyn Douglas and *American Wit and Humor* with Thomas Mitchell. This series, now starting its second 13-week cycle, is being filmed in partnership with March of Time.

What's bigger than Bunyan?

Legend of the Northwest has it that Paul Bunyan was so big he covered 24 counties in one stride... easy!

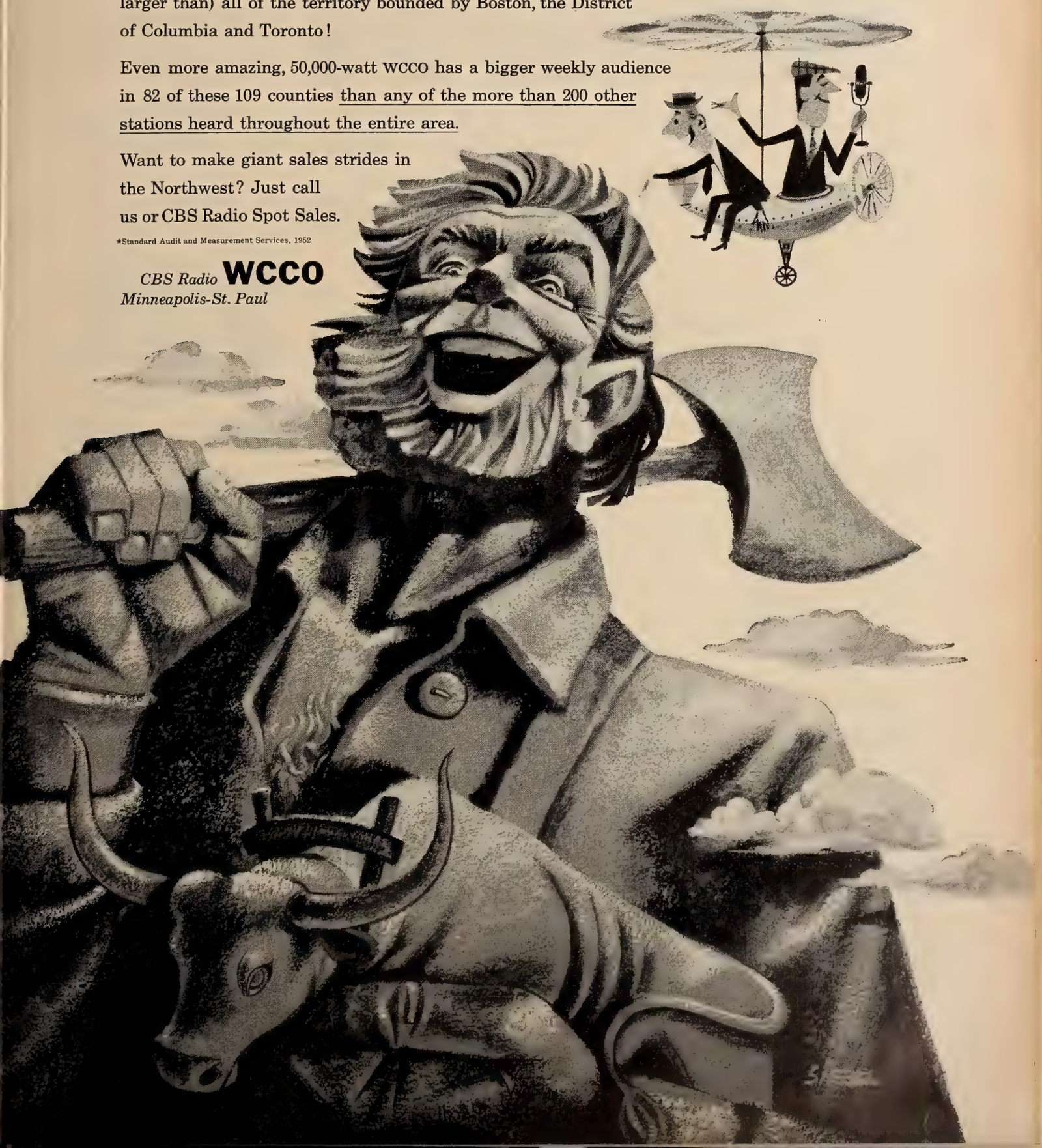
But with even greater ease (proven by the recently-released SAMS study*), WCCO covers all of 109 Northwest counties... an area comparable to (but larger than) all of the territory bounded by Boston, the District of Columbia and Toronto!

Even more amazing, 50,000-watt WCCO has a bigger weekly audience in 82 of these 109 counties than any of the more than 200 other stations heard throughout the entire area.

Want to make giant sales strides in the Northwest? Just call us or CBS Radio Spot Sales.

*Standard Audit and Measurement Services, 1952

CBS Radio **WCCO**
Minneapolis-St. Paul



Des Moines Elects

KRNT

One Of The Nation's Most Successful News Operations

HOOPER-SIZED TO . . . 77%

ANY KRNT WEEK-DAY QUARTER-HOUR NEWSCAST IS THE HIGHEST-RATED NEWSCAST IN DES MOINES

● KRNT's first quarter-hour news at 7:15 a.m. gets a whopping Hooper of 12.5 with 77.4% share of the audience. Hooper proves it again and again — any KRNT week-day quarter-hour newscast is the highest-rated newscast in Des Moines. New ratings tell this OLD news-story:

Don Soliday news	7:15 a.m.	12.5	77.4% Share
Paul Rhoades news	8:00 a.m.	14.6	61.1% Share
Paul Rhoades news	12:15 p.m.	11.8	60.4% Share
Gordon Gammack news	6:00 p.m.	15.0	65.6% Share
Russ Van Dyke news	10:00 p.m.	9.2	51.8% Share

KRNT HAS HIGHEST HOOPERS MORNING, AFTERNOON & EVENING

● KRNT's huge Hoopers for newscasts insure a big buying audience for any KRNT show! Again and again, Des Moines' BIG audience day and night is delivered by KRNT, the BIG-time buy. Morning — KRNT, 43.5%. Afternoon — KRNT, 48.6%. Evening — KRNT, 39.5%. Proof again that you're right when you buy KRNT!

KRNT DES MOINES. THE REGISTER AND TRIBUNE STATION

SOURCE: C. E. Hooper Audience Index, November, 1952

Katz Represents That Very Highly Hooperated, Sales Results Premeditated, CBS Affiliated Station In Des Moines

BROADCASTING TELECASTING

February 2, 1953 Vol. 44, No. 5

$7½ MILLION MARK PASSED IN BUMPER TRANSFER CROP

Climaxed by sale of KFMB-AM-TV for $3.15 million, last week saw negotiations and FCC approval of transfers involving more than $7½ million. This included Commission sanction of the $2.47 million WMBR-AM-FM-TV and $1.5 million WLTV (TV) transactions.

SOME $7.6 million in radio and TV station properties were involved last week in transfers approved by FCC or newly sold, subject to Commission approval.

Biggest transaction was the sale of KFMB-AM-TV San Diego, Calif., by John A. Kennedy for $3.15 million to J. D. Wrather Jr. and Helen M. Alvarez, owners of KOTV (TV) Tulsa. The contract, signed Jan. 24, will be tendered for Commission approval within the next fortnight.

Topping the station transfers granted by FCC last week were the following:

Sale of WMBR-AM-FM-TV Jacksonville, Fla., by Ed Norton, Frank M. King and Glenn Marshall Jr. for $2.47 million to *The Washington Post*, majority owner of WTOP-AM-FM-TV Washington.

Purchase of WLTV (TV) Atlanta, Ga., by Crosley Broadcasting Corp. for $1.5 million from John O. Chiles and other Atlanta businessmen. Crosley operates WLW Cincinnati and associated TV outlets WLWT (TV) Cincinnati and WLWC (TV) Columbus and WLWD (TV) Dayton, all Ohio, as well as WINS New York.

WMBD Stockholding

Increase in General Manager Charles C. Caley's holding in WMBD-AM-FM Peoria, Ill., from 25% to 66.67%, with John E. Fetzer acquiring other 33.33% interest from Carl P. Slane and associates, for $262,500. Mr. Fetzer is majority owner of WKZO-AM-TV Kalamazoo and WJEF-AF-FM Grand Rapids, both Mich.

Relinquishment of Howard E. Pill's 25% interest in WSFA Montgomery, Ala., for $100,000, giving negative control to R. F. Hudson, R. F. Hudson Jr. and Sebrie B. Smith.

Other transfers approved by the Commission included WOOF Dothan, Ala.; WKRG Mobile, Ala.; KCLV Clovis, N. M.; WRXO Roxboro, N. C.; KLIQ Portland, Ore.; WLCM Lancaster, S. C., and WHAP Hopewell, Va., WINL (FM) Lebanon, Ind.; WRJW Picayune, Miss.; WGIV Charlotte, N. C. (see ACTIONS OF THE FCC, page 93).

Formal applications for both the WLTV (TV) and WMBR-AM-FM-TV transfers have been before the Commission for only about a month. The WLTV (TV) bid was tendered on Dec. 24 while the WMBR request was filed Dec. 29.

Mr. Kennedy, who purchased KFMB-AM-TV about two years ago from Jack Gross for around $1 million, plans to withdraw from the broadcasting field because of his health. Previously, he disposed of the *San Diego Journal*, now merged with the *San Diego Union-Tribune*, a Copley Press property. Mr. Kennedy had been ill for some time and was under treatment, it was reported.

Both KFMB and KFMB-TV are CBS affiliates. They are housed in the newly-remodeled KFMB Bldg., a five-story structure in downtown San Diego which includes a TV theatre studio. This building, previously occupied by the *Journal*, plus adjacent property owned and under lease covering about a full block, are included in the transaction. Value is given as $1.09 million.

Included also in the $3.15 million total consideration is a $150,000 retainer to Mr. Kennedy for management consultation to the new owners during the next five years. It will be paid in equal sums during the period.

The transaction called for payment of $200,000 cash in escrow at time of signing, plus an additional $400,000 cash at time of settlement following FCC approval. The remaining $2.4 million will be paid at the rate of $20,000 per month, the balance bearing 4% interest.

It is understood that KFMB-TV grossed about $2 million during 1952.

Howard L. Chernoff, vice president and general manager of the KFMB properties, has been requested to continue management of the stations, it was reported, and all other personnel have been asked to continue with the stations. No programming changes have been planned, it was stated.

Formal application for assignment of the licenses of KFMB-AM-TV from Kennedy Broadcasting Co. to a new corporation, Wrather-Alvarez Broadcasting Co., to be equally owned by Mr. Wrather and Mrs. Alvarez, is being prepared in Washington by Leonard Marks of Cohn & Marks, radio law firm representing both buyer and seller.

The KFMB sale was handled by Blackburn-Hamilton Co., station brokerage firm. It is understood several parties other than Mr. Wrather and Mrs. Alvarez had expressed "interest" in the property, including Time Inc., which shares ownership of KOB-AM-TV Albuquerque with ex-FCC Chairman Wayne Coy.

KFMB is on 550 kc with 1 kw directional. Application is pending for 540 kc. KFMB-TV, on vhf Ch. 8, is operating with effective radiated power of 27.4 kw visual and 13.7 kw aural. KFMB-TV began operation May 1, 1949. KFMB was founded in 1941. National representative is Branham Co.

Kennedy Broadcasting Co., according to FCC records, has outstanding 2,670 shares, held as follows: Mrs. Kennedy, 1,335 shares; Mr. Kennedy, 1,150 shares; Melva Chernoff, wife of Howard Chernoff, 50 shares, and estate of J. A. Bloch, 135 shares.

Mrs. Alvarez, general manager of KOTV, has held an interest in that outlet since the time when the majority ownership was held by George E. Cameron, principal stockholder, and John B. Hill. Messrs. Cameron and Hill sold their 85% last year for $1.6 million to Mr. Wrather and his mother, Mrs. Mazie Wrather. However, Mrs. Alvarez now owns 50% and Mr. Wrather and his mother hold the other 50%.

Mr. Wrather is an independent oil operator and maintains a business office in Dallas although his home is in Beverly Hills. He is married to movie actress Bonita Granville. Mr. Wrather also has produced several independent motion pictures and heads Wrather Television Productions, Hollywood, which filmed *Boss Lady*, summer replacement for



John A. Kennedy J. D. Wrather Jr. Helen M. Alvarez

Key figures in the $3.15 million purchase of KFMB-AM-TV

Fireside Theatre, sponsored by Procter & Gamble on NBC-TV.

Mr. Wrather and Mrs. Alvarez have pending a new TV application for vhf Ch. 11 at Little Rock, Ark., and hold 50% interest in Superior Television Inc., applicant for vhf Ch. 10 at Corpus Christi, Tex. Mr. Wrather personally has filed for uhf Ch. 44 at Boston and Mrs. Alvarez has an application pending at Sacramento, Calif., for uhf Ch. 40.

Most recent financial statement for Kennedy Broadcasting Co., including both KFMB and KFMB-TV, is dated May 31, 1952, and is contained in the license renewal file of KFMB-TV at FCC. Assets are totaled at $1,453,354.45 while liabilities are listed at $557,636.80. Capital stock included $160,000 in 7% cumulative preferred and $16,576.26 in common stock. Earned surplus was given as $269,017.90 while a gain on sale of assets was listed at $450,123.49.



Mr. Graham

The gain on sale of assets resulted from the sale of the Kennedy 48% holdings in WSAZ-AM-TV Huntington, W. Va. FCC records show that in March 1952 they sold 185 shares in WSAZ Inc. for $385,416.67 to Huntington Pub. Co., now principal owner of the station, and 55 shares for $114,583.33 to Florine Katz of New York, wife of Eugene Katz, head of the Katz Agency, national representative for WSAZ.

The May 1952 balance sheet for Kennedy Broadcasting showed cash on hand and in the bank, $25,711.06; accounts receivable, less reserve for doubtful accounts, $187,039.17; other accounts receivable, $3,693.70; cash surrender value of life insurance on lives of corporation officers, $76,784.98.

Fixed assets were listed as follows: Land, $83,014.96; AM transmitter and equipment, $53,810; FM transmitter and equipment, $9,000; AM studio equipment, $9,368.06; AM building, $15,178; TV building, $40,328.55; TV transmitter and towers, $291,260.75; TV studio and technical equipment, $148,791.52; studio and office furniture and fixtures, $18,-811.83; TV truck, $4,245; autos, $9,476.95; sprinkler system, $20,000; KFMB-AM-TV sign, $960.27; leasehold improvements, $227,-882.89. From the total of all but land, an amount in the sum of $152,343.91 was deducted as reserve for depreciation and amortization.

Investment Cited

Other investments were cited as $2,200 and radio and TV network contracts totaled $291,-666.35. Deferred charges listed were: Unexpired insurance, $37,379.76; insurance on lives of officers, $17,362.25; prepaid rent, $10,871.99; prepaid expense, $20,860.32.

Current liabilities included notes payable, $303,372.49; accounts payable, trade, $67,-216,47; payroll taxes, $7,220.98. Accrued liabilities listed were payroll, $8,368.89; payroll taxes, $2,579.87; personal property taxes, $900; federal and state income taxes (tentative), $105,326.98; interest, $4,547.24; commissions, $28,790.91; ASCAP and BMI fees, $27,962.97; expenses, $1,350.

In addition to Cohn & Marks, Kennedy Broadcasting also was represented in the transaction by the Beverly Hills law firm of Desser, Rau-Christensen-Hoffman while Wrather-Alvarez Broadcasting also was represented by the Hollywood law firm of Kaplan, Livingston, Goodwin & Berkowitz and by Ray King, Wichita Falls.

The Washington Post's purchase of WMBR-AM-FM-TV, approved by the Commission last Wednesday, is for $2.47 million cash. *The Post* is borrowing $2 million from the Riggs National Bank of Washington to effect the transaction. The newspaper owns 55% of WTOP Inc. and Publisher Philip L. Graham, son-in-law of Chairman of the Board Eugene Meyer, votes the remaining 45%, owned by CBS.

Norton's Interests

Mr. Norton held 51% interest in Florida Broadcasting Co., licensee of the Jacksonville outlets, while Mr. Marshall owned 31% and Mr. King 18%. Upon consummation of the transfer of all stock in Florida Broadcasting to *The Post*. Mr. Marshall, manager of WMBR-TV, will become president of the licensee and will direct both radio and TV operations.

Mr. Norton, former Federal Reserve Board member, has varied interests in the South, including presidency of the Coosa River Newsprint Co. and principal ownership of WAPI and WAFM-TV Birmingham. Mr. King has been among those supported from time to time for an FCC post and is an "Eisenhower Democrat."

It is believed that the Jacksonville outlets later will become a division of the Washington Post Co. with John S. Hayes responsible for the direction of general policy for all *The Post* radio and TV operations. Mr. Hayes is president of WTOP Inc., general manager of the WTOP radio and TV outlets and vice president of the Washington Post Co.

WMBR is a CBS affiliate and operates on 1460 kc with 5 kw. It was founded in 1927. WMBR-TV, assigned vhf Ch. 4, is the only TV outlet operating in Jacksonville and therefore airs all four TV networks. It began operation in October 1949. Boost in ERP from 14.8 kw to 100 kw visual was granted by FCC in mid-December.

The WMBR transfer application also showed that WMBR-TV grossed $954,591 in 1951 while AM-FM sales totaled $383,225. TV expenses amounted to $346,422 while expenses for AM-FM totaled $325,335. Net operating profit on the combined operations for 1951 was $282,833 while profit after taxes was $96,066.

In the nine months of 1952 ending Sept. 30, the application disclosed sales for WMBR-TV totaled $650,073 while AM-FM sales were $286,261. TV expenses were $327,595 and AM-FM expenses $192,284. Net operating profit on the combined operations, as of last Sept. 30, was $332,387 with profit after taxes $104,527.

WLTV (TV) is the third station in Atlanta and the last of the pre-freeze stations to begin operation, on Oct. 1, 1951. In its 13th month of operation, WLTV reported it had gone into the black [B•T, Nov. 17, 1952]. Licensee is Broadcasting Inc.

WLTV is an ABC affiliate and operates on vhf Ch. 8 with ERP of 23.8 visual. It has received a permit to boost ERP to full 316 kw, but is awaiting clearance from the Civil Aeronautics Administration respecting a new antenna site.

Howard E. Stark of New York, and the Robinson-Humphrey Co. of Atlanta, negotiated the Crosley purchase. Handling for Crosley was James D. Shouse, board chairman and vice president of Avco Mfg. Co., Crosley parent.

WLTV's Finances

WLTV's financial statement, dated Nov. 30, 1952, reported a net loss from operations for the year in the amount of nearly $127,000 but no monthly breakdown was given in the transfer request. Crosley's three-station TV division, for the 11-month fiscal year period ended Oct. 31, 1952, reported gross sales in excess of $4.4 million. During the same period, gross of $3 million was reported for WLW and $730,000 for WINS [B•T, Jan. 12].

William T. Lane, vice president, general manager and one of the former local stockholders in WLTV, will continue with the station as operating head.



RADIO'S second generation is moving in at KFEL-AM-TV Denver. Three sons of Manager Gene O'Fallon are on the job along with a son of the late Raymond Clapper, late radio-newspaper commentator, and two sons of John J. Gillin Jr., revered president of WOW Omaha who died in 1950. Front row, l to r: Pete Clapper, KFEL newsman; Gene O'Fallon Jr., KFEL-AM-FM-TV publicity and promotion director; Martin O'Fallon, KFEL salesman. Back row, Bill Gillin, KFEL-TV cameraman; Charles O'Fallon, recently released from Air Force and planning to return to college, in charge of KFEL-TV mail room; Johnnie Gillin, KFEL-TV camera and audio man.

ADVERTISING'S ROLE IN ECONOMY DETAILED BY JWT'S ARNO JOHNSON

Debunking fears of a recession, Arno H. Johnson, J. Walter Thompson Co. vice president, tells Washington businessmen America can, with aggressive advertising and selling to create the demand, produce a third more than at present.

ADVERTISING and aggressive selling are the answers to the problem of maintaining an expanding national economy and a higher standard of living for Americans. Only imaginative and continual selling can expand consumer markets to balance a declining economy caused by reduction of government expenditure for defense and unemployment.

These precepts were expounded last Tuesday in Washington by two authorities on marketing and selling. They are Arno H. Johnson, vice president and director of media and research for J. Walter Thompson Co., New York, and Benjamin H. Namm, president of Namm-Loeser's store in Brooklyn and former president of the National Retail Dry Goods Assn. They spoke at a day-long session at the Shoreham Hotel sponsored by the Washington Board of Trade on the general business outlook.

Mr. Johnson noted a lag between actual production and what can be produced. Setting a goal of one-third higher production, Mr. Johnson said the country can enjoy a 10% increase in both standard of living and production of goods even while meeting 1953 defense requirements.

Expanding Economy Predicted

The speaker detailed six pressures, described as "largely hidden," and nearing "explosive strength," which are forming to force an expanding economy:

1. People now have 53% of their income, after taxes, to dispose of as they will, whereas in 1940 the figure was 35%.
2. A "public outcry" is imminent against the teacher shortage, inadequate school facilities and inferior housing accommodations, provoked by increased birth rate.
3. Demands are rising for higher living standards.
4. Demands are increasing for new housing.
5. Some 72% more cars, trucks and buses are on the streets now than in 1940, putting added pressure on roads, streets, garages and parking facilities.
6. A drop of 7½ million farm workers since 1940 and a total shift of about 14 million to the non-farm group will necessitate a high level of non-agricultural production and employment.

Only "courageous advances in advertising and selling pressure" can create the consumer demand which can drain off an advancing supply of consumer goods and services, Mr. Johnson said.

Advertising and selling create human wants, upon which the American economy is "largely" based. Needs or necessities assume a secondary function as the overall standard of living increases, Mr. Johnson said.

Mr. Namm, drawing the same conclusion as Mr. Johnson, saw a need for positive rather than negative thinking and action. He told Washington businessmen advertising in all media can bring disposable purchasing power from passive to active.

Money can no longer be attracted by the "old-line" advertising methods, Mr. Namm asserted, defining old line methods as those which seemed to be sufficient when they moved goods to the consumer.

"Now we must move the people to the goods," he said, urging retailers to "develop our own jet propulsion."

Mr. Johnson and Mr. Namm participated in a panel discussion before luncheon with Hulbert T. Bisselle Jr., executive vice president of Riggs National Bank; Frank E. Weakly, president, Washington Properties Inc.; George Burrus, president, Peoples Drug Stores Inc.; Philip M. Talbott, senior vice president, Woodward & Lothrop Inc., and Frank A. Bell, B. F. Saul Co., all of Washington.

The luncheon session concerned government and its effect on retailing, with Clem D. Johnston, vice president of the Chamber of Commerce of the U. S., Southeastern Div., talking on government's effect on retailing, after an introduction by E. D. Merrill, WBT president.

The morning session was moderated by Lofton S. Wesley, conference general chairman, while Hathaway Watson Jr., program committee chairman, presided over the afternoon meeting.

The afternoon session featured a talk by Dr. Homer Hoyt, president of Homer Hoyt & Assoc. William A. Zeckendorf, president of Webb & Knapp, made the concluding talk.

D. C. Seminar Set Feb. 11

ADVERTISING Club of Washington, D. C., will sponsor separate seminars on radio, television, newspapers and direct mail, with the radio seminar set from 7-10 p.m. Feb. 11 at the Washington Gas Light Co. auditorium, according to Clayton R. Sanders, club president. Joseph L. Brechner, radio seminar chairman, will announce themes and speakers later. Date and details of the television seminar also are scheduled for later announcement.



LUGGAGE going-away gift is presented to Arnold Johnson (l), NBC Central Div. radio-TV service manager, who becomes radio facilities manager at Needham, Louis & Brorby Inc. Edward Hitz (c), the network division's radio-TV sales manager, and Thomas Lauer, Mr. Johnson's successor, wish him well.

Hess Sales Formula

INDEPENDENT retailers can boost their sales substantially in 1953 by increasing radio and television advertising at least 10%, according to Max Hess Jr., president of Hess Bros., Allentown, Pa., department store.

He told an audience at the Smaller Stores dinner meeting of the National Retail Dry Goods Assn. convention in New York last month that use of radio and TV on the community level can be an effective sales tool if the retailer "finds the right way of telling his story." Mr. Hess said he had experimented with a TV show in Philadelphia and that it had produced "results beyond anything we had hoped for."

Servel Schedules Spots For Major Markets

A RADIO-TV spot campaign in 80 leading markets, plus a million-dollar roadshow, are being combined by Servel Inc., Evansville, Ind., to show its new 1953 appliance line. Plans have been announced by W. Paul Jones, Servel president.

The company plans a $6 million advertising budget for this year, using radio, television, trade journals, magazines, newspapers and billboards. No estimate was available on the amount to be allocated to the broadcast media, but the campaign (Jan. 21 through Feb. 20) will include more than 5,000 radio-TV spots in key markets.

Two road companies are currently taking Servel's "1953 Show of Stars" to 30 cities.

Ekco Renews 'Travelers'; '53 Ad Budget Set

BROADCAST media is expected to receive about $175,000 of an estimated $1-million-plus 1953 advertising budget set by Ekco Products Co. Included are a renewal of its alternating sponsorship of NBC-TV *Welcome Travelers* for 26 weeks, and five-minute newscasts and a spot schedule on KFWB Los Angeles on a 13-week test basis.

Last year, when Ekco became the first company to set aside a million-dollar budget for housewares, it sponsored at one time or another *Welcome Travelers, The Goldbergs* and the *Frank Sinatra Show.*

Agency is Dancer-Fitzgerald-Sample, Chicago.

Crisp Details Techniques

TECHNIQUES in the study of television and printed commercials were discussed last Wednesday at a meeting of the American Marketing Assn. in Chicago.

Richard D. Crisp of Tatham-Laird illustrated his talk with slides. He reported that tests are currently underway to compare TV and newspaper techniques with respect to research.

Dave Robinson of Price, Robinson & Frank, commented on the strength and weaknesses of current approaches and opportunities for advertising research.

HOME SET PATTERN HELD AS RADIO AID

BAB's Sweeney tells retail ad conference addition of radios in the home has helped to offset TV inroads.

RADIO has not lost out advertising-wise to daytime television. On the contrary, its use has increased because of the growth of multiple-set homes, Kevin Sweeney, vice president, Broadcast Advertising Bureau, reports.

Addressing a two-day retail advertising conference at the Hotel Sheraton, Chicago, Jan. 24-25, Mr. Sweeney said that during 1952 retailers used more radio for advertising than ever before. He explained changing patterns auguring for less living-room but more other-room listening. Two-thirds of all homes have two or more receivers, he added.

Mr. Sweeney also noted that half of all homes have kitchen and bedroom radios, and the number of auto sets is rising. There were more than two-and-one-half times more radios than telephones. More than 70% of all homes are radio-equipped, with 80% recorded for metropolitan areas. He predicted that within 24 months, 92.4% of all cars will have sets.

The BAB executive urged retailers to match the radio audience with the merchandise, to select carefully the type of radio, use salable copy and enough radio to do the complete job.

Panel Leads Talks

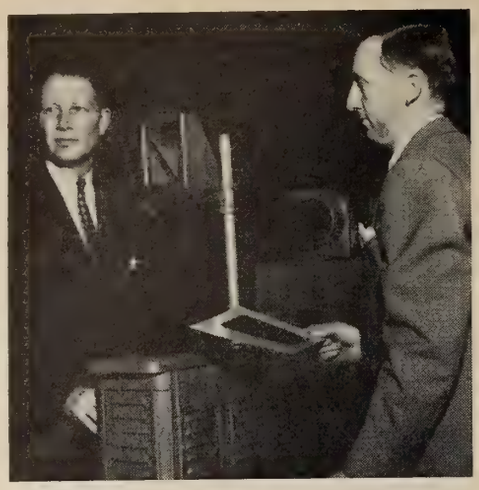
A panel of radio, TV, newspaper and ad agency executives from 20 states led talks on the retail dollar. The conference concluded with a meeting in studios of WGN Chicago. Ted Weber, WGN sales manager, and J. E. Faraghan, WGN-TV program director, reviewed aspects of the TV department store dollar. Feature films were recommended for local stores because of their flexibility for commercials. Also suggested were quiz, shopping and prestige programs.

Speakers suggested entertainment shows for competitive multiple station areas, and use of local talent in "single station markets with a guaranteed audience."

Radio's pulling power was affirmed by Larry Fowler, advertising manager of Bretts store, Mankato, Minn., who reported on radio sales for ready-to-wear merchandise.

Edward D. Burgeson, retail department director, Bureau of Advertising, American Newspaper Publishers Assn., sees 1953 as a year for a "whale of opportunity, but noted the need for sound buying, merchandising and advertising to take advantage of it."

The conference will be held as an annual event. Co-directors were Budd Gore, retail advertising counselor, and Ralph Heineman, former account executive at Ruthrauff & Ryan, Chicago.



SLIDE equipment is used by Kevin Sweeney (r), BAB vice president, and Gale Blocki, manager of BAB's Chicago office, to demonstrate radio's pulling power at the retail advertising level to the Chicago ad conference.

* * *

Sweeney Asserts Advertising Is Purchasing Stimulant

DEFENDING advertising as a medium that stimulates consumer purchases, BAB Vice President Kevin B. Sweeney criticized "poor planning and inept sales training of many advertisers." He spoke last Thursday to the fifth advertising seminar sponsored jointly by the Advertising Club of Baltimore and the Women's Advertising Club of Baltimore.

Mr. Sweeney challenged the recently published statement of a general sales manager of a large automobile manufacturer who said his firm could not trace direct sales to its advertising and asserted:

"We who sell advertising—particularly media representatives and ad agency people—had better start accumulating facts, showing this $6 billion annual investment business makes each year in advertising, actually sells merchandise, often despite the advertiser and his retailer. Too many advertisers still have the pre-Civil War attitude that all advertising does is 'keep their name in front of the public.'"

Westinghouse Promotes Myers To Ad and Sales Promotion Post

SHELDON F. MYERS, sales promotion manager of Westinghouse Electric Corp.'s Consumer Products Div., Mid-Atlantic District, last week was named advertising and sales promotion manager of the Westinghouse Television-Radio Division, effective March 1. Harold S. Boxer, formerly with Freed-Eisman Co. of New York, was appointed assistant to the advertising manager.

Sales Manager J. F. Walsh, who announced the appointments, said Earl L. Hadley will continue with the division and supervise all national advertising, with particular responsibility for national television, newspaper and magazine advertising. Fred S. McCarthy remains sales promotion manager.

Westinghouse has announced this year's advertising budget will be the largest in the history of the television-radio division.

'How' Technique Ads Urged

"NUTS and bolts" selling technique utilized by some advertisers to demonstrate their products has proved "extremely effective" in TV commercials and registers high audience response, an official of Schwerin Research Corp., New York, reported last week.

Don McCollum, manager of the firm's client relations division, said the technique of demonstrating how products are developed and manufactured ranks high in Schwerin qualitative studies on remembrance, belief and acceptability to the viewer.

Mr. McCollum cited automotive, food and other advertisers as claimants to effective TV commercials because they show televiewers how products are made or tested.

PAPERS WARNED ON OTHER MEDIA

NAEA told current ad dollars of newspapers could be whittled away by others.

OTHER advertising media—printed and broadcast—will intensify their efforts to "chisel and chip away" at the ad monies that newspapers are receiving from advertisers," newspaper executives were told last week.

The warning was sounded by Stuart M. Chambers, treasurer of the St. Louis *Post-Dispatch*, at the annual meeting of the Newspaper Advertising Executives Assn. in Chicago last week. Three-day sessions were held at the Edgewater Beach Hotel Monday through Wednesday.

Warning advertising managers to be on the alert for concentrated efforts by other media to win the advertiser's dollar, Mr. Chambers called on them to drive home the contention that newspapers are "the only single medium" reaching virtually all customers of a product. Mr. Chambers is chairman of NAEA's Bureau of Advertising.

Other speakers at the meeting were Eric Johnston, president of the Motion Picture Assn. of America, and Carlyle Emery, vice president of Ruthrauff & Ryan. Theme of the conference was "sharper selling in '53."

Mr. Emery called for a multi-media campaign designed to impress upon Americans the real nature of the "free man's way of life." He suggested the use of radio, television, newspapers, magazines, motion pictures and billboards for indoctrination purposes.

Cake Mix Success

SATURATION radio spots on a market-by-market basis, supplemented later with television, have helped Duncan Hines Cake Mixes gain 10% of the national market. This was reported in Philadelphia by J. Allan Mactier, vice president of the Nebraska Consolidated Mills Co., Omaha, to members of the Poor Richard Club.

Nebraska Consolidated Mills, which is licensed to manufacture and distribute Duncan Hines cake mixes and buttermilk pancake mixes by Hines-Park Foods Inc., has gained distribution in 30 states comprising 35% of the national population in only 19 months.

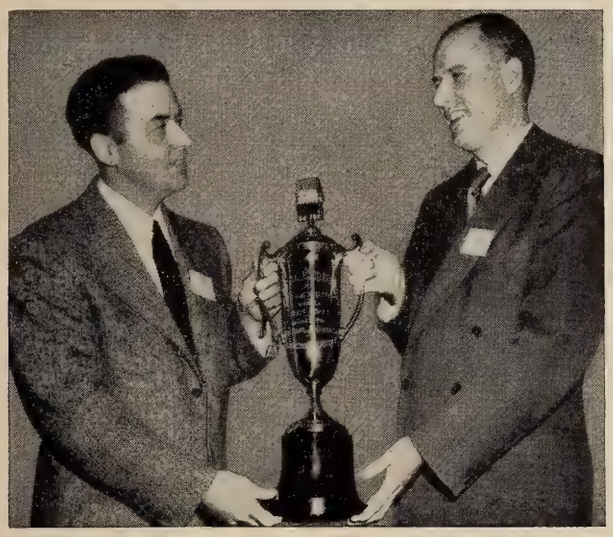
When the initial advertising campaign was placed by Gardner Adv., St. Louis, at that time, total budget allowed was $25,000. Since then, advertising expenditures over the 19-month period have totaled more than $1 million, with radio and television counted in regularly with other media.

The mixes, white, yellow and devil's food, have sold successfully because Duncan Hines is a "wonderful brand," advertising and promotion have been aggressive, the product is good and the price is the same as offered by major competitors, said Mr. Mactier.

Future advertising will follow distribution growth. The company plans to open up new markets to gain national distribution and to introduce additional mixes in established markets on a city-by-city basis. Sales volume now totals about $10 million yearly, he said.

WHO ACCLAIMED NATION'S BEST RADIO NEWS OPERATION, FOR SECOND CONSECUTIVE YEAR

BY NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS





At recent convention of National Association of Radio News Directors, Baskett Mosse, chairman of committee judges, said: "The Medill School of Journalism of Northwestern University is happy to announce tonight that radio station WHO, Des Moines, Iowa, was selected as the outstanding radio news operation in the United States for 1952".

In presenting the award Mosse said: **"This is the first time in the history of the National Association of Radio News Directors that the awards committee has selected a radio station as the outstanding radio news operation in the country for the *second consecutive year*. I think this is an unusual honor and I know that you are proud of it and we are really proud to give it to you. Not to take anything away from the other entries in this contest, but I would like to say that your particular entry won this award by unanimous vote. Every judge on our awards committee voted for WHO as the outstanding radio news operation — 1952".**

BEST EQUIPMENT, VETERAN STAFF, BIG BUDGET

The WHO News Bureau has an impressive physical plant: six leased-wire machines; a portable battery-operated tape recorder; a telephone recorder; three short-wave monitors for state and city police and fire department broadcasts; a number of subscription services; and a library which includes several specialized news encyclopedias.

The six leased-wire machines include two Associated Press, two United Press and two International News Service machines. WHO's leased-wire service exceeds the facilities used by many of the country's leading daily newspapers; and is unsurpassed by any radio station in this section of the country. Only two of the six machines are "radio" wires — the other four bring in detailed stories known as "press" wire service. Press wire service gives lengthy accounts and the three news services bring in three different versions of the big stories around the world. This necessitates constant boiling down, rewriting and sifting of details, playing up news of local interest — all tailored to fit a split-second time period.

NINE VETERAN REPORTERS EDIT AND BROADCAST NEWS

Proud as we are of this award, we are more proud of the people on our staff who helped us win it. The WHO News Bureau is headed by veteran Jack Shelley, and includes eight other full-time men and a secretary. Eight of the men are college-trained reporters, rewriters and broadcasters, *all of whom are heard regularly on the air.* The ninth man is a specialist in political reporting. The ten people on the staff represent a total of 100 years' experience in news work. Five of the News Bureau staff have been with WHO ten or more years.

In addition to the regular full-time staff, the WHO News Bureau maintains a staff of 70 correspondents — or part-time reporters — throughout Iowa and in Southern Minnesota and Northern Missouri, heavy WHO listening areas.

TELEPHONE USED EXTENSIVELY

The WHO News Bureau uses the local and long-distance telephone extensively to supplement and verify the regular news services' coverage. Staff members check directly with peace officers and hospitals each morning to get accident reports and accident victims' conditions which may have changed since the late night news reports. In many instances, the leased-wire services do not clear this type of information until too late for a 7:30 a.m. — or even an 8:45 a.m. — newscast. Telephone checks also minimize the possibility of loss of news when events take place in remote areas, distant from a news service reporter.

STAFF WORKS TWO SHIFTS

The WHO News Bureau maintains a morning and a night shift. There is a certain amount of specialization within each shift in that one man may be assigned Washington and foreign news, another Iowa news, and a third miscellaneous human-interest stories. Whatever the assignment, the reporter stays on it for an indefinite period, building up a background for that specific job, and becoming a specialized reporter on that shift. Each shift writes its news copy especially for the men who will be airing it.

$100,000 ANNUAL BUDGET

To operate its award-winning News Bureau and to provide Iowa-Plus listeners with unexcelled news coverage, WHO spends more than $100,000 annually. This figure is believed to be one of the highest figures in the Nation.

PUBLIC SERVICE EXTRAS

In addition to its regular news services, the WHO News Bureau provides its listeners with a variety of public-service extras. These include free announcements regarding public and private meetings during periods of extreme weather conditions, up-to-the-minute reports on road and weather conditions and emergency calls on newscasts to locate families or members of families who are traveling or are visiting away from home, etc. The News Bureau has also developed a system whereby a copy of each newscast mentioning an Iowa serviceman is sent to the next of kin. This service has required the cooperation of local postmasters in many cases because of the lack of a street address or the name of the next of kin. **Management at WHO considers the public service aspect . . . the many extra "little things" that WHO does for its listening public . . . to be the difference between a routine news operation and one that is contributing to the welfare of the community. This — then — is the difference between a good news operation and the "Best Radio News Operation in the United States".**

BETTER NEWS — BETTER AUDIENCES

The leadership of WHO's News Service is only one of many reasons why WHO is *Iowa's greatest advertising values.* The 1952 Iowa Radio Audience Survey, accepted by leading advertisers and agencies as a completely authoritative analysis of listening habits in this state, shows that WHO is by far the "most-listened-to" station in Iowa. Write for your copy, or ask Free & Peters.

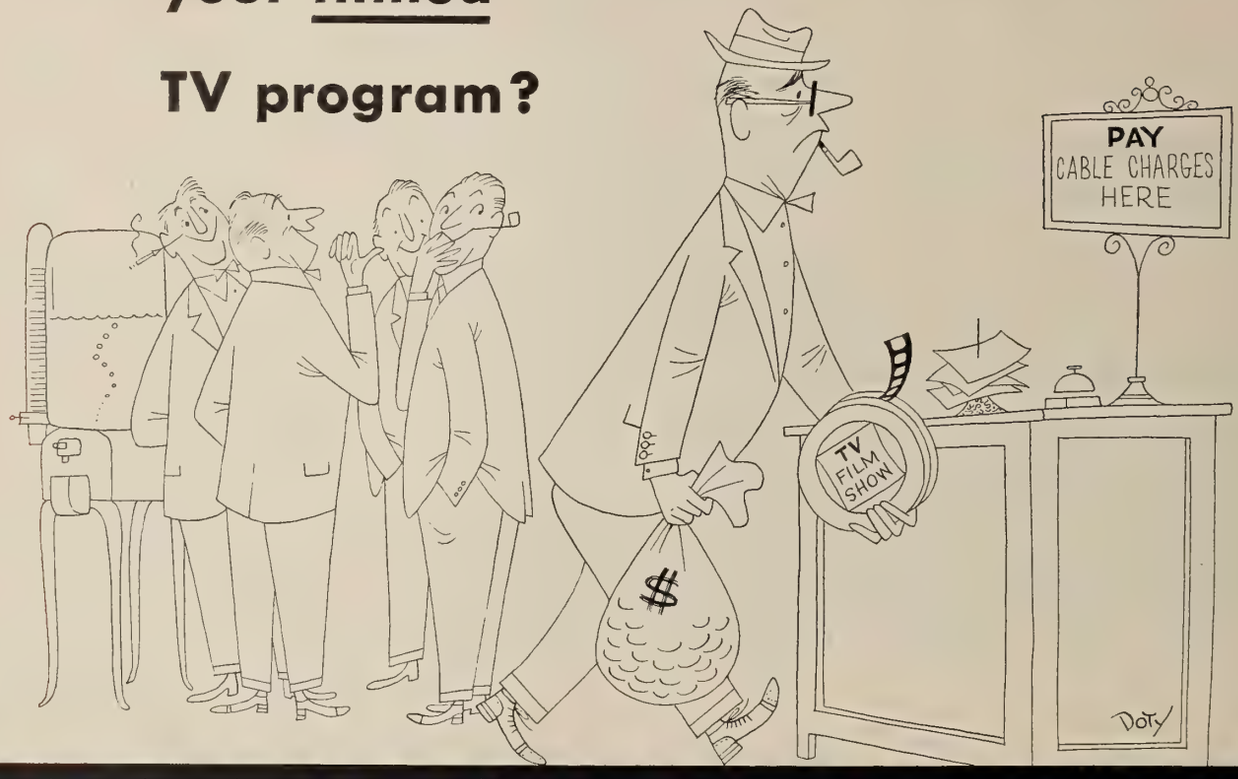
+ WHO for Iowa Plus! +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

paying cable charges for your filmed TV program?



you can do better with SPOT—*much better*

If your TV program is on film, why pay cable charges when you can build custom-tailored coverage for your show on a Spot basis? The picture quality, of course, is constant—thanks to film. The savings in Spot time charges are enough to cover film prints, their distribution and other costs. But with Spot, you choose only the markets you want—and find that stations clear time more readily for Spot.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC. *National Advertising Representatives*

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT



PRESENTATIONS of top three advertising clubs which helped most to get out the vote last fall are reviewed by the judges: Seated, Thomas D'Arcy Brophy, chairman, Kenyon & Eckhardt; standing (l to r), Clyde M. Vandeburg, executive director, American Heritage Foundation; Louis A. Novins, vice president, Paramount Pictures Corp., and Frank J. Reynolds, president, Albert Frank-Guenther Law, New York. Winners of the drive, conducted by the Advertising Federation of America and American Heritage Foundation, were: First place, Advertising Club of Boston Inc.; second, Women's Advertising Club of Chicago, and, third, Roanoke Advertising Club.

Admiral, Peter Pan to Spot Joint Promotion

DETAILS of a multi-million-dollar advertising campaign tieing in with Walt Disney's "Peter Pan" cartoon feature were announced by Admiral Corp., Chicago, last Tuesday, with radio and television playing key roles. Firm will use tie-ins with Derby Foods (Peter Pan peanut butter) under the plan.

Admiral will start the program at premieres of the picture in New York, Chicago and Washington, D. C., during February. Giveaway products will be highlighted initially in a two-page *Life* magazine ad and followed with radio-TV spots, newspaper space and dealer ads. Under the tie-in merchandising program, dealers will buy radio and TV announcements on local stations in their areas. Spots also will be aired on DuMont TV Network's Bishop Sheen program, *Life Is Worth Living*.

Derby Foods will have displays in over 20,000 grocery stores calling attention to the Admiral promotion. Peter Pan characters will be used in all advertising.

As the movie reaches peak distribution, Admiral dealers will present toy TV studios to children who bring their parents into stores for demonstrations. The play sets will include the setting, announcer and miniature models for an Admiral commercial.

D. C. Ad Council Lunch

THEODORE REPPLIER, Advertising Council president, conducted an informal luncheon session in Washington Wednesday, explaining to representatives of business groups in Washington affiliated with the council the work of the group as related to advertising, government and welfare projects. Among those attending were Harold Fellows, president, NARTB; Ralph Hardy, director, government relations, NARTB; Earl Gammons, CBS; Frank Russell, NBC; Robert Hinckley, ABC; Walter Compton, DuMont; George Wheeler, NBC.

Agency Shorts

Herbert W. Cohen Co. relocates at 18 E. 41st St., N. Y.

Roy S. Durstine Inc., S. F., moves to 156 Montgomery St.

Ayers & Assoc., Lincoln, Neb., has opened offices at 309 KFEQ Bldg., St. Joseph, Mo. Account executives in new office are **Roderick W. Fletcher** and **David P. Hornaday.**

Southern California Adv. Agencies Assn. will hold third annual conference at Hotel Del Coronado, Coronado, Calif., May 21-23.

NEW BUSINESS

Spot

Cremo Mfg Co., Phila. (marshmallow topping and spread), signs to sponsor 15-minute segment of *Howdy Doody* on WPTZ (TV) and one spot daily on WCAU-TV, both Philadelphia. Agency: Gresh & Kramer, Phila.

Comision Estatal de Turismo, Monterrey, Mex. (tourist promotion organization), planning series of spot announcements on Texas radio-TV stations. Agency: Amyx Travel Productions, Tucson, Ariz.

Network

Sun Oil Co., Phila., has renewed *Three Star Extra* over NBC radio, Mon.-Fri., 6:45-7 p.m. EST for 52 weeks. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y.

Lyon Van & Storage Co., L. A., starts 10-minute segment of *Lucky-U-Ranch* on Mutual-Don Lee Network, Fri., 4:30-5 p.m. EST, for 52 weeks from Feb. 6. Agency: Smalley, Levitt & Smith, L. A.

Murine Co., Chicago (eye lotion), starts Tues. and Thurs. news broadcasts of *Sam Hayes* on Don Lee Network, 4:45-5 p.m. PST, for 16 weeks from Feb. 17. Agency: BBDO, Chicago.

Wildroot Co., N. Y., starts five-minute segment on *Jimmy Wakely Show* on 22 Columbia Pacific Radio Network stations, Mon. through Fri., 4:10-4:30 p.m. PST, for 52 weeks from today (Feb. 2). Agency: BBDO, N. Y.

General Products Corp., L. A. (Looz dietary supplement), renews *Stuart Craig Show* on 17 Columbia Pacific Radio Network stations, Sun., 10:30-10:45 p.m. PST, for 13 weeks from Feb. 8. Agency: Dean Simmons Adv., L. A.

Christian Science Publishing Society, Boston, renews *The Christian Science Monitor Views the News* over ABC radio, Tues., 9:45-10 p.m. EST for 52 weeks, effective Feb. 24. Agency: Walton Butterfield, N. Y.

Ralston Purina Co., Feed Div., St. Louis, sponsoring *The Eddy Arnold Show* over NBC radio, Sat., 10-10:30 p.m. EST. Agency: Brown Radio Productions Inc., St. Louis.

Clary Multiplier Corp., San Gabriel, Calif. (Flo-Ball pens), starts Tues. and Thurs. segments of *Sam Hayes* on 45 Don Lee Network stations, 6:45-7 p.m. PST, for 13 weeks from Feb. 17. Agency: BBDO, L. A.

Beltone Hearing Aid Co., Chicago, sponsoring *Life Begins at 80* on ABC radio, Wed., 8:30-9 p.m. EST for 49 weeks starting Feb. 18. Agency: Olian & Bronner, Chicago.

Agency Appointments

Kaiser-Frazer Sales Corp., Willow Run, Mich., appoints West-Marquis Inc., L. A., to handle Pacific Coast advertising. **Mark Lansburgh** and **Arthur M. Arlett** are account executives in L. A. and S. F. offices, respectively.

Holland Furnace Co., Holland, Mich. (home heating equipment), appoints Warwick & Legler, N. Y.

Weber Chevrolet Co., St. Louis, appoints Olian Adv., same city. Radio and TV will be used.

F. O. Pierce Co. (paint) appoints S. R. Leon Co., N. Y.

Wells Mfg. Co., S. F. (electric cooking and food packaging equipment), appoints Knollin Adv. Agency, that city.

Narrow Fabric Co., Reading, Pa., appoints Beaumont, Heller & Sperling Agency, same city.

Title Insurance & Trust Co., L. A., appoints Erwin, Wasey & Co., that city. **Arch Douglass** is account executive.

Louis Milani Foods Inc., L. A., names Arthur Meyerhoff, Chicago. Broadcast media are used.

California Frozen Foods Inc., Modesto, Calif., appoints Modesto Adv. Agency, that city.

Labo Drug Co., Chicago, appoints Irvin Rose Agency, Hollywood. Radio-TV will be used.

Super-Cold Corp., L. A. (refrigeration equipment), and **Tops Musical Enterprises,** that city, appoint Beckman, Hamilton & Assoc. Inc., L. A.

Parker's Products, Portland, Ore. (All-in-One electric hedge and garden trimmer), appoints Richard G. Montgomery & Assoc., that city.

English Ford Dealers Adv. Committee, S. F., appoints Richard N. Meltzer Adv. Inc., that city. **Richard N. Meltzer** is account executive.

Olson Baking Co., L. A., appoints Charles Mottl Adv., that city. Firm started five-minute Tues. segment of KTTV (TV) Hollywood *Jackson's Sports Shots* for 13 weeks from Jan. 27.

For famous companies . . .
exceptional results with

Industrial Film a la Kling



A shooting scene from Admiral training film, "LINES AND FINES," starring (seated) George Tobias, Sid Melton Mike Mazurki, and Hal Block.

• SALES TRAINING

" . . . I consider the job you did on the Admiral film series, 'Lines and Fines,' the most outstanding training job I have ever encountered. The plan, in spite of the overwhelming complexities involving film, brochures, question sheets, recordings and flip charts, was so intelligently organized that it has brought tremendous response and results from our distributors throughout the country . . . . "

Seymour Mintz
Vice President and Dir. of Advertising,
Admiral Corporation

• DOCUMENTARY

" . . . the way you blended the widely diversified problems of our extensive operation of over 200 chemicals and products into one flowing, beautifully photographed film, 'The Tennessee Story,' far exceeded even our greatest expectations . . . . "

M. H. Nabors
Vice President, Tennessee Products
and Chemical Corporation

• SALES PROMOTION

"Here's our order for still another 25 prints of 'Health and Your Wealth.' We are getting tremendous reception in the field for your well-written and photographed film, and I know it will promote sales of Mitchell Air Conditioners."

Howard Haas
Advertising and Sales Promotion Mgr.,
Mitchell Manufacturing Co.

Advertising Knowmanship Plus
Hollywood Showmanship

Kling studios

*CHICAGO
601 North Fairbanks Court
HOLLYWOOD
(Ray Patin Productions) 6650 Sunset Boulevard
NEW YORK
affiliated with Thompson Associates • 40 E. 51st St.
DETROIT
1928 Guardian Building

Your only single source for

MOTION PICTURES • TELEVISION FILMS • SLIDE FILMS • PHOTOGRAPHY • ADVERTISING AND EDITORIAL ART • DISPLAYS • SALES TRAINING AND MAINTENANCE MANUALS



TV, RADIO MOST IMPRESSIVE MEDIA IN BOSTON, COLLEGE SURVEY FINDS

Of advertisements liked and disliked by 2,500 persons interviewed by Boston College students, 81.6% of those liked were on TV, 9.5% were on radio, with poor showing by ads in other media. But among ads disliked, 67.3% also were on TV, 24.3% on radio.

TELEVISION and radio advertising, in that order, were cited as making the strongest impression on some 2,500 persons interviewed in Boston by students of Boston College's School of Business Administration.

Results of the survey have been incorporated into a booklet titled "Boston Views Modern Advertising," published by the Boston College Press. The field work was carried on by 120 college marketing students and the report written by Joseph D. O'Brien and Henry P. McDonald.

The survey showed that, among the advertisements chosen as favorably impressing the interviewees, 81.6% were TV ads; 9.5% were radio; 4.4%, magazines; 3%, newspapers, and 1.5%, in other media. On the other hand, among ads cited as disliked ("other than cigarette advertising"), 67.3% were on TV; 24.3%, radio; 3.3%, magazines; 4.2%, newspapers, and 0.9% in other media.

"This shows," the report commented, "that the medium which has the combined capacity of animated illustration plus the spoken message appeals to more senses and makes the greatest impression."

On the basis of the survey findings, the authors recommended that advertisers should give "serious consideration to television." They pointed out a sponsor can use TV "with sound assurance that he is channeling his message through the medium which consumers themselves testify more clearly and definitely impresses them."

Results of the survey, however, underscored a lack of belief in most advertising in general. Less than 30% told interviewers they pinned their faith in advertising, with the majority considering "most advertising statements to be an assortment of exaggerations."

Analysis of replies, according to the survey, showed women are less critical than men although they cited advertising of shampoos, toothpastes and beer as exaggerated. The men decried the advertising of soap products, auto-

TELESTATUS®

Weekly TV Set Summary—February 2, 1953—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	5,500
Austin	KTBC-TV	18,180
Baltimore	WAAM, WBAL-TV, WMAR-TV	453,074
Binghamton	WNFB-TV	101,450
Birmingham	WAFM-TV, WBRC-TV	141,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	1,002,032
Buffalo	WBEN-TV	328,419
Charlotte	WBTV	290,683
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,290,287
Cincinnati	WCPO-TV, WKRC-TV, WLWT	395,000
Cleveland	WEWS, WNBK, WXEL	711,245
Colorado Springs	KKTV	12,500
Columbus	WBNS-TV, WLWC, WTVN	274,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	225,000
Davenport	WOC-TV	166,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	268,000
Denver	KFEL-TV, KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV, KTSM-TV	.....
Erie	WICU	175,550
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	225,000
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	148,391
Honolulu	KGMB-TV, KONA	12,386
Houston	KPRC-TV	224,500
Huntington-Charleston	WSAZ-TV	131,122
Indianapolis	WFMB-TV	292,000
Jacksonville	WMBR-TV	92,900
Johnstown	WJAC-TV	534,982
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	263,675
Lancaster	WGAL-TV	183,020
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,457,058
Louisville	WAVE-TV, WHAS-TV	214,887
Lubbock, Tex.	KDUB-TV	14,999
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	180,190
Miami	WTVJ	159,700
Milwaukee	WTMJ-TV	397,853
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Mobile	WALA-TV, WKAB-TV	.....
Nashville	WSM-TV	98,168
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	149,721
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000
Norfolk-Portsmouth-Newport News	WTAR-TV	152,498
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,157,000
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Richmond	WTVR	157,452
Roanoke	WSLS-TV	39,800
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	166,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	106,800
San Antonio	KEYL, WOAI-TV	123,073
San Diego	KFMB-TV	166,150
San Francisco	KGO-TV, KPIX, KRON-TV	510,000
Schenectady-Albany-Troy	WRGB	250,450
Seattle	KING-TV	223,600
South Bend	WSBT-TV	8,000
Spokane	KHQ-TV	14,539
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	211,342
Toledo	WSPD-TV	222,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	85,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	418,147
Wilkes-Barre	WBRE-TV	.....
Wilmington	WDEL-TV	128,418
York	WSBA-TV	21,000

Total Stations on Air 127* Total Markets on Air 78*

Total Sets in Use 20,710,812

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.



First and only TV Station in the South's fastest growing market

First TV Station in Florida—now Serving over 825,000 year-round Residents

Most Up-To-Date TV Operation in the South

It's an amazing South Florida TV Sales Story. Call your Free & Peters Colonel, *Today.*

CHANNEL 4
WTVJ
MIAMI

"Git Thar Fustest With the Mostest"
— Lt. Gen. N. B. Forrest, C.S.A.

mobiles and toothpastes.

As a consequence, the study noted, less than 25% of those interviewed expressed the opinion that advertising should not be subject to any form of censorship or control. Some 57% declared that censorship to curb exaggerations should come from the government, the industry itself, or an impartial board representing the public, in that order.

Less than one-third of the subjects felt that testimonial advertising emanating from prominent personalities was spontaneous or sincere. Mentioned in the favorable category were Arthur Godfrey, Kate Smith, Dennis James, Perry Como and Ed Sullivan.

Basing conclusions on the survey, the authors recommended advertising stress more factual information about products; be wary of testimonial advertising in general; "keep one eye on the consumer rather than both eyes on the competition," and encourage any organized effort "to strengthen the ethical character of advertising as a major step in substituting confidence for doubt."

Preliminary work on the survey began in January 1952 and actual interviewing covered the last week of April and first week of May 1952.

Cubs' Owner Defends TV

PHILIP K. WRIGLEY, whose Chicago Cubs have signed with WGN-TV for a 77-game telecast this year [B•T, Jan. 26], last week quoted U. S. Chamber of Commerce statistics in a survey he made to bolster his claim TV has not hurt baseball receipts.

The Cubs' owner said slumping attendance was caused by 44% fewer single persons from 18 to 30 than in 1940 and predicted the number of youths in the 18 to 20 bracket would decrease. He also blamed night baseball, which he said kept older people away. He will submit his report to Baseball Commissioner Ford Frick and the two major leagues.

Rorabaugh TV Report

NATIONAL and regional advertisers using spot television in the fourth quarter of 1952 are listed in the latest Rorabaugh report with the markets and types of commercials used. Period reported on covers October, November and December campaigns.

Majors and Minors

DECISION to conduct a survey on the effects of radio and television broadcasts of major league baseball games on attendance in the minor leagues was made at a meeting of a committee representing the major and minor leagues last week.

Frank J. Shaughnessy, president of the International League and a member of the committee, said a firm will be hired to conduct the survey. He added that its findings will be placed before a joint meeting of the major leagues, scheduled for July 14 at the time of the All Star game in Boston.

Baseball Comr. Ford C. Frick set up the six-man committee Dec. 30 to make an "intensive survey of the radio-television picture" [B•T, Jan. 5].

Benny Is No. 1 In Nielsen's AM Ratings

LEADING radio shows in number of homes reached for the week of Dec. 21-27 have been released by the A. C. Nielsen Co. Jack Benny's program again heads the evening, once-a-week list as it did for the two weeks previous [B•T, Jan. 26]. Weekday lead went to Arthur Godfrey. Complete ratings follow:

NATIONAL NIELSEN RATINGS

TOP RADIO PROGRAMS—Regular Week Dec. 21-27, 1952 Nielsen-Rating*

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK (Average For All Programs)		(2,324)
1	Jack Benny (CBS)	6,095
2	Amos 'n' Andy (CBS)	5,876
3	Charlie McCarthy Show (CBS)	5,700
4	Our Miss Brooks (CBS)	4,648
5	Lux Radio Theater (CBS)	4,604
6	My Little Margie (CBS)	4,516
7	Gene Autry Show (CBS)	3,727
8	Suspense (CBS)	3,639
9	People Are Funny (CBS)	3,596
10	Gangbusters (CBS)	3,552
EVENING, MULTI-WEEKLY (Average for All Programs)		(1,228)
1	Club 15 (CBS)	2,192
2	Lone Ranger (ABC)	2,192
3	One Man's Family (NBC)	1,929
WEEKDAY (Average for All Programs)		(1,535)
1	Arthur Godfrey (Toni) (CBS)	2,938
2	Arthur Godfrey (Liggett & Myers) (CBS)	2,762
3	Wild Bill Hickok (MBS)	2,587
4	Arthur Godfrey (Nabisco) (CBS)	2,543
5	Wendy Warren and the News (CBS)	2,499
6	Our Gal, Sunday (CBS)	2,456
7	Ma Perkins (CBS)	2,324
8	Romance of Helen Trent (CBS)	2,324
9	Arthur Godfrey (Pillsbury) (CBS)	2,280
10	Strike It Rich (NBC)	2,280
DAY, SUNDAY (Average for All Programs)		(1,272)
1	True Detective Mysteries (MBS)	2,499
2	New York Symphony (CBS)	2,368
3	Martin Kane, Private Eye (NBC)	2,192
DAY, SATURDAY (Average for All Programs)		(1,666)
1	East-West Football Game (MBS)	2,762
2	Theater of Today (CBS)	2,631
3	Fun for All (CBS)	2,280

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1953 by A. C. Nielsen Company

'Lucy' First in Hooperade

FOR THE THIRD time in 1952, *I Love Lucy* (CBS-TV) took first place in all six cities covered in C. E. Hooper Inc.'s "Hooperade of Stars" for December, released last week. Five other shows placed among the top 15 programs in the six cities for that month: *Dragnet, You Bet Your Life, Colgate Comedy Hour* with Bob Hope, and *Your Show of Shows*, all on NBC-TV, and *Our Miss Brooks* on CBS-TV. Cities covered by Hooperade are New York, Chicago, Los Angeles, Philadelphia, Boston, and Detroit.

Comedy-Variety Tops Multipulse Ratings

COMEDY VARIETY programs received highest average ratings in the Multipulse network television program trends for December 1952, released by The Pulse last week. The Pulse noted that quiz-audience participation shows were the most common network program type as compared with daytime variety in Dec. 1951. Top 10 program types:

	AVG. RATING
Comedy Variety	29.6
Football	26.6
Talent	23.2
Comedy Situation	19.9
Drama & Mysteries	19.5
Boxing	18.4
Western & Serials	14.3
Music	13.6
Musical Variety	12.8
Sport News	12.2

H & R Daytime Survey

HILTON & RIGGIO, New York advertising agency, announced last week in its "What's New" bulletin that it had conducted an independent audience survey of daytime viewing in the metropolitan New York area for a client using a mid-afternoon television program.

The results of the several hundred women interviewed showed viewing as follows at these hours: 9-10:30 a.m., 21.97%; 10:30-12 noon, 34.43%; 12 noon-1 p.m., 35.16%; 1-3 p.m., 62.63%, and 3-5 p.m., 50.18%.

Of the respondents, 84.61% were married; 51% were apartment dwellers; 20.14% worked outside of the home.

Protests Subside As JWT Defines TV Study Aims

Top markets estimates were not intended as coverage data, Dibert says.

WHAT HAD SEEMED to be an incipient round of protests against J. Walter Thompson Co.'s new estimates of TV sets in major markets [B•T, Jan. 26] appeared to have dissipated last week with the realization—backed by reassurance—that the figures were never intended to be taken as coverage data.

George Dibert, media vice president of the agency, under whose supervision the survey was conducted, said that when it appeared some industry members misconstrued the purpose of the figures, a paragraph which had been deleted from the original reports—because it seemed "unnecessary to say what the estimates are not"—was restored in subsequent printings. That paragraph:

It should be noted that this report concerns itself only with locating in terms of marketing areas the present ownership of television receivers. Since in many areas television signals are received from transmitters located in two or more different cities, no effort has been made at this time to present this data in terms of TV service area coverage.

Only Three Complaints

Mr. Dibert said he received only three specific complaints about the report: one complaining the estimate of sets in Milwaukee was too low; one making a similar protest with respect to the Norfolk estimate, and one which contended the estimate for Atlantic City was too high. The agency is making or will make investigations in each case and then will change its estimates if changes are indicated.

The JWT study estimated sets in each of the top 162 U. S. markets as defined in "Population and Its Distribution," compiled by the agency and published by McGraw-Hill. It estimates the first 162 markets, consisting of 180 counties, had 17,414,037 TV sets (or 82.924% of the U. S. total) as of Jan. 1. Additionally, it was estimated that there are 3,180,766 sets in other markets which individually have 500 or more receivers, and 405,197 sets in markets which individually have less than 500 sets. Total for the U. S. is placed at 21 million.



Here is Youngstown's FIRST TELEVISION PICTURE

As it appeared from Youngstown's FIRST TV station

WKBN-TV Test Pattern went on the air January 6, 1953 at 5:27 A.M.—the first UHF station in Ohio, the sixth in the United States.

WKBN-TV inaugurated live studio programs with a Newscast, January 11, 1953.

WKBN-TV began transmitting network programs, January 20, 1953.

W K B N
Pioneers in Youngstown
FIRST *in Radio*
FIRST *in Television*

WKBN

Affiliated with

CBS • ABC • DUMONT NETWORKS

Represented by Raymer



some spots are better

For the best spot, at the right time, at the right place



than others

When you're in the spotlight, it's the audience response that counts! And for most advertisers late evening Radio delivers the right audience.

Millions of people listen regularly to local Radio programs during the late evening hours. Over 90% of this wide-awake audience is made up of adults... the *buying* population of the nation. Between 11:15 p.m. and Midnight, the stations represented by NBC Spot Sales deliver a large *adult* audience for the low rate of 45 cents per thousand *adult* listeners.

To get the sales results you want for your product, call your NBC Spot Radio Salesman.

Source: *Pulse*

representing
RADIO STATIONS:

WTAM	*Cleveland*
WRC	*Washington*
WNBC	*New York*
WMAQ	*Chicago*
KNBC	*San Francisco*

representing
TELEVISION STATIONS:

WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*
KPTV	*Portland, Ore.*
WRGB	*Schenectady-Albany-Troy*

NBC **SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

P & G SPENDS $1 MILLION ON NOVEMBER NETWORK RADIO

Sterling Drug ranks second in top 10, with food advertisers outranking all network radio product groups. PIB data is incomplete because political convention and election return time charges were not computed.

THREE SOAP COMPANIES, four drug and toilet goods firms, two food products producers and one cigarette manufacturer comprise the top 10 radio network advertisers for November (Table I), as computed from figures on individual network program gross time charges reported by Publishers Information Bureau. As usual, Procter & Gamble Co. heads the list, as the only advertiser to purchase more than $1 million worth of radio network time (at gross rates) during the month. It spent more than twice as much as Sterling Drug, second ranking radio network client.

Tables Incomplete

Figures in Tables II (showing the leading advertiser in each category of network business) and Table III (expenditures of each category for one-month and 11-month periods) are incomplete, because of difficulty in determining gross costs of sponsored time devoted to covering the national political conventions and the election returns. These figures are therefore omitted from the tables. Addition of these time purchases will increase 1952 figures, so until they are available, care should be exercised in making comparisons between 1952 and 1951 network time purchases, particularly in the household equipment and radio receiver categories.

As product groups now stand, food advertising is the most important (dollarwise) radio network category, with toiletries second, followed by drugs, soaps, tobaccos and household equipment, in that order. This is true for both November and for January - November 1952. Automotive advertising ranked seventh in November against tenth for the 11-month period, changing places with confectionary, which stood seventh for the year-to-date but tenth in November. Miscellaneous ranked eighth in November, ninth for the year, just the reverse of gasoline, which was ninth in November, eighth for the 11-month period.

Political Advertising

Political advertising ranked 11th in November, with network radio time purchases during the three November days before election amounting to $303,785 or 17.9% of all political radio network time purchases for the entire campaign period. In the January-November period, politics was the 15th-ranking radio network client class.

* * *

TABLE I

Top Ten Radio Network Advertisers in November 1952

1	Procter & Gamble Co.	$1,336,005
2	Sterling Drug	558,593
3	Miles Labs	539,843
4	General Foods Corp.	533,983
5	General Mills	513,622
6	Gillette Co.	418,614
7	Lever Brothers Co.	365,783
8	R. J. Reynolds Tobacco Co.	360,133
9	Colgate-Palmolive-Peet Co.	330,659
10	American Home Products Corp.	323,057

McCollum Makes Study Of Filmed Commercials

FILM commercials do not have less sales effectiveness than live announcements, in the opinion of Don McCollum, manager of the client relations division of Schwerin Research Corp., New York, who reported a fortnight ago on comparison studies of both.

Noting a growing tendency among major television advertisers to use filmed sales messages, Mr. McCollum said his staff attempted to contrast film and live on such points as remembrance, belief and liking.

Results show that outside factors, apart from the live or film characteristic, are "much more important" in determining the commercial's success, he said.

Film Advantages

Citing advantages of film, he said it (1) enables sponsor and agency to get the message delivered exactly as they want it, (2) makes possible more polish because of "greater production capabilities," reshooting and elimination of fluffs, (3) is more adaptable for use within a program or as spots, and (4) makes demonstrations seem quicker and simpler than when handled live.

Despite the advantages of film, however, Mr. McCollum noted that filming can be overly-complicated and cluttered, resulting in loss of sales effectiveness.

New Beer TV Series

GENERAL Display Products Co., St. Louis, long a producer of merchandising and point-of-sale materials for regional brewers, has announced its entry into the television beer commercial field.

It is introducing its new video film commercial series designed for purchase on a co-operative buying plan.

Series was created by General Display and produced by Five-Star Productions, Hollywood, under the direction of Harry McMahan.

TABLE II

Leading Radio Network Advertiser of Each Product Category for November 1952

Category	Advertiser	Gross Time Expenditures
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 38,917
Apparel, Footwear & Access.	Seeman Brothers	22,102
Automotive, Auto. Access. & Equip.	Chrysler Corp.	174,985
Beer, Wine & Liquor	Pabst Brewing Co.	61,180
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	63,165
Confectionary & Soft Drinks	William Wrigley Jr. Co.	130,003
Consumer Services	Electric Cos. Advertising Program	64,422
Drugs & Remedies	Miles Labs.	539,843
Food & Food Products	General Foods Corp.	527,024
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	93,649
Household Equipment & Supplies	Philco Corp.	112,360
Household Furnishings	Whitehouse Co.	63,118
Industrial Materials	U. S. Steel Corp.	123,390
Insurance	Equitable Life Assurance Society of US	72,561
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	100,765
Office Equip., Stationery & Writing Supplies	Hall Brothers	$ 83,150
Political	Citizens for Eisenhower-Nixon	90,676
Publishing & Media	First Church of Christ Scientist	11,398
Radios, TV Sets, Phonographs, Musical Instruments & Access.	R C A	78,912
Retail & Direct by Mail	Save-By-Mail	3,312
Smoking Materials	R. J. Reynolds Tobacco Co.	360,133
Soaps, Cleansers & Polishes	Procter & Gamble	972,218
Sporting Goods & Toys	Walking Doll Co.	83,427
Toiletries & Toilet Goods	Gillette Co.	418,614
Transportation, Hotels & Resorts, Industrial & Agricultural Development	Assn. of American Railroads	60,554
Miscellaneous	American Federation of Labor	95,477

* * *

TABLE III

Gross Radio Network Time Sales by Product Groups for November and January-November 1952, Compared to 1951

Category	Nov. 1952	Jan.-Nov. 1952	Nov. 1951	Jan.-Nov. 1951
Agriculture & Farming	$ 81,636	$ 690,208	$ 55,277	$ 595,679
Apparel, Footwear & Access.	64,713	341,201	23,405	566,398
Automotive, Auto, Access & Equip.	639,603	3,854,586	338,728	3,828,831
Beer, Wine & Liquor	144,265	1,965,862	171,964	3,010,391
Building Materials, Equip. & Fixtures	70,423	949,104	112,935	1,284,512
Confectionary & Soft Drinks	318,363	4,959,502	546,880	5,656,382
Consumer Services	193,576	2,040,373	171,911	2,481,240
Drugs & Remedies	1,800,201	19,014,913	1,774,595	20,406,324
Entertainment & Amusements		6,090	.....	5,723
Food & Food Products	3,165,623	33,382,069	3,579,621	39,004,213
Gasoline, Lubricants & Other Fuels	365,759	4,733,701	444,972	5,209,795
Horticulture	.....	113,151	.....	96,451
Household Equipment & Supplies*	701,388	5,042,419	387,341	2,860,343
Household Furnishings	190,596	1,292,011	94,513	899,603
Industrial Materials	223,939	1,877,334	200,605	1,928,625
Insurance	229,261	3,082,179	298,209	2,975,242
Jewelry, Optical Goods & Cameras	161,120	878,007	91,380	1,056,143
Office Equipment, Stationery & Writing Supplies	83,150	576,095	80,787	599,295
Political	303,785	1,700,569	.....	.....
Publishing & Media	11,398	517,754	47,064	343,530
Radios, TV Sets, Phonographs, Muscial Instruments & Access.*	231,144	1,563,997	169,846	2,525,884
Retail & Direct by Mail	6,336	30,798	948	30,182
Smoking Materials	1,270,851	14,632,519	1,840,620	18,815,875
Soaps, Cleansers & Polishes	1,481,652	16,738,407	1,545,671	16,516,700
Sporting Goods & Toys	83,427	83,427	.....	.....
Toiletries & Toilet Goods	1,969,775	20,929,325	1,924,292	23,761,911
Transportation, Hotels & Resorts, Industrial & Agricultural Development	60,554	804,938	102,753	1,134,909
Miscellaneous	486,206	4,727,295	372,834	4,505,365
Total*	$14,278,750	$146,527,834	$14,377,151	$160,099,546

SOURCE: Publishers Information Bureau

* National Political Convention & Election Return Programs Not Included



"The People's Station" appoints New National Representative . . . . . .



HELEN GILL
President, Gill-Perna, Inc.

PAUL F. EICHHORN
President, WGRD

ANNOUNCING

the immediate appointment of

Gill-Perna, Inc.

New York - Chicago - Los Angeles - San Francisco

as

Exclusive National Representative

for

WGRD

GRAND RAPIDS, MICHIGAN

WGRD . . . where Radio Advertising in Western Michigan reaches **more** people . . . **more** times . . . for **less** money . . .

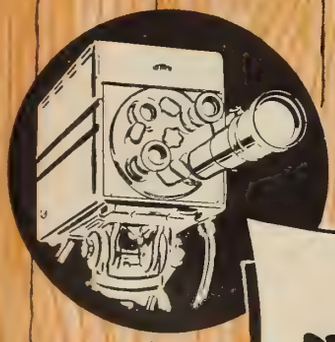
Another

DU MONT

Station

COMPLETE TELECASTING EQUIPMENT

. . . ON SCHEDULE



DESTINATION:

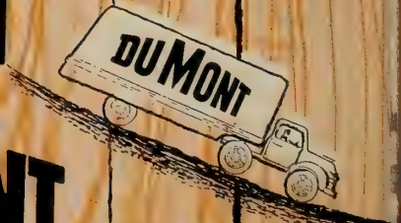
LYNCHBURG, VIRGINIA

LYNCHBURG BROADCASTING CORP.



With full power — On schedule, and proved, dependable Du Mont equipment, WLVA-TV marks another successful Du Mont installation. Du Mont's complete television broadcasting equipment line, assures the finest in television for the 296,000 families of central Virginia.

RUSH



DU MONT

TELEVISION TRANSMITTER DIVISION

Allen B. Du Mont Laboratories, Inc.

1500 Main Avenue, Clifton, N. J.

it's Full-Power* on channel 13

*28.2 KW ERP Antenna 2,092 ft. above average terrain.
The maximum power allowed for this height in Zone I.

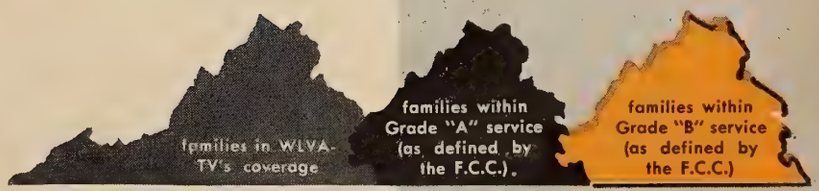
WLVA-TV

IN LYNCHBURG, VA.

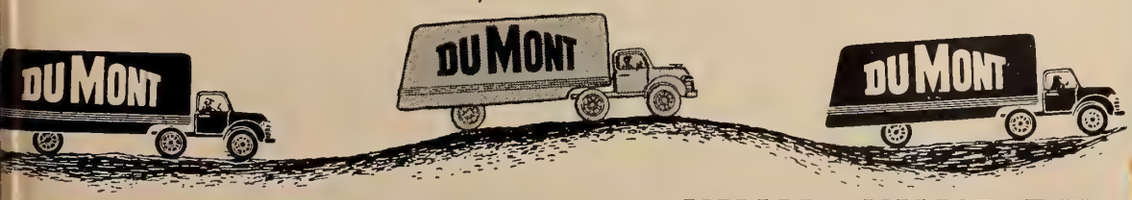


covering...

CITY	AIRLINE DISTANCE	POPULATION	GRADE SERVICE
Roanoke	43.5	91,921	A
Lynchburg	11	47,727	A
Danville	57	44,658	B
Charlottesville	45.5	25,969	A
Staunton	39	19,927	A
Waynesboro	36.5	12,357	A
Harrisonburg	61.5	10,810	B
Salem	53	6,823	B
Lexington	22.5	5,976	A
Covington	48	5,860	B
Clifton Forge	39.5	5,795	A
Farmville	44	4,375	A



296,180 84,830 211,350



WLVA, WLVA-FM, WLVA-TV

LYNCHBURG BROADCASTING CORP., LYNCHBURG, VA.

Sell this Market through the men who know it best, the owners and operators of WLVA, Lynchburg's oldest radio station . . . owners and operators of WLVA-TV Lynchburg's first and only VHF station.

affiliates . . . CBS

DU MONT
. . . directly connected

REPRESENTED BY GEORGE P. HOLLINGBERY CO., NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO • LOS ANGELES



Here's the REAL pitch on radio, in Kentucky!

When you strip it of all the fancy talk, the Kentucky radio story boils down to this:

55.3% of the State's total retail sales are made in Metropolitan Louisville and its satellite markets — a concentrated area covered daily by WAVE, alone!

With 5000 watts *(and 5000-watt rates!)*, WAVE gives you this important majority, plus a big hunk of Southern Indiana with another quarter billion dollars in effective buying income!

The show's going on, *now.* Join the other smart advertisers — step right up and get a front-row seat with WAVE!

5000 WATTS • NBC • WAVE LOUISVILLE



Free & Peters, Inc., *Exclusive National Representatives*

UTP Reports 17 Sales, Renewals of TV Films

UNITED Television Programs last week reported a heavy schedule of new sales and renewals on *Heart of the City, Double Play* and *Old American Barn Dance.*

UTP said *Heart of the City* is the second-run title of the film, which was produced as *Big Town* by Gross-Krasne, with which UTP recently merged. The feature film has been sold to WENR-TV Chicago; WHAM-TV Rochester; WJTV(TV) Jackson, Miss.; KRLD-TV Dallas; KHQ-TV Spokane; KDYL-TV Salt Lake City; KCBD-TV Lubbock; KGNC-TV Amarillo; and KKTV(TV) Colorado Springs. Renewals include KING-TV Seattle and WTVJ(TV) Miami.

Sales on *Double Play,* starring Laraine Day and Leo Durocher, have been to WDTV(TV) Pittsburgh; KCSJ-TV Pueblo; KPIX-TV San Francisco; KHJ-TV Hollywood; WKNB-TV New Britain and KGNC-TV Amarillo.

NBC Files Suit Against Jerry Fairbanks

FORECLOSURE of a chattel mortgage and public sale of a block of TV films is requested in a suit filed by NBC in Los Angeles Superior Court last Tuesday against Jerry Fairbanks, Hollywood producer.

Named also as defendants are Jerry Fairbanks Inc., Walter E. Heller & Co., investment brokers, and Republic Pictures, owners of Consolidated Labs., where the negatives are stored. The suit charges that Fairbanks gave NBC 20 promissory notes totaling $175,000 in February 1952, and that he has made only three of the agreed-upon monthly payments of $8,000.

NBC wants the court to appoint an officer to sell the TV films, which include 26 (20-minute) *Public Prosecutor,* 195 (5-minute) *Crusader Rabbit* cartoon shorts, 26 (half-hour) *Uncle George,* and 13 (half-hour) *Jackson and Jill.*

Loew's Asks $500,000 In Film Contract Suit

LOEW'S Inc. has filed a $500,000 breach of contract and injunction suit in Los Angeles Superior Court to halt telecasting of 18 Harmon-Ising cartoon shorts originally made for M-G-M and theatrical release.

Defendants are Harmon-Ising Productions, Hugh Harmon, Rudolf Ising, Sterling Television Co. Inc., Cornell Films, KTTV (TV) Hollywood and Paramount Television Productions Inc., operators of KTLA (TV) there.

Contending the cartoon company made the shorts for M-G-M during 1934-35-36, and the studio still controls all rights, the suit asks the court to determine damages under an infringement of copyright claim.

Complaint cites that the films, through undisclosed means, were turned over to Cornell Films, which gave distribution rights to Sterling Television Co. Telecasts of films were made on the stations involved, the suit charges.

Offers German Films

CATALOG of more than 4,000 German motion pictures over which the Attorney General of the U. S. has jurisdiction has been published by the Office of Alien Property of the Dept. of Justice.

Pictures may be licensed on royalty basis for television, theatre and other exhibition upon application to the Office of Alien Property.



OIL portraits and watches go to 25-year members of The Jam Handy Organization, Detroit, from Jamison Handy (l), president of the film company. Those cited at a special anniversary program last week were (facing Mr. Handy, l to r) Walter Wilhelm, motion picture film librarian; Hal F. Connelly, non-theatrical supervisor of Chicago distribution; Frank A. Gauntt, account executive, and William G. Luther, vice president in charge of automotive.

Sales

Purity Biscuit Co., Salt Lake City, has signed a 26-week contract with **United Television Programs** to sponsor **Bing Crosby Enterprises'** half-hour dramatic *Counterpoint,* in Salt Lake City, Tucson and Phoenix.

* * *

Luer Packing Co., Vernon, Calif., has started half-hour weekly *Luer Theatre* on KNBH (TV) Hollywood for 26 weeks from Jan. 29. The series was filmed by **Bing Crosby Enterprises.** The agency is **Dan B. Miner Co.,** Los Angeles.

* * *

Pickwick Pictures, Hollywood, 1350 N. Highland Ave., has been formed by partners **Arthur Piantadosi Jr.** and **Tom Armistead,** formerly producer and director, respectively, with Bing Crosby Enterprises. The firm, in which **Al Schatz,** industrial film producer, also is a partner, will produce TV commercials and announcements for industrial and education markets.

* * *

Already completed are four one-minute films shot in 35 mm Ansco Color for **Kerr Glass Mfg. Co.,** Los Angeles, featuring radio actors **Mel Blanc** and **Hy Averback,** and six spot film announcements, for **Greene-Haldeman Co.,** Los Angeles Chrysler-Plymouth distributors, to be used on KNBH (TV) Hollywood *Dangerous Assignment.* Agency on both accounts is **Creamer & Co.,** Los Angeles.

Distribution

Major Television Productions Inc., film distribution firm, has transferred its sales headquarters from Culver City to New York, at 1270 Avenue of the Americas. **Robert Guggenheim,** general manager, has resigned.

Availabilities

CBS-TV Film Sales has acquired the national and syndication rights to *Annie Oakley and Tagg,* new half-hour TV film series produced by **Flying A Productions Inc.,** Hollywood. The pilot film already has been completed.

Production

Victor Kayfetz Productions, New York, has completed the first two of 13 TV films on recreational boating for the **National Assn. of Engine & Boat Manufacturers.** They will be released for television within the next 30 days.

* * *

Cosman Productions, Hollywood, starts production on a second group of 13 half-hour films in *I Am the Law* TV series this week at Motion Picture Center. The series stars **George Raft** and is sponsored on a regional basis.

* * *

Filmcraft Productions, Hollywood, has signed **Robert Nathan,** novelist and motion picture writer, to write the scripts for *Mark Twain Television Theatre,* a half-hour prestige film series scheduled to go into production this month.

* * *

Robert S. Howard Productions, Hollywood, formed by **George Fisher** and **Robert S. Howard,** owner of Howard Manor, Palm Springs (resort hotel).

Random Shots

Farquhar & Co., Utica, N. Y., is producing a series of five-minute television films which explain in a layman's language the theory of investments, using simple visual explanations. Tomorrow (Tuesday) the program starts on **WKTV (TV)** Utica, N. Y., where it will be a weekly feature. Sponsor is **Philipson & Co.,** Utica investment securities firm.

* * *

Frank Tashlin Co., Hollywood, has been formed to produce films for TV with **Mr. Tashlin,** motion picture director-writer, as president; **Lester Linsk,** Hollywood talent agent, vice president, and **Charles E. Trezona,** business manager, secretary-treasurer.

* * *

General Service Studios, Hollywood, is readying construction plans for three additional sound stages with completion expected within two months, according to **James Nasser,** co-manager.

Film People

E. M. Loew, motion picture theatre executive, has been named vice president and elected to the board of directors of **Les Hafner & Co.,** New York, which has acquired television, motion picture and radio rights to the Mark Hellinger story properties.

* * *

Rudolph Monter and **Edward M. Gray,** president and vice president, respectively, of **Mutual Television Productions,** Hollywood, who were recently brought into **Sovereign Productions** on a partnership basis to handle the firm's business administration, also will head the management board. Also named was **Stuart Reynolds,** president of Sovereign, who is in charge of sales and distribution. **Gil Ralston** and **Arthur Ripley** continue in charge of production activities.

NARTB Copyright Group Studies Record Firms' Plans

Recommendations go to the board in March on disc firms' petition for monthly fee.

BROADCASTERS are not going to submit easily to efforts of some record manufacturers to charge them fees for "free" phonograph records, judging by industry reaction last week.

The fee movement came out into the open after disclosure that Capitol Records Inc. and other companies were sending form letters to stations on a no-fee-no-records basis [B•T, Jan. 26]. NARTB entered the scene when its Copyright Committee held a two-day session at which the fee problem was a major topic.

The NARTB group, headed by Edward Breen, KVFD Fort Dodge, Ia., issued a reminder that recordings do not carry with them inherent performance rights. The committee's statement follows:



Mr. Breen

"Broadcasters are not obligated to pay anything to record manufacturers for use of such records for broadcast. It has been established by the courts that there is no performance right in a recording. As a matter of fact, since broadcasters—through playing such records—promote their sale to the general public, there is some justification in the contention of many operators that the record companies should pay the broadcasters at regular card rates. This is the practice among some stations."

The committee remarked that broadcasters have made records popular by performing them on the air, with record manufacturers making it a practice to give their product to stations. The proposed fees in some cases are described as covering the cost or part of the cost of packaging and delivery.

Howard Stanley, general and sales manager of WEAM Arlington, Va., independent, last week wrote George A. Svendberg, of Columbia Records advertising department, that the company's special service charge "will kill the goose that has laid a golden egg for many record companies."

Sees Future Dangers

He described the fee as a "dangerous precedent that others might unwisely follow," pointing to the danger of a united front. WEAM has asked record companies to stop personal service to individual disc jockeys, he said, urging them to reduce their "free list" so they can "have enough platters for legitimate distribution directly to station librarians." He opposed the practice of entertaining disc jockeys or giving them "special treatment."

Richard Lewin, general manager of KTRE Lufkin, Tex., said Capitol records "tried to put the same thing into effect here at KTRE a year ago. Capitol did stop shipments and KTRE no longer plays Capitol records." He said that RCA Victor stopped shipments to KTRE in the fall of 1952, without explanation. Later, he said, he learned from the Houston distributor the records would be offered on a charge basis.

"I think it is most interesting to note that while we agreed to the Victor charge for records we have not yet received a shipment even on this cash basis," he continued. "Our policy is to give record label credits only to those companies supplying us records free of charge. We are now receiving records on this basis from Columbia, Decca, MGM, Mercury and most of the other independent label companies."

L. O. Fitzgibbons, vice president of WBEL Beloit, Wis., said the practice is not new. "Our battle was with RCA, which we won through application of pressure, and with Columbia, on which the pressure is now being applied," he said. Some managers are "reluctant" to discuss the subject, he said, possibly "because they were ashamed of the fact that they had accepted the record company's terms."

Record Firm's Comments

Capitol Records says that in the past year it has been charging the fee described in B•T, Jan 26, to some 250 stations in so-called "fringe areas"—"stations adjoining large city stations—and to some in isolated communities." Dick Linke, publicity director, pointed out Capitol still sends records free to some 1,600 disc jockeys at stations throughout the country.

He said it was not economically feasible or practicable to send records free to stations 40 or 50 miles away from a big city station where the records would not get sufficient coverage. Capitol gives a great deal of credit to radio for stimulating interest in records, but companies must be realistic, he said, adding that Capitol spends some $200,000 a year on records sent free to stations. Though there have been "a few complaints," he said that most small stations in the cut-off category paid the fee without complaint.

At Columbia Records, Lloyd Leipzig, publicity director, said for the past year it has supplied records "at cost" to stations in small communities where, for instance, there is only one music store. He said they amounted to only a few hundred of an estimated 2,000 disc jockeys who still receive the records free. He said the company had not received complaints because stations understand the company's position.

At Decca Records a spokesman said the station services all disc jockeys—an estimated 2,000—with free records, does not charge any fee and does not plan any such move at present.

MGM Okays Limited TV

BREAKING a hard and fast rule, M-G-M will permit its contract actors to appear on TV as long as they exploit the movie studio's product. Actors under contract to the studio are still barred from acting or making any other guest appearances on video.

Success of the Jan. 18 telecast of CBS' *Toast of the Town* on which film clips from "Above and Beyond" were accompanied by personal promotion from the film's stars, Robert Taylor and Eleanor Parker, is reported responsible for the policy switch.

Studio is readying plans for the premiere of "The Naked Spur" Friday in Denver, with day-long festivities covered by TV and radio.

Bing Crosby Plans Monthly TV Show

BING CROSBY, radio-motion picture singing star, long a video holdout, will do a monthly CBS-TV filmed show for his radio sponsor, General Electric Co., with Young & Rubicam Inc., agency servicing the account, aiming at a starting date in May.

The format is yet to be worked out. Whether it will be musical or follow along the lines of his CBS Radio weekly variety program is still undetermined. Series will be filmed at the Hal Roach Studios, Culver City, with Bill Morrow, producer-writer of the radio show, probably in charge of production for Bing Crosby Enterprises Inc.

Mr. Crosby has made but two TV appearances. The first was to m.c. with Bob Hope a pooled network telethon. He did a surprise guest shot recently on NBC-TV's *Colgate Comedy Hour* with Bob Hope.

Closed-Circuit TV Co. Formed for Theatre-TV

NEW theatre-TV firm to produce and serve TV-equipped theatres has been announced by Harold Azine, former TV chief of the Federal Civil Defense Administration. Name of the new company is Closed-Circuit Television Co., 20 E. 53d St., New York.

While with FCDA, Mr. Azine helped pioneer the use of theatre TV for civil defense instruction.

Closed-Circuit Television Co. will concentrate on "off-hours" commercial use of theatres, Mr. Azine said. Evening hour box-office attractions later are a possibility, he said.

Kagran Corp. Adds to Staff, Acquires More Office Space

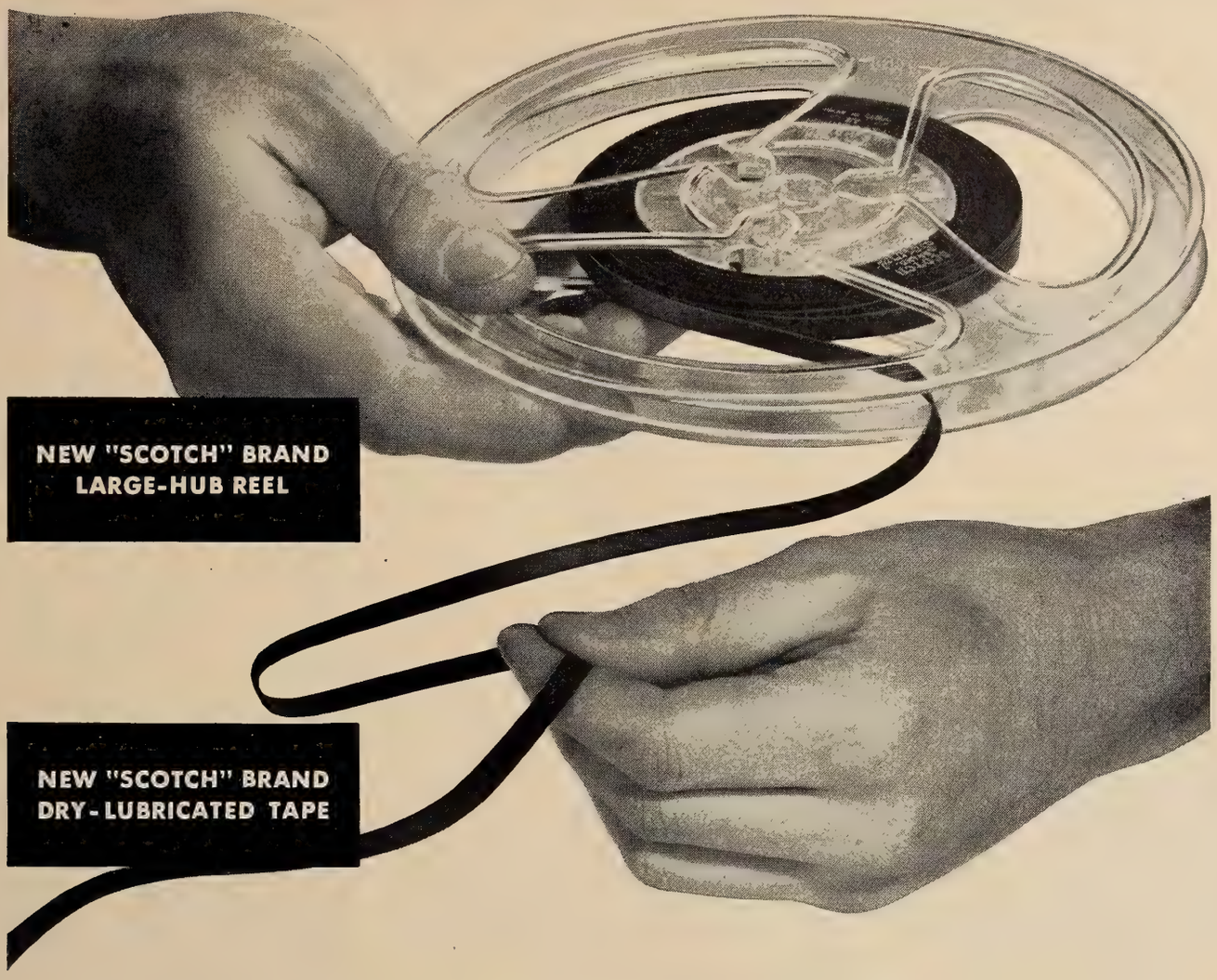
ADDITION of five persons to the staff of Kagran Corp., New York, radio-TV program production firm, has been announced by Martin Stone, president. He noted that the company has rented additional office space at the Park Chambers Hotel.

New personnel includes: Milton P. Kayle, formerly a White House special assistant, as executive assistant; Murray Benson, previously staff producer-director for WNBC New York, as publicity and promotion director and production supervisor of the *Jackie Robinson Show;* North Jacobs, formerly with Unity Television Corp., New York, as manager of sales and development for new packages; Edwin L. Justin, attorney, as office manager, and Phyllis Adams, formerly producer for WNBT (TV) New York, as production supervisor of *Author Meets the Critics.*

Singer Sues Producer

BREACH of contract suit for $17,550 against producer John J. Franklin and Franklin Television Productions was filed last week by Hawaiian singer Alfred Apaka. Discovered by Bob Hope, Mr. Apaka now is under contract to Decca Records.

Mr. Apaka claims he signed a year's contract on Oct. 20, 1951, for his services in a series of 52 half-hour TV film titled *Hawaiian Paradise* for which he was to be paid $450 each. Even though the last 39 shows never were filmed, he said, the defendants owe him back salary for them under the contract.



You need *both* to reduce timing errors!

You have an extra weapon against timing errors with the new "Scotch" Brand 7-inch Professional Reel. The specially-formulated tape available *only* on this new reel is treated with a revolutionary dry lubricant. It slides over heads without gumming or sticking, eliminates the flutter that contributes to timing errors. This also allows sustained tones to come through clearly, without annoying changes in pitch. And the dry lubricant is unaffected by humid weather . . . does a top-notch job all year round, even in tropical climates!

The new larger hub on this improved reel does its part in combatting timing errors, but remember . . . for split-second accuracy and flawless reproduction every time, you need the *extra* advantage of "Scotch" Brand *Dry-Lubricated* Magnetic Tape!

See Your Distributor for a Supply of 7-inch Professional Reels and *Dry-Lubricated* Tape!

CHECK THESE FEATURES of the new "Scotch" Brand 7-inch Professional Reel

- **NEW LARGER HUB** measures 2¾ " compared to the 1¾ " of standard reels
- **SINGLE THREADING SLOT** minimizes distortion of lower tape layers
- **DRY-LUBRICATED TAPE** practically eliminates sticking, squealing, cupping
- **100% SPLICE-FREE.** All "Scotch" Brand Magnetic Tape (up to 2400 foot reels) is guaranteed to be free of splices

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WILL FCC APPROVAL OF ABC-UPT MERGER COME THIS WEEK?

Observers see only one all-out dissent—from Comr. Hennock—with other commissioners concurring on initial decision of Examiner Resnick as to merger. But it's a different story on Paramount control of DuMont and on transfers of WBKB (TV) and KTLA (TV), which may bring a sharply divided vote either way.

FCC Friday grappled with final phases of its consideration of the hot ABC-United Paramount Theatres Inc. merger case, with the prospect that announcement will be forthcoming within a week or ten days.

There were no developments that argued any change in the outcome of the merger itself—with a substantial majority evidently favoring the fusion of the motion picture exhibition company and the Noble-controlled networks, applications for which were filed in mid-1951. But it appeared to be an entirely different story on some of the related issues, with the prospect of perhaps several different concurring or dissenting opinions.

Only dissent to merger approval will be, it is understood, from Comr. Frieda B. Hennock. Miss Hennock made no attempt to hide her disapproval of the merger during the one-day oral argument held before the FCC *en banc* Jan. 5 [B•T, Jan. 12].



Miss Hennock

Her thesis tended to be that of the Broadcast Bureau's—that the merged company would be monopolistic, might discriminate against TV to protect its theatre holdings, and that its weight in the picture buying market would be unfair to other TV chains attempting to purchase films for telecasting. She reportedly has a 90-page document.

Most Follow Resnick

The other six commissioners take the position, it can be presumed, that no such thing will eventuate and if it does the Commission still has the power to rectify it. This was the approach taken by Hearing Examiner Leo Resnick in his initial decision last November favoring the merger [B•T, Nov. 17, 1952].

There were indications that Comrs. Edward M. Webster and Eugene H. Merrill would go along with Comr. Hennock—but in separate opinions—on the Paramount control issue and on the purported "illegal" transfer cases. Thus, a switch of a single vote, on these points, could transform Miss Hennock's minority opinion to a majority opinion. Question seemed to be whether Chairman Paul A. Walker would waver on this point.

Such a turn of events would not preclude merger approval. It could result in further hearing on the transfer issues, however. The FCC functions on the basis that no action is "final" until it becomes a public notice, and much can happen from the time a "tentative" vote is taken to final approval.

The Paramount issue is premised on the contention that 25% ownership of DuMont by Paramount Pictures constitutes effective control. Opposition to the transfer cases is based on the contention that the old Paramount company should have secured FCC approval before making the changes. The companies argued, however, that a higher Federal authority—the courts—had decreed these transfers.

General Approval

Commission majority's approach, it was understood, is general approval of Examiner Resnick's initial decision. It will run, it is believed, about five pages, in order to take care of exceptions filed against the Resnick order by the Broadcast Bureau and DuMont.

Miss Hennock's 90-page dissent was submitted to the Commission Friday. Late last week it was being studied by the majority to ensure that no points were raised that were unanswered in the majority opinion.

Mechanical processing was expected to take a few days before the Commission's final decision was ready for issuance.

Although Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Interstate & Foreign Commerce Committee, intervened for the second time early last month [B•T, Jan. 12], he has done nothing further on the ABC-UPT case itself. He did, two weeks ago, introduce a bill (S 538) which would prohibit the FCC from granting station licenses to those convicted of anti-trust violations, unless no such violations had occurred for the previous five years [B•T, Jan. 26].

Sen. Tobey had declared that he would hold hearings on that subject, but no such plans have been announced as yet.

Gleeson Renews Damages Bid In FCC Deletion of TV Ch. 1

COMPENSATION to William L. Gleeson for damages resulting from the FCC's deletion of TV Ch. 1 (44-50 mc) in 1947 again was asked in a private bill (HR 1693) submitted to the 83d Congress last week by Rep. George P. Miller (D-Calif.). The bill asks recompense of $149,401.78 to Mr. Gleeson, the same amount requested in the last Congress.

TV grant for Ch. 1 at Riverside, Calif., was made by the FCC to Mr. Gleeson's Broadcasting Corp. of America in December 1946. In 1947 the Commission determined the share arrangement between TV and non-government mobile and fixed radio services which would not work out, and eliminated TV Ch. 1. Mr. Gleeson was the only grantee for Ch. 1 at the time. Broadcasting Corp. of America (KPRO Riverside, KREO Indio, KYOR Blythe, KROP

The Gavel Is Gone But The Veep Goes On

ALBEN W. BARKLEY, with assistance of commentator Earl Godwin, debuted his television show yesterday (Sunday) from NBC Washington in a new studio featuring a concealed camera, and containing an audience of 40 persons.

Although the show is being offered for commercial sponsorship, under restrictions imposed by former Vice President Barkley, "The Veep" began his new venture on a sustaining basis from the Wardman Park Hotel. *Meet the Veep*, aired Sunday 5:30-5:45 p.m. EST, is packaged and owned by Louis G. Cowan, a friend of Mr. Barkley and his television counsel.

NBC and "The Veep" declined to reveal show costs or performing fees, but a network spokesman said an estimate that Mr. Barkley would get some $2,500 weekly was incorrect.

Mr. Barkley, in outlining at a news conference earlier in the week his objectives and proposed methods, said conversation with Mr. Godwin and guests will be informal and adlib, although the general subject to be discussed will be planned in advance.

Mr. Barkley, now that he is a commentator, will receive privileges in the Capitol radio correspondents gallery, as he was approved unanimously for membership last week by the Radio-Television Correspondents Assn.

An NBC spokesman said the company had gone to "moderate" expense to equip and rent a television studio exclusively for presentation of the new show. The network has contracted for use of the Wardman Park's Madison Room, originally a banquet room, which has furnishings of a dignity in keeping with the video "star's" standing. The



Alben W. Barkley

His Future Includes TV

* * *

move was made also because Washington studios are crowded Sunday afternoons, with three back-to-back network originations.

NBC is using three cameras, one concealed behind a door and focused on the Veep's right eye. A control room and switching center were installed hastily in an adjacent room, the Hamilton suite. Network also purchased a zoomar lens, which it uses on one of the two stationary cameras.

Some 40 guests will be admitted to each show. Overall production is being supervised by William R. McAndrew, NBC director of news and special events, with direction by Ted Ayers, who, like Mr. Barkley, is a Kentuckian.

Vice President Richard Nixon indicated in a congratulatory telegram that he considered the title, " The Veep," the exclusive property of Mr. Barkley.

Since 1950 local advertisers in Philadelphia have increased their investment in time on KYW by *25%*



More orders for...

KYW
PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX
KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

WWL—South's Greatest Salesman

NEW ORLEANS



















WWL New Orleans *sells to more Southerners than any other advertising medium, because* ***WWL*** *reaches more Southerners*

Moves All These Famous Brands . . .



- 50,000 watt clear channel coverage over 4-state area still unquestionably radio dominated.
- Highest ratings earned by brightest CBS stars and home-grown personalities.
- Extras for advertisers — Drug Store and Super Market displays, newspaper ads, 24-sheet posters, streetcar and bus signs — more selling support than from any other station South.

Let WWL, South's Greatest Salesman, Sell for You!

WWL

NEW ORLEANS

CBS Radio Affiliate 50,000 Watts Clear Channel

A Department of Loyola University • Represented Nationally by the Katz Agency

Brawley, all California) at present is under trusteeship in bankruptcy.

In response to a request for comments from the House Judiciary Committee, which has jurisdiction over private bills, the FCC last December argued it would be unfair to compensate Mr. Gleeson for any losses because deletion of Ch. 1 was dictated by engineering requirements. It also said he was eligible to apply for one of two uhf channels presently allocated to Riverside.

Mr. Gleeson replied last week, saying he had been given to understand if Ch. 1 was dropped, he would be given Ch. 6 as a substitute in Riverside. He also called attention to his application in 1948 for Ch. 13, which at that time had been granted KLAC Los Angeles. He said his business losses and damages from withdrawal of the 44-50 mc frequency were above $750,000.

Radio-Ad Trio to Serve On Psycho Warfare Group

THREE persons well-known in the radio and advertising industries were among eight named last week by President Eisenhower to serve on a newly created committee to study psychological warfare.

They are Gordon Gray, president of the Piedmont Publishing Co., publisher Winston-Salem (N. C.) *Journal* and *Twin City Sentinel*, operator of WSJS Winston-Salem, and president of the U. of North Carolina; Sigurd Larmon, president, Young & Rubicam, New York, and C. D. Jackson, publisher, *Fortune* magazine, who has served the past year as president of the National Committee for a Free Europe, which operates Radio Free Europe.



Mr. Gray

Secretary of Defense Charles E. Wilson will name a ninth person to complete the board, which will study and recommend methods to improve and accelerate U. S. psychological warfare. The board is directed by William H. Jackson of Princeton, N. J., partner in a New York investment firm.

Mr. Gray was the first director of the Psychological Strategy Board, now the President's Committee on International Information Activities. Mr. Larmon is a director of the Scarsdale National Bank and Trust Co. and the Rumford Press, a trustee of Dartmouth College and a member of the executive committee, Council of U. S. Assn. of the International Chamber of Commerce.



Mr. Larmon

Mr. Jackson of *Fortune* was deputy chief of psychological warfare during the war at Allied headquarters in North Africa and at Supreme Headquarters of the Allied Expeditionary Force in Europe. He joined Radio Free Europe in February 1951 on a one-year leave.

TV AUTHORIZATIONS REACH TOTAL OF 328

FCC awarded new grantees in the less than 30,000 population category cities last week as it authorized seven more stations; 220 stations now have been authorized since the freeze lift.

CITIES with less than 30,000 population were awarded grants for new television stations last week along with Memphis, which already has one pre-freeze station, WMCT (TV), serving its nearly-400,000 population.

Dropping down farther on the Group A-2 city priority line (cities without television service), the FCC authorized seven more stations in this category. One Group B grant and three noncommercial educational grants raised the total grants for last week to 11. Seven are for uhf stations.

This boosts to 328 the number of U. S. TV stations authorized, of which 14 are noncommercial educational outlets. There have been 220 stations authorized since the lifting of the freeze last April.

Number of stations on the air is now 129. Of these, 21 stations are post-freeze grants.

There were 24 mutually exclusive applications passed over by the Commission last week, following its policy of not processing such applications in order to speed up the granting of uncontested applications.

New Hampshire, Vermont, Alaska and the Virgin Islands have yet to be awarded TV stations.

Fort Dodge, Iowa, which had a 1950 population of 25,115, is the smallest city to receive a post-freeze grant. Within a fortnight the Commission probably will be granting applications for cities of under 25,000 population.

Last Thursday's grants were:

Salem, Ore. (City priority Group A-2, No. 99)—Lawrence A. Harvey, granted construction permit for uhf Ch. 24, effective radiated power of 105 kw visual and 56 kw aural, antenna height above average terrain 990 ft.

Tyler, Tex. (Group A-2, No. 109)—Jacob A. Newborn Jr., granted uhf Ch. 19, ERP 2.4 kw visual and 1.3 kw aural, antenna 350 ft.

Johnson City, Tenn. (Group A-2, No. 185)—WJHL Inc. (WJHL), granted vhf Ch. 11, ERP 105 kw visual and 54 kw aural, antenna height above average terrain 720 ft.

Charlottesville, Va. (Group A-2, No. 196)—Barham & Barham (WCHV), granted uhf Ch. 64, ERP 120 kw visual and 66 kw aural, antenna 780 ft.

Roswell, N. M. (Group A-2, No. 199)—John A. Barnett (KSWS), granted vhf Ch. 8, ERP 110 kw visual and 55 kw aural, antenna 900 ft.

Temple, Tex. (Group A-2, No. 200)—Bell Publishing Co. (KTEM), granted vhf Ch. 6, ERP 13 kw visual and 6.5 kw aural, antenna 460 ft.

Fort Dodge, Iowa (Group A-2, No. 202)—Northwest Television Co. (KVFD), granted uhf Ch. 21, ERP 23 kw visual and 12.5 kw aural, antenna 510 ft.

Memphis, Tenn. (Group B-4, No. 188)—Harding College (WHBQ), granted vhf Ch. 13, ERP 240 kw visual and 120 kw aural, antenna 500 ft. Operating: WMCT (TV), vhf Ch. 5.

Hartford, Conn.—Connecticut State Board of Education, granted uhf Ch. *24, ERP 235 kw visual and 120 kw aural, antenna 780 ft. (Noncommercial educational.)

Bridgeport, Conn.—Connecticut State Board of Education, granted uhf Ch. *71, ERP 220 kw visual and 110 kw aural, antenna 610 ft. (Noncommercial educational.)

Norwich, Conn.—Connecticut State Board of Education, granted uhf Ch. *63, ERP 215 kw visual and 110 kw aural, antenna 590 ft. (Noncommercial educational.) Comr. Rosel H. Hyde voted to defer action on above three applications and Comr. Edward M. Webster favored a letter requesting additional information.

In other TV actions last week, the Commission by memorandum opinion and order scheduled oral argument Feb. 16 on the further petition of Hearst Corp.'s WISN Milwaukee for reconsideration of the Sixth Report and Order. Filed last Dec. 17, the WISN petition asked FCC to review its opinion of Nov. 17 which denied the station's original plea for review of the Sixth Report respecting vhf Ch. 10 there.

The final allocation plan reserved Ch. 10 for noncommercial, educational use rather than commercial use. WISN went through competitive hearing for Chs. 6, 8 and 10 (then available) in 1948 but the freeze, imposed Sept. 30, 1948, prevented issuance of a decision in that proceeding. Before the freeze, however, one of four applicants withdrew, thus leaving three contestants for three facilities, and a petition for immediate grant had been filed.

FCC posed the following issue for the oral argument:

To determine whether the pending application of Hearst Radio Inc., for a new commercial TV station in Milwaukee, Wis., on Channel 10, a channel reserved for educational use by Section 3.606 of the Rules, should, in light of the provisions of Section 1.387 (b) (3) of the Rules and the prior proceedings with respect to such application, be dismissed in accordance with the requirements of Section 3.607 and footnote 10, Section 1.371 of the Rules.

Hearing Examiner J. D. Bond continued without date the hearing scheduled to commence today (Monday) on the competitive applications of WLAN Lancaster, Pa., and WGAL-TV there for vhf Ch. 8. WLAN requested the continuance pending action by the Commission upon its petition to enlarge and change the issues in the hearing.

Appeals Court Denial

Earlier, the U. S. Court of Appeals denied WLAN's request for a stay order to prevent WGAL-TV from changing from Ch. 4 to Ch. 8 pursuant to FCC's conditional grant for the switch.

The Commission's Sixth Report deleted Ch. 4 from Lancaster and substituted Ch. 8. It included a show cause order requiring WGAL-TV to change facilities. WLAN has contested the proceeding, claiming its Ch. 8 bid has equal standing.

WGAL-TV is now operating on Ch. 8 with limited power, conditional upon outcome of the comparative hearing with WLAN's application. FCC last week also modified power increase grants to NBC's Channel 4 stations WNBW (TV) Washington and WNBT (TV) New York to make the grants conditional upon outcome of the Lancaster proceeding.

In another memorandum opinion and order last week the Commission denied a joint petition by WHBC and WCMW Canton, Ohio, competitors for uhf 29 there, requesting waiver of the one-year ban on amendment of the table of channel allocations in order to add either uhf Chs. 71, 77 or 83 to Canton. This would break the deadlock, they contended, and make unnecessary the lengthy comparative hearing now set for Feb. 18.

Comr. Rosel H. Hyde dissented from the majority ruling while Comr. George E. Sterling issued a separate concurring opinion and Comr. Eugene H. Merrill concurred in part.

FCC last week also proposed to add vhf Ch. 4 to Fayetteville, N. C., and uhf Ch. 18 to Burnsville, N. C. Comments are due Feb. 27.



(Photograph courtesy of Frisco Lines)

"MOVING THE GOODS" IN THE Memphis Market

Nine railroad systems are on the move supplying the growing Memphis Market with one-line direct service from 56% of the nation. WREC—Memphis No. 1 station—supplies the greatest audience to keep the goods moving! The latest Standard Audit and Measurement Report and Hooper ratings show you why WREC delivers the "better half" of the listeners in 76 rich counties at the lowest cost. Retailers appreciate the importance of a WREC schedule . . . Leading advertisers have proved the value of this one-station coverage for both metropolitan and rural selling. And, WREC rates are 10% lower per thousand listeners than in 1946.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC — 5000 WATTS

FCC REVISES OPERATOR RULES; ALLOWS REMOTE TRANSMITTERS

Decade-long campaign of NARTB for modernizing of Commission regulations to conform to progress in equipment standards leads to changes affecting non-directional stations of 10 kw or less.

FCC rules governing the type of operating personnel at stations have been adjusted to meet modern technical and economic trends. In addition, the Commission has opened the way for remote operation of transmitters.

These changes are limited in general to non-directional broadcast stations of 10 kw power, or less, and specify that a fulltime first-class ticket holder be employed by each station. (For text see FOR THE RECORD, page 99.)

The FCC action was taken at the suggestion of NARTB. It followed a decade of wartime operation by broadcast stations along with extensive study by the industry's trade association.

NARTB's frequent contacts with the Commission in the last decade culminated Feb. 1, 1952, with a petition asking amendment of Part 3 and 13 of its rules covering licensed operator requirements and remote operation. Originally NARTB had specified 5 kw as maximum power for affected stations, but this was increased to a 10 kw maximum last May 9.

One NARTB point was not granted. The association proposed that each station be required to employ a minimum of one first-class operator as its chief engineer or technical supervisor and be on call and reasonably available to fulfill his specified duties. FCC specified, however, that one first-class operator must be a fulltime employe of each station.

Rule-making procedure got underway last June 4. The Commission received nearly 2,000 comments.

Voting for the new rules were Chairman Paul A. Walker and Comrs. Rosel Hyde, E. M. Webster and Robert T. Bartley. Comr. Eugene Merrill concurred but favored oral argument. Comr. Frieda B. Hennock voted for oral argument. Comr. George E. Sterling, an engineer, did not participate in the decision.

The Commission majority would not go along with the suggestion that oral argument be held, in view of the exhaustive comments it had received. It noted that most of the "conflicts engendered by these comments are based on opinion, surmise or prognostication," thus precluding the need of further oral presentation.

Technical Progress Noted

The announcement of the decision carried this observation, "Factors such as the marked improvement and reliability of transmitter equipment, the satisfactory utilization of lesser grade operators during World War II and on a temporary basis at a number of broadcast stations since January 1951, the successful operation by non-technical personnel of many electronic devices of a complex nature and upon which the safety of life and property is often dependent, and the extensive reliance of stations on their chief engineers for significant repair work, were considered by the Commission in reaching its decision."

The safety question is not serious in the case of modern equipment, the FCC noted after reviewing accident records. It found that temporary use of low-grade personnel during World War II had not brought an increase in transmission difficulties. Loss of air time at the average broadcast station, it said, is only 0.14% of total air time and up to 90% of this loss is due to power and tube failure.

As to the Conelrad equipment for emergency service in case of enemy attack, FCC found that practically all of the operations have been reduced to simple push-button activitation, clip moving or dial twisting. FCC ruled that lesser grade operators be given adequate Conelrad instruction by a station's regular first-class ticket holder.

Careful attention was given the question of remote control of stations, with a finding that outages of transmitters from all causes including remote control amounted to less than 1%. This portion of the NARTB was fought bitterly by labor organizations. Licensees using remote gear submitted detailed reports on their successful operation.

FM stations of 10 kw power or less are covered by the operator and remote control provisions. At noncommercial education FM stations of 1 kw or less but above 10 w the operator may be a second-class ticket holder, FCC said.

In the case of station licensees using remote control, the required technical personnel must be on duty at the place where remote equipment is located instead of the transmitter site.

Nine Months of Tests at KEAR Point Up Remote Operations Procedure

AN FCC-AUTHORIZED experiment in automatic remote control operation of a transmitter is working out successfully in San Mateo, Calif., where KEAR was off the air only one minute in the first week of testing last month.

FCC, meanwhile, last week ruled that remote operations were acceptable to the Commission, for the first time since the war years when engineering manpower was in short supply. (See adjacent story.)

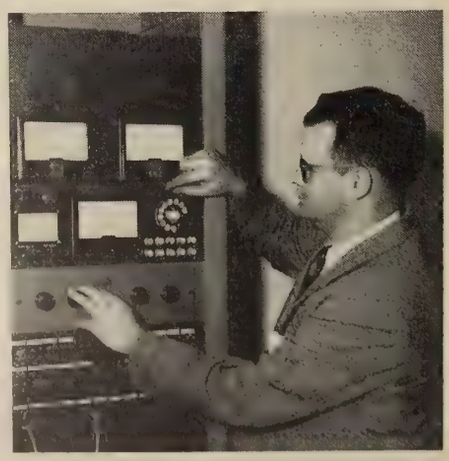
The new system, which eliminates engineering personnel from checking operations at the transmitter site and enables a thorough dial-check on transmission facilities, includes two synchronized units, one at the transmitter and another at the studio two miles away. Equipment, a pilot model designed and manufactured by Rust Industrial Engineering Co., Manchester, N. H., is connected by two ordinary telephone lines.

The transmitter control section, Model RI-1081, is installed in a speech rack at the transmitter. This section connects with transmitter control circuits, which, in turn, connect with studios via telephone lines.

The studio unit, Model RI-108, serves as the control center two miles away, and has a two-section panel. One section has frequency deviation and percentage of modulation meters, and the other includes a telephone dial, circuit signal lights and the primary meter which records data required by FCC in its technical regulations. Each takes about 12 inches of rack space.

In addition to standard meter readings, FCC requires KEAR to take the transmitter off the air in case of power failure, shorts, grounds or any installation difficulty, and to turn on, apply and remove plate voltage to the final stage, adjust the output coupling and turn the tower lights on and off.

Meter values on the standard Raytheon transmitter meters and the General Radio monitors were calibrated against the new Rust equipment.



REMOTE CONTROL equipment is adjusted two miles away by D. F. Mariska.

Actual remote control operation begins with the turn of a switch, which puts the transmitter on and illuminates a red light. Dial equipment, when actuated, shows a reading on the primary meter of all transmitter activity. Readings are available for these currents and voltages: plate, antenna and filament, in addition to tower light control, frequency deviation and per cent of modulation.

The experimental equipment, installed early in January under supervision of KEAR Chief Engineer D. F. Mariska, will be reported on in detail to the trade. A brochure, with pictures, will be sent by S. A. Cisler, station owner, to broadcasters sending postage.

Commenting on the success of similar installations in Canada and Britain, Mr. Cisler said the remote control system can be used to advantage by American stations for reasons "ranging from economic circumstance to lack of personnel." KEAR engineers, all combination men, now work at the studios, and no unlicensed personnel is permitted to touch the unit or make readings. It is understood that costs for the unit were around $3,000 for the 1,000 w station.

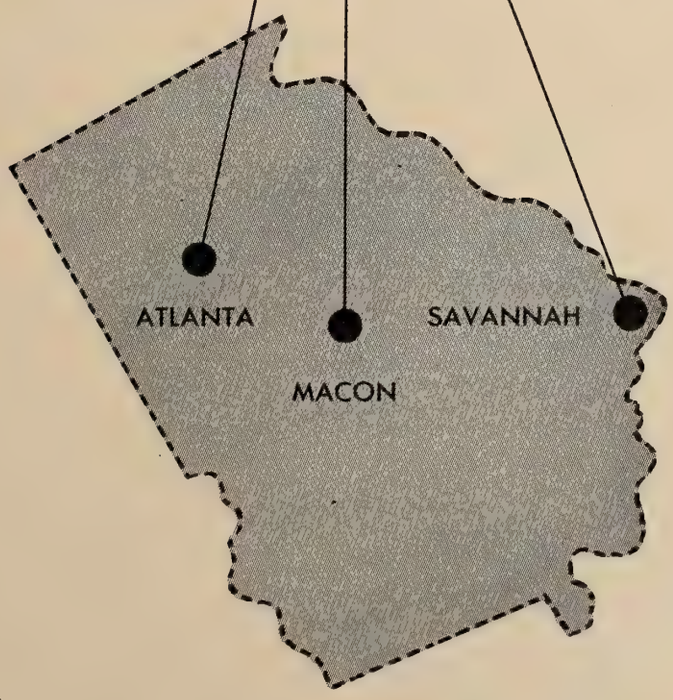
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THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

GOVT. GROUNDWORK BEGUN IN NFL CASE; STATIONS CITE 'MONOPOLY' INJURY

The Justice Dept.'s suit against the professional football league gathered steam last week with government attorneys assembling evidence in court to prove its antitrust charge. Involved in limiting of radio-TV coverage of the National League's games.

THE government's antitrust case against the National Football League, entering its second week today (Monday), already has produced evidence showing the league has gone beyond its own rules in banning game telecasts.

At stake in the civil suit filed by the Dept. of Justice is the curtailment of radio-TV coverage of sporting events by both professional and amateur organizations. The case is being heard by Judge Alan K. Grim, of U. S. District Court, Philadelphia.

Much of the government's case last week was devoted to laying of economic and technical groundwork by W. Perry Epes, heading Dept. of Justice trial counsel. The hearing involves such problems as the right of the public to have open telecasting and broadcasting of professional football. Defense counsel contends the public has no right to such service and is not interfered with in business operations.

Chief government witnesses last week were Clair R. McCollough, WGAL-TV Lancaster, Pa.; Herbert S. Stewart, former general manager of WICU (TV) Erie, Pa., and now executive vice president and general manager of Orange Television Broadcasting Co., Tampa, Fla., and Charles Mallory, KSJO San Jose, Calif.

Mr. McCollough testified WGAL-TV in 1949 publicized signing of a contract to cover a full schedule of 13 professional games. After the third game, he said, five home games were cancelled. The station couldn't explain to everybody that the games had been cancelled because of reasons beyond its control, he continued, and neither the Eagles nor the NFL made any effort to explain their reasons for cancellation.

Cites Sapping of Confidence

"That makes the station look like it doesn't know what it's doing," Mr. McCollough testified. "If things like this happen enough times you destroy public confidence," he said.

He added that games again were cancelled in 1950 and 1951. In the latter year WGAL-TV had professional games scheduled every Sunday but some games were cancelled because of the proximity (75-mile) rule when the Philadelphia Eagles played at home. Explanation given the station was that NFL had ruled WGAL-TV was one mile inside the 75-mile protective radius.

Mr. Mallory testified KSJO lost about $6,000 during the 1950 football season because it was denied permission to broadcast NFL games.

James W. Seiler, owner-director of American Research Bureau, cited figures showing on TV audiences, with special attention to specific football games. Judge Grim directed much of the questioning to Mr. Seiler, indicating deep interest in both TV and sports.

Basic economic data on radio-TV homes, networks, advertisers, agencies and facilities were introduced by the government through a series of exhibits of BROADCASTING • TELECASTING magazine and the two associated YEARBOOKS. A B•T tabulation showing the estimated number of radio homes in every county in the U. S., as published in the magazine's Jan. 7, 1952, issue, was introduced along with maps. J. Frank Beatty, associate editor, was questioned at length Wednesday by John A. Skiles, Dept. of Justice antitrust attorney, with Judge Grim also asking many questions.

Admits Testimony

The court asked for detailed information when the witness cited magazine and FCC figures showing radio revenue has been increasing during the period of television's growth.

Judge Grim admitted all of the BROADCASTING • TELECASTING exhibits and testimony, overruling numerous objections by Bernard Nordlinger of Washington, chief league counsel, and his associated counsel.

Sol Schildhause, chief of the FCC Renewals Branch, was questioned on TV relay connections. Hugh Beville, NBC director of research and planning, was questioned briefly on TV set circulation as was Martin Codel, *TV Digest*.

Mr. Stewart testified WICU (TV) was denied permission to telecast two games of the Cleveland team despite the fact that the station was 15 miles outside the league's 75-mile protective radius. The games were Dec. 3, 1950 (Cleveland-Philadelphia) and the national championship Dec. 24, 1950 (Cleveland-Los Angeles), he testified, claiming Bert Bell, NFL commissioner, had denied permission to carry the network telecast.

The witness said he protested that Erie was 90 miles from Cleveland, drawing from Mr. Bell the explanation that a special train was going to bring Erie fans to the game. Actually, Mr. Stewart said, only 25 spectators from Erie went to the game by train, according to his check. He added that he offered to pay NFL a $2,500 bonus to carry the second contest but again was refused by the commissioner on the ground the sum was "too small."

'WEEKS' SEEN BEFORE FCC CHOICES

President Eisenhower, who insists on talking personally to "policy" appointees in government, including those at FCC, may take "several weeks" to name his choices because he is pressed with more urgent world and domestic problems, GOP sources claim.

QUESTS as to when President Eisenhower might name new members to the FCC is drawing blanks as the new administration finds itself preoccupied with more urgent national and international problems.

It was learned in Republican councils that "several weeks" might elapse before the administrative agency level, which embraces the FCC, is reached by the top screening echelon. This would be preparatory to discussion on the appointments with President Eisenhower.

It is understood that a list of two dozen names for the two FCC vacancies has accumulated at Republican National Committee headquarters with varying degrees of endorsement. Practically all those who previously have been mentioned in BROADCASTING • TELECASTING are on the list, plus a number of additional ones.

Greatest interest continued to center on the chairmanship. Supporters of Vice Chairman Rosel H. Hyde, who espouse his elevation to the chairmanship as logical, are highly optimistic. There has been no letup in endorsements received, it was learned.

Simultaneously, it was stated in usually well informed quarters that the boomlet that started a fortnight ago for the drafting of former Comr. Robert F. Jones, Ohio Republican, persists. It is openly stated that Mr. Jones' appointment would be well received by many of his former colleagues on Capitol Hill, where he served in the house for a decade as Congressman from the Lima, Ohio, district. On the other hand, industry support for Comr. Jones' appointment —even for a contemplated temporary tenure— has not approached the unaninimity of that behind Mr. Hyde.

As far as the impending two vacancies are concerned, reports vary almost daily. If the call should come for Comr. Jones, there would be only one remaining vacancy to be filled from the outside. The unexpired portion of the original Jones term, now filled by Democratic Comr. Eugene H. Merrill, runs until June 30, 1954. The remainder of Chairman Paul A. Walker's term runs until June 30 of this year. He is serving under executive order, however, and hence the balance of his tenure can be picked up by President Eisenhower at his pleasure.

There are roughly 900 policy jobs in the administration on which no processing has begun, it was learned. Of these, there are perhaps a dozen or more in the FCC, including the commissionerships, general counsel, secretary, the top positions in the Broadcast Bureau and other bureaus, and in the rank and file of the law department.

FCC Total 50

The FCC total has been estimated at as high as 50.

Whereas it originally had been planned to fill these positions promptly, it was pointed out that complications in connection with some of the higher level posts resulted in delay. With the cabinet positions all filled, emphasis now is being placed upon sub-cabinet appointees so the new administration can take over down the line. President Eisenhower, it has developed, insists upon interviewing personally every appointee to a policy level post. With the tremendous weight of his normal duties, this constitutes an additional heavy burden at the outset of his tenure.

As for the independent agencies, the view is that they can continue functioning until the President completes the upper echelon assignments. Then, possibly in several weeks, if the present pace is maintained, he can turn his hand to the administrative group which includes the Interstate Commerce Commission, Federal Trade Commission, Federal Housing Administration and Securities & Exchange Commission, in addition to the FCC.

FCC RECAPS PENDING REQUESTS

In conformance with McFarland Act, FCC tells Congress there are nearly a thousand broadcasting applications 90 days old or more on which final action has not come.

AT the end of 1952, 1,000 broadcast applications were pending before the FCC on which final action had not been taken and which were three months old or older.

This was shown in a complete listing of all pending cases, 90 days old or more in a 101-page document submitted last week to Congress by the FCC.

The report was made in line with the revised Communications Act requirement that the Commission report on all non-hearing cases 90 days or older and on all hearing cases six months old or older following end of hearings on which no final action had been taken. This was a provision of the McFarland Act, signed into law by President Truman in July 1952.

Oldest of the non-hearing broadcast applications was that of KARM Fresno, Calif., which in 1944 asked permission to change from 1430 to 1030 kc. It is one of the 77 applications held in abeyance pending outcome of the seven-year-old Clear Channel and Daytime Skywave case.

Plans Monthly Report

A monthly report of pending cases, under the new Communications Act requirement, is planned hereafter by the FCC.

It was impossible to estimate just how many unreported broadcast applications are pending before the Commission, but one FCC source tentatively estimated "far less" than half the 1,000 reported.

In the roundup on broadcast hearing cases, the report showed 89 applications with hearings completed six months or more before the beginning of 1953 on which no final action had been taken. Of the 89, initial decisions were rendered on 77.

Oldest of the hearing cases was that of WOWO Ft. Wayne, Ind., which is seeking 50 kw with directional antenna. Hearing was completed in 1947 and a proposed decision issued in 1950. Contributing to the delay in final determination, the report stated, is an anti-trust investigation of the licensee, Westinghouse Radio Stations Inc., owned by Westinghouse Electric Corp. At present, the Commission is looking into the air hazard aspects of WOWO's proposed antenna structures.

Non-Hearing List

In the non-hearing listing, the report showed 273 AM applications on which no action had been taken and are three months old or older. Of these, 237 were for new stations or involved power and/or frequency changes.

In addition to the 77 tied up by the Clear Channel case, 72 have never been processed, 10 are awaiting action on other cases, five request facilities not specifically provided for in Commission Rules, 16 have received "McFarland letters," nine involve NARBA conflicts, and four are miscellaneous.

In FM there are only 32 applications 90 days or older on which final action has not been taken, the FCC report said.

Of the 45 applications for renewals and transfers in all areas of broadcasting (AM, FM and TV), seven involve stations in receivership, eight involve maladjustments of directional an-



WMCT
MEMPHIS,
has
stepped
up

as of Nov. 23, 1952

formerly 15,000 watts — Now 60,000 watts

formerly operating on Channel 4 — Now on Channel 5

which means

bigger audience

. . . a wider coverage area which naturally embraces a wider listening audience (now estimated at more than 185,000 TV homes).

better reception

. . . as actually attested by signed letters from listeners in the fringe area of WMCT's coverage.

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Channel 5 • Memphis
Affiliated with NBC
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THE COMMERCIAL APPEAL
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WMCT
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WMC WMCF WMCT

tennas, and one involves possible unauthorized transfer of control.

TV processing began June 2, 1952—following the principles enunciated in the Commission's April 14 Sixth Report and Order. Required to be reported to Congress were 248 applications for new stations still not processed, 30 existing stations seeking changes in wavelengths, 140 applications which have been sent "MacFarland letters" advising that their requests are in conflict with other applications, 191 other mutually exclusive applications on which "MacFarland letters" have not yet been sent, and 26 passed for a variety of other reasons.

AT&T Next on FCC Movie-TV Hearing

AT&T gets its chance this week to show the FCC that it can provide theatre-TV service at reasonable cost. Its testimony, to come from three witnesses, starts this morning, and is expected to take one and a half to two days.

Today will be the first time the commissioners will have heard from other than proponents of an exclusive 360 mc theatre-TV band in the 5925 to 6875 mc portion of the spectrum. Hearing began last Oct. 20 with engineering and accounting witnesses asserting that exclusive theatre-TV allocations were necessary. Proponents requested (1) video channel 10 mc wide, (2) radio frequency channel 30 mc wide, (3) two channels for a single system, and (4) six systems to ensure competition [B•T, Oct. 27, 1952].

Theatre-TV technical and accounting testimony wound up in a day and a half when the hearings resumed last week. Principal witness was Manfred K. Toeppen, cost consultant from Los Angeles, who introduced cost accounting data indicating that a New York to Washington, six-program theatre-TV microwave service would cost about $58 million to construct—an average of $42,000 for each of the 1,376 theatres served. These 1,376 theatres are located in nine "service areas": New York, Philadelphia, Baltimore, Washington, Wilmington, Atlantic City, Trenton, Allentown, and Reading.

Exclusive frequency proponents, in presenting their technical and accounting testimony, used the New York to Washington system as a sample to illustrate how theatre-TV service could be rendered anywhere in the country. The nine service areas encompassing 1,376 theatres have a total of 1,512,738 seats. Program sources would be available in New York, Philadelphia, Baltimore, Washington, and Atlantic City. The six-program system indicated that a theatre-goer could conceivably have a choice from six different presentations at any one time. The accounting tables presented by Mr. Toeppen showed that the transmission system would cost from an average of two cents per day per seat to as much as five cents, depending upon hours of programming per day, number of programs presented, etc.

FTC November Ad Study

MORE than 1,000 radio and black-and-white ads were assigned to divisions of the Federal Trade Commission during November for analysis in the group's continuing study of current advertising. Of the 1,019 ads, 796 were referred to the Bureau of Antideceptive Practices, with 78 ads scheduled for litigation and 718 for investigation. Antideceptive Practices Bureau handled 549 cases that month.

NARTB CONVENTION: 'GOLD RUSH'

Convention Committee sets motif of "53 Gold Rush to California" in shaping plans for Los Angeles sessions this spring.

IT'LL BE a "Gold Rush" at Los Angeles April 28-May 1, NARTB's Convention Committee is telling radio and TV broadcasters and affiliated interests, as promotion gets underway for the annual industry convention.

Again the convention will be split into two divisions—management and engineering. All delegates will participate, however, in the annual exhibition of equipment and services.

Clair R. McCollough, WGAL-AM-TV Lancaster, Pa., chairman of the convention arrangement group, said the official motif is a "'53 Gold Rush to California."

This theme, he said "is designed to emphasize that the 'gold' of increased profits and greater savings in broadcasting can be gained through the 'mine' of tested experience and practical operating procedures which the NARTB convention and continuing association membership provide."

'Go West' Brochure

NARTB issued a brochure last week urging radio and television "prospectors" to pack their saddle bags and head west. The Management Conference will bring first results of a management study now being conducted in four typical areas by the NARTB Research Dept. This study is expected to show how stations are successfully meeting current economic and operating problems—a clinic in broadcast management.

Management sessions will be in the Biltmore Theatre, a wing of the convention hotel, the Biltmore. Sessions were held there at the 1948 convention. Engineering meetings will be held in Burdette Hall of Philharmonic Auditorium, adjacent to the hotel.

On the Engineering Conference program are such topics as remote control of transmitters, a timely topic in view of the FCC action last week permitting such operation (story page 54); developments in uhf television engineering, proof of performance and the possibilities of transistors.

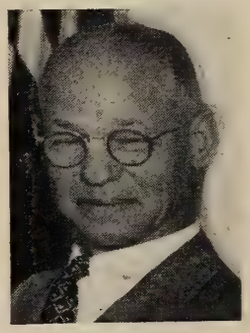
Official forms for pre-registration and hotel reservations will be mailed Feb. 20 from NARTB headquarters. NARTB board policy limits registration for both management and engineering sessions to active and associate members and persons or firms in related fields who are not eligible for NARTB membership.

C. E. Arney Jr., NARTB secretary-treasurer, is convention manager. Arthur C. Stringer is in charge of equipment and service booths and displays at the convention exposition.

The official convention proceedings will open Wednesday, April 29.

UBA Elects Madsen

NEW president of the Utah Broadcasters Assn. is Arch L. Madsen, general manager of KOVO Provo. George C. Hatch, board chairman of the Intermountain Network and president of KALL Salt Lake City, was elected vice president and Arch G. Webb, president and general - commercial manager of KVOG Ogden, was re-elected secretary-treasurer. S. John Schile, retiring president and commercial manager of KUTA Salt Lake City, and general managers Reed Bullen, KVNU Logan; Frank Peacock, KSVC Richfield, and Arthur L. Higbee, KSUB Cedar City, have been named to the board of directors.



Mr. Madsen

NARTB Auxiliaries Stand

NARTB'S claim that proposed reduction of channel spacing for TV auxiliary stations would be premature at this time has received strong support, according to Thad Brown, NARTB television manager. The FCC proposes to amend its rules covering TV auxiliary services [B•T, Jan. 26].

Mr. Brown said complete support also had been found for the FCC position that more channels should be supplied. He added that no support could be found for the use of crossed-polarization as a definitive means of eliminating interference with reduced channel spacing.

Possibility of diplexing aural and visual information might be prohibited if lesser channel spacing is required, he added, in reviewing comments by NBC, Raytheon, AT&T and Federal. NARTB contends many areas will become crowded as TV broadcasting grows.

Complaints to Box 1711

TV VIEWERS now have a place to write when they want to comment on what they see and hear. NARTB last week completed revision of the NARTB Seal of Good Program Practice, displayed by stations subscribing to the Code.

John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB TV Code Review Board, said the new seal will be displayed for the first time Sunday, Feb. 8, by subscribing stations. The new design has been modified mainly by insertion of a post office box number—Box 1711, Washington 4, D. C.

Public response to NARTB's video code has not been large since it went into effect March 1, 1952, though 95 TV stations and four networks are subscribers and frequently display the seal.

The words "Television Code Board" have been inserted in the seal. The word "culture" has been deleted, since the three other words descriptive of industry service cover the ground, it was felt.



HUGGINS, BAUDINO GET TOP WRS JOBS

Westinghouse President Price announces Assistant AF Secretary Huggins to return as Westinghouse Radio Stations president; General Manager Baudino, as vice president, to head all WRS operations.

E. W. HUGGINS, Assistant Secretary of the U. S. Air Force, has been elected president of Westinghouse Radio Stations Inc. and Joseph E. Baudino, WRS general manager, has been elected vice president in charge of all operations, according to an announcement by Gwilym A. Price, president of Westinghouse Electric Corp., WRS parent company.

Mr. Huggins also has been elected to a new position in the parent company, vice president of corporate affairs. He has been with the U. S. Air Force since 1951, with general supervision over its worldwide installations, overseas and offshore procurement program and relationships with civil aviation. He had resigned as executive vice president of Westinghouse Electric International Co. to take the military assignment.



Mr. Huggins

As vice president of corporate affairs, Mr. Huggins will be responsible for wholly owned subsidiaries now reporting to Mr. Price. His responsibilities include the corporate secretary's office of the parent Westinghouse company and executive liaison with associated companies in which Westinghouse has substantial interests.

Mr. Baudino is a Westinghouse career man of 25 years service. He has risen from an engineering post to the WRS executive vice presidency. He joined Westinghouse after graduation from the U. of Illinois and has been associated with broadcast activities since that time.



Mr. Baudino

Mr. Huggins will assume his new position as soon as he is released from government service. He is a native of Madison, Wis., and a graduate of Yale.

He was with the New York law firm of Cravath, Swaine & Moore, later joining the Westinghouse law department at Baltimore in 1943. From 1945 to 1951 he was in charge of the company's law department in New York, becoming executive vice president of the international subsidiary in 1951. He served as parent company secretary from 1948 to 1951.

WDEF
CHATTANOOGA, TENNESSEE
has more audience, all morning, in Chattanooga than the next two network stations combined!*
WDEF
CHATTANOOGA
1370 KC • ABC
5000 WATTS
CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.
* According to the latest available Hooper study.
Represented by BRANHAM

27 Stations-Advertisers Cop BAB's 'Radio Results' Awards

Chosen from among 300 radio station entries, winners who used radio successfully will receive wall plaques. Others receive honorable mention.

ANNOUNCEMENT of 27 winners in BAB's second annual "Radio Gets Results" contest was made Wednesday by BAB President William B. Ryan.

Winners of awards for first, second and third places in nine categories were selected from more than 300 radio station entries. For the first time, duplicate awards will be presented to advertisers for their effective use of the medium. Winning stations and advertisers will receive wall plaques, while hand-lettered scrolls will be distributed for honorable mention listings.

The range of entries included radio success stories for such varied advertisers as a baseball team, a nursing school, a cattle dealer, and for such items as $40,000 estates and cold storage lockers.

Based on Results

Awards were based on actual results achieved by advertisers through radio advertising as well as on the amount and type of radio used. Judges were: Edward Kruspak, advertising manager of *Automotive News;* G. Edwin Heming, manager, advertising department of the American Bankers Assn.; Dr. Robert L. Swain, editor of *Drug Topics* and *Drug Trade News;* Walter B. Bruce, advertising manager of the Grand Union Co., representing the Supermarket Institute, and Paul Penfield, president of Public Utilities Adv. Assn.

The awards follow:

Apparel—First: WIP Philadelphia (Krass Bros.); second: WNOE New Orleans (Southern Tailoring Co.); third: KLX Oakland (Bond Clothes). Honorable mention: KIT Yakima (Hartfields); WMT Cedar Rapids (Yager's); KSWO Lawton, Okla. (Franklin's); WOR New York (Peter Chambers Inc.); KEX Portland (Hermanek's).

Automotive—First: KSWO Lawton (Green-Phillips Chevrolet Co.); second: WICC Bridgeport (Dayton & Edwards); third: KLAC Hollywood (Eddie Nelson Dodge-Plymouth Dealer). Honorable mention: KXOB Stockton (Braley's); KCBS San Francisco (Doherty Bros.); WBUD Trenton (U. S. Motors); KOPO Tucson (Curley-Moffatt).

Department Stores—First: WTBO Cumberland, Md. (Rosenbaum Bros.); second: WJTN Jamestown, N. Y. (Bigelow's); third: KOIL Omaha (Philips). Honorable mention: WTTM Trenton (Hurley-Tobin Co.); WHIZ Zanesville (H. Weber & Sons Co.); WHOP Hopkinsville, Ky. (Cayce-Yost Co.); WLCS Baton Rouge (Joy's Dept. Store).

Financial—First: WIBX Utica (Mohawk Valley Investing Co.); second: KDYL Salt Lake City (Utah Hospital & Surgical Insurance Co.); third: WRBL Columbus, Ga. (Reavis Insurance Agency). Honorable mention: KCBQ San Diego (Home Federal Savings & Loan Assoc.); WCPA Clearfield, Pa. (Workers Loan Co.); KYW Philadelphia (Bache Investment Co.); KFOR Lincoln, Neb. (National Bank of Commerce); WTTS Bloomington, Ind. (Workingmen's Federal Savings & Loan Assn.).

Food and Grocery Products—First: WIRE Indianapolis (Kingan & Co.); second: WNBC New York (Jacob Ruppert); third: KSWO Lawton (Lawton Meat Supply). Honorable mention: WOWO Fort Wayne, Ind. (Tidy House Products Co.); KCBS San Francisco (Ocoma Food Co.); WMBD Peoria (Peoria Service Co.); WCBS New York (Ferrara Confectionary Co.).

Food and Grocery Stores—First: WKZO Kalamazoo (Market Basket Stores); second: KYAK Yakima (Gerritsens Markets); third: KEX Portland (Schumackers Meats). Honorable mention: KNCM Moberly, Mo. (Davis Supermarket); WIRY Plattsburg, N. Y. (Morris' Market).

Home Furnishings — First: KFBI Wichita (Yowse Furniture Co.); second: WIND Chicago (Homer Bros.); third: KONO San Antonio (Montgomery Ward Catalogue Office). Honorable mention: KSTL St. Louis (Lazar & Sons); WIP Philadelphia (N. Horowitz & Sons); WKNE Keene, N. H. (Parker Pines Wayside Furniture); KOIL Omaha (Murray Wall Paper & Paint Co.); WIRY Plattsburg (Ginsberg Furniture Store).

Miscellaneous: First: WCBS New York (Durham-Enders Razor Corp.); second: WJOY Burlington, Vt. (Colonial Airlines); third: KCBS San Francisco (Affiliated Gas Equipment Inc.). Honorable mention: WIP Philadelphia (Bonafide Construction Co.); WKNE Keene (Wimon's Jewelers); KOPO Tucson (Grunewald & Adams); KDKA Pittsburgh (Don A. Atkin Co.); KNBC San Francisco (Scott Co.); WOC Davenport, Ia. (Pioneer Central Div., Bendix Aviation Corp.); WXLW Indianapolis (Rothkopf Pharmacy).

Specialized Service—First: KBMY Billings, Mont. (Big-Boy Drive Inns); second: KYAK Yakima (Wally Edwards Flowers); third: WJTN Jamestown (Mode Laundry & Dry Cleaning Co.). Honorable mention: WIND Chicago (Gingiss Bros. Men's Clothing Rental); WIP Philadelphia (Henry Ford Plumbing & Heating Co.); KGHL Billings (Your Food Bank, Cold Storage Locker); WORZ Orlando (Spar Service Station).



SELECTING winners for BAB's 1952 "Radio Gets Results" contest are three of judges (l to r): Edward Kruspak, advertising manager of *Automotive News;* G. Edwin Heming, manager, advertising department of American Bankers Assn.; and Dr. Robert L. Swain, editor of *Drug Topics* and *Drug Trade News.*

Cotton Belt Changes

DIVISION of management within the four-state Cotton Belt group of radio stations in Texas, Arkansas, Mississippi and Missouri has been announced, effective April 1, by David M. Segal, general manager.

Mr. Segal, who owns or controls all the stations, will assume active management of KUDL Kansas City, Mo., expected to go on the air May 1 with 1 kw on 1380 kc; KDKD Clinton, Mo., and a new station at Warrensburg, Mo. Regional linking of the three Missouri stations, to be fed out of Kansas City, is expected eventually.

Operation of the Segal southern properties will be supervised by Floyd Bell, now at KTFS Texarkana, Tex. He will be business manager of KTFS, KDMS El Dorado, Ark., KDAS Malvern, Ark., and WGVM Greenville, Miss. Thomas Alford, commercial manager of KTFS, also will supervise sales of KDAS and KDMS, with Les Eugene continuing as KTFS program manager.

Broadcaster's Main Problem: It's Personnel, Say Experts

Fellows, Menser, tell Georgia Radio and Television Institute that broadcasting and telecasting personnel, well trained and willing to work, can cure most media headaches.

MOST problems of radio and television can be cured by personnel well qualified and willing to work, in the opinion of two speakers at the opening day session of the eighth annual Georgia Radio & Television Institute.

Speaking Wednesday at the first of three day-long seminars conducted by the Henry Grady School of Journalism at the U. of Georgia in Athens, the two seemed to agree problems of higher-quality programming and production can be solved only by the finding and employment of qualified persons.

The basic problem in all programming is personnel, said Clarence L. Menser, general manager of WJBS Deland, Fla., and former program manager for NBC. "Precision that begins and ends with the design of the console or the transmitter cabinet leaves much to be desired," he said. Programming also should be "precision work," he added.

"Programming has been treated too often as the ugly sister doing a lion's share of the work but seldom getting dressed up for the party. She should have put on the glass slipper long ago," he declared.

NARTB President Harold Fellows recommended colleges and universities give as much attention to television education as to educational television. Estimating an employment figure of 40,000 for 1,000 television stations, Mr. Fellows suggested training of students with "intensity" so they will be "employable."

Maturity within the television industry, like education, is "a long, tedious process," he said.

Cahn to A-K in L. A.

EDWIN CAHN, veteran advertising agency executive for more than 20 years, has been appointed manager of the Los Angeles office of Avery - Knodel Inc., national radio-TV station representative firm, effective Feb. 1. Mr. Cahn was executive vice president of the George H. Hartman Co., Chicago advertising agency, for 21 years before resigning and selling his interest last spring. He went to the West Coast, where he became Pacific manager for Boyar International Labs. (cosmetics).



Mr. Cahn

NW School Buys WBOK

WBOK Waterloo, Iowa, has been sold to the Northwestern Theological Seminary and Bible Training School, Minneapolis, it was reported last week. Northwestern School plans to make the station noncommercial, subject to usual FCC approval. Sale price was $56,000, according to John M. Printup, general manager of the station. Buyer also owns KTIF Minneapolis.

Full Senators Schedule Has 14 TV Road Games

TWO-YEAR exclusive broadcast rights sold to National Brewing Co., Baltimore, and the Phillips radio-TV appliances chain by the Washington Senators cover a total of 154 games split between home and road [B•T, Jan. 26].

For the first time, the sponsors are organizing a full schedule of road games which will be telecast, with the total estimated at 14 or more. Total games to be televised on WTTG (TV) Washington and probably in Baltimore is 24.

Both home and road games broadcast will also be aired on a network covering D. C. and four nearby states. The 20 cities are being selected to avoid conflict with schedules of minor league games in those areas. National, through Kenyon & Eckhardt, New York, is sponsoring one-half the broadcasts and all the telecasts. Phillips' agency is Cohen & Miller, Washington.

Cost of the exclusive rights is understood to be in excess of $175,000.

'Burberry Award'

WBNS-TV Columbus, Ohio, reports it is the recipient for the third straight year of the "Burberry Award," for "producing the finest in TV programs, both in its studios and from the CBS network," in central Ohio.

The citation is presented by Robert Burberry of Lancaster, Ohio, who makes the award because he feels he is an "average viewer" and because he has been "a constant fan" for the past four years.

Mr. Burberry claims he writes down "hundreds of notes on all types of programs" during the year, considering production, lighting, camera work and personalities. He praised especially WBNS-TV's five-a-week merchandise series, *Look to Lazarus,* presented by F. & R. Lazarus department store.

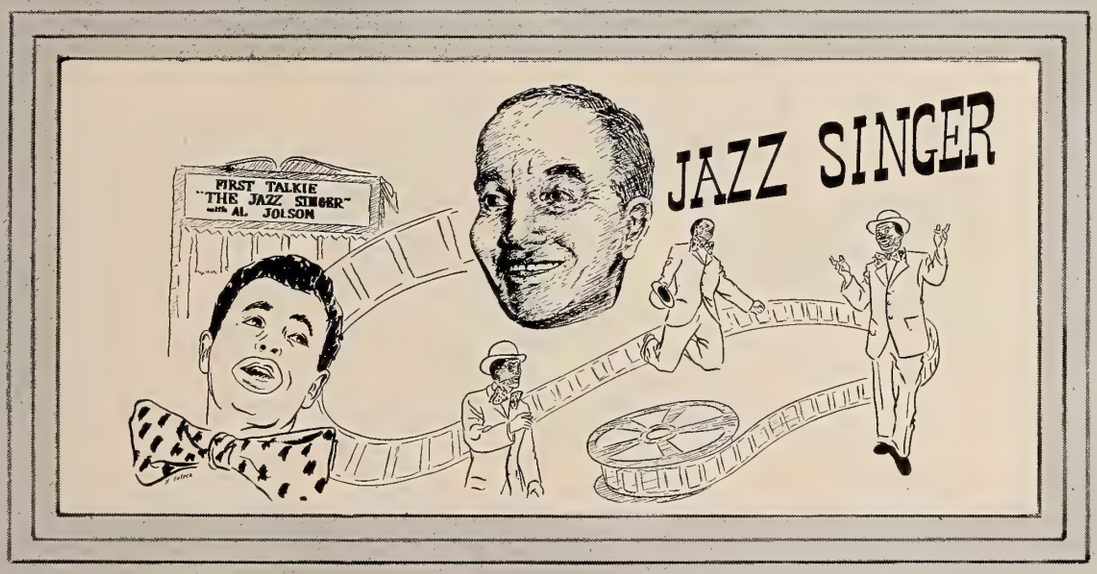
WPIX (TV) Will Telecast 24 Yankees, Giants Road Games

HIGHLIGHT of 1953 baseball coverage by WPIX (TV) New York will be the telecasting of 24 Yankees and Giants road games. Starting April 13, WPIX (TV) will cover a total of 158 Yankee and Giant games.

Chesterfield cigarettes will sponsor all Giants games, covered by Russ Hodges and Ernie Harwell. Ballantine Beer and Ale will sponsor Yankees telecasts except third and seventh innings (White Owl Cigars).

KSWO-TV Full Power Start

KSWO-TV Lawton, Okla., plans to begin operating about March 1 with full authorized power of 10 kw visual, 5 kw aural, antenna height 500 ft., according to the station's representative, O. L. Taylor Co., New York. B•T reported Jan. 26 that the station planned to begin operating with lower power.



25th ANNIVERSARY

DO YOU REMEMBER ?

When theatre marquees heralded the most revolutionary step of the century . . . talking pictures. Al Jolson's "Jazz Singers" brought that vibrant personality to the eyes and ears of the nation. Yes . . . do you remember? We do . . . for that was the year WWNC was born. During the quarter-century since, WWNC has become a radio station — PLUS.

The plus is the place it has EARNED in the Asheville area . . . the reputation it has gained because it has been operated by the same key people. The key personnel of WWNC, whose experience totals 166 years of radio in one community, constitute a group who KNOW their area—the WWNC area.

YOU KNOW YOU REACH THE PEOPLE WHEN YOU USE WWNC . . .

CBS 5000 WATTS WWNC DAY AND NIGHT CBS

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C.

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

WJZ Change to WABC

THE FCC last week, rejecting opposition by Allen B. DuMont Labs., granted a request by ABC to change the call letters of its o&o WJZ-AM-FM-TV New York to WABC-AM-FM-TV.

Harold Burke to Direct First WCEE (TV) Airing

APPOINTMENT of Harold C. Burke, former vice president and director of Hearst Radio Inc., as coordinating director of WCEE (TV) Asbury Park, N. J., new uhf station on Ch. 58, was announced last week by the Atlantic Video Corp., operator of the station.



Mr. Burke

Mr. Burke will complete plans to put the station on the air, according to Walter Reade Jr., theatre circuit executive and Atlantic Video Corp. president. Target date for WCEE (TV) is late 1953.

Since resigning from Hearst Radio in January 1952, Mr. Burke has been in business for himself as a TV consultant, specializing in getting stations on the air. He was in charge of WBAL Baltimore from 1938, and of WBAL-TV, which went on the air in 1948. He also managed Hearst Radio properties in Milwaukee and San Antonio and performed special assignments for the Hearst stations in Los Angeles, San Francisco and New York.

Ripley Returns to WGAR

FRED RIPLEY, radio veteran since 1922, has returned to WGAR-AM-FM Cleveland, which he put on the air in 1930, to handle a nightly quarter-hour "man-about-town" series. Mr. Ripley was assistant to the general manager there in 1930, and subsequently was a news commentator, program director, vice president and general manager of a regional network comprised of WSYR Syracuse, WTRY Troy, WJTN Jamestown, all New York and WKNE Keene, N. H. He also has held executive positions at WPRO Providence and WARC Rochester, N. Y.

CHICAGO COUNCIL BANS RADIO-TV

Aldermen again veto broadcast newsmen from public crime meets in a move that arouses further opposition.

RADIO-TV newsmen were literally relegated to pencil-and-paper status last week in Chicago as broadcasters lost another battle in their continuing fight for equal access to coverage of public proceedings.

A freshly-invoked ban by the City Council on all broadcast coverage, particularly television, drew criticism from stations and their commentators. Council voted 27-16 to reject petitions for permission to air coverage of local crime investigating committee sessions.

The fight for free access to the public proceedings was led by WGN-TV, which asked the council for authority to televise hearings live. Similar requests were filed by WBBM (CBS) and WMAQ (AM) and WNBQ (NBC-TV) and WENR-TV (ABC), which wanted to make tape recordings and film clips.

Frank Schreiber, general manager of WGN-AM-TV, said the stations will "continue to pursue this question in the public interest." WGN-TV was prepared to install technical facilities in council chambers without causing inconvenience or interference with normal processes.

A broadcast ban has been in force in Chicago since May, when similar petitions were rejected. The vote was better last week than the 40-3 tally recorded last year.

Hearings opened Tuesday with radio-TV newsmen-commentators armed only with paper and pencil. Late in the week they held out hope that council would allow tape recordings.

Protesting the council decision, WBBM's John Harrington, NBC's Clifton Utley and Bill Ray, among others, stressed that hearings were public but that broadcasters were denied equal coverage access.

Alderman Freeman led the council fight for TV. Alderman Wagner denounced the proposal to admit TV, charging that the "right of privacy . . . is stronger than the right of the public to be entertained." Commenting on the WGN-TV petition, Mr. Schreiber said "We should have the same access and privileges to the hearings as is traditionally provided for the press and other news media."

Help for Handicapped

STATIONS donated almost $1 million worth of time promoting National Employ the Physically Handicapped Week in October, making more than 13 million radio and TV impressions.

William R. McAndrew, information chairman on the President's employ-the-handicapped committee, who also manages news and special events for NBC, said a total of 63,410 programs and spots, worth $913,000, were donated the week of Oct. 5-11.

Radio and TV coverage was increased 50% over the previous year, he said. He commended 3,000 broadcasters for their cooperation. Terming their work an "exceptional display." He said, "I have rarely seen anything like it."

Tucson Papers Herald TV

SPECIAL television editions of both Tucson newspapers, *The Arizona Daily Star* and *Tucson Daily Citizen,* heralded the coming of TV to that Southwestern city yesterday (Sunday) when KOPO-TV was to begin programming. The *Star,* in a 36-page TV section last month, covered both the technical and entertainment sides of TV. The *Citizen,* in its television edition, also devoted 36 pages to the medium. There are three TV grantees in Tucson, but only KOPO-TV is ready for operation. KVOA-TV expects to go on the air in a few months and KCNA-TV has not announced its plans, the *Citizen* reported.

STATION REPRESENTATIVES

Branham Co. Boosts Executives

BRANHAM Co., station representative firm, announced last week Monroe H. Long, president, had been elected vice board chairman by the company's directors.

Eugene P. Corcoran, executive vice president, was chosen as president, and Joseph F. Timlin, vice president, as executive vice president. John Petrie continues as the Branham Co.'s chairman of the board.

Representative Shorts

John E. Pearson Television Inc. appointed national representative for KFSA-TV Ft. Smith, Ark.

William G. Rambeau Co. appointed national representative for WFAM-TV Lafayette, Ind.

Blair-TV Inc., N. Y., appointed national representative for WTTG (TV) Washington.

Walker Representation Co., N. Y., appointed N. Y. representative for WLBC-TV Muncie, Ind. **Hal Holman Co.** will represent station in Chicago.

Gill-Keefe & Perna Inc., national radio station representatives, changing firm name to **Gill-Perna Inc.,** effective today (Monday). There will be no change in officers of firm with **Helen Gill,** president, and **John J. Perna Jr.,** executive vice president.

Bolling Co., N. Y., appointed national representative for WTUV (TV) Scranton, Pa.

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

CBS Adds 6 New TV Outlets to Network

ADDITION of five new TV stations to CBS-TV was announced Wednesday by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. They are as follows:

WKNB-TV New Britain, primary, supplementary, interconnected affiliate operating on Ch. 30, effective last Saturday. Owned and operated by New Britain Broadcasting Co. Peter B. Kenney is general manager.

WBRE-TV Wilkes-Barre, primary, supplementary, interconnected affiliate operating on Ch. 28, effective immediately. Owned and operated by Louis G. Baltimore. David Baltimore is general manager.

KFEQ-TV St. Joseph, primary, supplementary, interconnected affiliate on Ch. 2, effective Apr. 1. Owned and operated by KFEQ Inc. B. Pitts is general manager.

WHP-TV Harrisburg, primary, supplementary, interconnected affiliate on Ch. 55, effective March 15. Owned and operated by WHP Inc. A. K. Redmond is vice president and general manager.

WCOV-TV Montgomery, Ala., primary, supplementary, non-interconnected on Ch. 20, effective March 1. Owned by Capitol Broadcasting Co. Hugh M. Smith is general manager.

KOPO-TV Tucson, effective yesterday (Sunday), as a primary, supplementary, non-interconnected affiliate on Ch. 13. Owned and operated by Old Pueblo Broadcasting Co. E. S. Mittendorf is general manager.

No Plans Seen by MBS To Replace Fineshriber

THOMAS F. O'NEIL, president and board chairman of Mutual, said last week that "present plans do not include a replacement in the post of executive vice president" in the wake of William H. Fineshriber Jr.'s departure from that office to become vice president and general manager of the NBC radio-TV networks [B•T, Jan. 19].

Indicating his intention to continue and intensify his own activities in directing Mutual affairs, Mr. O'Neil's statement was prompted by speculation that a key aide was being sought to assist him, either with or without the title Mr. Fineshriber is vacating [B•T, Jan. 26]. Text of the statement:

"Our present plans do not include a replacement in the post of executive vice president.

"In order to maintain the closest possible touch with the officers of Mutual, I shall work directly with them.

"Mutual's vice presidents and secretary-treasurer have been with the network an average of more than 12 years, and form a very solid base for continuing Mutual's sales increases, which, in 1952, were the largest in the industry, and which are already following this same pattern in the first quarter of 1953."

Mr. Fineshriber is slated to join NBC late this month.

ABC-TV Adds KFOR-TV

KFOR-TV Lincoln, Neb., new outlet expected to begin commercial telecasting about April 1, has affiliated with ABC-TV, Alfred R. Beckman, national director of radio and TV station relations, announced last week. Addition of KFOR-TV brings the ABC-TV affiliates total to 79.

Owned by Cornbelt Broadcasting Co., the station will operate on vhf Ch. 10. George Smith is general manager.



ALEXANDER SALES FORCE: There is a specially trained Alexander representative in your area . . . ready to give you personal assistance with your film commercial plans.

ALEXANDER STAGE: Housing 32 large sets, the Alexander Stage offers every facility for reproduction of authentic scenes and locations. Seven complete camera crews are maintained.

ALEXANDER ART DEPT: More than 75 skilled artists, including a complete department for cartoon animations, do the art work for Alexander productions.

ALEXANDER SERVICE DEPT: Film storage in constant temperature vaults keeps film in top condition while awaiting shipment to TV stations.

ALEXANDER FILM CO.

COLORADO SPRINGS

New York City • Detroit • Chicago
San Francisco • Dallas • Hollywood

GATES

QUINCY, ILLINOIS.

YOUR ONE SOURCE FOR ALL BROADCASTING EQUIPMENT NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . TEL. METROPOLITAN 8-0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

ABC ADOPTS SINGLE RATE POLICY FOR ITS FIVE OWNED STATIONS

Trend to a single rate for day and night radio was very much in evidence last week as ABC announced that policy for its owned stations. KXOK St. Louis also joined the single raters. Question still open is whether this is the start of a wholesale change in ABC's network rate structure.

RADIO'S single-rate apostles last week received the strongest boost they've yet had as ABC announced adoption of the policy for all five of its owned radio stations [CLOSED CIRCUIT, Jan. 26].

One-rate structures for both day and evening time were announced for the network's WJZ New York, WENR Chicago and WXYZ Detroit, respectively, effective yesterday (Sunday), and officials said KECA Los Angeles and KGO San Francisco, also ABC-owned, would follow suit shortly. March 1 is the target date for KECA and KGO.

In a separate move, which some observers felt might mark the start of a trend among ABC radio affiliates, KXOK St. Louis, the network's outlet there, announced that it also was going on the single-rate plan effective yesterday.

Foreshadows Network Revision?

Whether the ABC action with respect to its owned stations—which applied only to spot and local advertising rate of each station—was a harbinger of similar changes in the ABC network rate structure could not be determined. It is known that top officials have advocated adoption of the single-rate plan on a network basis, and that, although they encountered some resistance in broaching it to affiliates last fall, they did not abandon it altogether.

In the case of WJZ and WXYZ, the new structure establishes the former daytime or Class B base hourly rate—$720 at WJZ and $350 at WXYZ—as the base hourly rate for both day and evening time, while in the case of WENR, where the situation is complicated by the fact that the station shares the 890 kc frequency with WLS, the new single rate was set at $450, one-half of the old Class A base rate of $900. Different rates are provided for late-evening times, and early-morning rates are increased.

Ted Oberfelder, ABC vice president in charge of owned radio stations, who announced the changes, noted that the stations' respective discount structures had been revised downward somewhat, but said that even so, evening advertisers would receive considerable savings. He said that on WJZ, for example, this saving would range between 20 and 40% in the 6-10:30 p.m. period.

The changes also encompass reductions in one-minute and station break announcement rates.

Advertisers get the benefit of rate reductions effective immediately, while present sponsors are protected against the increase features for six months.

Mr. Oberfelder said:

"The advisability of placing into effect a single rate policy on the ABC-owned radio stations has been under consideration and deliberation for quite some time, and after prolonged study of the radio rate structure, it was decided that a new approach with regard to radio rates was necessary.

"The expediency of a simpified rate card is immediately apparent and the ABC is taking the initiative among the owned radio stations of the major networks in launching the single rate policy. . . .

"ABC has seen fit to equalize the radio rates of its owned stations so as to be of utmost benefit to the advertiser. Under the new rate structure, purchasers of nighttime radio will find it as efficient a buy as daytime purchases."

Highlights of the changes, which include the cutting of higher Sunday afternoon rates back to the level of other times, are as follows, station by station:

WJZ New York

New gross hourly rate of $720 applies from 8 a.m. to 10:30 p.m. From 10:30 p.m. to midnight, the rate is $400 gross per hour; from midnight to 7 a.m., $200 gross per hour. This replaces a structure in which the gross hourly rates were $720 between 8:15 a.m. and 6 p.m.; $900 between 6-7 p.m., and $1,200 between 7 p.m. and 10:30 p.m.

The new one-minute announcement rate is $95; new station-break announcements rate is $70. Formerly, both one-minute and station-break announcements sold at $200 in the 7-10:30 p.m. period, $150 between 6-7 p.m., and $108 between 8:15 a.m. and 6 p.m.

But rates for participations in early-morning periods are revised upward: On the 6-6:30 a.m. farm show, the rate goes from a flat $45 per announcement to a flat $50 per; on the 6:30-8 a.m. disc jockey show, the rate goes from a flat $70 per participation to a flat $80 per.

Except for these hours, the 8-9 a.m. period and the 1-2 p.m. Mary Margaret McBride Show, the rates in participation programs are now equalized throughout the day, ranging from a flat $120 per participation one time weekly to $80 per participation on a five-times-a-week basis.

For the first time, WJZ is offering special announcement packages. Rate for one-minute announcement packages range from $350 a week for a package of five, to $1,575 a week for a package of 30; for station-break packages, the range is from $250 a week for five, to $1,125 a week for thirty.

Changes in discount structure include lowering of maximum discount from 30% to 25%, and putting the starting discount on a 26-time rather than 13-time basis.

WXYZ Detroit

In changes similar to those adopted for WJZ, ABC's WXYZ Detroit now has a gross hourly rate of $350 which is applicable from 7 a.m. to 11 p.m., with $200 the gross hourly rate between 11 p.m. and 7 a.m. The old rates included: $350 gross per hour between 9 a.m. and 6 p.m.; $550 per hour between 6 p.m. and 10:30 p.m., and $200 hourly between 7 a.m. and 9 a.m.

Discounts were reduced in accordance with the WJZ formula.

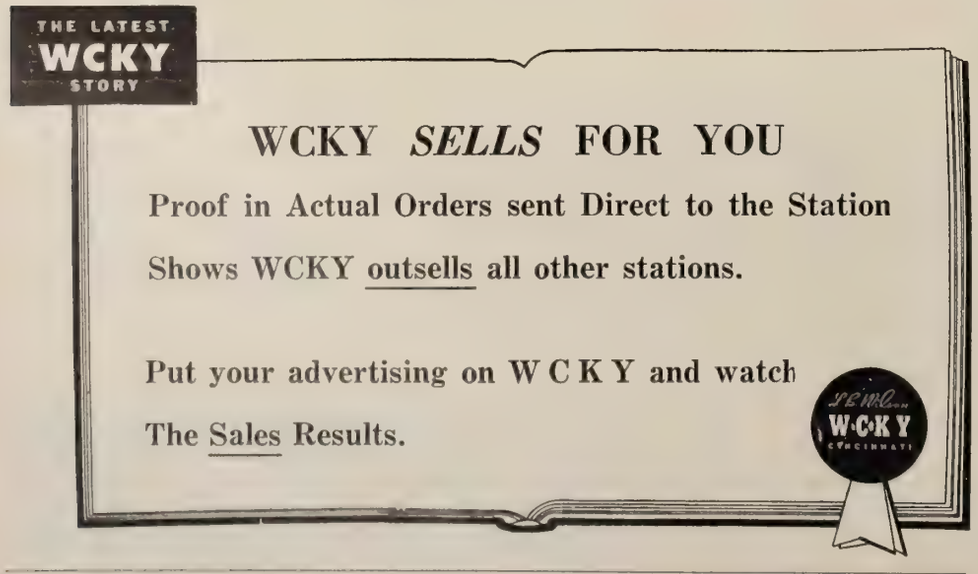
New announcement rate of $42 each, before discounts, applies from 7 a.m. to 11 p.m., except in certain programs, and is the same as the old daytime announcement rate. The former $12 rate for announcements between 6-7 a.m. is doubled to $24, before discounts.

WENR Chicago

Under its share-time arrangement with WLS, WENR generally signs on at 3 p.m., does not operate on Saturdays. Its rate structure is complex. Where its former Class A rate was $900 per hour, applicable between 8 and 10 p.m. Monday through Friday, the new base hourly rate is $450 and is applicable between sign-on and 10:30 p.m. From 10:30 p.m. to sign-off, the base hourly rate is $300. The former nighttime announcement rate of $150 (before discounts) has been cut in half to form a new rate of $75 per announcement (before discounts) which applies from sign-on to 10:30 p.m.

KGO and KECA

New rate cards are now being prepared. Network officials hope they can go into effect March 1.



Friendly's ABC Post

EDWIN S. FRIENDLY Jr., ABC national television sales director, has been relieved of all administrative duties—at his own request—in order to concentrate on top-level sales, spokesmen said last week. The administrative duties which he formerly handled are being taken over by Charles Abry, Eastern Sales Manager.

CBS AFFILIATES PLAN NEW GROUP

STEPS toward possible formation of a single, independent group to represent CBS Radio affiliates in all business matters of mutual concern to stations and network were taken last week by a subcommittee of the affiliates' so-called "Rate Committee" and of representatives of the Columbia Affiliates Advisory Board (CAAB).

Meeting in New York, members of the two groups chose a three-man joint committee to draft plans and prepare a proposed constitution and bylaws for such an independent group. The joint committee includes Hulbert Taft Jr. of WKRC Cincinnati, a member of both the "Rate Committee" and the CAAB; Lee Wailes of Storer Broadcasting Co., a member of the "Rate" group, and Joseph Bernard of KOMA Oklahoma City, secretary of CAAB.

John E. Fetzer of WJEF Grand Rapids and WKZO Kalamazoo, and who heads the "Rate Committee" formed last summer by CBS Radio affiliates when the last round of network rate cuts became imminent, said he hopes the three-man joint planning group will have a plan for an independent affiliates' committee ready to submit to the affiliates by the time his committee's term expires Aug. 25.

Members of the CAAB, it was understood, took a private poll among themselves during a recent meeting in Los Angeles and concluded it should operate as an independent body rather than under the aegis of the network.

At last week's meeting, spokesmen said, it was decided a merger of CAAB and the "Rate Committee" should not be considered at that time, because of uncertainty as to affiliates' wishes, plus the fact that the rate group's term does not expire until August.

CBS officials, acquainted with the proposal for a single independent committee to represent affiliates, were said to have indicated approval.

Meanwhile, representatives of the "Rate Committee" voted to change its name—to CBS Business Standards Committee.

Attending last week's meeting were:

Mr. Fetzer, chairman of the "Rate" or Business Standards Committee; I. R. Lounsberry of WGR Buffalo, CAAB chairman; Messrs. Bernard, Taft, and Wailes; Victor A. Sholis, WHAS Louisville; Kenyon Brown, KWFT Wichita Falls, Tex.; and Ray Herndon, KTRH Houston, a member of the Business Standards Committee but not of the subcommittee.

50-Kw KTHS Signs For CBS in June

KTHS Little Rock, which is expected to start a 50-kw operation on 1090 kc in mid-March, has been signed as an affiliate of CBS Radio effective June 15, William A. Schudt Jr., national director of station relations for the network, announced last week. He said it will bring the number of 50-kw stations on the CBS Radio network to 26, exceeding the total of any other network in Continental U. S.

KTHS currently is affiliated with ABC, and spokesmen for that network said plans for its replacement had not been completed. KLRA is CBS Radio's present affiliate in Little Rock.

KTHS, formerly at Hot Springs, is owned by Radio Broadcasting Inc. B. G. Robertson is general manager.

W. V. Hutt, general manager of KLRA, said that he had no comment on the change.



in this room...

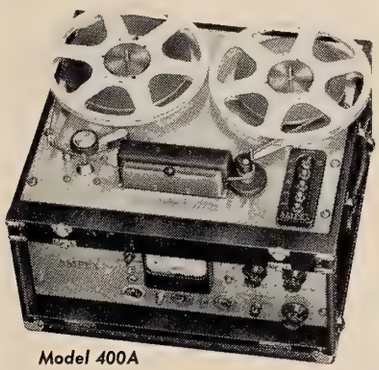
there's no room for doubt

There can be no room for doubt in the continuity and fidelity of your broadcast. You demand — and get — the best in transmitting and studio equipment.

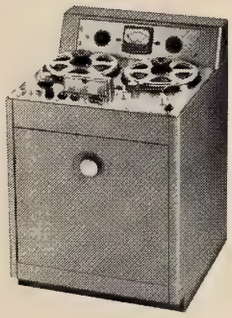
Nor should you compromise with quality in the tape recorder you select.

AMPEX Recorders are engineered to the highest *professional* standards of reliability and performance.

AMPEX brings you these cost-saving operating advantages:



Model 400A



Model 300

• **UNINTERRUPTED SERVICE**
Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.

• **MINIMUM "DOWN TIME"**
AMPEX Recorders are designed for thousands of hours of continuous operation with minimum down time, resulting in low maintenance costs and protection from sudden broadcast failures.

• **ACCURATE TIMING**
AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.

• **HIGHEST FIDELITY**
Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.

• **LONG LIFE**
AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.

If you plan for tomorrow, buy an AMPEX today

AMPEX
MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

Let FILMACK Make Your TV Film Spots By Mail



Hundreds of Ad Agencies rely on Filmack for TV Spots by Mail. With our 35 Years Experience, Huge Facilities, and Expert Craftsmen, we can produce all types of stop-motion, full animation and TV slides!
... Send in your Storyboards for quotes.

FILMACK STUDIOS 1324 SOUTH WABASH AVE., CHICAGO



it's **best** to be in the....

MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI



Weed and Company, National Representatives

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION
LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Building
Kansas City, Missouri

CBS RADIO SIGNS $850,000 NEW SALES; REPORTS RENEWALS BY TEN SPONSORS

As CBS Radio disclosed its "checkerboard" sales plans for the 7-7:45 p.m. EST period, the network announced new signings and renewals. John Karol found new proof that radio is the "No. 1 advertising medium."

IN A RADIO sales flurry, CBS Radio signed up an estimated $850,000 in new business last week, reported renewals representing $11.7 million in gross annual billings, and unveiled plans for a new "checkerboard" pattern of radio selling.

Ten current sponsors and 18 programs were represented in the renewals, which John Karol, vice president in charge of network sales, said had been signed since Jan. 1.

They include six Procter & Gamble daytime serials, three Lever Bros. and two Wm. Wrigley Jr. Co. programs, and one each of seven other advertisers.

Mr. Karol cited the renewals as evidence that "in their re-examination of advertising dollars [the country's timebuyers] are continuing to find that radio is the No. 1 advertising medium.

Signs C-P-P Extension

New business included the signing of Colgate-Palmolive-Peet Co. to extend its Tuesday night Louella Parsons commentary, now heard 10-10:05 p.m., to a full quarter-hour, 10-10:15, effective March 31, through Lennen & Newell, New York; the purchase by Nescafe (coffee) of the third and last available participating sponsorship on the three Power Plan shows, effective April 1 through Sherman & Marquette, New York, and the signing of Ferry-Morse Seed Co., Detroit, for sponsorship—for its ninth straight year—of the *Garden Gate Show* (Sat., 9:30-45 a.m. EST) for 14 weeks starting Feb. 21 through MacManus, John & Adams, Detroit.

The new "checkerboard" plan of selling, outlined Tuesday by Dudley Faust, eastern sales manager for CBS Radio, was described as "completely new to network radio." It encompasses the three quarter-hour strips in the 7-7:45 p.m. EST period recently vacated by Procter & Gamble and Campbell Soup Co.

Under the plan, advertisers may buy three quarter-hours a week or two quarter-hours a week—but either way each sponsor gets a different time period and different program each night he is on. The plan will accommodate three three-times-a-week advertisers and three twice-a-week sponsors. It works this way:

Three-times-a-week users—One advertiser may sponsor *Beulah* at 7-7:15 p.m. Mondays, *Junior Miss* at 7:15-7:30 p.m. Wednesdays, and Jo Stafford at 7:30-7:45 p.m. Fridays. A second advertiser may have *Junior Miss* on Mondays, *Jo Stafford Show* on Wednesdays, and *Beulah* show on Fridays. The third may sponsor Miss Stafford on Mondays, *Beulah* on Wednesdays, and *Junior Miss* on Fridays.

Twice-a-week users—One advertiser may sponsor *Beulah* on Tuesdays and *Junior Miss* on Thursdays; a second, *Junior Miss* on Tuesdays and Miss Stafford on Thursdays; a third, Miss Stafford on Tuesdays and *Beulah* on Thursdays.

This plan, Mr. Faust asserted, combines the values of "multiple-night frequency in strategically staggered time periods for maximum sponsor program identification." It is being offered in cycles of 13 weeks.

The cost: Approximately $20,900 a week for time and talent on the three-a-week plan; approximately $14,300 a week for time and talent on the two-a-week schedule.

Mr. Faust cited Nielsen figures to show that the three-a-week checkerboard sponsor would reach an unduplicated audience of 13,923,000 listeners a week (average for the three combinations), as against 11,510,000 for a Monday-Wednesday-Friday advertiser occupying the same period each night (the 7:30-7:45 p.m. portion when it was sponsored three nights a week by Campbell).

The twice-a-week sponsor on the checkerboard plan, Mr. Faust said, would reach 10,963,000 a week as compared to 9,648,000 for the average Tuesday-Thursday sponsor occupying a constant time period (the 7:30-45 p.m. period when it was sponsored Tuesdays and Thursdays by Oldsmobile).

Cost-per-thousand on the three-a-week checkerboard plan was placed at $1.27 and on the twice-a-week staggered plan at $1.30, compared with $1.40 per thousand, average of 50 sponsored daytime strips.

As a possible variation, Mr. Faust said, two advertisers could "team up," alternating the thrice-weekly and twice-weekly sponsorships so that each would average two and a half quarter-hours a week.

The checkerboard pattern will be offered to advertisers and agencies in the immediate future, Mr. Faust said.

Meanwhile, the renewed business signed by CBS Radio since the first of the year was listed as follows:

Procter & Gamble—*Brighter Day, Guiding Light, Young Dr. Malone, Ma Perkins, Road of Life,* and *Rosemary,* all daytime serials.

Lever Bros.—Thomas J. Lipton Div. for *Arthur Godfrey's Talent Scouts,* and Lever Bros. for *Lux Radio Theatre* and the Monday, Wednesday and alternate Friday 10:30-10:45 a.m. EST segment of *Arthur Godfrey Time.*

Wm. Wrigley Jr. Co.—*Gene Autry Show* and *Life With Luigi.*

Carter Products—*City Hospital.*

Longines-Wittnauer Watch Co.—*Symphonette.*

Metropolitan Life Insurance Co.—*Allan Jackson and the News.* (Also *Dave Vaile and the News* on the CBS Pacific Radio Network.)

Campana Sales Co.—*Bill Shadel and the News.*

Mars Inc.—*People Are Funny.*

Toni Co.—*Fun for All.*

General Foods—*Renfro Valley—Sunday Morning Gathering.*

NBC Promotes Dietrich

APPOINTMENT of George S. Dietrich as eastern sales manager of NBC's radio spot sales was announced last week by William N. Davidson, national sales manager for the department. Mr. Dietrich succeeds Joseph W. Goodfellow who recently was appointed director of sales for WRC-AM-FM and WNBW (TV) Washington.



Mr. Dietrich

A member of NBC's radio spot sales staff since December 1950, Mr. Dietrich served previously as general sales manager for Radio Time Inc.

TOTAL '52 NETWORK GROSS UP 13.7%

Combined radio-TV network gross for 1952 hit $344,248,242, compared to 1951's $302,708,307, Publishers Information Bureau figures reveal.

COMBINED gross time charges of the radio and TV national networks for 1952 totaled $344,248,242, a gain of 13.7% over the 1951 combined network gross of $302,708,307, according to figures released last week by Publishers Information Bureau.

Unlike earlier PIC computations, these annual totals include gross time charges for the sponsored broadcasts and telecasts of the national political conventions and of election returns.

For radio alone, the four-network 1952 gross was $163,453,462, down 6.4% from the 1951's $174,718,594. The decrease is due at least in part to the 10% cut in gross rates effected in July 1951 by NBC and CBS. Changes in discount structure, made at that time by ABC and MBS, are not reflected in the PIB data, which are figured on a one-time, before-discount basis. For that reason, PIB figures do not show effects of the 25% reduction in time charges adopted by the networks in the fall, since these all were effected by changes in discounts rather than as straight rate cuts.

For TV alone, the four networks increased gross billings in 1952 over the previous year by 41.3%, rising from $127,989,713 in 1951 to $180,794,780 in 1952.

For December, national network radio gross time charges totaled $14,925,095, slightly (2.1%) ahead of the December 1951 gross of $14,619,048, while the national TV network gross rose 21.9%, from $14,247,061 in the last month of 1951 to $17,462,216 in the same month of 1952. Combined, the radio-TV network gross was $32,387,311 in December 1952, up 12.2% from the December 1951 gross of $28,866,109. PIB tabulations follow:

NETWORK RADIO

	December 1952	December 1951	Jan.-Dec. 1952	Jan.-Dec. 1951
ABC	$ 2,856,714	$ 3,300,219	$ 35,023,033	$ 33,708,846
CBS	5,717,800	5,278,508	59,511,209	68,784,773
MBS	1,980,316	1,697,014	20,992,105	17,900,958
NBC	4,370,265	4,343,307	47,927,115	54,324,017
Total	$14,925,095	$14,619,048	$163,453,462	$174,718,594

NETWORK TELEVISION

ABC	$ 1,331,588	$ 1,980,145	$ 18,353,003	$ 18,585,911
CBS	7,088,506	4,736,368	69,058,548	42,470,844
DTN	1,211,316	937,875	10,140,656	7,761,506
NBC	7,830,806	6,592,673	83,242,573	59,171,452
Total	$17,462,216	$14,247,061	$180,794,780	$127,989,713

INDIVIDUAL NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC
Jan.	$ 3,301,479	$ 5,161,397	$ 1,699,282	$ 4,357,353
Feb.	3,177,970	4,788,507	1,600,399	3,994,018
Mar.	3,355,715	5,154,077	1,826,527	4,184,074
Apr.	3,244,146	4,943,400	1,681,924	4,078,593
May	3,323,092	4,963,794	1,821,571	3,861,882
June	3,001,314	4,629,254	1,632,977	3,708,014
July	2,372,710*	3,920,643*	1,339,276	3,621,810*
Aug.	2,281,852	4,028,081*	1,325,059	3,338,843
Sept.	2,533,785	4,846,978*	1,607,485	3,901,715
Oct.	2,914,322*	5,851,106*	2,304,804	4,371,569
Nov.	2,659,934*	5,506,172*	2,172,485	4,138,979*
Dec.	2,856,714	5,717,800	1,980,316	4,370,265
Total	$35,023,033	$59,511,209	$20,992,105	$47,927,115

RADIO TOTALS, ALL NETWORKS

Jan.	$ 14,519,511
Feb.	13,560,894
Mar.	14,520,393
Apr.	13,948,063
May	13,970,339
June	12,971,559
July	11,254,439*
Aug.	10,973,835*
Sept.	12,889,963*
Oct.	15,441,801*
Nov.	14,477,570*
Dec.	14,925,095
TOTAL	$163,453,462

INDIVIDUAL NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC
Jan.	$ 2,020,461	$ 5,074,643	$ 717,148	$ 7,259,307
Feb.	2,148,467	5,103,043	748,544	6,813,549
Mar.	2,065,052	5,643,123	760,593	7,320,358
Apr.	1,699,760	5,641,831	738,926	6,946,751
May	1,504,043	5,602,634	775,063	6,822,982
June	1,279,985	5,385,820	749,497	5,794,534
July	1,082,751*	4,916,245*	799,074*	5,963,550*
Aug.	1,166,169	5,190,934*	845,780	5,618,643
Sept.	1,203,917	5,860,751*	809,475	6,769,228
Oct.	1,453,811	6,896,206*	958,674	8,076,848
Nov.	1,396,999*	6,654,812*	1,026,566	8,026,017*
Dec.	1,331,588	7,088,506	1,211,316	7,830,806
Total	$18,353,003	$69,058,548	$10,140,656	$83,242,573

TELEVISION TOTALS, ALL NETWORKS

Jan.	$ 15,071,559
Feb.	14,813,603
Mar.	15,789,126
Apr.	15,027,268
May	14,704,722
June	13,209,836
July	12,761,620*
Aug.	12,821,526*
Sept.	14,643,371*
Oct.	17,385,539*
Nov.	17,104,394*
Dec.	17,462,216
TOTAL	$180,794,780

* Revised as of January 26, 1953

Three New TV Stations Sign NBC Contracts

THREE new TV stations have signed affiliation agreements with NBC, Harry Bannister, NBC vice president in charge of station relations, announced Wednesday. Stations are WSBT-TV South Bend, WFBG-TV Altoona and WLEV (TV) Allentown.

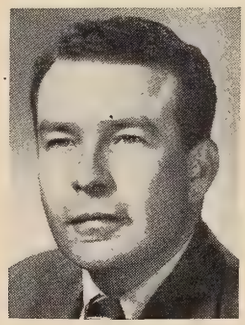
WSBT-TV, already on the air, operates on uhf Ch. 34. It is owned by the *South Bend Tribune*, which also operates WSBT-AM.

Scheduled to go on the air this week, WFBG-TV will operate on Ch. 11. The owner is Gable Broadcasting Co., operator of WFBG-AM, NBC's radio affiliate..

WLEV (TV) expects to begin operations on uhf Ch. 51 about March 15. It is owned by the Associated Broadcasters Inc.

CBS Radio and TV Split In Spot Is Completed

SEPARATION of CBS spot radio and spot TV divisions was completed last week when two distinct units were established in Los Angeles. George E. (Buck) Hurst will direct the spot radio office and Edward Larkin the spot TV office, effective immediately.

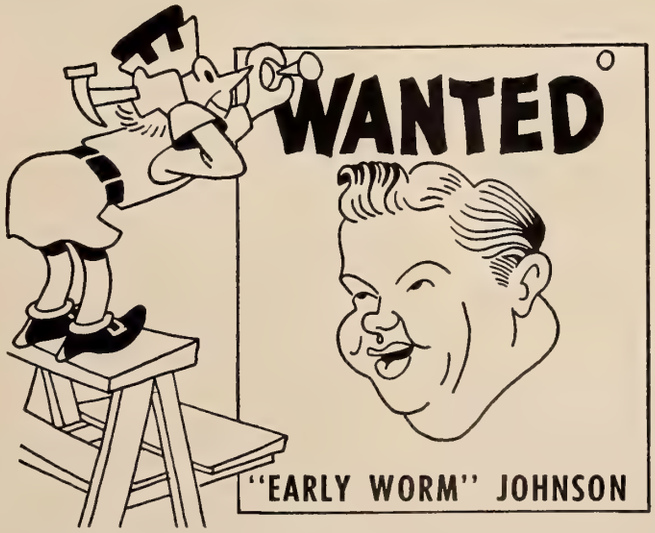


Mr. Hurst

In announcing the move, J. Kelly Smith, administrative vice president of CBS Radio, and Merle S. Jones, CBS-TV vice president in charge of CBS-owned stations and general services, noted division of CBS spot operations in other major cities.

Mr. Hurst joined CBS in July 1951 as a national advertising representative in KCBS San Francisco's sales department and manager of merchandising for the Housewives Protective League in the San Francisco area.

Mr. Larkin, who becomes manager of the Los Angeles office of CBS-TV sales, has been with CBS since 1938.



The "Early Worm" never gets the bird from sponsors who want results. Irwin Johnson's "Early Worm" program has top listenership throughout the 24-county, Central Ohio area reached by WBNS . . . starts the day right for loyal WBNS listeners. They stay with WBNS to hear top local and CBS network shows . . . including *all* the top 20-rated programs!

ASK JOHN BLAIR

WBNS RADIO

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

Stockholders to Vote On Emerson-Webster Merger

PROPOSED merger of Emerson Radio & Phonograph Corp. and Webster-Chicago Corp. hit a snag last week, with consolidation hinging on stockholders' meeting next Wednesday.

The proposal was held up by Martin C. Remer, president of Remer, Mitchell & Reitzel, Chicago investment house. He attacked the proposal as contrary to the best interests of stockholders and called for proxies, to be used at the meeting this week when a vote will be taken. Directors of Emerson (radio-TV sets) and Webster (record-changers, wire recorders) have authorized the plan.

Proxy statement sent by merger proponents, including Benjamin Abrams, Emerson president, and R. F. Blash, head of Webster-Chicago, gives reasons for the merger. The principal objective, it was explained, is to combine both firms in a single company with larger resources and more diversified products.

The plan calls for Emerson to issue 337,500 shares of common stock in exchange for 450,000 shares of Webster-Chicago common at the rate of three-fourths of one Emerson share for each full share of Webster-Chicago stock [B•T, Dec. 22, 1952].

'Double Rhombic' Antenna

SPECIAL "double rhombic antenna" which "reradiates" video impulses from a loftier position to TV set antennas in mountainous areas, at a cost of only a few dollars, has been developed by Dr. Richard C. Webb, electronics engineer, and Col. Victor C. Huffsmith, assistant director of the Denver Research Institute of the U. of Denver.

The two university staff members developed the antenna, rhombic shaped and 200 ft. long, and placed it on a peak overlooking Col. Huffsmith's home after the latter experienced trouble receiving TV signals on his set. Result was that not only Col. Huffsmith, but surrounding neighbors, reported better TV reception.

Instructions for building and installing the double-rhombic antenna, which the two report costs only a few dollars to build if the TV set owner is handy with tools, are available free from the Publications Office, Denver Research Institute, U. of Denver, Denver 10, Col.

Science Award to Sarnoff

BRIG. GEN. DAVID SARNOFF, RCA board chairman, last Thursday was presented with the annual Engineering and Science Award of the Federation of Engineering Societies of the Drexel Institute of Technology for his pioneering work in radio and television.

The citation referred to Gen. Sarnoff's "epochal contributions to the development of the science and art of radio communications in all its phases, from its crude beginnings in the days of damped wave telegraphy to its culmination in the highly refined instruments of modern television."

Guthrie Transfers

FRED P. GUTHRIE, assistant vice president and Washington district manager of RCA Communications, transfers to the Washington office of the RCA Frequency Bureau on Feb. 1. He is succeeded as district manager by Stephen H. Simpson Jr., traffic engineer for RCA Communications at New York and for the past month assistant district manager in Washington. Mr. Guthrie has been with RCA for nearly 30 years and from 1923-28 was in charge of WRC Washington, now owned by NBC.



AP rewrite man Paul Gocke receives on-the-spot coverage from reporter participating in Presidential Inauguration parade, using lightweight walkie-talkie developed by RCA Victor for the U. S. Army Signal Corps.

New Recording Tape

RECORDING engineers, using a new magnetic tape, can either increase their output level without increasing distortion or reduce distortion at present output levels, according to Minnesota Mining & Manufacturing Co. of St. Paul. The tape, trademarked "Scotch No. 120 High Output", is stated to produce at least 8 db more output at a given distortion level than any other magnetic tape over the entire range of the audio spectrum. It will have special significance in high quality recording fields, such as recording of symphonic and other types of music, it was explained.

Edwin A. Nicholas Dies; Was Mfg. Industry Leader

EDWIN AUGUST NICHOLAS, 59, former president of the Farnsworth Radio & Television Corp. and long-time leader in radio-TV-phonograph manufacturing, died Wednesday in Fort Wayne, Ind., after a four-months illness.

Mr. Nicholas served as president of Farnsworth from 1938 to 1949, and at one time was a member of the board. When he died, he was director of the patent contract department of International Telephone & Telegraph Corp., manufacturer of TV, radio and phonographs as well as other equipment. He joined IT&T when it absorbed Farnsworth in 1949.

He worked 14 years for RCA, joining the company in New York in 1924 as assistant to the vice president and general manager.

Gates Construction Plans

PLANS for erecting four new units on a seven-acre plot at Quincy, Ill., have been announced by Gates Radio Co., manufacturing engineers located in that city.

First of the four buildings is expected to be ready for occupancy sometime in April [B•T, Jan. 19]. This unit, exclusive of machinery or interior fittings, will cost about $225,000, according to P. S. Gates, company president.

GE Slide Projector Debuts

GENERAL Electric is introducing a new video dual slide projector with a single lens and accessories which the company says simplify use of special effects. The narrow light beam of the one lens enables the unit to operate with one or two projectors grouped around a single film camera, GE says.

PERSONNEL RELATIONS

SWG to Ask Repayment Plan On Movie Films Let to TV

SCREEN Writers Guild will demand a repayment plan for writers on theatrical films released to television when negotiations open in mid-February for a new working contract with eight studio members of the Assn. of Motion Picture Producers.

The plan, already submitted to the studios, seeks an agreement similar to that with Alliance of Television Film Producers. By mutual agreement, however, that phase may be tabled and a plan worked out with each major studio when it enters TV film production, it was said.

Thus, SWG might negotiate immediately for a separate contract with Columbia Pictures, now producing the TV filmed *Ford Theatre* series through its subsidiary, Screen Gems Inc.

The guild's repayment plan for motion pictures released to TV, it is understood, calls for the writers to receive a percentage of writing costs on the feature, with an average base pay figure per production set in negotiations.

Money thus derived through lease of the film to TV would go to the guild, which would determine the method of distribution among the writers.

Although there is no cutoff-date in SWG's proposal comparable to the Aug. 1, 1948, date in Screen Actors Guild's agreement with the producers, one will be sought in the new negotiations.

SAG-Producers Stumble On TV Film Re-Issue Clause

STUMBLING-BLOCK in the Screen Actors Guild-Film Producers' Assn. negotiations was reported last week to be the framing of a clause in the contract on payment for re-issue of TV film commercials. SAG's insistence upon this proposal led to the strike last December [B•T, Dec. 1, 1952].

As the producers and the union called a recess in the three-week-old talks last Wednesday in order to report to their respective groups, a joint statement was issued asserting "material progress has been made toward agreement on a collective bargaining contract covering rates and conditions in television film commercials."

Producers and SAG have agreed that advertising agencies will sign letters of adherence to a final contract. Agency representatives were observers at negotiation sessions.

DRUG MERCHANDISING PLAN

COOPERATIVE plan with 100 drugstore members of the Pharmaceutical Society of Hartford County has been worked out by WCCC Hartford, Conn. Station is presenting an intensive radio campaign to promote pharmacy, the retail druggist and drug products. Plan offers drug and related advertisers close association on the air with the druggists and additional merchandising by guaranteeing placement of point-of-sale displays in all cooperating drug stores.

WIP'S 'FIRE ALARM'

NEW series of daily five-minute programs to make listeners more conscious of the serious damages of fire and methods by which fire can be prevented is being aired by WIP Philadelphia. Planned in cooperation with Paul B. Hartenstein, deputy fire commissioner, *Fire Alarm* will concentrate on Philadelphia fire disasters and will be handled by Lt. J. E. Costello who has been with the fire department for 13 years.

POPULAR LAW SERIES

PROGRAM inaugurated last fall at WFOR Hattiesburg, Miss., has grown steadily until it is now one of the top shows in the area, station reports. Weekly broadcast titled *You and the Law* is presented in conjunction with Forrest County Bar Assn. Panel show highlights four lawyers each week and presents a topic of law in forum fashion. Letters and telephone questions are encouraged on the subject being discussed.

DIAPER PROMOTION

ONE diaper complete with safety pin, was distributed to the press last week as a reminder that the Mennen Co. had renewed its *Oh Baby* TV series and that the new set of films is in the process of being made. Grey Adv., N. Y., is the agency. The series is placed on a regional basis.

WBBB FARM SHOW

NEW farm commentator at WBBB Burlington, N. C., is ex-Governor W. Kerr Scott. His program will be aired at 6:45 a.m. three days weekly, E. Z. Jones, station's manager, has related. The former governor was at one time state agricultural commissioner. Programs will originate in Mr. Scott's home and will be taped for a repeat during the noon hour.

WLYN TO THE RESCUE

LOCAL Lynn, Mass., jeweler interested in selling trophies instead of usual jewelry items is off to a good start, according to WLYN that city. Larry Shane, station sales representative, came up with a tailor-made idea for Blessington Jewelers with *Trophy Time* show, a five-minute sports program which extends an invitation to local sports organizations to send in news they think would be of interest. Reception the program has enjoyed, station says, will keep it on the air for many weeks to come.

WINNERS GET WASHERS

CONTEST, involving $72,000 in Bendix Tumble Action automatic washing machines, started Jan. 26 on *Frank Hemingway* news program, sponsored by Los Angeles Soap Co., L. A. (White King soap), on Don Lee Network. With 40 machines to be given away weekly for six weeks, contestants must in 25 words or less, complete the sentence, "For washing clothes and dishes I prefer White King's real soap suds because . . ." and enclose the product's box top. All commercial time on the newscasts will be devoted to promoting the contest. Agency is Raymond R. Morgan Co., L. A.

CONTRACT CHART

A two-year contract chart for quick reckoning of contract periods on the 1953 and 1954 calendar has been distributed by S. W. Caldwell Ltd., Toronto advertising agency and radio-TV producer. The chart operates on a slide basis, with start and end of contract periods from 1 to 52 weeks being aligned with dates on calendar.

KFH EXTENDS INVITATION

KFH Wichita, Kan., applicant for a television channel in that city, has sent out invitations to various clubs to hold one of their meetings in the station's new Television Workshop. Purpose of the offer is to help business and civic leaders familiarize themselves with the new medium. To date, eight groups in the city have accepted the KFH invitation.

MUSICAL EXCHANGE

FIRST exchange of classical music radio programs between KEAR San Mateo and the Japan Bcstg. Corp., on a monthly series began Jan. 11 when KEAR presented the NHK Symphony. The exchange, effected through tape recordings flown to San Francisco from Tokyo, will be offset by recordings of the San Francisco Symphony which will be aired in Japan.

ATHLETIC TELECASTS

DIFFERENT Minnesota athlete will be honored each week on a new show which made its debut on KSTP-TV Minneapolis-St. Paul. *Hall of Fame* will present high school, college, professional or amateur athletes who will be chosen by a board made up of representatives from all athletic fields. Biographical sketch of the athlete will be given along with films and telephoto pictures. Guests will also be interviewed by Jack Horner, m.c. Sponsor of the telecasts is Juster Brothers, Minneapolis clothier.

GROCERY PROMOTION

AS PART of its merchandising program, KSFO San Francisco has mailed over 3,500 promotion pieces to grocers in northern California telling them that Superba products has begun a radio schedule on the station's Faye Stewart program. Station reports that this is the largest grocer's mailing list in the history of Bay Area radio. Included in the mailing was a letter from Faye Stewart assuring grocers of her best efforts on behalf of the product.

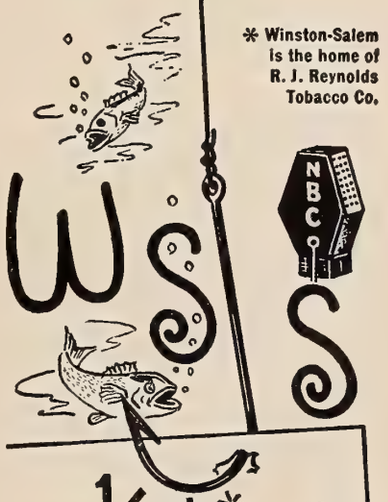
REED SHOW PROMOTION

PROMOTION piece plugging new WRC Washington personality Bob Reed has been sent to agencies and clients by the station. Mr. Reed airs a daily 6-9:30 a.m. show on the station. Piece features reprints from newspapers and trade publications announcing Mr. Reed's arrival in Washington in December 1952.

SELL MORE IN THE SOUTH'S No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem is the home of R. J. Reynolds Tobacco Co.



1/5th* of all FURNITURE

Sold in North Carolina IS SOLD IN WINSTON-SALEM'S WSJS 15-COUNTY MARKET

*$35,622,000

S.M. 1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

"Since going on the air we have enjoyed the

BEST INCREASE IN (*) SALES

since we started handling this product"

This quote is from a letter by one of the local merchants who are using an *all-time record volume of advertising on WSYR.* These are the people who really know what keeps the cash registers ringing. You can profit by their experience.

** Name of product and copy of letter on request.*

Write, Wire, Phone or Ask Headley-Reed

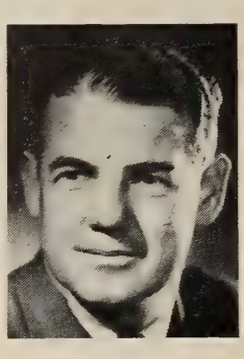
WSYR SYRACUSE NBC Affiliate

570 KC

Advertisers

Kenneth L. Horstmyer, Campbell Soup Co., Camden, N. J., appointed advertising manager for V-8, pork and beans and Franco-American spaghetti sauce.

John W. Hubbell, vice president in charge of advertising, Simmons Co., N. Y., elected a director, replacing **Prescott Bush,** now U. S. Senator from Connecticut.



Mr. Hubbell

John L. Bradley, regional sales promotion manager, Benton & Bowles Inc., N. Y., to advertising staff, Kaiser Services, Oakland, Calif. (div. of Henry J. Kaiser Co.).

Lee Swanson, WGN-AM-TV Chicago, to Southwest Operated Hotels Inc., Chicago-Phoenix-Los Angeles, as sales promotion and advertising director.

William G. Pocock, assistant advertising manager, Pan American World Airways, S. F. (Pacific-Alaska Div.), promoted to advertising manager.

W. H. Jeffery, general sales manager Philco International Corp., Toronto, named general manager, succeeded by **L. B. Kiely,** merchandising manager.

Harold J. Buzick, buyer, Sears Roebuck & Co., L. A., to Porter Muffler Mfg. Co., that city, as sales manager.

Ralph R. Ledder, 50, advertising manager of W. & J. Sloane Co., Beverly Hills (home furnishings), died Jan. 21.

Agencies

Harvey N. Volkmar, account supervisor, Geyer Adv., N. Y., elected a vice president of agency.

Roy Alderman, vice president and member of board of directors, McCann-Erickson, N. Y., appointed manager of agency's Cincinnati office. He will succeed **G. Lester Williams,** who will rejoin New York office.

R. E. Eaton, treasurer, Henri, Hurst & McDonald Inc., Chicago, elected secretary in addition to present duties. J. W. Ream and J. C. Arnold, account executives, and J. J. Martin, agency director of research, elected vice presidents.

Cal J. McCarthy Jr., vice president, Ruthrauff & Ryan, N. Y., to Ellington & Co., same city, as vice president and account executive.

George O'Leary, vice president at Simmonds & Simmonds, Chicago, to Frank E. Duggan Agency [B•T, Jan. 26] as executive vice president and account executive.

William Mullane elected vice president of Ruse & Urban Adv., Detroit.

Murray Getz and **Alfred G. Skrenda** to Kamin Adv., Houston, as film director and art director, respectively.

Henry Frankel, formerly account executive with Jerry Fairbanks and Frederic W. Ziv Co., to Ruthrauff & Ryan, N. Y., as director of new programming and talent development.

Booker McClay, Los Angeles newspaperman, to Young & Rubicam Inc., Hollywood, on special promotion assignment for Gulf Oil Co. on NBC-TV *Life of Riley.*

Joe Leighton, radio-TV supervisor, J. Walter Thompson Co., L. A., has resigned.

Robert Bowerman, KPRC-TV Houston, to Boone & Cummings, same city, as head of radio-TV department.

Alan J. Delling, technical writer, Firestone Tire & Rubber Co., L. A., to Western Adv. Agency Inc., that city, as director of technical publicity.

Suzanne L. Mayer to copy staff, Maurie H. Orodenker Adv., Phila.

Frank Schuster, Abbott, Kerns & Bell, Portland, Ore. (printing firm), and **A. Hugh Sawtell,** owner, Sawtell's Printery, Sherborne, England, to Simon Adv. Co., Portland, as members of production department. **Robert Reynolds** joins agency's art department.

Jerry Ohlhoff, media estimator, Dancer-Fitzgerald-Sample Inc., N. Y., to Charles Bowes Adv., L. A., as production and office manager.

Henry E. Montgomery, advertising department, American Mutual Liability Insurance Co., Phila., to copy staff, N. W. Ayer & Son, same city.

Arnold Johnson, network radio-TV sales service manager at NBC Chicago, to Needham, Louis & Brorby, Chicago, as radio and television facilities director.

Victor J. Luhrs, J. M. Mathes Inc., N. Y., to J. M. Hickerson Inc., that city, in copy department.

Henry Lee Jr., art director-account executive, West-Marquis Inc., Portland, Ore., opens own creative advertising service at 1325 S. W. 13th Ave., that city.

Stations

Robert D. Thomas, commercial manager of WBNS-TV Columbus, elected to board of directors of *Columbus Dispatch,* licensee of WBNS-AM-TV.

Karl B. Hoffman elevated to vice president of WGR Buffalo in charge of TV planning and operations.

Kenneth W. Stowman, sales director, WFIL-TV Philadelphia, appointed general sales manager, WFIL-AM-TV.



Mr. Stowman

John B. Riordan, to sales staff, KWK St. Louis.

Gene Miller to WSDC Marine City, Mich., as station manager.

Georgory T. Lincoln to New York sales staff, Crosley Bcstg. Corp., Cincinnati, to handle TV accounts.

Tom Young, merchandising representatives, WEEI Boston, transfers to station's local sales staff.

C. Robert Ray, manager, WBUY-AM-FM Lexington, N. C., to WBBB Burlington, N. C., as assistant to **E. Z. Jones,** general manager.

Richard F. Rose, commercial manager, WILE Cambridge, Ohio, to WJOC Jamestown, N. Y., in same capacity, succeeding **William Osmer,** who enters industrial sales field. **Peter Hansson,**

sports director, WING Dayton, Ohio, to WJOC as news director.

Walter J. Smith, head of recording service, KYW Philadephia, promoted to sales representative.

Georgory T. Lincoln to New York sales staff, Crosley Bcstg. Corp., Cincinnati, to handle TV accounts.



Mr. Lincoln

Gene Sheid, assistant manager, WBBZ Ponca City, Okla., to sales staff, WKY Oklahoma City.

Dwight W. Whiting, sales manager, KTTV (TV) Hollywood, resigns to join TV film production and distribution firm, whose formation will be announced later.

James C. Cole, manager of WJER Dover, Ohio, to WFTV (TV) Duluth, as station and sales manager.

George A. Koehler, sales director WFIL Philadelphia, appointed executive assistant to **Roger W. Clipp,** general manager.

Hugh R. Murchison, president-owner, KPOL Los Angeles, reelected to 12th term as president of board of Union Rescue Mission, that city.

Benton Paschall, vice president-general manager, WNOE New Orleans, named director of radio relations for Gov. Robert F. Kennon.

Clair Giles, business manager of WNAX Yankton, S. D., elected assistant treasurer of Cowles Bcstg. Co.

Walter B. Haase, general manager, WDRC-AM-FM Hartford, named to publicity committees for Greater Hartford Red Cross and Symphony Society drives.

Eldon Durand appointed program director at WNOE New Orleans.

Paul Shumate appointed program director at WKRC-AM-TV Cincinnati.

John Speer, program director, WJEF Grand Rapids, Mich., to WKZO-AM-TV Kalamazoo, Mich., in same capacity.

Robert J. Barton appointed program director of WCMA Corinth, Miss., replacing **Tom Weaver,** called to active duty with U. S. Air Force.

Andy Fuller, publicity-promotion manager, and **Helen L. Elias,** head of public services, WTAG Worcester, Mass., appointed public affairs director and assistant program manager, respectively.

Arne G. Peterson, sports director, WCOW South St. Paul, Minn., selected as "outstanding young man of the year" by city's Junior Chamber of Commerce.

Larry Hogan to WMTR Morristown, N. J., announcing staff.

Norman Heffron, news director, KOTA Rapid City, S. D., to WCCO Minneapolis-St. Paul, on news staff.

William E. Sheehan, news staff, WDRC Hartford, Conn., to WJR Detroit in same capacity. **Bob Shannon,** Hollywood free lance radio-TV announcer-actor, to KNXT (TV) that city, as staff announcer.

Charles B. Seward appointed film director at WFMY-TV Greensboro, N. C.

Tommy Rogers, head of network promotion, KTSM El Paso, to WBKY Lexington, Ky., as engineering supervisor.

Mort Cook, director of publicity, KFI Los Angeles, has resigned. Future plans will be announced.

Fred Walker, director of public affairs, WTTM Trenton, N. J., appointed public relations director of Mercer County Heart Fund.

Richard J. Winters, WINS New York publicity director, to N. Y. office of Crusade for Freedom as radio-TV publicity director.

Mary Shipp, Hollywood radio-TV actress and wife of **Harry Ackerman,** vice president in charge of CBS-TV network programs, that city, assigned role in Three Fellows Productions feature film, "Jennifer."

Howie Lund returns to WJW Cleveland as disc jockey.

Samuel Leve to WDSU-TV New Orleans, as scenic designer and lighting consultant.

Bill Whelan to WICC-TV Bridgeport, on news staff.

Chester Mahl to WFBR Baltimore, as music librarian.

Corwin Ridell, KTRH Houston, Tex., to KSEL Lubbock, as newscaster and commentator.

Al Jarvis, star of KECA-TV Los Angeles *Al Jarvis Show,* adds duties on KFWB Hollywood as disc m.c. with seven times weekly three-hour program.

Gloria Saunders, who portrays "Dragon Lady" in *Terry and the Pirates* TV film series, assigned role in Columbia Pictures feature film, "Prisoners of the Casbah."

Lurene Tuttle and **Hanley Stafford,** Hollywood radio actors, assigned roles in M-G-M feature film, "Affairs of Dobie Gillis."

Jay Cook, Hollywood TV announcer, to KLAC-TV that city as host-m.c. on *Man in the Black Hat,* weekly two-hour mystery film package, and staff announcer.

Erv Parks, commercial manager, WMIS Natchez, Miss., father of boy, Jan. 20.

Robert Bennett, account executive, KTTV (TV) Hollywood, father of girl, Kelly Kathleen, Jan. 16.

James F. Brown, account executive, WBBM Chicago, father of boy, William Terrence, Jan. 19.

Ham Stewart, saleman, WTAG Worcester, Mass., father of girl, Allison, Jan. 17.

Joe Flynt, WKY-TV Oklahoma City engineer, father of boy, Joseph Jr., Jan. 6. **John Moler,** WKY salesman, father of girl, Carey Laraine, Jan. 9.

Ira Cook, disc m.c. KMPC Hollywood, father of girl, Susan Ellen, Jan. 19.

David L. Waite, program manager, WFOR Hattiesburg, Miss., and **Clie Waite,** formerly of KVSM San Mateo, parents of girl, Cynthia Gail, Jan. 8.

Lee Smith, program director, WENK Union City, Tenn., mother of boy, Jan. 19.

Representatives

Frank Grindley, ABC radio interruptions editor, appointed account executive with Headley-Reed Co.

Louis J. Borgatti, L. J. Borgatti Inc., Boston,



ITS POWER IS NOW
50,000 WATTS.

IT HAS A NEW TOWER
1914 FT. ABOVE SEA LEVEL.

IT IS CENTRAL NEW YORK'S
MOST POWERFUL TV STATION.

IT IS LOCATED IN THE
HEART OF AN
INDUSTRIAL AREA.

SEE YOUR NEAREST
KATZ AGENCY

WHEN
TELEVISION
SYRACUSE

CBS • ABC • DUMONT
A MEREDITH STATION

WHY do more RADIO STATIONS* advertise in "SALES MANAGEMENT" than in any other magazine in the sales and advertising field?

It's the same story year after year. SALES MANAGEMENT always leads. The one and only conclusion to this constant preference for SM is that radio and television stations believe this magazine does a better selling job for them.

Are *you* taking advantage of these big SALES MANAGEMENT "exclusives"? It's the only one of the sales-advertising magazines edited specifically for the man most concerned with markets and media—the Sales Executive. The only one that measures local markets . . . *throughout the year.* Only one to which *both* sales and advertising executives can turn for local market data. And the only one that offers radio and television stations a tie-in with statistical data about *their own* markets.

In fact, in the marketbook of your own magazine—"Broadcasting"—the retail sales figures for all states and counties are from SALES MANAGEMENT'S Survey of Buying Power.

Nowhere else can you get *every month* this combination of top advertising buyers and up-to-date local market statistics—plus editorial stress in articles on radio and television's pay-off role in national advertisers' sales campaigns.

FEBRUARY 16

is closing date for reserving space in the state-county-city section of the SURVEY OF BUYING POWER—on which the allocation of more than a billion advertising dollars is based. (Companies subscribing to the SURVEY account for 94% of national advertising.)

Make sure your story is there, throughout twelve months of dog-eared use, when national advertisers and their agencies are choosing markets and media with the Survey's help.

SALES MANAGEMENT

THE MAGAZINE OF MARKETING

386 Fourth Avenue, New York 16, N. Y.

333 N. Michigan Avenue, Chicago 1, Ill.
15 East de la Guerra, P. O. Box 419
Santa Barbara, Calif.

* Includes Radio and TV—Measured by Lyndon Service.

elected to board of directors on Radio Executives Club of New England, Boston, replacing **H. V. Greene Jr.,** Weed & Co., who transfers to Weed's N. Y. office.

Dwight Reed, vice president of H-R Reps., Chicago, father of boy, John Marshall, Jan. 12.

Networks

Bok Reitzel, head of San Francisco sales office of Columbia Pacific Radio Network, transfers to New York as CPRN Eastern sales representative. He succeeds **Bert S. West,** who transfers to S. F. as manager of CBS Radio spot sales.

Thomas Lauer, assistant in network sales service, NBC Chicago, promoted to radio-TV sales service manager.

Edmund Beloin, radio and motion picture writer and producer, to NBC to create and produce TV programs for network. First assignment will be production of *My Hero* weekly film series starring **Robert Cummings.**

Dean Miller, M-G-M contract actor and former Cincinnati TV personality, signed by CBS-TV Hollywood to long-term contract as featured performer.

Bill Murray, sales representative for Colgate-Palmolive-Peet Co., to CBS Radio Spot Sales as account executive.

Arthur Hull Hayes, CBS vice president and general manager of KCBS San Francisco, elected director of Down Town Assn. of S. F. for 1953.

Harold D. Royston and **Fred C. Shidel** to engineering staff, NBC Hollywood from NBC Chicago.

William Hodapp, producer of NBC-TV's *American Inventory* program, named National TV chairman for ninth annual Sunday School Week April 13-19, sponsored by Laymen's National Committee.

Ben Grauer, NBC commentator, appointed chairman of radio-TV committee for 1953 New York campaign of Crusade for Freedom

Jody Gilbert, who portrays Rosa on CBS-AM-TV *Life with Luigi,* assigned role in Three Fellows Productions feature film, "Jennifer."

Anne Bove, press department, CBS Radio, Hollywood, and John Hahn, former professional baseball player, were married Jan. 24.

Gene Clark, program sales coordinator, Don Lee Network and KHJ Hollywood, father of girl, Christine Ruth, Jan. 10. **James Ingraham,** continuity acceptance editor there, father of girl, Elizabeth Ann, Jan. 18.

Marshall Diskin, TV director for ABC-TV, father of girl, Jan. 24.

Equipment

W. W. Cone appointed general manager of New Jersey division of Zenith Radio Corp. of N. Y. Headquarters are in Newark.

John J. McCloy, chairman of Chase National Bank., N. Y., former U. S. High Commissioner in Germany, elected a director of AT&T.

Monte Cohen elected president of General Instrument Corp., radio, TV and electronic components manufacturers.

Harry Rigel to engineering staff, Insuline Corp. of America, Long Island City, N. Y.

Jack Hauser, sales engineer, Minnesota Mining & Mfg. Co., S. F., to Ampex Electric Corp., Redwood City, as application engineer.

Jay J. Greengard, formerly sales and advertising manager, Talk-A-Phone Co., Chicago, to Waldom Electronics Inc., same city, as general manager.

John G. Weaver appointed advertising and sales promotion manager for radio-TV, Crosley Div., Avco Mfg. Corp., Cincinnati.

Shelden F. Myers appointed advertising and sales promotion manager for radio-TV, Westinghouse Electric Corp., Sunbury, Pa.

Al Teachman, transmitter supervisor, WEEI-FM Boston, to Lincoln Labs., Mass., Institute of Technology, same city, as staff member.

Services

Seymour Mouber, public relations department, Pan American World Airways, S. F., to Frank Sullivan Assoc., that city (public relations firm), to handle radio-TV accounts.

Emily Ashe Banks, head of women's interest publicity for Crusade for Freedom and one-time director of public relations for Town Hall Inc. and *America's Town Meeting of the Air,* to Selvage, Lee & Chase, N. Y., public relations counseling organization.

Zenn Kaufman, merchandising director, Philip Morris & Co., resigns to form own firm as consultant in merchandising and sales promotion in New York and Westport, Conn.

Robert W. Cowan, formerly creative art director at Anderson & Cairns Inc., N. Y., establishes organization devoted to consultant art direction and designing projects. Offices are at 32 E. 39th St., N. Y.

Program Services

William Hetherington, assistant art director, J. Walter Thompson Co., Cincinnati, appointed art director for Frederic W. Ziv Co.

Michael Purnell Gould, onetime manager of WFBR Baltimore and more recently publisher-owner of *Carmel Spectator,* Carmel, Calif., and **James Pitts,** Hollywood radio producer-director, become partners of **Al Buffington** in Al Buffington Productions, Hollywood radio-TV program packager.

Leslie G. Kennon, former news editor, KDMO Carthage, Mo., assigned night manager of Kansas City UP bureau.

David Kaplan, 65, chief arranger for BMI, N. Y., died Jan. 14 at Memorial Hospital, N. Y.

Small Market TV Dominates MAB Meeting Discussions

Small market TV operators in Canada should get started soon before U. S. border stations wean away their market, Spence Caldwell, Toronto agency executive, tells MAB.

TELEVISION for the small market station featured the annual meeting of the Maritime Assn. of Broadcasters at Fort Cumberland Hotel, Amhurst, N. S., Jan. 26-27.

CANADA

Promotion, sales and programming in Canadian Atlantic Coast provinces also were discussed in panel and business sessions under chairmanship of E. Finlay MacDonald, CJCH Halifax, and MAB president.

Broadcasters were brought up-to-date on developments in radio legislation and regulation by J. T. Allard, general manager of the Canadian Assn. of Broadcasters, Ottawa, who came direct from a meeting on new broadcast regulations with the board of governors of Canadian Broadcasting Corp.

Spence Caldwell, Toronto agency executive, said broadcasters should get into TV quickly before area audiences become accustomed to American border stations. In southern Ontario it has been found hard for Canadian TV stations to wean viewers from looking at U. S. stations. He suggested that whether or not broadcasters make money in TV or how soon they get into TV will depend on themselves and government and CBC regulations. Regulations can make it too tough to operate TV stations in small markets with little local talent available, he said. Mr. Caldwell said he believed stations can make a profit after a few years in small market TV if regulations are not too stringent. He felt a station could start out with an expenditure of $200,000 using a low-power transmitter in the center of the town and foregoing expensive camera chains. He urged that such stations plow profits back several years to build up studio equipment and facilities gradually. He felt there was sufficient program material in Canada and the U. S. if local talent was at a minimum.

TV also was discussed by Bill Byles, radio-TV director of Young & Rubicam Ltd., Toronto, who analyzed TV's effect on AM radio as seen from an agency executive's viewpoint. Other speakers included Jack Davidson, Northern Broadcasting Co., Toronto, who talked on profitable small station operation; Ev Palmer, radio-TV director of McCann-Erickson Inc., Toronto; Gerald Redmond, CHNS Halifax, on sponsor problems, and Malcolm Neill, CFNB Fredericton, and chairman of CAB, who discussed the music copyright situation.

Canada to Study CBC

CANADIAN GOVERNMENT has appointed a committee of members of parliament to investigate the Canadian Broadcasting Corp. and its regulations at the present session of parliament. The committee will include 26 members and is expected to be headed by W. A. Robinson, Liberal member for Simcoe East, who was chairman of the Parliamentary Radio Committee in 1950. The committee, if it follows past precedent, will also hear views from independent broadcasters and others interested.

CANADA

Combats Proposed Rules

A COLLECTION of editorials and letters from newspapers objecting to the proposed new Canadian Broadcasting Corp. program content regulations, has been distributed by the Canadian Assn. of Broadcasters, Ottawa. The editorials assert culture cannot be dictated by the government, and that the new regulations requiring stations to have 30% to 48% Canadian program content will not stop listeners from switching to American stations. Hearings on the regulations were held at Ottawa Jan. 23 (see story, next page).

CANADA

Brazil TV Future Seen Good

BRAZIL soon will take its place among the key TV countries of the world, Carlos Lage, director of J. Walter Thompson Co.'s television and motion picture operation in Rio de Janeiro and Sao Paulo, has announced.

LATIN AMERICA

He said that although TV was started only two years ago in Brazil, today there are two stations in Sao Paulo with a third due this spring, and one in Rio de Janeiro with the second due this fall. He also forecast extremely good TV set sales this year since some large manufacturers, such as Philco and RCA Victor, will produce them locally, thus bringing the retail price down.

Mr. Lage is in New York to find adaptable films, spots and movies and to study "live" television.

UN Asked to Help Nations In TV Experimentation

UNITED Nations has been asked to furnish "advice, information and aid" to some 40 nations now experimenting with television because of wide interest in its educational, scientific and cultural uses.

UNITED NATIONS

This was revealed in an informal report of the U. S. delegation to the seventh session of the General Conference of UNESCO, held in Paris late last month. It was made public by the U. S. National Commission for UNESCO.

The conference of the United Nations Educational, Scientific & Cultural Organization also adopted a resolution requesting its member states to encourage use of television.

The American delegation, headed by Howland H. Sargeant, then Assistant Secretary of State for Public Affairs, recommended fewer feature radio programs and films and more basic services, such as unedited film footage for TV and newsreel use, as well as radio facts sheets. UNESCO studies will concentrate on use of radio for education and freedom of information in 1953-54, the report said.

Morris S. Novik, public service radio consultant and president of WLIB New York who was a delegation member, and David Apter, UNESCO relations staff, State Dept., worked on mass communications and publications during the conference. Clearing house services of UNESCO Mass Communications will be continued for collection and dissemination of information on communications techniques.

The report was the first official account of proceedings by the national commission since the conference ended last Dec. 11.

WTTV BLOOMINGTON

Serving a 2 BILLION $ MARKET

34% of the PEOPLE
34% of the FAMILIES
accounting for
35% of the SALES
in ALL INDIANA

WTTV—affiliated with all nets—maintains its own micro wave relay system between Cincinnati and Bloomington to bring LIVE network shows to viewers. WTTV is owned and operated by Sarkes Tarzian and

Represented Nationally by
ROBERT MEEKER ASSOCIATES, Inc.
New York · Chicago · Los Angeles · San Francisco

Groups Seek Change In CBS Proposals

Stations want leeway in program content and spots; petition for revamp of new rules.

CANADIAN broadcasters, labor unions, provincial governments and other interested groups have pointed out to the board of governors of Canadian Broadcasting Corp. changes which they seek in the proposed new CBC regulations. At public hearings in Ottawa Jan. 23, regulations on politics and program content, with emphasis on personal, social and moral problems, were singled out for the most discussion.

Some persons testifying said the proposed regulation which would bar such programs as discussion of personal problems without CBC permission, could result in removal of religious, political and union programs from the air. After hearing the various speakers, A. D. Dunton, CBC board chairman, said the regulation would be reconsidered and redrafted, as there was no intention of barring religious programs and forum discussions. Mr. Dunton pointed out that the regulation had been proposed to forbid broadcasts by unqualified persons who claimed to solve any personal problem.

CANADA

Canadian Assn. of Broadcasters presented the longest brief [B•T, Jan. 26], dealing largely with the right of radio to have as much freedom from regulations as other means of communication. It also dealt with individual proposed regulations. One, limiting four flash or spot announcements in a 15-minute period, was termed detrimental in case of public emergencies by J. T. Allard, CAB general manager. Mr. Dunton agreed with Mr. Allard, saying the regulation would be discussed with stations.

Commercials for such products as oil and mining stocks and patent medicines not approved by CBC or the Canadian health department were criticized also.

On the proposed regulations regarding program content, Mr. Dunton explained they were drafted to promote use of Canadian talent, and were aimed at the few Canadian stations which used their frequencies almost entirely to broadcast American programs. The proposal followed recommendations of the Massey Commission on Canadian talent.

Language in the CAB brief on program content was debated, with Frank Ryan, CFRA Ottawa, saying, "It is not always best to give the listeners what they want." He suggested that stations and CBC cooperate in drawing up regulations on program content, test them for a year and then revise them.

Briefs by the Alberta provincial government, presented by Gordon E. Taylor, minister of railways and telephone, pointed to CBC "trends toward bureaucracy, encroachment on affairs of private stations and threats to fundamental freedoms." Proposed regulations restricting appeals for funds on the air were singled out by the Alberta government brief, which stated they exceeded the powers given CBC by the Canadian Parliament. Restrictions on dramatized, panel and forum political programs were also discussed.



MICROWAVE relay system linking CBLT (TV) Toronto with U. S. TV networks was inaugurated Jan. 19 at ceremonies attended by (l to r) E. L. Bushnell, assistant general manager of CBC; Fergus Mutrie, CBC TV director at Toronto; C. E. Watson, Bell Telephone's western area general manager, and R. C. Scrivener, Bell division manager at Toronto.

Tijuana Station

XETV (TV) Tijuana, Mexico, serving Tijuana-San Diego market via vhf Ch. 6, was to begin test operation with regular commercial commencement date not set. U. S. representative is Edward Petry Co.

LATIN AMERICA

Sets-in-Use Report Covers Canadian Cities, Markets

THIRD and final 1952 report on sets-in-use has been issued for Canadian basic cities and for four major markets by Elliott-Haynes Ltd., Toronto. It covers September, October, November and December. It gives figures for sets-in-use in hourly periods from 9 a.m. to 9 p.m., and for six days on daytime programs and seven days on evening programs for each month.

CANADA

The report covers 24 cities where the survey firm takes monthly national program rating surveys. There is an individual breakdown for the Montreal-French and Montreal-English listeners, for Toronto, Winnipeg and Vancouver.

The average for all Canada, according to basic cities, shows 28% of sets-in-use at all hours during those four months. Daytime average for the period is 24.6% and for evening hours 35.1%.

CBC Promotes Engineers

THREE TOP executives in the engineering division of Canadian Broadcasting Corp. have been promoted. W. G. Richardson, transmission and development engineer, has been named assistant director of engineering. He has been with CBC and its predecessor since 1935, and attended many international radio conferences. J. E. Hayes, supervising engineer for CBC TV stations, has been promoted to chief engineer, succeeding J. A. Ouimet, who became CBC general manager on Jan. 1 (see Our Respects To, page 18). W. A. Nichols, with CBC since 1937, has been appointed acting assistant chief engineer.

CANADA

No Canada TV Bids at CBC

NO APPLICATIONS for TV stations have been received yet by the Canadian Broadcasting Corp., according to A. D. Dunton, CBC chairman, speaking at the Jan. 22 public hearings of the CBC board for AM station applications in Ottawa. Mr. Dunton made the statement after announcement by Frank Ryan, CFRA Ottawa, Roy Hofstetter, CKWS Kington, and G. E. Taylor, CKUA Edmonton (non-commercial), that they had applied for TV licenses.

CANADA



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TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

G-E CONSOLIDATES TV EQUIPMENT IN MODERN, MINIATURE SYRACUSE STUDIO

Engineers Now Able to Demonstrate Equipment Under Actual Operating Conditions in Complete, Self-Sustaining Studio Capable of Programming.

A COMPLETE, miniature television studio has been established by General Electric in downtown Syracuse, N. Y., for the purpose of demonstration and instruction.

All of G-E's newest, most advanced TV equipment has been consolidated in this studio, allowing interested personnel from stations throughout the country to operate, examine, and learn about the technical operation, installation, and maintenance of General Electric television equipment under actual working conditions.

Studio Set-up

Lew Page, G-E field and application engineer, is responsible for the setting up of this studio. Page and his staff have divided the studio into four main parts. The first is a fully equipped control room where switching, special effects and operation of control panels can be demonstrated. Suggested arrangement of pieces of equipment in racks and their location is displayed.

The projection room is complete with a film camera channel, a slide projector, a Synchro-Lite film projector and G-E's two new, advanced mirror change-over designs.

In the studio proper, a live pick-up camera channel and the latest lighting arrangements with a master switchboard have been installed. The studio is set up for actual programming.

The whole studio is tastefully decorated and provision has been made for a conference room to discuss equipment from a technical standpoint.

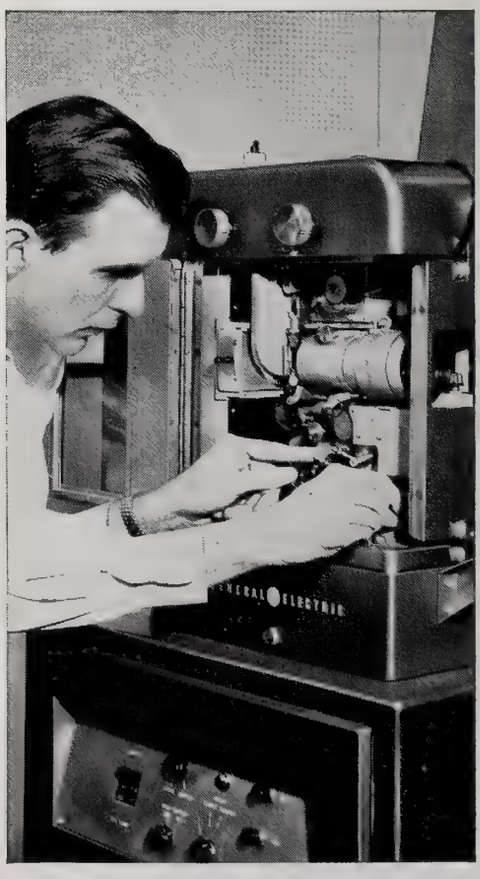
It was set up in downtown Syracuse because it is more convenient both to the city's hotels and to the New York Central railroad station.

Seminars Planned

General Electric plans to hold a series of seminars during this year at its new TV studio for television broadcast personnel.

The plan is to invite TV station personnel, consulting engineers, station reps, educators and others to attend talks and discussions at the studio. They would also be allowed to inspect and to operate all of G-E's TV equipment in the studio.

Qualified engineers will be available to suggest arrangements, operation and maintenance of equipment. These men will be chosen from G-E's experienced engineering staff.



Lew Page, G-E field and application engineer responsible for consolidating modern, miniature studio, inspects a new General Electric Synchro-Lite Film Projector.



Engineers check control room equipment and demonstrate how studio can be used for actual programming. Studio includes complete lighting arrangement.

GENERAL ELECTRIC

Special effects men are the magicians of television, and some of their illusions would put a Houdini to shame. Here's a look into their bag of tricks used to add reality to TV.



They can put a city in your parlor

By Rufus Crater

TELEVISION is a fantastic liar, teeming with deceits and fabrications which its operators are gradually, thoughtfully—and fortunately for both telecaster and audience—elevating to the rank of a pure art form.

These deceptions are those of congenital necessity. They are illusion without which the scope and pliancy of live television production would be measurably limited or immeasurably more expensive, and probably both.

Representing a form of magic which enables the viewer to see what the producer wants him to see rather than that which actually exists, the hoodwinking devices and techniques used to perpetrate these illusions go under the uncolorful name of special effects. Like the motion picture industry before it, and radio in the area of sound effects, television is in constant search for new, easier, better and bigger ones.

Network Organization

CBS-TV has set up an "Effects Development Dept." which E. Carlton Winckler, production manager, Operations Dept., says is the only one of its kind among networks. Headed by Paul Wittlig, the unit is given a technical crew and studios one day each week for testing and developing the effects ideas they dream up. At NBC-TV the job is done under the direction of James A. Glenn, manager of staging services and special effects, and Ray S. Lyon, supervisor of special effects. Charles Holden, program production manager, is in charge of effects developments of ABC-TV, and Al Hollander, production facilities manager, supervises work in this field for DuMont.

The need or eminent desirability of special effects can crop up often, and in varied forms, on almost any live TV program.

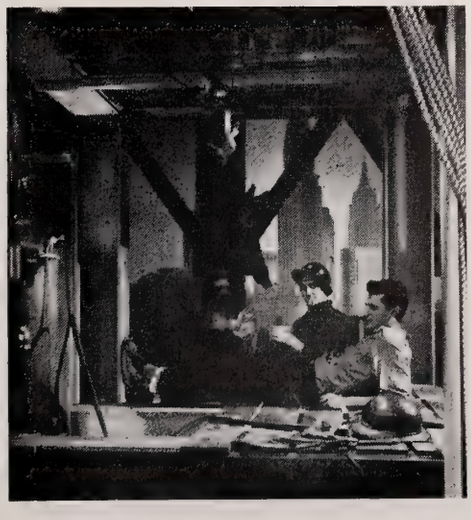
One of the basic needs is for background shots, both outdoor and indoor. Clean-shaven Cowboy is in frantic pursuit of Mustachiod Villain on horseback, for example through woods, field, and stream, fire and flood. The standard studio answer is provided by a rear-screen projector to flash appropriate moving background upon a screen, in front of which the actors, amid realistic foreground props and scenery, go through the proper motions to make it appear that they, not the background, are in action.

The moving background technique is an old one in the motion picture industry. In television, it is done with motion picture film or with a new device which CBS-TV in particular considers preferable: The panoramic slide.

This slide, containing the desired background pictures, may be of glass or plastic, and of any length desired. It is moved past the camera lens by a motor drive speed may be adjusted to fit the action demanded in the script. If the fleeing villain chooses to "stop" to throw a frightened glance back at his pursuer, the slide is halted completely until he resumes flight.

The rear screen projector, with slides, is widely used for fixed background shots of all kinds. Boy and girl sitting on a studio bench become a pair of lovers in a flower garden when the garden scene is flashed onto the screen behind then. With the flick of a finger—the projectionist's—they may be transported to any setting desired, merely by the substitution of the appropriate background on the screen.

The adaptability—and economy—of the rear projection screen in the art of illusion was demonstrated forcefully in a recent thriller on NBC-TV. A man was shown crawling at night across the ledge of a skyscraper, high above the city lights. It was a tense time, with every indication that the actors' union was apt to lose a dues-paying member at any moment. In actuality the actor didn't need to give a thought to life insurance. He was crawling across a ledge-like arrangement of boards not more than two feet off the studio floor. The city lights which gave the scene its illusory danger were background provided by a slide in the rear screen projector.



THESE steelworkers are not idling 500 feet above busy city streets. They're on "steel" beams a few feet off the studio floor and the buildings in the background are fakes.

DuMont relies heavily upon rear screen projection in its use of special effects. On *Author Meets the Critics* for example, the background for the panel members is varied to show from time to time the jacket of the book under discussion, perhaps the author's picture, a scene taken from the book, etc. On *Meet the Boss,* as another example, scenes related to the company whose official is appearing are similarly used.

Split-Screen Trick

ABC-TV created a split-screen technique —the insertion of a small picture in the corner of another picture—with the aid of a "mechanism" which cost exactly as much as a paper cup. Troubled by the problem of presenting a dancer above the shoulder of an actor, effects men came up with the idea of punching a tiny hole in a paper cup fitted over a camera lens. Thus the lens was blanked out except for the small portion behind the hole in the cup, which was trained on the dancer. A second camera was trained on the actor, and by superimposing the two pictures the desired effect was achieved.

Matting is another technique for effective TV trickery. In general terms, this involves miniatures of scenes, or "goboes," through which the actors are shot in perspective, Thus to show a man as though he were standing on an ornate stage, for instance, a miniature of stage-front and sides may be built and set before the camera. The actor is beyond, at a distance placing him, in the camera's eye, in proper perspective to the "stage." To the TV viewer he *is* on the stage—at imagine what saving in "stage" construction costs.

There also is the "matting amplifier," an electronic device which can picture the subject in whatever size is desired and then insert it neatly into another picture, with remarkable results. Thus it was that CBS-TV



Here's rear screen projection in action. Projector at left throws image on screen behind man who is being shot by TV camera at right.

viewers were treated to a picture of a "tiny" man "inside" a refrigerator, wandering around among sponsored food products blown up to sizes which, in relation to his own seeming smallness, were tremendous, as befits sponsored products.

NBC-TV has developed a gadget called the "Flexitron" which distorts scenes electronically—and whose distortions can be controlled. (There also is a device whose unique function is to make things look normal.)

The Flexitron, like other distortion techniques in use, has a great variety of applications, many of which undoubtedly have not yet been thought of. It is used, for one thing, to give motion to the titles at the start of programs, and sometimes for transition scenes, and in comedy bits. It also can be used to give a man with a hangover the size and shape of head he thinks he has. For cases of extreme hangover or in other appropriate circumstances, it can make the head pulsate in extreme degrees.

Shrinking Heads

It also is possible, although this does not require the services of a Flexitron, to make the head go away completely. This form of decapitation, which can be extended as far forward as desired calls for the head and/or body to be sheathed in tight-fitting black clothing, over which is donned conventional clothing with, say, bandage-like wrappings about the head and face. The man stands on a black floor in front of a black cloth, and as he peels down to his black hood and black union suit, presto, he disappears from TV view.

Prismatic lenses are used to give many weird, artistic, or merely unbelievable effects. They can multiply images up to eight times, make the multiple images revolve or stack up, turn scenes upside-down, "enable" actors to walk and dance on walls and ceiling. And there is a gadget which NBC-TV developed and calls the "Separatron", which causes objects to appear to jump from one spot to another while other objects in the same scene, superimposed from another camera, remain fixed. The combination of prismatic or inversion lenses and the Separatron could present viewers, it would seem, with the prospect of total frustration.

The device for making things appear normal is called the "Periscope Mirror" by CBS-TV. Its value is that, where persons and objects of diverse sizes and shapes are to be shown, it trains the lens at each from the angle best suited to it, avoiding foreshortening, etc., so that on the TV screen all are in correct proportion.

Representation of the elements on television has demanded much work and ingenuity. A TV rainstorm should not involve much water, for reasons which any janitorial assistant can understand. Genuine snow is notoriously hard to preserve under studio lights. And fire departments instinctively object to fires, even small ones, not to mention those of a size which would seem necessary to gut tenements, destroy ships, and denude mountains. But TV's gimmick-makers have these meteorology problems pretty well under control, including fires.

How To Set Fires

Fires have been a long headache. Synthetic fires may be produced with lightweight silk or nylon gauze cut into flame shapes and attached to a diffusion chamber containing lights and blower. "Real" but controllable fire-place fires may be made with "logs" constructed of stove-pipes covered with plaster and asbestos and kindled with alcohol-soaked asbestos. There is also the trick of placing, just below the camera lens, a rack holding containers of "canned heat," in which case it is necessary to add chemicals to provide telegenic flames.

CBS-TV officials claim to have a system which "gave the Fire Dept. heart trouble en masse" at first sight but nevertheless provides fireproof fire. It employs lacapodium, a material widely used by magicians and which has a low flash point, explodes with a bright light instead of a flame, and is so harmless, according to CBS-TV, that a person can stand in it and not be harmed.

How To Make Rain

For small rains, watering cans may be emptied in front of cameras. If much rain must fall, a sprayer system may be installed over the set, the water falling into a tank under the floorboards and then being recirculated to the overhead sprayer by a pump. Or dry rain may be created by rapid rotation of a drum to which is attached emery paper or a strip of glamme, a cellophane-like plastic woven into cloth; one camera picks up the rain-like appearance of the whirling drum and the image is superimposed on another pickup of the actual scene.

Snow is made in several ways—tiny bits of paper, bleached corn flakes, powdered ice, or a plastic spray, among others. Most of these have some drawbacks. CBS-TV claims to have worked out a realistic system by which "snow flakes"—granulated Cellojell—that will stick to clothing and even crunch underfoot may be made to float down gently or roar in like a blizzard, as desired.

ABC-TV uses yet another method of making snow—a fish bowl filled with water, into which Borax is dropped. The camera then shoots through the bowl, and the flakes give the illusion of snow. In an adaptation of this method, ABC-TV has "shot through" a fish bowl, complete with fish, to present complete "underwater" scenes.

Fog-making, another problem, appears to have been solved by, among other approaches, the use of machines which atomize mineral oil, vaporize it with high heat, and then force it through a cold chamber and release it under low pressure. Aside from its fog-like appearance, this substance is said to be relatively easy to control with fans after its release—and to smell good, too. Or steam forced through dry ice may be used to produce a hovering kind of fog.

Bang, Bang

Gunshots are troublesome. The modern "blank" cartridge emits no smoke, and its roar will not be accepted—except as a *pffft*—by microphones. With the aid of the Winchester and Remington arms companies, however, "blanks" have been devised which make only a sharp finger snap noise in actuality but which to the home audience sound genuinely gunlike—and which, according to size, will emit any amount of smoke desired.

There are innumerable trick props—napkin containers which explode, for example, typewriters whose carriages fly across the room, lamps which blow up, all on cue. The number of such tricks may well be limitless. No hidden strings, built-in springs, or other mechanical wizardry would suffice, however, when one network set out to picture a plate of tomato soup for a commercial. On the TV screen, it just didn't photograph the way delicious tomato soup should look. This seeming impasse was solved by strictly unmechanical ingenuity. A plate of split pea soup was substituted—made by the same sponsor, of course—and to audiences across the country it looked like tomato soup of the finest quality.



MEET THE TWIN CITIES' GREATEST LOAFERS!

But ***LAZY?*** Don't you believe it!

"Loaf" means something very different to the Holsum Bread Bakery of Minneapolis-St. Paul. Thanks to a ***precedent-setting series*** of ***26 brand-new half-hour films, created expressly for television,*** these two hilarious fellows are busily selling bread all over this great Northwest market.

What's more . . . they're also selling Fords in San Francisco, Chevrolets in New York, Hoffman television sets out on the Coast, Pfeiffer Beer in the Midwest . . . to mention only a few of the different local and regional advertisers already sponsoring this exclusive MCA-TV series in key television markets.

the ABBOTT & COSTELLO show

PRECEDENT-SETTING because . . .

for the ***FIRST TIME*** in television history, ***you***—as a local or regional advertiser—can now display your products within the framework of powerful entertainment. Here's a caliber show with super audience pull and an effectiveness hitherto enjoyed ***only*** by the largest nation-wide advertisers. NOW it can work for ***you***—under ***your*** exclusive sponsorship in your ***own*** market!

For complete details about the TV-tailored Abbott & Costello films . . . including availability in your market, cost, and audition screenings . . . contact the nearest of these MCA-TV offices—

another advertising SHOWCASE by

NEW YORK: 598 Madison Avenue—PLaza 9-7500
CHICAGO: 430 North Michigan Ave.—DElaware 7-1100
BEVERLY HILLS, 9370 Santa Monica Blvd. CRestview 6-2001
SAN FRANCISCO: 105 Montgomery Street—EXbrook 2-8922
CLEVELAND: Union Commerce Bldg.—CHerry 1-6010
DALLAS: 2102 North Akard Street—PROspect 7536
DETROIT: 1612 Book Tower—WOodward 2-2604
BOSTON: 45 Newbury Street—COpley 7-5830
MINNEAPOLIS: Northwestern Bank Bldg.—LINcoln 7863

MCA TV Ltd.

If the audience is abandoning radio to turn to TV, perhaps it's because radio programming needs polishing. Within the past year WSB Atlanta has completely overhauled its product, from station breaks to programs, with measurable results. Stations elsewhere may want to try . . .

removing the rust

By Elmo Ellis

ALL OF US have been reading reams of crying copy about the sad state of radio and the dark future it faces. This somewhat exaggerated pessimism especially bothers me because I am one of those rare individuals who deserted television, after five years of pioneering, and returned to the mother medium some 13 months ago to attempt to pump new life into a fine radio station that—like so many others—had been neglected because of TV. I am happy to say that this radio station is today a stronger programming outlet and a better dollar-for-dollar advertising buy than it was before television ever entered the broadcasting field.

Coming back to radio after a lengthy absence gives one a keen, objective insight into the shortcomings and potentialities of the industry. I recommend a similar vacation and subsequent return to service for others in the radio business.

Staying Powerful

For what they are worth, here are some conclusions reached about radio and what it should do to maintain its powerful position in the fields of entertainment and information.

1. Neither daytime nor nighttime radio will die. A multitude of people is still waiting to be entertained by "good radio." But only a cockeyed optimist would blithely conclude that radio is now going through a competitive period from which it will emerge unscathed and unchanged. Radio is suffering from the assaults of TV and, like it or not, it is undergoing a transformation. The regrettable fact is that the staffs of numerous radio stations are letting circumstances alone reshape their future. In many operations, salesmen are doing the programming, program directors are doing traffic, and the manager is doing the worrying. Proper teamwork could remedy this hapless condition.

2. A stock of records and a turntable do not make a radio program (nor a radio station), even though many broadcasters persist in that belief. But the simple addition of a sound format, a good script and capable production will turn a record show into a listenable and salable commodity. In other words, ingenuity is more important than dollars in building sound radio policies, and every broadcaster (including network and agency moguls) should learn this basic lesson.

3. A program director can't sit high in an ivory tower and decide arbitrarily what listeners want to hear and what is best for them. Why not consult the audience? Advertisers and agency men may not like to hear this, but the fact is that listeners know more about what a station should put on the air than most sponsors. Besides, the average listener likes the idea of being asked his program preferences and he is quick to cooperate by giving his opinions. Progressive stations are proving it. WSB's dominance in the Atlanta market is a direct result of giving the audience what it wants.

4. You can't obtain radio response by reviving old programs and older personalities.

5. You can't prosper by simply riding the coat-tails of a network. This job has to be done by you in your own backyard.

6. You can't snare an audience by imitating television or by presenting simulcasts.

7. You can't buy listeners by giving away autos and refrigerators or by hiring a Hollywood personality to headline on an otherwise dull and tasteless half-hour.

8. You can't build good shows with ad lib remarks (Godfreys are rare); nor can you present good newscasts by merely tearing copy off a teletype.

9. The future of radio does not lie in pursuance of the same programming methods that proved popular a decade or two ago.

The need now is to examine carefully just what radio has to offer the public—as compared with competitive media—and to develop a whole new concept of broadcasting. It can be done and it is being done in some quarters.

What radio is crying for is some logical reasoning about aural communication. Just as there has always been an audience for newspapers, magazines, movies, so will there be listeners receptive to "distinctive" radio. But radio must build its own destiny and start from the ground up. In broadcasting, too, it is "time for a change."

Face Lifting

At WSB we began a year ago to renovate our entire operation. Carefully but coldly we appraised our complete programming structure, analyzing methods and formats for every minute of the day. We discarded time-worn station identifications and began writing new ones on a daily basis, utilizing music, actors and sound effects. We startled housewives by putting in jokes, recipes, riddles and congratulatory announcements on station breaks. We changed sign-ons and sign-offs for shows; replaced musical themes; revised every sustaining format in the book and talked sponsors into making needed changes in their commercial programs.

Our motto was "we dare to be different," and listeners began calling and writing to tell us their reactions. Some were shocked. Some were displeased. Many were delighted. Best of all, local citizens got radio on their minds again. And to keep them interested we have busied ourselves ever since in creating new ideas that would attract those who never cared for radio and those who have strayed from it.

We haven't always aimed at the maximum audience, for in this vicinity, with a 50 kw station reaching out to far-flung rural areas, that would mean an overemphasis on farm fare, folk music and reli-

ABOUT THE AUTHOR



Mr. Ellis joined WSB Atlanta in 1940 as director of scripts and publicity, after graduating, with a Phi Beta Kappa key, from U. of Alabama. In World War II he was an Air Force captain, writing and directing service shows on all major networks. After the war he wrote and directed radio shows in New York, including a year's stint with *We The People*. When WSB-TV Atlanta went on the air, he became assistant production manager. He rejoined the radio station in December, 1951, and has since been its program director.

from radio programming



THIS looks like a big enough cast to present a full-length program, but it's really the production of a WSB station break. The Atlanta station emphasizes clever and show-wise station breaks to attract audiences. It's part of the general WSB overhaul.

gion. But every program attempts to offer the listener compensations that are unobtainable elsewhere.

Suppose we consider specific examples of our efforts to "remove the rust" from radio. We started with the simplest devices. For 30 years it had always been, "WSB, the Voice of the South." We first added "Radio" to our name. Then in keeping with the industrial rebirth of Dixie, we decided to become, "Spokesman for the New South —WSB Radio, Atlanta."

Dozens of other slogans followed: "America's Radio-Active Station," and "Measuring our popularity with Geiger counters." Every week or two we changed station breaks, taking advantage of holidays ("Having nothing better to do, Washington chopped the cherry tree. Too bad he couldn't amuse himself by listening to WSB"); weather conditions ("You can cool off in the bathtub and still listen to WSB Radio"); and any topical subject that came to mind ("Make the seven-day test. Discover new listening pleasure on WSB Radio.").

One time we rounded up a group of persons from foreign countries and recorded station breaks in a variety of languages, including Japanese, Portuguese and French. And once for a two week period we used only rhyming breaks, while inviting listeners to send in their samples. We received hundreds like this: "Early or late, the programs are great on WSB Radio."

In our efforts to hypo programs and revive their "pulse," we went directly to the people and asked them to write us, "What I want from radio." More than 5,000 replied, and their likes and dislikes brought about important changes. We noted a surprising sentiment for classical music, so we increased this type of program from 5 to 14 hours a week. At the opposite end of the musical pole, we uncovered a terrific demand for gospel music, a type distinctly different from hillbilly tunes. Today we have 11 gospel music periods a week, whereas a year ago we had none.

On occasion we have opened blocks of time, one to three hours in length, and invited listeners to phone their choice of six different program types available to them. The response has always been splendid, with thousands rushing to express a preference.

Research projects like these have supported our theory that radio's future rests not alone on news, music and mysteries, but also on any program that promotes a close relationship between itself and the average listener. Based on that premise, here are some shows we have developed.

You Name It challenges the audience to ask for anything from the world of recorded sound. Letters from 38 states have requested everything from the sound track of a 1937 western movie to the buzzing of a butterfly's wings. All have been answered with one exception. A practical joker in Des Moines asked for a giraffe's mating call, but the local zoo reported that giraffes are silent.

Hostess Party

Around Town originates daily in the living room of some Atlanta housewife. The hostess provides the guests and the station provides the quiz-party.

Answer Me This airs answers to any informational question, regardless of how tough it might be. The research department of the Atlanta Public Library cooperates on this one. This show not only made radio listeners but the library director, John Settelmayer, says it increased his book withdrawals 25% over the previous year.

Dateline Georgia and *Views of the News* cover local news by tape recorder and feature the voices that are of greatest interest to listeners—their own.

The Pastor's Study answers phone calls from persons with religious problems.

With such offerings we feel that our station is bringing radio to the people and the people to radio in a simple but effective manner that television can't touch.

Every program director might do well to examine closely his activities and ask these pertinent questions:

1. Are you playing the music your audience wants? Our close study of music has led us to play not what disc jockeys prefer, but what we have reason to believe listeners want at specific times. Every music show is built around an idea and the tunes are picked at least a day ahead of airing.

For example, *Listen Ladies* is a daily half-hour, featuring sweet music. But what makes the show different is an appeal to

the individual's desire and willingness to participate on the program. Our method is a simple series of yes-no and true-false games, which anyone can play with a postal card and a pencil. The first ten shows drew 3,148 entries, indicating that radio "ain't dead by a long shot."

2. Are you placing proper emphasis on your newscasts? At a time of general retrenchment, we have increased our news staff and revised news formats, to provide multiple voices for better news coverage, special sound and musical effects (a lusty, lunch-time whistle toots the introduction to our noon news), and carefully-integrated commercials. We cover beats, augment stories by phone, and spice up newscasts with interviews and locally-taped features.

3. Are you getting full benefit from radio's flexibility? Tapes and telephone lines give radio a big advantage of ease and speed over TV. We make full use of our direct reports from weather stations, Georgia farms and agricultural schools, the city hall and state capitol. Thanks also to tape, we have been able to block-program on an extensive scale, and to build first-rate features like *Calling All Cars,* an on-the-spot traffic safety series, and *Guard Report,* weekly visits to military encampments around the state.

Potential Magic

4. Are you selling radio short on glamor? There's still a lot of potential magic in words and voices. We attempt to sprinkle a bit of star dust with phrases: "Deep in the heart of Dixie" and "Broadcasting from high above historic Peachtree street," and in programs: *Atlanta Calling America* and *Singing Time in Dixie.*

5. Do you encourage steady listening? It may seem a small point to emphasize, but our station never says goodbye. We hope and expect our listeners to stay with us for many hours, during the day and night. (Five days a week we broadcast around the clock). Consequently, we conclude our show, not with an *adios,* but with a reminder to stay tuned for the next program following on the 750 spot.

And instead of merely mentioning the program that is to follow, we prepare for our announcers intriguing teaser lines. If the succeeding show is a popular record program, the announcer might end with something like: "Listen to the most popular song in America. It'll be played on the *Music Room,* coming up next on WSB Radio."

6. Do you promote and publicize your programs? No radio station should overlook the many ways it can publicize and promote its service other than over the air. At WSB Radio we frequently phone listeners at random to remind them of special programs coming their way. And we write numerous letters to persons whom we feel might be interested in special musical, dramatic or discussion programs. We also keep our eyes and ears open for stories that will make the daily papers and the trade press.

And, of course, we are always looking for new ways to promote our attractions on the air. One gimmick we have used successfully is to reverse the usual procedure of ballyhoo-ing shows in advance of their airing. We produced a series of dramatic spots, each of which was aired the day following a particular broadcast. The actors talked about how much they enjoyed the program and the listener was urged to catch the next program in the series coming up the following week.

It's all part of a coordinated effort that a station must make if it is to ride out the competitive storm successfully.

Many radio men no doubt wonder whether it's worth the effort to try revamping a radio station's operation. I contend that if changes—even in station breaks—will make listeners talk about you and listen to you, then the end result justifies the work.

And if you're wondering where you'll find the manpower and the original ideas, you might be surprised to discover the quantity and quality of constructive help forthcoming from staff members if the welcome mat is put out for their thoughts and assistance. We have tapped the reservoir and found that it does not run dry, but has continued to well up with innovations.

The end result is the important factor in any revamping operation, and for the record, here's what we've accomplished at WSB Radio. Today, one year after our revolution started, our audience is bigger and more responsive (latest audience surveys give us 27 of the 30 top rated radio shows in Atlanta), our staff is operating with increased efficiency and economy. And this section of the country—despite its three excellent TV stations—is once again becoming radio conscious. But the battle isn't over, and what's more, it'll never be. We're awake to the fact that radio has entered a new competitive era, and the future rests with those who get up and go.

Profit-sharing pays off for KITE

EVERYBODY'S a boss at KITE San Antonio, spurred by a profit-sharing plan that keeps the staff on its toes, induces contented cooperation and pays at the exchequer.

Last year the station's unique plan meant as much as six or seven weeks' extra pay to some of the older KITE employes. Profits are shared on a unit basis, with both seniority and salary as factors. Newcomers must have three months' experience on a fulltime basis before they become eligible.

As the workload indicates, salesmen become reporters, copy writers become news rewritemen and anyone is likely to go on the air with part of the story when something of bulletin importance breaks in San Antonio. Thus everyone is trained to function as part of the news department.

The principle, of course, is that everyone jumps in to do whatever has to be done. When an employe's birthday falls on a work day, the employe stays home and has a good time—with pay. A monthly cost-of-living check is based on the Labor Dept. index and there's hospitalization insurance, also, with KITE picking up most of the check.

Every employe is an efficiency expert. When office space became available next to the studios, the staff made a proposition to the front office: Rent the space and furnish a coffee bar; the staff will buy its own snacks and save the time normally spent in catching a cup of coffee at a nearby cafe.

Staff members donate a dollar a month for flowers and gifts, with money left over for station parties—a staff party for the front office, and another one vice versa. It's not socialism, but capitalism at its best, the staff believes. Since it means no profit sharing if there's no station profit, the employes are interested in KITE's business welfare. Their own committee administers the profit-sharing.

Does it pay? The management last Jan. 1 changed from individual ownership by President Charles W. Balthrope to a corporation, with 10% of stock earmarked for employes.



STAFF COMMITTEE at KITE San Antonio administers station's profit-sharing plan. Left to right: Stan Nelson, production director; Robert Ferrie, announcer; Pearl Brewer, office manager; Caesar Castiglioni, engineer; John Siercovich, chief engineer.

Want to sample thrills thousands of miles away—
make back-at-home armchair viewers pick up and GO? Want to do all this
effectively and at low cost? Yes? Then . . . **USE FILM.**



For complete information write to: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y. *East Coast Division*, 342 Madison Avenue, New York 17, N. Y. *Midwest Division*, 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division*, 6706 Santa Monica Blvd., Hollywood 38, California.

More than 900 youths and adults are getting college training in Traverse City because a broadcaster did something about the lack of higher education in the region.

RADIO BUILT THIS COLLEGE

By Harold Hopkins

A SHIRT-SLEEVED crusade, inspired and led by a public-spirited Michigan broadcaster, has brought higher education to the northwest part of Michigan's Lower Peninsula, giving that region's youth a chance they would not otherwise have had to go to college.

Watching the fruition of his efforts since 1941 to give his community and the surrounding area an educational institution of which they can be proud is mild-appearing, 41-year-old broadcaster Les Biederman, president and general manager of Midwestern Broadcasting Co., licensee of WTCM Traverse City, WATT Cadillac, WATZ Alpena, WMBN Petoskey and WATC Gaylord, all in the north Michigan area.

Last Thursday tribute was paid to Mr. Biederman's successful efforts by Cedric Foster, MBS commentator, who described to his nationwide audience the feat by the broadcaster and his community in establishing their own college. Mr. Foster originated his program from WTCM studios, spending more than half of the quarter-hour in praise of the community efforts.

Today some 150 students—and 760 adult night students—are enrolled in the new Northwestern Michigan College, which opened in September 1951 in temporary quarters at the Traverse City airport. And just over a mile from the center of town a group of three new buildings are going up on a 150-acre wooded tract as the first unit in an ambitious project designed eventually to accommodate 3,000 students.

One day back in February 1941, Mr. Biederman called a group of Traverse City's businessmen into his office. He was building WTCM in that city after organizing Midwestern Broadcasting Co. in 1939 and receiving his FCC permit in 1940.

Philadelphia-born Mr. Biederman, who had come west to look for a place to build his station, had selected Traverse City. After a survey looking over the area's possibilities, he was appalled at the lack of educational opportunities.

A large part of the youth in the five-county area around Traverse City couldn't afford to go downstate or upstate to college, he told the businessmen. And when they do go, he added, they don't come back.

He talked eloquently on a sore subject: There was no college in the whole north part of Michigan's Lower Peninsula, while the rest of the state—especially in southern Michigan—was dotted with colleges and universities.

The group listened and decided to do something about it. A series of four meetings was held. Then Pearl Harbor.

That ended it for the time, but after the war Mr. Biederman was back at the old stand. Then four years ago he was elected to the board of Traverse City's Chamber of Commerce, and at his own request was made chairman of a committee to establish a college in the city.

An outgrowth of the committee was Educational Fund Inc., which was organized about June 1951. Mr. Biederman was elected president, a job he still holds. He and the four other charter members immediately set out to raise funds to build a college at Traverse City.

Mr. Biederman and Educational Fund set as their goal the raising of $100,000 for initial establishment of the college. Individuals, firms and organizations were asked to contribute $100 each, for which they would become members of the college Founders Fund, with their names perpetuated on a bronze plaque on the campus.

The drive brought in $40,000 which was spent on school equipment and real estate. Most of the contributions came from the five-county area, but much came from unexpected sources. Frank Isbey, a Detroit businessman, gave $2,500.

WTCM entered the campaign "with every



The campus of Northwestern Michigan College may lack the Gothic splendor of older schools, but a college's importance is not measured by its architecture. The library, at left, has a respectable stock of books which is being steadily expanded.



LES BIEDERMAN

technique we know of," according to Mr. Biederman. The station gave honorable mention to contributors, ran announcements on meetings of groups who organized drives of their own. Announcements of the courses available at the college were made, including those for adults. Meetings were held in the station's studios and the station's secretarial staff was used to take care of correspondence necessary to the campaign.

But most of all, Mr. Biederman's energies were used in addressing groups. Besides presiding at Educational Fund meetings, he talked to civic, church, patriotic, business, and government groups. He estimates he has attended 400 meetings on behalf of the college, including addresses to 42 of the 62 village boards in the five-county area.

Mr. Biederman isn't the only broadcaster in the act. Foundation Fund members include WLAV Grand Rapids and WKMH Dearborn, while scholarships have been created by WKMH, WTCM, WSAM Saginaw and WBCK Battle Creek. Other stations also are considering creation of scholarships, Mr. Biederman says.

The college was scheduled to open in September 1951 and first classes were planned in a building at the Traverse City airport jointly owned by the city and Civil Aeronautics Administration.

The building was in need of repairs, so WTCM aired a call for volunteers. Some 218 responded—electricians, plumbers, painters, carpenters, and just plain people who helped the tradesmen—all giving their work free.

The school opened with an enrollment of 72 freshmen and a faculty of eight. Enrollment has climbed since then, and today there are 150 students and 760 adult night students, of whom 100 are taking college credit courses, with a day faculty of 15 and a night faculty of 65.

At present Educational Fund Inc. is in the midst of a drive to collect $150,000 of which $122,000 will be used to pay for the new buildings and the rest to finance deficits. The first building unit is being constructed of war assets materials bought from the Federal Security Administration. The

(Continued on Page 89)

Advertisement



From where I sit
by Joe Marsh

Just a Little "Outdated"

Back in December we sent out our yearly calendar. It listed the last date for renewing drivers' licenses, and things like the dates for registering to vote, when the hunting and fishing seasons open—even suggested you note down the wife's birthday, too.

I figured dates like these were important to keep in mind—and this was a good way to do it. Unfortunately, it now turns out I never really paid close attention to my own calendar!

Not 'til today that is—so here I am, not able to drive the car this weekend until I get my driver's license renewed on Monday!

From where I sit, I guess good advice, like charity, should begin at home. I'm always advising all of you to worry less about your neighbors (what they do, or say, and whether or not they should enjoy a temperate glass of beer) and pay more attention to whether you yourself are doing the right thing. Guess I'll "make a note" to follow my own formula!

Joe Marsh

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TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*On Guard* F	Electric Cos. alt. wks. sust. Your Are There	*New York Times Youth Forum*	Revere Meet the Press L
6:15				
6:30	*Film*	Alcoa See It Now L		Gen Foods Roy Rogers F
6:45	Gruen W. Winchell L			
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	P&G Red Skelton F
7:15				
7:30	*Playhouse Seven* F	American Tobacco Private Secretary L		Reynolds Metals Mr. Peepers L
7:45				
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L
8:15				
8:30				
8:45				
9:00	*America In View* F	General Electric Fred Waring L	Clorets Chlorophyll Gum & P&G Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Alan Young 2/15 alt with Ken Murray 2/8 L	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	A. Murray Dance Studios Arthur Murray Show	P&G The Doctor F
10:15	*Film*			
10:30	*Enterprise USA* F	Jules Montenier What's My Line L	Young People's Church of the Air *Youth On The March*	
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	
7:15				
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		P&G Those Two L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Sterling Drug Ins. Mark Saber Homicide Squad F	Lever Lux Video Theatre L		Winchell-Mahoney Show L Crosley-Speidel alternating
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45				
9:00	Perspective L	Philip Morris I Love Lucy F	*The Big Idea*	Pearson Pharm. Hollywood Opening Night L
9:15				
9:30	*Talent Patrol* L	Gen. Foods Instant Maxwell Coffee L Gaines Dog Food Red Buttons	*Feature Boxing with Ted Husing*	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00	Why L			
10:15		Westing-house Studio One L		
10:30				Co-op Who Said That L
10:45				
11:00		Longines Chrono-scope	Bayuk Ringside Interviews with Ted Husing	
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15				Pepsi-Cola Short Stories F
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L
7:45		Revlon Jane Froman		Camel News Caravan L
8:00			Admiral Corp Life Is Worth Living	
8:15		Ernie Kovacs (sust.)		Texas Co. Milton Berle L
8:30			Curtis Publishing Co. Keep Posted	
8:45				
9:00		Schick Crime Syndicated (alt.) L Carter Prod. City Hosptl.	Wine Corp. of America Where Was I?	P&G Fireside Theatre F
9:15				
9:30		Electric Auto-Lite Suspense L	Serutan Wisdom of the Ages	Armstrong Circle Theatre L
9:45				
10:00		Block Drug Danger L	*Meet the Boss*	P Lorillard Two For The Money F
10:15				
10:30	Bendix Swanson (alt. wks.) The Name's The Same L			
10:45				P. Lorillard Embassy Club L
11:00				
11:15 PM				

WEDN

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00		
7:15		
7:30	*Film*	GM-Oldsmobile News
7:45		Chesterfield Perry Como
8:00		Pillsbury Toni (alt.) Godfrey & His Friends L
8:15	*Film*	
8:30		Liggett & Myers Godfrey & His Friends L
8:45		
9:00	*Film*	Colgate Strike It Rich L
9:15		
9:30	*Wrestling From Rainbo* L (9:30 to Midnite)	R. J. Reynolds Man Against Crime
9:45		
10:00		Pabst Sales Co. Blue Ribbon Bouts L
10:15		
10:30		General Cigar Sports Spot
10:45		Longines Chrono-scope
11:00		
11:15 PM		

DAY

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N	Sweets Co. Tootsie Hippodrome L	*In The Park*		
12:15 PM				
12:30	Voice of Prophecy Faith For Today L	Hawley & Hoops Candy Carnival L		
12:45				*The Nature of Things* L
1:00	*Seminar* L			*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
10:00		Arthur Godfrey 10-10:45a.m. (See Footnote)		*Ding Dong School* L
10:15				
10:30		*Wheel of Fortune* F. Only 10-10:45 a.m. S		*Prologue to the Future* F
10:45				
11:00		*There's One In Every Family*		*Ask Washington* L
11:15				
11:30		C-P-P (MWF) Strike It Rich L		*Mrs. USA* F
11:45				
12:00 N		Gen. Mills Bride & Gr'm L		
12:15 PM		Amer. Home All Products Love of Life		
12:30		P&G Search for Tomorrow	*Take the Break with Don Russell*	
12:45		P&G Guiding Light		
1:00			*Ladies Date with Bruce Mayer*	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	Johnson Candy Rootie Kazootie L			
10:45				
11:00	Ralston-Purina *Space Patrol* F	*There's One In Every Family*	Florida Citrus Corp. Happy's Party	
11:15				
11:30	Derby Foods Sky King; Amend Co. Hail The Champ (alt. wks.)	Brown Shoe Smilin' Ed McConnell F	International Shoe Co. Kids & Co.	
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		*Meet Me At The Zoo*		
1:15				

DAY

	ABC
1:30 PM	*Junior Press Conference* L
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	Kellogg Co. Super Circus (5-5:30) L
5:30	Mars Candy Co. (5:30-6)
5:45 PM	

NING — FOR FEBRUARY 1953

SDAY / THURSDAY / FRIDAY / SATURDAY

	SDAY DuMONT	SDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY DuMONT	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY DuMONT	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC	
6:00 PM												*What In The World*			6:00 PM
6:15															6:15
6:30															6:30
6:45	General Foods Capt. Video				Capt. Video	Pepsi-Cola Short Stories L			General Foods Capt. Video	Gen. Cigar Co. Herman Hickman	Sweets Co. Whiteman TV Teen Club L	7-7:30 p.m. Gemex Liggett & Myers (alt.) Stork Club		*Mr. Wizard*	6:45
7:00	arter Prods Drew Pearson	P&G Those Two L	General Mills Lone Ranger F	Amer. Cig. & Cig. Co. News 7:30-7:45 pm		Chevrolet Dinah Shore L	General Mills Stu Erwin F	GM-Oldsmobile News		No Network Service					7:00
7:15		Camel News Caravan L		General Electric Jane Froman	*Guide Right*	Camel News Caravan L		Chesterfield Perry Como		P&G Those Two L					7:15
7:30			*The Greatest Man on Earth* L	Carnation Burns Allen (alt.) L Goodrich		DeSoto-Plymouth Groucho Marx F	Hotpoint & Lambert (alt. wks.) Ozzie & Harriet F	Gen. Foods Maxwell House Coffee Mama L		Camel News Caravan L	Chas. Antell Live Like A Millionaire L	Sylvania Beat The Clock L	*Pet Shop*	Dunhill My Hero F	7:30
7:45		GE I Married Joan F		Blatz Amos 'n' Andy (alt.) Singer Swng. 4 Star Plhs.						RCA Dennis Day L					7:45
8:00			Lorillard Chance of a Lifetime L		Tidewater Associated Oil Broadway to Hollywood	Borden Treasury Men In Action L		R. J. Reynolds My Friend Irma	Dark of Night	Gulf Oil Life of Riley F	*Texas Rasslin'* F	Schick Inc. Bristol-Myers Leeming Co. (Co-Sponsorship) Jackie Gleason Show		Pet Milk Johnson & Johnson All Star Revue L	8:00
8:15		**		American Tobacco Co. Biff Baker, U.S.A.											8:15
8:30			*Film*		*Trash? or Treasure!*	Chesterfield Dragnet F	*Film*	Schlitz Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Big Story L	Bayuk Cigar Saturday Evening Fights L	*This Is Show Business*			8:30
8:45	*Stage A Number with Bill Wendell*	Krafts Foods Television Theatre L	*Valentino* L	Lever Rinso Big Town F	*What's the Story Walter Kiernan*	Ford Ford Theatre F	Kreisler, (alt. wks.) Tales of Tomorrow L	General Foods Sanka Our Miss Brooks		Campbell Aldrich Family L		Meet Millie S		Your Show of Shows R. J. Reynolds S.O.S. Benrus Griffin Prudential Lehn & Fink L	8:45
9:00															9:00
9:15															9:15
9:30															9:30
9:45															9:45
10:00		Hazel Bishop This Is Your Life L	*Feature Playhouse* F	Philip Morris My Little Margie	*Author Meets the Critics*	U.S. Tobacco Martin Kane		Colgate Mr. & Mrs. North	Clorets and Bauer & Black Twenty Questions	Gillette Cavalcade of Sports L	*Film*	Sealy Balance Budget (alt. wks.) Cats Paw Quiz Kids	Co-op Wrestling from Chicago		10:00
10:15															10:15
10:30				Carter I've Got A Secret (alt. wks.) Toni Racket Squad		Ethyl Corp. Ask Me Another L			Carter Products Down You Go	Chesebrough Greatest Fights F		Simmons Jergens (alt.) It's News To Me		American Tobacco Your Hit Parade L	10:30
10:45								Longines Chronoscope					11:05 Boyle-Midway Sports Showcase		10:45
11:00													11:20 Wrestling Resumes		11:00
11:15 PM															11:15 PM

TIME

	SUNDAY CBS	SUNDAY DuMONT	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY DuMONT	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC	
12:00 N			*Religious Hour Frontiers of Faith* L		Garry Moore Show (See footnote)							12:00 N
12:15												12:15
12:30			*American Inventory* L		Campbell Soup Double or Nothing M-W-F Westinghs. Freedom Rings Tu-Th							12:30
12:45												12:45
1:00			Bohn Alum. American Forum L		Art Linkletter's House Party (See Footnote)		The Big Payoff CPP (M-W-F)					1:00
1:15	*Lamp Unto My Feet* S											1:15
1:30			*Victory at Sea* F		*Mike & Buff* S	*Paul Dixon Show*						1:30
1:45	*Man of the Week* S						P&G Welcome Travelers L					1:45
2:00			*Juvenile Jury* L		*Action in the Afternoon* S							2:00
2:15	*The First Hundred Days* S											2:15
2:30			RCA (alt. wks.) Kukla, Fran, Ollie L				Kate Smith L •					2:30
2:45												2:45
3:00			Zoo Parade Quaker Oats L									3:00
3:15	Willys-Overland Greyhound Remington-Rand American Machine & Foundry Scott Paper											3:15
3:30			Hallmark Hall of Fame L				Lever Hwkns. Falls L					3:30
3:45		*The Week In Religion*					Gabby Hayes**					3:45
4:00			*Chance to Show* L				Mars, C-P-P Welch. Klog. Int. Shoe					4:00
4:15			*Window On Washington* L				Bauer & Blk Standard Brands L Howdy Ddy					4:15

Explanation: Programs in italics, sustaining; Time, EST. L, Live; F, film; K, kinescopic recording; E. Eastern network; M, Midwestern; NI, non-interconnected stations.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Fla. Citrus, 7:20-25 Wed.—Kenwill, 7:45-50 Mon.—Fla. Citrus Tu.-Wed.-Thurs.—Riggio, 8:15-20 Wed.—Mystic. Tu.-Thurs.—Fla. Citrus, Fri.—Doeskin, 8:20-25 Mon.—Pure-Pak, Thurs.—"Time," Fri.—Fla. Citrus 8:45-50 Wed.—Jackson-Perkins, 8:45-55 Mon.—Knox.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5. Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

** Wednesdays, 8:30-9 p.m., Scott Paper for Scott Music Hall alternates with Du Pont for "Cavalcade of America."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—10:15—Mon.-Th.,—Consolidated Cosmetics & Clinton Foods, alt. days.

10:15-30, Mon.-Th.—Star-Kist Tuna & Owens-Corning, alt. days.

10:30-45—Lever, M. & W.—Frigidaire, Tu. & Th.

10:45-11, M-Th.—Pillsbury.

10:45-11 a.m.—Westinghouse-Betty Furness.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

1:30-45 p.m. Mon.—Masland; Thu.—Deep Freeze.

1:45-2 p.m. Mon.—Duff; Tues., Ballard; Wed., Best Foods; Thurs., Stokley-Gary Moore; Fri., Kellogg.

2-2:30 p.m., Tu. & Th., Every Where I Go, sustaining.

2:45-3 p.m., Fri.—Green Giant Co.; 2:30-2:45 p.m., M.-Th.—Pillsbury; 2:45-3 p.m., M.-W.-Th.—Lever; 2:45-3 p.m. Tu. & Fri.—Kellogg—House Party.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

February 2, 1953



"We would pay a premium for these 50,000 Air Shipments yet we actually saved thousands of dollars!"

Robert S. Woolf, Mgr., Teletranscription Dept., Dumont Television Network

"When we ship TV film, we're interested in *service*. We can't afford to take any other attitude. We've bought program time all over the country, and those programs *must* be filled.

"We at Dumont use Air Express. It's the fastest. It has all-point coverage. Above all, it is DEPENDABLE.

"As to cost — Air Express costs Dumont *less* than other air services would, by thousands of dollars per year! For instance, on our regular shipments to Detroit, other services cost 37% to 337% *more* than Air Express. And we can't duplicate the service at any price!

"The Air Express people have carried upwards of 50,000 shipments for Dumont in the last four years. Their ability to trace shipments — especially when being shuttled between stations — is almost uncanny! It has helped us out in many an emergency.

"It pays to specify Air Express — in more ways than one!"



AIR EXPRESS

GETS THERE FIRST



Adult Class in Astronomy

(Continued from Page 85)

new buildings otherwise would have cost an estimated $350,000.

Some 500 workers—300 women and 200 men—all civic leaders, are working in behalf of the $150,000 fund goal. "They are covering every home in Traverse City door-to-door, and on a smaller scale in outlying towns," Mr. Biederman said.

Educational Fund Inc. envisions an eventual $11 million plant for the college over a 20-year period, of which $5 million will be in self-liquidating assets, plus a $1 million community auditorium.

Educational Fund's board of directors includes nine Traverse City citizens, four ex-officio, and seven from communities in the five counties pledged to support the college. It also is represented in the State Legislature and in the Michigan Conservation Department.

The college, owned and promoted by Educational Fund, is administered by the Traverse City Board of Education. During its first three years its two-year basic courses credits are acceptable only by U. of Michigan, Michigan State College and the state's four teachers colleges, with wider accreditation expected later.

The Traverse City college's ambitious planners expect eventually to extend studies to the full four years, but that is somewhere in the future, according to Mr. Biederman. "Other state institutions have worked closely with us in such things as releasing members of their faculties to us," says Mr. Biederman. "They also praise our efforts at educational meetings all over the state. They realize we are building a great college here—not a piddling little thing."

Mr. Biederman and his fellows are getting attention from higher up, too. Gov. G. Mennen Williams recently has been considering a resolution to be submitted for adoption by the state legislature commending the college-building group and the community.

And in June 1952, the U. of Michigan, in recognition of Mr. Biederman's contribution to his community's youth, made him an honorary alumnus.

All the hubbub in bringing a college to his area in Michigan has not slowed down Mr. Biederman's efforts for his community on other fronts. As president of the Traverse City Industrial Fund Inc., he has been instrumental in the financing of plants for three local manufacturing industries which employ more than 500 people.

MBS commentator Foster, who spent two days in Traverse City and addressed the student body of the new college, said on his Thursday broadcast that the efforts by Mr. Biederman and his community are "typically American."

Mr. Biederman, whose formal education extended only to the eighth grade, sees the whole program as one of a community helping itself. He believes the Traverse City educational venture will become one of the area's cornerstones, "because it was established by the people, because enrollment is growing" and because the pioneering educational enterprise "will keep our youngsters at home."

Northwestern Michigan College Choir



WHY do more RADIO STATIONS* advertise in "SALES MANAGEMENT" than in any other magazine in the sales and advertising field?

It's the same story year after year. SALES MANAGEMENT always leads. The one and only conclusion to this constant preference for SM is that radio and television stations believe this magazine does a better selling job for them.

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FEBRUARY 16

is closing date for reserving space in the state-county-city section of the SURVEY OF BUYING POWER—on which the allocation of more than a billion advertising dollars is based. (Companies subscribing to the SURVEY account for 94% of national advertising.)

Make sure your story is there, throughout twelve months of dog-eared use, when national advertisers and their agencies are choosing markets and media with the Survey's help.

SALES MANAGEMENT

THE MAGAZINE OF MARKETING

386 Fourth Avenue, New York 16, N. Y.

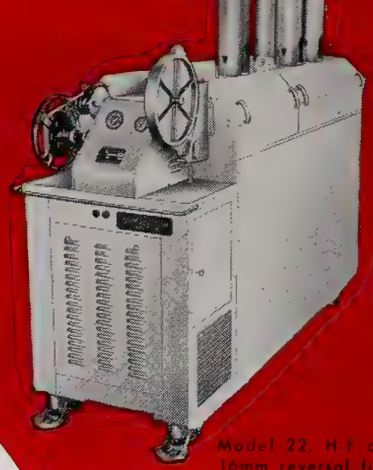
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* Includes Radio and TV—Measured by Lyndon Service.

98% of all U. S. TV stations use Houston-Fearless equipment



Houston-Fearless TV Crane, Model TC-1, offers extreme versatility. Camera lens can be raised quietly, from 3' 6" to 9' 6" while dollying.



Model 22, H-F developer for 16mm reversal films. It is self-contained, easy to operate, entirely automatic daylight operating. Adaptable to negative, positive or 35mm films.

Smoother BETTER SHOWS

are produced with

HOUSTON-FEARLESS EQUIPMENT

Top flight television showmanship is dependent not only on capable writers, producers and cameramen, but also on reliable studio equipment that will produce any desired camera effect smoothly and quietly with a minimum of effort . . . and on efficient film processing equipment that opens vast new sources of program material. That's why 98% of all U.S. television stations, as well as motion picture studios in Hollywood and throughout the world, rely on Houston-Fearless for matchless quality, proved performance and absolute dependability



Model PD-3 H-F TV Camera Pedestal raises camera quickly, easily by lifting on steering wheel. Rolls smoothly for dolly shots. One man operation.



Houston-Fearless microwave parabola mounted on H-F tilt head and tripod. Also available in power-driven models operated by remote control.

In addition to building many models not shown here, Houston-Fearless offers extensive engineering and manufacturing facilities to produce special television and photographic equipment for your particular requirements. Write for information and catalogs.



H-F Panoram Dolly provides countless camera effects . . . raising, lowering, panning, tilting, and dollying. Smooth and steady.



Television's finest portable camera mount. Houston-Fearless friction head, all-metal tripod and tripod dolly. For studio or field use.

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Please send catalogs on ☐ Friction Head ☐ Tripod ☐ Tripod dolly ☐ Panoram dolly ☐ TV Cranes ☐ Camera pedestals ☐ Film Processors ☐ Parabolas ☐ Remote control parabola

Name..... Title.....
Station or firm.....
Address.....
City..... Zone... State.....

NEW N. Y. STUDY RELEASED BY NAEB

Increase in drama programs is noted in a survey prepared by Dr. Dallas W. Smythe. This type show in 1953 represents 47% of total time, it is claimed. Acts and threats of violence portrayed in drama are increasing steadily, according to the report.

STEADY increase in crime drama on television was noted in the third in a series of annual content analyses of New York area video programs by Dr. Dallas W. Smythe, director of studies, National Assn. of Educational Broadcasters [B•T, Jan. 26].

The study, conducted for NAEB, and announced Jan. 24, utilized 56 monitors drawn from Columbia U. and New York U. graduate students. The 1952 and 1953 surveys were financed by the Ford Foundation's Fund for Adult Education, which underwrote a similar study in the Chicago area [B•T, Jan. 19].

In book form under the title, "New York Television," the NAEB study incorporates results of programs broadcast by seven New York area stations the week of Jan. 4-10, plus a report analyzing data obtained in the comparable weeks of 1951-52.

Later Report Coming

NAEB said a later report will be issued, analyzing the study in detail and placing particular emphasis on "certain aspects of stereotyping in character portrayal in drama produced for television broadcast."

The study highlights a continuing increase in the amount of drama, led by crime drama, on TV. Acts and threats of violence (excluding sports, news, weather, public issues and public events) rose from 2,970 in the week in 1952 to 3,539 in the week in 1953, the report states.

"This is an increase of 19%," the study commented. "The number of acts and threats of violence in the children-hours rose by 10% from 1,278 to 1,412. In the remaining time segments, they increased by 24%, from 1,692 to 2,127."

Drama programs in 1953 represented 47% of the total time as compared with 42.4% in 1952, NAEB pointed out. News programs increased from 5.9% in 1952 to 6.6% in 1953; cooking, 2% to 2.8%; personal care from .5% to .8%; religion, 1% to 1.7% and pre-school entertainment, .1% to .5%.

The study included the following New York area stations: WCBS-TV, WNBT (TV), WABD (TV), WJZ-TV, WOR-TV, WPIX (TV), all New York, and WATV (TV) Newark.

The report on the first two years' studies was written by Dr. Smythe and contains an introduction by Prof. Robert K. Merton of Columbia U.



EQUIPMENT contract for what is claimed will be the first educational TV station in the U.S., at U. of Houston, Tex., is signed by Dr. W. W. Kemmerer (l), university president, with Graybar Electric Co.'s L. T. England, salesman. Equipment will be furnished by Federal Telecommunications Labs.

TV, Films Seen as Solution To Teacher Shortage

USE of educational television and instructional films to take over some of the classroom teacher's functions during the current teacher shortage was recommended last week in the annual report of the Educational Testing Service, Princeton, N. J.

Dr. Henry Chauncey, president of the nonprofit group which develops and conducts test programs for educational and professional organizations, reported there is a shortage of 52,000 teachers in the U. S. With use of educational TV and films, he said, "it becomes possible to utilize the teacher's time and abilities more effectively, to provide more individualized instruction and to make teaching more attractive and challenging." He suggested reorganization of elementary techniques, with pupils and classes divided into "separate and more homogeneous groups."

"With suitable scheduling of films and TV class discussions, workbench and project lessons," Dr. Chauncey said, "the teacher is free to concentrate on his role as discussion leader, counselor, guide and mentor in the fullest sense."

U. of Miami to Use WGBS-FM

WGBS-AM-FM Miami, Fla., has made its FM transmitter available to the U. of Miami for broadcast of the institution's special events, according to a new plan which has been announced. WGBS will continue FM duplication of its AM programs when the university is not using the transmitter.

NSSR Offers Courses

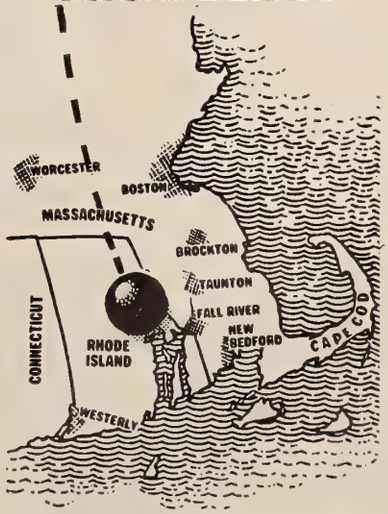
SPRING term of the New School for Social Research, 66 W. 12th St., New York 11, which begins Feb. 9, will offer eight courses and workshops in public relations and nine in communications. Qualifying students may earn a certificate or a degree in public relations, the school reports. Among the courses is one on international communications and one on international broadcasting and television by Dr. Arno Huth.



GET A STRIKE EVERYTIME WITH YOUR PERSISTENT SALESMAN

UNDUPLICATED COVERAGE IN 253,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 759,000 PEOPLE . . . IN PROSPEROUS SOUTHERN NEW ENGLAND

WJAR-TV PROVIDENCE



Represented Nationally by Weed Television

New Grantees' Commencement Target Dates

‡On the air, operating commercially
* Educational permittee

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
WAKR-TV Akron, Ohio (49)	9/4/52	.....
	Spring 1953	Weed
WRTV (TV) Albany, N. Y. (*17)	7/24/52	.....
	Unknown	.....
WFBG-TV Altoona, Pa. (10)	12/31/52	NBC
	2/1/53	H-R Reps.
KFDA-TV Amarillo, Tex. (10)	10/16/52	.....
	March	Branham ..
KGNC-TV Amarillo, Tex. (4)	10/9/52	.....
	March-April	Taylor
WPAG-TV Ann Arbor, Mich. (20)	9/25/52	.....
	3/15/53	McGillvra
WCEE (TV) Asbury Park, N. J. (58)	10/2/52	.....
	Late 1953	.....
WISE-TV Asheville, N. C. (62)	10/30/52	.....
	Unknown	.....
WPTV (TV) Ashland, Ky. (59)	8/14/52	.....
	Unknown	.....
WFPG-TV Atlantic City, N. J. (46)	10/30/52	NBC, ABC,
	‡12/21/52	CBS, DuM
		Pearson
Matta Entrprs., Atlantic City, N. J. (52)	1/8/53	.....
	Unknown	.....
KCTV (TV) Austin, Tex. (18)	7/11/52	.....
	Unknown	.....
KTBC-TV Austin, Tex. (7)	7/11/52	CBS, ABC,
	‡11/27/52	NBC, DuM
		Taylor
KTVA (TV) Austin, Tex. (24)	8/21/52	.....
	Unknown	.....
KAFY-TV Bakersfield, Calif. (29)	12/23/52	ABC, CBS,
	April-May	DuM, NBC
		Forjoe
WITH-TV Baltimore, Md. (60)	12/18/52	.....
	Unknown	.....
WABI-TV, Bangor, Me. (5)	12/31/52	.....
	‡1/31/53	Hollingbery
WAFB-TV Baton Rouge, La. (28)	8/14/52	CBS, DuM
	‡2/15/53	NBC, ABC
		Adam Young
KHTV (TV) Baton Rouge, La. (40)	12/18/52	.....
	Unknown	.....
WBCK-TV Battle Creek, Mich. (58)	11/20/52	.....
	August	.....
WBKZ-TV Battle Creek, Mich. (64)	10/30/52	ABC, DuM
	5/15/53	.....
KBMT (TV) Beaumont, Tex. (31)	12/4/52	.....
	May	.....
WTVI (TV) Belleville, Ill. (54)	11/20/52	CBS
	5/1/53	Adam Young
KVOS-TV Bellingham, Wash. (12)	1/23/53	.....
	April-June	.....
WLEV-TV Bethlehem, Pa. (51)	10/30/52	Meeker
	Unknown	.....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53	.....
	Unknown	.....
WQTV (TV) Binghamton, N. Y. (*46)	8/14/52	.....
	Unknown	.....
WJLD-TV Birmingham, Ala. (48)	12/10/52	.....
	Unknown	.....
WSGN-TV Birmingham, Ala. (42)	12/18/52	.....
	Unknown	.....
KGEM-TV Boise, Idaho (9)	1/15/53	NBC
	Fall, 1953	Hollingbery
KIDO-TV Boise, Ida. (7)	12/23/52	.....
	7/1/53	Blair TV
WICC-TV Bridgeport, Conn. (43)	7/11/52	ABC
	2/1/53	Adam Young
WSJL (TV) Bridgeport, Conn. (49)	8/14/52	.....
	Unknown	.....
WTVF (TV) Buffalo, N. Y. (*23)	7/24/52	.....
	Unknown	.....
Buffalo - Niagara Television Corp., Buffalo, N. Y. (59)	12/23/52	.....
	Unknown	.....
WBUF (TV) Buffalo, N. Y. (17)	12/18/52	.....
	4/1/53	.....
KOPR-TV Butte, Mont. (4)	1/15/53	ABC
	Unknown	Hollingbery
WCSC-TV Charleston, S. C. (5)	10/30/52	.....
	4/1/53	Free & Peters
WOUC (TV) Chattanooga, Tenn. (49)	8/21/52	.....
	Unknown	McGillvra
WTVT (TV) Chattanooga, Tenn. (43)	8/21/52	.....
	Unknown	.....
KFBC-TV Cheyenne, Wyo. (5)	1/23/53	.....
	.....	.....
WHFC-TV Chicago, Ill. (26)	1/8/52	.....
	Unknown	.....
KKTV (TV) Colorado Springs, Col. (11)	11/28/52	ABC, CBS
	‡12/7/52	DuM
KRDO-TV Colorado Springs, Col. (13)	11/20/52	.....
	April	McGillvra
U. of Mo., Columbia, Mo. (8)	1/15/53	.....
	July	.....
WCOS-TV Columbia, S. C. (25)	9/18/52	.....
	March	Headley-Reed
WNOK-TV Columbia, S. C. (67)	9/18/52	CBS, DuM
	April	Raymer
UHF TV Co., Dallas, Tex. (23)	1/15/53	.....
	Unknown	.....
WDAN-TV Danville, Ill. (24)	12/10/52	.....
	Unknown	Everett-McKinney
WBTM-TV Danville, Va. (24)	12/18/52	.....
	Unknown	.....
WIFE (TV) Dayton, Ohio (22)	11/26/52	.....
	July	Headley-Reed
WTVP (TV) Decatur, Ill. (17)	11/20/52	.....
	Unknown	.....
KBTV (TV) Denver, Col. (9)	7/11/52	CBS, ABC
	10/2/52	Free & Peters
KDEN (TV) Denver, Col. (26)	7/11/52	.....
	Spring 1953	.....
KFEL-TV Denver, Col. (2)	7/11/52	NBC, DuM
	‡7/18/52	Blair-TV Inc.
KIRV (TV) Denver, Col. (20)	9/18/52	.....
	Unknown	.....
WFTV (TV) Duluth, Minn. (38)	10/24/52	.....
	3/1/53	.....
WKAR-TV East Lansing, Mich. (60)	10/16/52	.....
	September	.....
WEEX-TV Easton, Pa. (57)	12/18/52	.....
	Spring 1953	.....
WTVE (TV) Elmira, N. Y. (24)	11/6/52	.....
	March	Forjoe
KEOP-TV El Paso, Tex. (13)	10/24/52	.....
	Early 1953	Avery-Knodel
KROD-TV El Paso, Tex. (4)	7/31/52	CBS, DuM
	‡12/14/52	Taylor
KTSM-TV El Paso, Tex. (9)	8/14/52	NBC
	‡1/4/53	Hollingbery
WSEE-TV Fall River, Mass. (46)	9/14/52	.....
	May	.....
WDAY-TV Fargo, N. D. (6)	1/15/53	NBC
	Unknown	Free & Peters
KACY (TV) Festus, Mo. (14)	12/31/52	.....
	7/1/53	.....
WTAC-TV Flint, Mich. (16)	11/20/52	.....
	Unknown	.....
WCTV (TV) Flint, Mich. (28)	7/11/52	.....
	Early 1953	.....
WFTL-TV Fort Lauderdale, Fla. 23)	7/31/52	.....
	4/1/53	Weed
WITV (TV) Fort Lauderdale, Fla. (17)	7/31/52	.....
	Unknown	.....
KFSA-TV Fort Smith, Ark. (22)	11/13/52	.....
	5/1/53	.....
WFMD-TV Frederick, Md. (62)	10/24/52	.....
	Unknown	.....
KMJ-TV Fresno, Calif. (24)	9/18/52	.....
	5/1/53	Raymer
WTVS (TV) Gadsden, Ala. (21)	11/6/52	.....
	April	.....
KGUL-TV Galveston, Tex. (11)	11/20/52	.....
	3/1/53	.....
KTVR (TV) Galveston, Tex. (41)	11/20/52	.....
	Unknown	.....
KFBB-TV Great Falls, Mont. (5)	1/15/53	CBS
	Unknown	Weed
WBAY-TV Green Bay, Wis. (2)	11/13/52	.....
		Weed
WCOG-TV Greensboro, N. C. (57)	11/20/52	.....
	Unknown	.....
Greenville Television Co., Greenville, S. C. (23)	1/23/53	.....
	.....	.....
WHP-TV Harrisburg, Pa. (55)	9/25/52	.....
	May	Bolling
WTPA (TV) Harrisburg, Pa. (71)	12/31/52	.....
	Unknown	.....
WAZL-TV Hazleton Pa. (63)	12/18/52	.....
	Unknown	Meeker
WEHT (TV) Henderson, Ky. (50)	11/20/52	.....
	Unknown	.....
WHYN-TV Holyoke, Mass. (55)	7/11/52	.....
	Early 1953	Branham
KGMB-TV Honolulu, T. H. (9)	8/7/52	CBS, ABC, NB(
	‡12/1/52	Free & Peters
KONA (TV) Honolulu, T. H. (11)	10/24/52	DuM
	‡11/22/52	Forjoe
KUHT (TV) Houston, Tex. (*8)	8/21/52	.....
	Unknown	.....
KNUZ-TV Houston, Tex. (39)	1/8/53	.....
	July	Forjoe
Uhf TV Co., Houston, Tex. (23)	1/8/53	.....
	Unknown	.....
Hutchinson TV Inc, Hutchinson, Kan. (12)	1/8/53	.....
	Unknown	.....
WHCU-TV Ithaca, N. Y. (20)	1/8/53	.....
	11/15/53	.....
U. of N. Y., Ithaca, N. Y. (*14)	1/8/53	.....
	Unknown	.....
WIBM-TV Jackson, Mich. (48)	11/20/52	.....
	Unknown	.....
WJTV (TV) Jackson, Miss. (25)	9/11/52	CBS, ABC,
	‡1/15/53	NBC, DuM
		Katz
WJTN-TV Jamestown, N. Y. (58)	1/23/53	.....
	Unknown	.....
WARD-TV Johnstown, Pa. (56)	11/20/52	.....
	Unknown	Weed
WKMI-TV Kalamazoo, Mich. (36)	11/26/52	.....
	Unknown	.....
Empire Coil Co., Kansas City, Mo. (25)	1/23/53	.....
	.....	.....
WKNY-TV Kingston, N. Y. (66)	1/23/53	Meeker
	.....	.....
WFAM-TV Lafayette, Ind. (59)	12/23/52	.....
	5/1/53	Rambeau
WTAG (TV) Lake Charles, La. (25)	12/18/52	.....
	April-June	Adam Young
WONN-TV Lakeland, Fla. (16)	12/31/52	.....
	Unknown	.....
KSWO-TV Lawton, Okla. (7)	12/4/52	.....
	March 1	Taylor
WIMA-TV Lima, Ohio (35)	12/4/52	.....
	Unknown	.....
WLOK-TV Lima, Ohio (73)	11/20/52	.....
	3/15/53	H-R Reps
KFOR-TV Lincoln, Neb. (10)	10/16/52	.....
	4/1/53	Petry
KOLN-TV Lincoln, Neb. (12)	10/2/52	.....
	2/1/53	Weed
KRTV (TV) Little Rock, Ark. (17)	9/18/52	.....
	4/15/53	Pearson
KETV (TV) Little Rock, Ark. (23)	10/30/52	.....
	Unknown	.....
KPIK (TV) Los Angeles (22)	12/10/52	.....
	9/1/53	.....
KUSC-TV Los Angeles (*28)	8/28/52	.....
	Unknown	.....
WKLO-TV Louisville, Ky. (21)	11/26/53	.....
	Spring 1953	.....
WLOU-TV Louisville, Ky. (41)	1/15/53	.....
	Unknown	.....
KCBD-TV Lubbock, Tex. (11)	10/9/52	.....
	March-April	Pearson
KDUB-TV Lubbock, Tex. (13)	10/9/52	CBS, DuM
	‡11/13/52	Avery-Knodel
WLVA-TV Lynchburg, Va. (13)	11/13/52	.....
	2/8/53	Hollingbery
WWOD-TV Lynchburg, Va. (16)	11/6/52	.....
	Unknown	.....
WKOW-TV Madison, Wis. (27)	1/8/53	.....
	July	Headley-Reed
Bartell Television Corp., Madison, Wis. (33)	1/23/53	.....
	.....	.....
KSAC-TV Manhattan, Kan. (*8)	7/24/53	.....
	Unknown	.....
WMAC (TV) Massillon, Ohio (23)	9/4/52	.....
	4/1/53	.....
WCOC-TV Meridian, Miss. (30)	12/23/52	CBS
	Unknown	.....
WALA-TV Mobile, Ala. (10)	11/26/52	ABC, NBC
	‡1/4/53	Headley-Reed
WKAB-TV Mobile, Ala. (48)	8/7/52	DuM, CBS
	‡12/30/52	Forjoe
KNOE-TV Monroe, La. (8)	12/4/52	.....
	4/1/53	H-R Reps
KFAZ (TV) Monroe, La. (43)	12/10/52	.....
	4/1/53	.....
WCOV-TV Montgomery, Ala. 20)	9/18/52	.....
	March	Taylor
WLBC-TV Muncie, Ind. (49)	10/30/52	.....
	3/8/53	.....
WTVM (TV) Muskegon, Mich. (35)	12/25/52	.....
	Unknown	.....

MILESTONES

► TO MARK start of its 27th year of operation, WSIX Nashville, Tenn., signed a contract with local National Furniture Store for three across-the-board quarter-hour strips of local programming, all representing new business for the station and a new radio advertising policy for the store, according to Jim McKinney, WSIX program director.

► CELEBRATING its 20th year on the air last Friday was *The Lone Ranger* (ABC radio, Mon.-Wed.-Fri., 7:30-8 p.m. EST). Program is sponsored in 40 states by General Mills and in eight southern states by American Bakeries.

► SPECIAL anniversary dinner preceded the silver jubilee (25th) air celebration of *Chapel Echoes* on WICC Bridgeport, Conn., Jan. 18. Program was extended from usual half-hour to 60 minutes.



KOIN Portland, Ore.'s president, Howard Lane (l), pins Robert Hartzog, control room supervisor, and Board Chairman Ted Gamble congratulates Clyde Phillips (r), secretary-treasurer, for 20 years with the station in "10-20 Year Club" ceremonies. Honored for 10 years service were (not shown) Frances Pozzi, Margaret Mason and Gladys Johnson, orchestra musicians; Neck Taylor and Art White, technicians, and Ron Rule, announcer.

Location & Channel	Date Granted & Target for Start	Network Representative
WNAM-TV Neenah, Wis. (42)	12/23/52	.....
	Fall-1953	Clarke
WNBH-TV New Bedford, Mass. (28)	7/11/52	.....
	Unknown	Walker
WKNB-TV New Britain, Conn. (30)	7/11/52	.....
	1/31/53	Bolling
WTLV (TV) New Brunswick, N. J. (*19)	12/4/52	.....
	Unknown	.....
WKST-TV New Castle, Pa. (45)	9/4/52	.....
	February	.....
WNLC-TV New London, Conn. (26)	12/31/52	.....
	Aug. 1	Meeker
WGTV (TV) New York City (*25)	8/14/52	.....
	Unknown	.....
Regional Television Corp., Northampton, Mass. (36)	1/23/53	.....
	.....	.....
WOSH-TV Oshkosh, Wis. (48)	11/26/52	.....
	4/15/53	.....
WPFA (TV) Pensacola, Fla. (15)	11/13/52	.....
	June	Young
WEEK-TV Peoria, Ill. (43)	8/28/52	NBC
	January	Headley-Reed
WTVH-TV Peoria, Ill. (19)	12/18/52	.....
	Unknown	.....
WIP-TV Philadelphia, Pa. (29)	11/26/52	.....
	Unknown	.....
WTVQ (TV) Pittsubrgh, Pa. (47)	12/23/52	.....
	Unknown	Headley-Reed
WENS (TV) Pittsburgh, Pa. (16)	12/23/52	.....
	July-August	.....
WKJF-TV Pittsburgh, Pa. (53)	1/8/53	.....
	Unknown	.....
KPTV (TV) Portland, Ore. (27)	7/11/52	NBC
	‡9/19/52	NBC Spot Sales
WEOK-TV Poughkeepsie, N. Y. (21)	11/26/52	.....
	Dec. 1953	.....
KCSJ-TV Pueblo, Col. (5)	10/30/52	.....
	3/1/53	Avery-Knodel
KDZA-TV Pueblo, Col. (3)	11/18/52	.....
	2/1/53	.....
WETV (TV) Raleigh, N. C. (28)	10/16/52	.....
	3/1/53	Avery-Knodel
KZTV (TV) Reno, Nev. (8)	12/23/52	.....
	March	.....
WEEU-TV Reading, Pa. (33)	9/4/52	.....
	5/15/53	Headley-Reed
WHUM-TV Reading, Pa. (61)	9/4/52	CBS
	2/1/53	H-R Reps.
WROV-TV Roanoke, Va. (27)	9/18/52	ABC
	January	Burn-Smith
WSLS-TV Roanoke, Va. (10)	9/11/52	NBC, CBS
	‡12/11/52	Avery-Knodel
KROC-TV Rochester, Minn. (10)	1/15/53	.....
	April	Meeker
WROH (TV) Rochester, N. Y. (*21)	7/24/52	.....
	Unknown	.....
WTVO (TV) Rockford, Ill. (39)	9/11/52	NBC
	April	Weed
WKNX-TV Saginaw, Mich. (57)	10/2/52	.....
	March	Gill-Keefe & Perna
WJON-TV St. Cloud, Minn. (7)	1/23/53	.....
	May-June	Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52	.....
	April	Headley-Reed
KSTL-TV St. Louis, Mo. (36)	1/15/53	.....
	April 15	.....
WSUN-TV St. Petersburg, Fla. (38)	10/9/52	.....
	5/1/53	Weed
Salinas-Monterey TV Co., Salinas, Calif. (28)	1/15/53	.....
	Unknown	.....
KGKL-TV San Angelo, Tex. (3)	12/18/52	.....
	Unknown	.....
KTXL-TV San Angelo, Tex. (8)	11/26/52	.....
	Unknown	.....
KITO-TV San Bernardino, Calif. (18)	11/6/52	.....
	Fall 1953	Hollingbery
WKAQ-TV San Juan, P. R. (2)	7/24/52	.....
	1954	Inter-American
WLEC-TV Sandusky, Ohio (42)	1/23/53	.....
	12/1/53	.....
KEYT (TV) Santa Barbara, Calif. (3)	11/13/52	ABC, DuM
	May	CBS, NBC
Greer & Greer, Santa Fe, N. M. (2)	1/23/53	.....
	.....	.....
WGBI-TV Scranton, Pa. (22)	8/14/52	CBS
	April	Blair-TV Inc.
WTUV (TV) Scranton, Pa. (73)	8/14/52	.....
	Feb.-March	Cooke
KWTV (TV) Sioux City, Iowa (36)	10/30/52	.....
	Unknown	.....
KVTV (TV) Sioux City (9)	11/20/52	CBS
	4/1/53	Katz
KELO-TV Sioux Falls S. D. (11)	11/20/52	.....
	3/1/53	Taylor
WSBT-TV South Bend, Ind. (34)	8/28/52	NBC, CBS
	‡12/22/52	Raymer
KHQ-TV Spokane, Wash. (6)	7/11/52	NBC, ABC
	‡12/22/52	Katz
KXLY-TV Spokane, Wash. (4)	7/11/52	CBS, DuM
	1/20/53	Walker, Pac. NW Bcstrs
WWLP (TV) Springfield, Mass. (61)	7/11/52	.....
	February	Hollingbery
KTTS-TV Springfield, Mo. (10)	10/9/52	CBS, DuM
	March	.....
Springfield TV Inc, Springfield, Mo. (3)	1/8/53	.....
	July	.....
KTVU (TV) Stockton, Calif. (36)	1/8/53	.....
	September	Hollingbery
WHTV (TV) Syracuse, N. Y. (*43)	9/18/52	.....
	Unknown	.....
KMO-TV Tacoma, Wash. (13)	12/10/52	.....
	5/1/53	Branham
KTNT-TV Tacoma, Wash. (11)	12/10/52	.....
	.....	Weed
KCNA-TV Tucson, Ariz. (9)	12/18/52	.....
	Unknown	.....
KOPO-TV Tucson, Ariz. (13)	11/13/52	.....
	2/1/53	.....
KVOA-TV Tucson, Ariz. (4)	11/13/52	NBC
	2/1/53	Raymer
KANG-TV Waco, Tex. (34)	11/13/52	.....
	6/1/53	.....
WHHH-TV Warren, Ohio (67)	11/6/52	.....
	Unknown	.....
WATR-TV Waterbury, Conn. (53)	10/30/52	.....
	3/1/53	Rambeau
WWNY-TV Watertown, N. Y. (48)	12/23/52	.....
	Unknown	.....
WIRK-TV West Palm Beach, Fla. (21)	12/18/52	.....
	Unknown	.....
KFDX-TV Wichita Falls, Tex. (3)	12/18/52	.....
	3/18/53	.....
KTVW (TV) Wichita Falls, Tex. (22)	11/6/52	.....
	April	.....
KWFT-TV Wichita Falls, Tex. (6)	1/23/53	CBS
	2/23/53	Blair-TV
WBRE-TV Wilkes-Barre, Pa. (28)	10/2/52	NBC
	‡1/1/53	Headley-Reed
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52	ABC-DuM
	2/1/53	Avery-Knodel
WRAK-TV Williamsport, Pa. (36)	11/13/52	.....
	Unknown	.....
KIMA-TV Yakima, Wash. (29)	12/4/52	.....
	March	Weed
KIT-TV Yakima, Wash. (23)	12/4/52	.....
	August	.....
WNOW-TV York, Pa. (49)	7/11/52	DuM
	April	.....
WSBA-TV York, Pa. (43)	7/11/52	ABC
	‡12/22/52	Radio-TV Reps
WFMJ-TV Youngstown, Ohio (73)	7/11/52	NBC
	Early 1953	Headley-Reed
WKBN-TV Youngstown, Ohio (27)	7/11/52	CBS, DuM
	January	ABC Raymer
WUTV (TV) Youngstown, Ohio (21)	9/25/52	.....
	Unknown	.....
WHIZ-TV Zanesville, Ohio (50)	12/10/52	.....
	4/1/53	.....

ACTIONS OF THE FCC

January 22 through January 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)

FCC Broadcast Station Authorizations as of Dec. 31, 1952*

	AM	FM	TV
Licensed (on air)	2,371	576	98
CPs on air	20	40	31
Total on air	2,391	616	129
CPs not on air	133	14	144
Total authorized	2,624	630	273
Applications in hearing	162	4	65
New station requests	251	12	812
Facilities change requests	190	27	50
Total applications pending	943	196	925
Licenses deleted in Dec.	1	10	0
CPs deleted in Dec.	1	2	0

*Does not include noncommercial educational FM and TV stations.

* * *

AM and FM summary through January 22

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,390	2,370	170	251	162
FM	614	575	53	9	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	60	138	198
Educational	2	9	11

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	122	7	129

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	697	328	574	450	1,025[1]
Educational	19	...	5	14	19
Total	716	328	579	464	1,044

[1] One applicant did not specify channel.
[2] Includes 209 already granted.

* * *

Processing on city priority Gr. A-2 line has extended to city No. 181.
Processing on city priority Gr. B line has extended to city No. 186.

New TV Stations . . .

Actions by FCC

Northampton, Mass.—Regional TV Corp. Granted uhf Ch. 36 (602-608 mc); ERP 21.5 kw visual, 11.5 kw aural; antenna height above average terrain 950 ft., above ground 194 ft. Estimated construction cost $115,000, first year operating cost $185,000, revenue $185,000. Post Office address Hotel Bridgway, Springfield, Mass. Studio location Main and Center Streets. Transmitter location on Mt. Tom. Geographic coordinates 42° 14′ 55.5″ N. Lat., 72° 38′ 47″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principal stockholder is President and Treasurer **John S. Begley** (99% of voting stock, subscribed to 1,900 shares out of 2,900 shares of stock), also treasurer and 66⅔% owner of WACE Chicopee, Mass. **Regional Bcstg. Co.**, licensee of WACE, has subscribed to 1,000 shares out of 2,900 shares in Regional TV Corp. (BPCT-1455). City priority status: Gr. A-2, No. 177. Granted Jan. 23.

St. Cloud, Minn. — Granite City Bcstg. Co. (WJON). Granted vhf Ch. 7 (174-180 mc); ERP 23.5 kw visual, 12 kw aural; antenna height above average terrain 420 ft., above ground 466 ft. Engineering conditions. Estimated construction cost $200,600, first year operating cost $204,500, revenue $175,250. Post Office address 522 Lincoln Ave. SE. Studio and transmitter location 522 Lincoln Avenue SE. Geographic coordinates 45° 33′ 38″ N. Lat., 94° 08′ 05″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer Charles B. Persons, Duluth, Minn. Principals include President **Max H. Lavine** (89.5%), Vice President **Frances H. Lavine** (0.5%), and Secretary-Treasurer **Roy H. Westman** (10%). (BPCT-1227). City priority status: Gr. A-2, No. 179. Granted Jan. 23.

Kansas City, Mo.—Empire Coil Co. Granted uhf Ch. 25 (536-542 mc); ERP 93 kw visual, 51 kw aural; antenna height above average terrain 390 ft., above ground 410 ft. Engineering condition. Estimated construction cost $303,400, first year operating cost $475,000, revenue $550,000. Post Office address 85 Beechwood Ave., New Rochelle, N. Y. Transmitter location at intersection of Broadway and 26th St. Geographic coordinates 39° 04′ 50″ N. Lat., 94° 35′ 20″ W. Long. Transmitter and antenna RCA. Legal counsel Lyon, Wilmer & Bergson, Washington. Consulting engineer Adler Communication Labs., New Rochelle, N. Y. Principals include President **Herbert Mayer** (45.2%), Vice President **Franklin Snyder**, Treasurer **Frances Mayer** (wife of Herbert Mayer), and **Herbert Mayer** and **Frances Mayer**, in trust for **Herbert Mayer Jr.** (9.6%) (minor son of Mr. and Mrs. Mayer). Applicant is licensee of WXEL (TV) Cleveland, permittee of KPTV (TV) Portland, Ore., and KDEN (TV) Denver, Col., and applicant for new TV station in St. Louis, Mo. (BPCT-1451). City priority status: Gr. B-4, No. 186. Granted Jan. 23.

Sante Fe, New Mexico—Greer & Greer. Granted vhf Ch. 2 (54-60 mc); ERP 54 kw visual, 27 kw aural; antenna height above average terrain 420 ft., above ground 600 ft. Comr. Frieda Hennock did not participate. Estimated construction cost $329,450, first year operating cost $150,000, revenue $200,000. Post Office address Lensic Building, Sante Fe, N. M. Transmitter location 2 mi. north of Sante Fe, New Mexico. Geographic coordinates 35° 42′ 45″ N. Lat., 105° 57′ 10″ W. Long. Transmitter RCA, antenna RCA.

Legal counsel I. E. Lambert, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include **E. John Greer** (50%) and **Saloma S. Greer** (50%), New Mexico and Colorado theatre operators. (BPCT-1266.) City priority status: Gr. A-2, No. 181. Granted Jan. 23.

Jamestown, N. Y.—James Bcstg. Co. (WJTN). Granted uhf Ch. 58 (734-740 mc); ERP 100 kw visual, 56 kw aural; antenna height above average terrain 720 ft., above ground 250 ft. Grant subject to condition that no construction be commenced until formal application to modify WJTN-FM antenna is filed and granted. Estimated construction cost $251,589, first year operating cost $93.500, revenue $84,000. Post Office address 110 West Third St., Jamestown, N. Y. Studio location 110 W. Third St. Transmitter location Oak Hill Rd., Frewsburg, N. Y. Geographic coordinates 42° 02′ 40″ N. Lat., 79° 05′ 00″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President-Treasurer **Jay E. Mason** (76.63%), Vice President **Simon Goldman** (17.97%), Secretary **Hugh V. N. Bodine** (.23%), **Mabel Mason** (4.59%). (BPCT-1176.) City priority status: Gr. A-2, No. 97. Granted Jan. 23.

Kingston, N. Y. — Kingston Bcstg. Corp. (WKNY). Granted uhf Ch. 66 (782-788 mc); ERP 25 kw visual, 13.5 kw aural; antenna height above average terrain 250 ft., above ground 436 ft. Engineering conditions. Estimated construction cost $171,825, first year operating cost $93,-927, revenue $40,000. Post office address 17 Dunbar St., Keene, N. H. Studio and transmitter location, Plainfield St., Kingston, N. Y. Geographic coordinates 41° 56′ 48″ N. Lat., 73° 59′ 55″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Joseph K. Close** (0.99%), Vice President and General Manager **Robert M. Peebles** (1.46%), Treasurer **George W. Smith** (0.2%), **WKNE Corp.** (51.01%). (BPCT-1264.) City priority status: Gr. A-2, No. 178. Granted Jan. 23.

Wichita Falls, Tex.—Wichita Falls Television Inc. (KWFT). Granted vhf Ch. 6 (82-88 mc); ERP 22.5 kw visual, 11.5 kw aural; antenna height above average terrain 490 ft., above ground 495 ft. Estimated construction cost $264,215, first year operating cost $250,000, revenue $280,000. Post office address % Kenyon Brown, P. O. Box 420, Wichita Falls, Tex. Studio location to be determined. Transmitter location 2.5 mi. west of center of Wichita Falls. Geographic coordinates 33° 54′ 00″ N. Lat., 98° 32′ 25″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Kenyon Brown,** vice president and 20% owner of KWFT; Vice President **John H. Rowley,** vice president and 40% owner of KWFT; Vice President **C. V. Jones,** Secretary **E. H. Rowley** and Treasurer **Frank M. Dowd,** secretary-treasurer of KWFT, **Rowley-Brown Bcstg. Co.,** licensee of KWFT, owns 100% of grantee. (BPCT-1309.) City priority status: Gr. A-2, No. 56. Granted Jan. 23.

Bellingham, Wash. — KVOS Inc. (KVOS). Granted vhf Ch. 12 (204-210 mc); ERP 16 kw visual, 8 kw aural; antenna height above average terrain 550 ft., above ground 305 ft. Estimated construction cost $82,500, first year operating cost $140,000, revenue $150,000. Post office address 1321 Commercial St., Bellingham, Wash. Studio and transmitter location 2074 Yew Rd. Geographic coordinates 48° 43′ 09″ N. Lat., 122° 26′ 43″ W. Long. Transmitter composite. Legal counsel Haley & Doty, Washington. Engineer, Ernest E. Harper, KVOS Chief Engineer. Principals include President **Rogan Jones** (90%) and Vice President **James W. Wallace Jr.** (10%). (BPCT-1242). City priority status: Gr. A-2, No. 138. Granted Jan. 23.

Madison, Wis.—Bartell Television Corp. (WOKY Milwaukee and WHFM Madison), uhf Ch. 33 (584-590 mc); ERP 16.5 kw visual, 9.3 kw aural; antenna height above average terrain 430 ft., above ground 490 ft. Engineering condition. Estimated construction cost $137,285, first year operating cost $180,000, revenue $185,000. Post office address 710 North Plankington Ave., Milwaukee 3, Wis. Studio and transmitter location 3.5 mi. SW of downtown Madison at intersection of West Belt Line and NW Railroad. Geographic coordinates 43° 02′ 10″ N. Lat., 89° 24′ 55″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Lee K. Beznor, Milwaukee, Wis. Consulting engineer Ralph E. Evans, Milwaukee. Principals include President **Gerald A. Bartell** (16.6%), WOKY; Vice President **Earl W. Fessler** (16.6%), licensee of WHFM (FM); Secretary-Treasurer **Lee K. Beznor** (26.3%), WOKY, and **David Beznor** (40%), WOKY. (BPCT-1484.) City priority status: Gr. A-2, No. 30. Granted Jan. 23.

Cheyenne, Wyo.—Frontier Bcstg. Co. (KFBC). Granted Ch. 5 (76-82 mc); ERP 5.2 kw visual, 2.6 kw aural; antenna height above average terrain 190 ft., above ground 343 ft. Engineering condition. Estimated construction cost $238,600, first year operating cost $100,000, revenue $95,000. Post office address Plains Hotel, Cheyenne, Wyo. Studio and transmitter location between Evans and Van Lennen on Third St. Geographic coordinates 41° 07′ 22″ N. Lat., 104° 48′ 06″ W. Long. Transmitter and antenna RCA. Consulting engineer Robert C. Pfannenschimid. Principals include President **Robert S. McCracken** (22%) owner of Cheyenne Newspapers Inc., Vice President **W. A. Corson** (18%) and Treasurer **William C. Grove** (16%). **Cheyenne Newspapers Inc.** *(Wyoming State Tribune* and *Eagle)* owns 66% of applicant (BPCT-771). City priority status: Gr. A-2, No. 151. Granted Jan. 23.

Applications

Pine Bluff, Ark.—Arkansas Television Co., vhf Ch. 7 (174-180 mc); ERP 50.5 kw visual, 27.2 kw aural; antenna height above average terrain 540 ft., above ground 570 ft. Estimated construction cost $350,500, first year operating cost $120,000, revenue $150,000. Post office address 6410 Dykes Way, Dallas, Tex. Studio and transmitter location at intersection of Bay St. and 7th Ave., on SW corner. Geographic coordinates 34° 13′ 20″ N. Lat., 92° 02′ 28″ W. Long. Transmitter and antenna GE. Legal counsel Lee Shipp, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. **Gaylord Shaw,** sole owner of applicant, is ⅓ owner of S & E Contractors and Southern Oaks Shopping Center, and president and 98% owner of Buckner Park Shopping Center. City priority status: Gr. A-2, No. 119.

San Jose, Calif.—John A. Vietor Jr., uhf Ch. 48 (674-680 mc); ERP 112.2 kw visual, 60.3 kw aural; antenna height above average terrain 2,560 ft., above ground 110 ft. Estimated construction cost $216,530, first year operating cost $255,000, revenue $275,000. Post office address 6210 Camino de la Costa, La Jolla, Calif. Studio location to be determined. Transmitter location on Peak Loma Prieta, 11 mi. SE of Los Gatos, Calif., in Santa Cruz mountains. Geographic coordinates 37° 06′ 41″ N. Lat., 121° 50′ 37″ W. Long. Transmitter and antenna RCA. Legal counsel Laidler MacKall, Washington. Consulting engineer L. N. Papernow, San Diego, Calif. **John A. Vietor Jr.,** sole owner of applicant, is vice president and 3.33% owner of T. B. C. Television Inc. (applicant for new TV station in San Diego, Calif.), general partner in Vietor-Klapper Housing (home construction), La Jolla, columnist for *The Archive* and associated papers, Downingtown, Pa., and author and writer of novels and non-fiction. City priority status: Gr. B-3, No. 174.

Jacksonville, Fla.—Duval TV Bcstrs. Inc., uhf Ch. 30 (566-572 mc); ERP 200 kw visual, 108.6 kw aural; antenna height above average terrain 600 ft., above ground 633 ft. Estimated construction cost $327,900, first year operating cost $200,-000, revenue $196,520. Post office address P. O. Box 4487, Jacksonville, Fla. Studio and transmitter location in Graham Bldg., southwest corner of Forsyth and Laura Streets. Geographic coordinates 30° 19′ 37.16″ N. Lat., 81° 39′ 35.01″ W. Long. Transmitter and antenna RCA. Legal counsel Adair, Kent, Ashby & Grenshaw, Jacksonville, Fla. Consulting engineer Rudolph M. Chamberlin, Gainesville, Fla. Principals include **Fred H. Kent** (15%), Jacksonville (Fla.) attorney, partner in law firm of Adair, Kent, Ashby & Grenshaw and 60% owner of Main St. Drive-In Theatre Inc., Jacksonville (other 40% of theatre owned by Mrs. Kent), and **Rudolph M. Chamberlin** (10%), president, treasurer and 37% owner of WGGG Gainesville, Fla. **Graham Bldg. Inc.** owns remaining 75% of applicant (principals in Graham Bldg. Inc. not indicated). City priority status: Gr. B-4, No. 196.

Jacksonville, Fla.—Gulfport Bcstg. Co. (WEAR Pensacola, Fla.), uhf Ch. 36 (602-608 mc); ERP 169 kw visual, 91 kw aural; antenna height above average terrain 555 ft., above ground 675 ft. Estimated construction cost $461,054, first year operating cost $320,000, revenue $314,000. Post office address 2nd and Hyer Streets, Pensacola, Fla. Studio location to be determined. Transmitter location on SE corner at intersection of June St. and San Marco Blvd. Geographic coordinates 30° 19′ 04″ N. Lat., 81° 39′ 38″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Charles W. Smith** (51%), Executive Vice President and Secretary-Treasurer **Mel Wheeler** (25%), Vice President **F. M. Turner Jr.** (12%) and Vice President **A. C. Johnson** (12%). Applicant is licensee of WEAR Pensacola and applicant for new TV station there (BPCT-853). City priority status: Gr. B-4, No. 196.

Tarpon Springs, Fla.—WBOY Inc. (WBOY), uhf Ch. 32 (578-584 mc); ERP 257.1 kw visual, 151.36 kw aural); antenna height above average terrain 390 ft., above ground 400 ft. Estimated construction cost $212,150, first year operating cost $150,000, revenue $180,000. Post office address Box 276, Tarpon Springs, Fla. Studio and transmitter location 2.3 mi. SE of Tarpon Springs on U. S. 19, 1.8 mi. south of Tarpon Ave. and Route 19 junction, at site of WBOY (AM). Geographic coordinates 82° 44′ 24″ N. Lat., 28° 07′ 16″ W. Long. Transmitter and antenna GE. Legal counsel Clement & Clement, Tarpon Springs. Consulting engineer Gail D. Griner, Tarpon Springs. Principals include General Manager **A. H. Turner** (26%), Station Manager **Gail D. Griner** (25%), **F. Beauregard** (25%), **Oscar Carlson** (6%), **Noel Walker** (6%), **H. Griner** (6%) and **Rev. D. Baughey** (6%). Applicant is licensee of WBOY. City priority status (for Clearwater, Fla.): Gr. A-2, No. 352.

Atlanta, Ga. — Board of Regents, University System of Georgia, for Georgia Institute of Technology (WGST), uhf Ch. 36 (602-608 mc); ERP 245.5 kw visual, 128.82 kw aural; antenna height above average terrain 500 ft., above ground 540 ft. Estimated construction cost $208 000. first year operating cost $125.000. revenue $150,000. Post office address P. O. Box 674, Atlanta 1, Ga. Studio and transmitter location Fowler at 8th St., 0.5 mi. SW of WAGA-TV transmitter. Geographic coordinates 33° 46′ 47.5″ N. Lat., 84° 23′ 31″ W. Long. Transmitter and antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer Ben Akerman, Atlanta, Ga. Principals include Board of Regents, University System of Georgia. Broadcast affairs of the Board of Regents are administered by Radio Committee, appointed by the Board, and including: Chairman **Frank M. Spratlin,** Atlanta. **Rutherford L. Ellis** and **John J. McDonough,** vice chairman of Board of Regents. City priority status: Gr. B-2, No. 166.

Pocatello, Idaho—Eastern Idaho Bcstg. & Television Co. (KWIK), vhf Ch. 10 (192-198 mc); ERP 2.6 kw visual, 1.56 kw aural; antenna height above average terrain 875 ft., above ground 90 ft. Estimated construction cost $107,700, first year operating cost $92,100, revenue $115,000. Post office address Bannock Hotel, Pocatello, Idaho. Auxiliary studios in Bannock Hotel, Pocatello. Main studio and transmitter location 3.5 mi. west of Pocatello atop un-named mountain peak. Geographic coordinates 42° 52′ 26″ N. Lat., 112° 30′ 47″ W. Long. Transmitter composite, antenna RCA or equivalent. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **James M. Brady** (no stock ownership, but designated to vote stock owned by J. Robb Brady Trust Co. amounting to 41⅔%), president of KWIK Pocatello and general manager of KIFI Idaho Falls, Idaho, treasurer of KLIX Twin Falls, Idaho, secretary and 20% owner of J. Robb Brady Trust Co., Idaho Falls, vice president of Idaho Falls Publishing Co. (*Eastern Idaho Farmer,* a weekly farm newspaper), Idaho Falls, president and 0.2% owner of Idaho Falls Television Inc. (applicant for new TV station in Idaho Falls) and secretary of Idaho Falls Baseball Club (member of Pioneer League); Vice President **Edwin F. McDermott** (8⅓%), vice president and 8.3% owner of KWIK and KIFI, 16.67% owner of Idaho Falls Television Inc., president, general manager and 20% owner of The Post Co. (*The Post Register,* daily news-

It's Happening in NEW HAVEN

ON WNHC

Hats and hosiery move like hot cakes when advertised over WNHC Radio. Lowenthal's Haberdashery *knows* . . . they're in their *sixth consecutive year of selling* with seven announcements per week!

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

paper), Idaho Falls, and president of Idaho Falls Baseball Club; Secretary-Treasurer **Frank C. Carmen** (12½%), general manager and 25% owner of KUTA Salt Lake City, president and 25% owner of KGEM Boise, Idaho, president and 12½% owner of KLIX, secretary, treasurer and 12½% owner of KWIK and KIFI, president and 16.75% owner of KOPR Butte, Mont., president and 50% owner of Utah Bcstg. & Television Corp. (applicant for new TV station in Salt Lake City, Utah), president and 22% owner of Rocky Mountain Bcstg. System (radio time sales agency), Salt Lake City, and 20% owner of Griffith, Cornall & Carmen Inc. (general contractors), Salt Lake City; **David G. Smith** (12½%), 25% owner of KUTA, vice president and 12½% owner of KWIK, KIFI and KLIX, treasurer and 16.75% owner of KOPR, 50% owner of Utah Bcstg. & Television Corp., owner of sheep and cattle ranches and proprietorship interest in oil leases and oil wells in Utah; **Grant R. Wrathall** (12½%), radio and television consulting engineer, Aptos, Calif., 25% owner of KUTA, 12½% owner of KWIK, KIFI and KLIX, owner of KPOO San Francisco, 29.8% owner of KULE Ephrata, Wash., 50% owner of Salinas-Monterey Television Co. (hold CP for new Salinas TV station), Salinas, Calif., and 50% owner of Utah Bcstg. & Television Corp.; **Edna O. McCrea** (6¼%), 12½% owner of KUTA, 6¼% owner of KWIK, KIFI and KLIX, 8.375% owner of KOPR and 25% owner of non-voting stock of Utah Bcstg. & Television Corp., and, as Guardian of Estate of Sharon Lee Powers, Minor, Edna O. McCrea controls another 6¼% of applicant. **J. Robb Brady Trust Co.** (41⅔%), owns 78.75% interest in *The Post Register*, owns 41.67% of KWIK and KIFI, owns 50% of KWIK, owns 83.29% of Idaho Falls Television Inc. and owns 50% interest in S. E. Brady Real Estate (33 acres of land), Pocatello, Idaho. James M. Brady, president of applicant (see above) owns 20% of J. Robb Brady Trust Co. City priority status: Gr. A-2, No. 195.

Ottumwa, Iowa—Ottumwa Telecasting Corp., uhf Ch. 15 (476-482 mc); ERP 92.4 kw visual, 58.7 kw aural; antenna height above average terrain 400 ft., above ground 350 ft. Estimated construction cost $221,150, first year operating cost $181,190, revenue $198,000. Post office address 2655 North Court Road, Ottumwa, Iowa. Studio and transmitter location 2655 North Court Road. Geographic coordinates 41° 03′ 08″ N. Lat., 92° 24′ 45″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Roy Lee Phillippe** (96%), 50% partnership interest in Royal Vault Mfg. Co. (mfr. of metal burial vaults), Ottumwa, Iowa; Vice President **Gene W. Phillippe** (2%), 50% partnership interest in WKID Urbana, Ill., and Secretary **Mildred Swenson Phillippe** (2%), wife of Roy L. Phillippe. City priority status: Gr. A-2, No. 141.

St. Louis, Mo.—St. Louis Educational Television Commission, vhf Ch. 9 (186-192 mc); ERP 53.6 kw visual, 26.8 kw aural; antenna height above average terrain 640 ft., above ground 625 ft. Estimated construction cost $303,950, first year operating cost $200,000, no revenue. Post office address % Martin, Peper & Martin, 407 North Eighth St., St. Louis 1, Mo. Studio location on Washington U. campus. Transmitter location 3621 Olive St. Geographic coordinates 38° 38′ 18″ N. Lat., 90° 14′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Martin, Peper & Martin, St. Louis. Consulting engineer Fred O. Grimwood & Co., St. Louis. Principals include Chairman **Arthur H. Compton,** chancellor of Washington U.; Vice Chairman **Raymond H. Wittcoff,** Caradine Hat Co. (hat mfr.), St. Louis; Secretary-Treasurer **Malcolm W. Martin,** attorney with Martin, Peper & Martin, St. Louis, and 25% owner of Zeno Investment Co. (real estate holding), St. Louis; **Philip J. Hickey,** superintendent of instruction, St. Louis Public Schools, and **Very Rev. Paul C. Reinert, S. J.,** president of St. Louis U., WEW (AM) and St. Louis Telecast. Thirteen trustees are appointed on non-partisan basis through nominations made by chief executive officers of public and private school systems of St. Louis metropolitan area and the recognized colleges and universities within the area; from those nominated nine trustees will be made by St. Louis mayor and four by St. Louis County supervisors. Financial support will be provided by principal school systems and two universities of metropolitan area. City priority numbers not applicable to applicants for noncommercial, educational facilities.

Sedalia, Mo.—Milton J. Hinlein (KDRO), vhf Ch. 6 (82-88 mc); ERP 6.35 kw visual, 3.18 kw aural; antenna height above average terrain 360 ft., above ground 320 ft. Estimated construction cost $137,850, first year operating cost $193,000, revenue $225,000. Post office address c/o KDRO Sedalia, Mo. Studio and transmitter location on West Broadway at State Fair Blvd., at site of KDRO-AM-FM. Geographic coordinates 38° 42′ 20″ N. Lat., 93° 15′ 13″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. **Milton J. Hinlein,** sole owner of applicant, is licensee of KDRO-AM-FM (BR-1012). City priority status: Gr. A-2, No. 253.

Las Vegas, Nev.—*Las Vegas Sun,* vhf Ch. 8 (180-186 mc); ERP 2.726 kw visual, 1.363 kw aural; antenna height above average terrain 230 ft., above ground 337 ft. Estimated construction cost $69,800, first year operating cost $102,000, revenue $160,000. Post office address P. O. Box 1112, Las Vegas, Nev. Studio and transmitter location 900 Main St. Geographic coordinates 36° 09′ 42″ N. Lat., 115° 09′ 14″ W. Long. Transmitter and antenna RCA. Consulting engineer Robert M. Silliman, Washington. **Herbert M. Greenspun,** sole owner of applicant, is sole owner of *Las Vegas Sun* (daily newspaper). City priority status: Gr. A-2, No. 209.

Minot, N. D. — North Dakota Bcstg. Co. (KCJB) [resubmitted; earlier application for vhf Ch. 10 dismissed by applicant], vhf Ch. 13 (210-216 mc); ERP 28.6 kw visual, 14.3 kw aural; antenna height above average terrain 420 ft., above ground 415 ft. Estimated construction cost $140,000, first year operating cost $96,000, revenue $120,000. Post office address KCJB Minot, N. D. Studio and transmitter location on U. S. Highway 83, 1½ mi. south of Minot city limits, at transmitter site of KCJB (AM). Geographic coordinates 48° 11′ 57″ N. Lat., 101° 17′ 37″ W. Long. Transmitter and antenna RCA. Legal counsel Prince, Taylor & Crampton, Washington. Consulting engineer Lloyd C. Amoo, Des Moines, Iowa. Principals include President **John W. Boler** (3.7%), president, general manager and owner of controlling interest of KCJB and sole owner of KSJB Jamestown, N. D.; Secretary **John Hjellum** (0.2%), partner in Jamestown (N. D.) law firm of Rittgers, Hjellum & Weiss; **Merrel T. Elbery** (3.9%), farmer, and **Mary Frances Boler** (1.5%), housewife. **Jamestown Bcstg. Co.,** licensee of KSJB, owns 85% of applicant; Mr. Boler is president and treasurer of Jamestown Bcstg. Co. City priority status: Gr. A-2, No. 232.

Hattiesburg, Miss. — Hattiesburg Television (WFOR and WHSY), vhf Ch. 9 (186-192 mc); ERP 11.2 kw visual, 5.9 kw aural; antenna height above average terrain 340 ft., above ground 370 ft. Estimated construction cost $119,970, first year operating cost $75,000, revenue $140,000. Post office address P. O. Box 1008, Hattiesburg, Miss. Studio and transmitter location near intersection of West 7th St. and 25th Ave., at site of WFOR (AM) and WRFM (FM). Geographic coordinates 31° 20′ 03″ N. Lat., 89° 19′ 08″ W. Long. Transmitter and antenna RCA. Legal counsel W. E. James, Montgomery, Ala. Consulting engineer C. I. Shelkofsky, Montgomery, Ala. Principals include general partners **Charles W. Holt** (¼), ⅓ owner of WHSY Hattiesburg; **Dave A. Mattison Jr.** (¼), ½ owner of WHSY, ¼ owner of WAML Laurel, Miss., ½ owner of Dairy Queen (manufacture and sale of ice milk products) and ¼ owner of Fine Bros. (clothing store), Hattiesburg and Laurel; **Charles Wright Jr.** (¼), owner of 100 out of 550 shares of WFOR and WRFM (FM) Hattiesburg, and **Charles Wright Sr.** (¼), owner of 335 out of 550 shares of WFOR and WRFM (FM). City priority status: Gr. A-2, No. 173.

Sharon, Pa.—Sharon Herald Bcstg. Co. (WPIC), uhf Ch. 39 (620-626 mc); ERP 15.5 kw visual, 7.75 kw aural; antenna height above average terrain 410 ft., above ground 540 ft. Estimated construction cost $199,750, first year operating cost $117,000, revenue $117,000. Post office address P. O. Box 541 (2030 Pine Hollow Blvd.), Sharon, Pa. Studio and transmitter location 2030 Pine Hollow Road, at site of WPIC-AM-FM. Geographic coordinates 41° 13′ 10″ N. Lat., 80° 28′ 25″ W. Long. Transmitter and antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer A. C. Heck, Sharon, Pa. Principals include President and General Manager **John Fahnline Jr.** (38.4%), Vice President **A. E. McDowell** (38.4%), Secretary-Treasurer **George E. Heiges** (9.6%), Assistant Secretary-Treasurer **A. E. Heiges** (9.6%) and six other stockholders with less than 1.2% interest each. City priority status: Gr. A-2, No. 192.

Camden, S. C.—Camden Bcstg. Corp. (WACA), uhf Ch. 14 (470-476 mc); ERP 78.2 kw visual,

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44.3 kw aural; antenna height above average terrain 550 ft., above ground 560 ft. Estimated construction cost $151,400, first year operating cost $75,000, revenue $80,000. Post office address WACA, Camden, S. C. Studio and transmitter location on U. S. 1, 4 mi. SW of Camden, at junction of State Route 213, at NE corner of intersection. Geographic coordinates 34° 13' 50" N. Lat., 80° 40' 45" W. Long. Transmitter DuMont, antenna RCA. Legal counsel A. L. Stein, Washington. Consulting engineer William E. Benns Jr., Washington. Principals include President **Haygood S. Bowden** (30.9%), owner of Western Auto Assoc. Store (retail appliances and accessories), Camden, S. C.; Vice President **Thomas J. Richards** (2%), vice president and general manager of WACA; Secretary **Harold W. Funderburk** (8%), Camden (S. C.) attorney; **Woodrow R. Bowden** (15%), employe in May Plant, duPont Co., and 13 others with less than 3% interest each. City priority status: Gr. A-2, No. 706.

Passed-Over TV Applications

FOLLOWING is a list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of these applications in order to expedite uncontested TV applications (list issue Jan. 23):

Applicant	Location	Ch.
Group A		
Winston-Salem Bcstg. Co.	Durham	46
T. E. Allen & Sons Inc.	Durham	46
Central South Sales Co.	Pine Bluff	7
Ark. Television Co.	Pine Bluff	7
Polan Industries	Parkersburg	15
W. Va. Enterprises Inc.	Parkersburg	15
Odessa Television Co.	Odessa	7
Ector County Bcstg. Co.	Odessa	7
Fairmont Bcstg. Co.	Fairmont	35
Americus Corp.	Fairmont	35
Group B		
Loyola University	New Orleans	4
Times Picayune Pub. Co.	New Orleans	4
James A. Noe	New Orleans	4
New Orleans Television Co.	New Orleans	20
WSMB Inc.	New Orleans	20
Community Television Co.	New Orleans	61
Supreme Bcstg. Co.	New Orleans	61
Fisher's Blend Station Inc.	Seattle	4
Queen City Bcstg. Co. Inc.	Seattle	4
KXA Inc.	Seattle	7
Mount Rainier Radio & Television Bcstg. Corp.	Seattle	7
KCMO Bcstg. Co.	Kansas City	5
KCKN Bcstg. Co. (Kansas City, Kan.)	Kansas City	5
Midland Bcstg. Co.	Kansas City	9
WHB Bcstg. Co.	Kansas City	9

Existing TV Stations . . .

Actions by FCC

WGN-TV Chicago, Ill.—WGN Inc. Granted authorization to increase power to 316 kw visual, 160 kw aural; antenna height above average terrain 600 ft. Granted Jan. 26.

WEEK-TV Peoria, Ill.—West Central Bcstg. Co. Granted special temporary authorization to operate transmitter output power of 100 w visual, 60 w aural, from Jan. 27 to July 27, 1953. Granted Jan. 26.

WABI-TV Bangor, Me.—Community Bcstg. Service. Granted special temporary authorization to operate on commercial basis from Jan. 25 to July 25, 1953 [B•T, Jan. 26]. Granted Jan. 23.

WBNS-TV Columbus, Ohio — The Dispatch Printing Co. Granted authorization to operate with 93 kw visual, 56 kw aural, antenna height above average terrain 450 ft. Granted Jan. 28.

New AM Stations . . .

Actions by FCC

Kinston, N. C.—Edwin J. Schuffman. Granted 1230 kc, 100 w fulltime, antenna height 150 ft.; engineering conditions. Comr. E. M. Webster dissented. Estimated construction cost $18,392, first year operating cost $42,500, revenue $47,000. **Edwin J. Schuffman,** sole owner of grantee, was program director and 10% owner of WELS Kinston, N. C., until June 1, 1952, and is ⅓ owner of Schuffman's Furniture Store, New Castle, Ind. (BP-8438.) Granted Jan. 26.

Emporium, Pa.—Bucktail Bcstg. Corp. Granted 980 kc, 500 w daytime, antenna height 235 ft.; engineering conditions including acceptance of interference from WILK (as proposed in BML-1483). Estimated construction cost $18,290, first year operating cost $48,000, revenue $60,000. Principals include **Leo J. Grimone** (8%), ⅓ owner of Grimone's (retail furniture and appliances), Emporium, Pa.; Vice President **Frank Grimone** (8%), ⅓ owner of Grimone's; Secretary-Treasurer **Anthony J. Grimone** (8%), ⅓ owner of Grimone's; **Robert Bergdahl** (8%), electronic engineer for Sylvania Electric Products Inc., Emporium; **Frank Berman** (8%), manager of Sylvia's (ladies ready-to-wear retailers), Emporium; **Kenneth Miglicio,** owner of Cabin Kitchen (restaurant), Emporium; **James P. Klees** (8%), acting president since 1946 of Emporium Press Independent (publishing), Emporium, and **Bird Carson** (8%), general manager of Cramer Supply Co. (building supplies), Emporium. (BP-8247.) Granted Jan. 26.

Park Falls, Wis.—Radio Station WIGM Inc. Granted 1450 kc, 100 w fulltime; engineering conditions. Estimated construction cost $14,000, first year operating cost $36,000, revenue $48,000. Principals include President **Charles Nelson** (33⅓%), Vice President **Lucie Spence Murphy** (10%), Secretary-Treasurer **Harold R. Murphy** (46⅔%) and **Harvey J. Kitz** (10%). Applicant is licensee of WIGM Medford, Wis. (BAL-1310.) (BP-8544.) Granted Jan. 26.

Applications

Ville Platte, La.—Ville Platte Bcstg. Co., 1050 kc, 250 w daytime; antenna height 227 ft. Estimated construction cost $18,890, first year operating cost $20,000, revenue $30,000. Principals include President **Lionel B. Deville** (15%), president, manager and 10% owner of G. J. Deville Lumber Co., Ville Platte, and ⅓ owner of Guillory, Guillory & Deville Rice Drier, Chatagnier, La.; Vice President **Thomas A. DeClouet** (20%), 25% owner of KLFY Lafayette, La., and KEUN Eunice, La., and sweet potato broker; Vice President **Paul H. DeClouet** (20%), 25% owner of KLFY and KEUN and sweet potato broker; Secretary-Treasurer **Vincent L. Riehl** (15%), 20% owner of KEUN and managing partner in building supply firm, Eunice; **Dr. Roland Fink** (15%), optometrist in Eunice and Ville Platte, 20% owner of KEUN and partner in building supply firm, and **Joseph Riehl** (15%), 10% owner of KEUN, partner in building supply firm and dean of administration, Southwestern La. Institute, Lafayette. Filed Jan. 27.

Tupelo, Miss.—Lee Bcstg. Co., 1380 kc, 1 kw daytime; antenna height 200 ft. Estimated construction cost $8,500, first year operating cost $20,000, revenue $35,000. Principals include **W. I. Dove** (40%), owner of *Jefferson Valley Star,* Tarrant, Ala., and 36% owner of Union News Inc., Jasper, Ala.; **E. O. Roden** (30%), sole owner of WBIP Booneville, Miss., 62% owner of Union News Inc. and 50% owner of 45 Drive-In Theatre, Booneville; **Vernon K. Wroten** (20%), chief engineer for WBIP Booneville, and **Robert L. McVay** (10%), employed in Firestone (dealer) store, Tupelo, Miss. Filed Jan. 28.

Existing AM Stations . .

Actions by FCC

KTLN Denver, Col. — KTLN Inc. Granted change from 1150 kc, 1 kw-D, to 1280 kc, 5 kw fulltime, DA-2, four tower array, each tower 197 ft. above ground; engineering conditions. Estimated cost change $62,330, first year operating cost $150,000, revenue $218,850. (BP-8440.) Granted Jan. 26.

WDUN Gainesville, Ga. — Northeast Georgia Bcstg. Co. Granted change from 1400 kc to 1240 kc, 250 w fulltime, antenna height 155 ft.; conditions including provision that program tests will not be authorized until WGGA Hainesville is authorized program tests on another frequency, and that WDUN not be licensed on 1240 kc until WGGA license on 1240 kc is terminated. Estimated cost of change not indicated. (BP-8538.) Granted Jan. 26.

WLON Lincolnton, N. C. — Lincoln County Bcstg. Co. Granted CP to replace expired CP (BP-8243) which authorized new AM station on 1270 kc, 500 w-D, subject to original conditions. Application for mod. CP of BP-8243 was delayed because National Broadcasters Service, permittee's consulting engineers, failed to obtain necessary engineering for data, and fact that permittee experienced difficulty in obtaining clear title to desirable site location. (BP-8693.) Granted Jan. 26.

WILK Wilkes-Barre, Pa. — Wyoming Valley Bcstg. Co. Granted change from DA-DN to DA-N on 980 kc, 5 kw-LS, 1 kw-N, DA-N; engineering conditions. (BML-1483.) Granted Jan. 26.

Ownership Changes . . .

Actions by FCC

WOOF Dothan, Ala. — Dowlander Bcstg. Co. Granted assignment of license from R. A. Dowling Jr. to Agnes W. Dowling, trustee of WOOF trust. No monetary consideration. (BAL-1458.) Granted Jan. 28.

WKRG-AM-FM Mobile, Ala.—Giddens & Rester. Granted assignment of license from Kenneth R. Giddens and T. J. Rester to Kenneth R. Giddens (who merely retains 50% interest), T. J. Rester Jr. and Shirley Rester, d/b as Giddens & Rester Radio. The two Resters each pay

$5,000 for 25% interest. (BAL-1489, BALH-117.) Granted Jan. 28.

WSFA Montgomery, Ala.—Montgomery Bcstg. Co. Granted acquisition of negative control by R. F. Hudson, H. S. Durpen and D. E. Dunn for $100,000. Howard F. Pill sells 25% of his interest. (BTC-1437.) Granted Jan. 28.

WMBR-AM-FM-TV Jacksonville, Fla.—Florida Bcstg. Co. Granted transfer of control from Ed Norton, Frank M. King and Glenn Marshall Jr. to **The Washington Post Co.** for $2,470,000 cash. Principals in transferee include Chairman of the Board **Eugene Meyer,** President and Publisher **Philip L. Graham** and Vice President **John S. Hayes,** who also is president of WTOP Inc., licensee of WTOP-AM-FM-TV Washington (of which The Washington Post Co. owns 55% and CBS 45%). Transferee is publisher of *The Washington* (D. C.) *Post* (daily and Sunday morning newspaper), and is borrowing $2 million from Riggs National Bank, Washington, in order to effect cash purchase of Florida Bcstg. Co. (BTC-1433.) Granted Jan. 28.

WLTV (TV) Atlanta, Ga.—Broadcasting Inc. Granted transfer of control from John O. Chiles, et al., to **Crosley Bcstg. Corp.** through sale of 100,820 shares of common stock and 72,000 shares of preferred stock (100%) for $1,500,000. Principals of Crosley Bcstg. Corp. include Chairman of the Board **James D. Shouse,** President **R. E. Dunville,** Secretary **R. S. Pruitt,** Vice President and Treasurer **K. T. Murphy,** Vice President **R. J. Rockwell,** Vice President **William P. Robinson** and Vice President **John T. Murphy.** Sole owner of 100% stock of transferee is **Avco Mfg. Corp.,** New York. Transferee is licensee of WLW WLWT (TV) Cincinnati, WINS New York, WLWD (TV) Dayton and WLWC (TV) Columbus, and applicant for new TV stations in Indianapolis and Toledo. (BTC-1432.) Granted Jan. 28.

WMBD-AM-FM Peoria, Ill.—Peoria Bcstg. Co. Granted assignment of license to WMBD Inc. for $262,500. Principals in assignee are **Charles C. Caley** (66.67%), who before transfer had 25% interest in WMBD, and vice president and general manager of station, and **John E. Fetzer** (33.33%), president and 52% owner of WKZO-AM-TV Kalamazoo, Mich., and WJEF-AM-FM Grand Rapids, Mich. Assignors include Carl P. Slane, Frances P. Slane and Elizabeth P. Talbott. Assignee is applicant for new TV station in Peoria (TV Applications, B•T, Jan. 12). (BAL-1490, BALH-118.) Granted Jan. 28.

KCLV Clovis, N. M.—New-Tex Bcstg. Granted assignment of license from Wallace Simpson to **New-Tex Bcstg. Inc.,** of which Mr. Simpson is president and 68.6% stockholder. Transaction designed to reduce indebtedness of licensee. Consideration is $22,000. (BAL-1485.) Granted Jan. 28.

WRXO Roxboro, N. C.—Roxboro Bcstg. Co. Granted transfer of control from Philip L. Thomas, H. W. Winstead Jr., James W. Newman and A. E. Jackson to **Harold S. Taylor** for $3,500. Mr. Taylor is manager of WRXO. (BTC-1439.) Granted Jan. 28.

KLIQ Portland, Ore. — Mercury Bcstg. Co. Granted transfer of control from Gordon E. Bambrick and Harold Krieger to **Thomas P. Kelly** for $27,800. Mr. Kelly was commercial manager for KGAE Salem, Ore. (KLIQ formerly had call letters KBKO.) (BTC-1438.) Granted Jan. 28.

WLCM Lancaster, S. C. — Royal Bcstg. Co. Granted assignment of license from Arthur W. Davis, Morgan J. Craig and Milton D. Scarboro to **Royal Bcstg. Co. Inc.** for $36,000. Mr. Scarboro is president of transferee and his interest is increased from ⅓ to ⅔. (BAL-1492.)

WHAP Hopewell, Va. — Hopewell Bcstg. Co. Granted transfer of control from A. Robbins Jr., Charles M. Mark, John P. Mercer and R. E. Anthony Jr. to **Mortimer Hendrickson** for $40,000. Mr. Hendrickson until Dec. 1, 1952, was an information specialist with the U. S. Dept. of Agriculture in New York. (BTC-1442.) Granted Jan. 28.

Hearing Cases . . .

Actions by FCC

WLIN Wausau, Wis.—Alvin E. O'Konski. Commission dismissed protest filed Jan. 5 by WSAU Wausau, Wis., directed against Commission's action of Dec. 4, 1952, which granted application of WLIN (now WOSA) for power increase in move from Merrill to Wausau, Wis. (BPCT-8239.) Chairman Paul A. Walker voted for hearing. Memorandum opinion and order Jan. 26.

Flint, Mich.—Trebit Corp. and W. S. Butterfield Theatres Inc. Commission denied petitions requesting that Commission enter an order staying taking of further testimony in Flint proceeding (Dockets 10268 through 10270), pending Commission's action on petitioner's request for review of hearing examiner's ruling granting petition of WJR: The Goodwill Station Inc., Flint, for leave to amend its TV application to move transmitter site. Order Jan. 23.

Portland, Ore.—North Pacific Television Inc. Commission denied petition for review of hearing examiner's memorandum opinion and order of Dec. 19, 1952, which granted petitions by Cascade Television Co. for leave to amend its application for new Portland TV station on vhf Ch. 8, to reflect changes in stockholders, stock transactions and financial plans, and accepting the amendment (Docket 10324, BPCT-1235). Memorandum opinion and order Jan. 23.

Hearing Calendar . . .

Hearings in Progress

Flint, Mich.—New TV, vhf Ch. 12. Examiner Benito Gaguine.

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William Butts.

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

Sacramento, Calif.—New TV, vhf Ch. 10. Examiner Thomas H. Donohue.

Theatre Television; Allocation of Frequencies—Before Commission *en banc* on Mondays and Tuesdays only.

Wichita, Kan.—New TV, vhf Ch. 3. Examiner Hugh B. Hutchison.

February 2

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper.

February 4

Denver, Col.—New TV, vhf Ch. 4. Further hearing. Examiner James Cunningham.

February 9

Portland, Ore.—New TV, uhf Ch. 21. Further hearing. Examiner Elizabeth C. Smith.

February 10

Wichita, Kan.—New TV, vhf Ch. 10. Examiner Hugh B. Hutchison.

February 11

KOB Albuquerque, N. M.—Extension of SSA on 770 kc. Examiner James Cunningham.

February 17

Duluth-Superior—New TV, vhf Ch. 3. Examiner Herbert Sharfman.

February 18

Canton, Ohio—New TV, uhf Ch. 29. Examiner Fanney N. Litvin.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion. Docket 10089.

Azalea Bcstg. Co., Mobile, Ala.—New AM, 1340 kc, 250 w, unlimited. Examiner William Butts. Docket 9964.

John W. Blake and Charles R. Wolfe, partners, and High Lite Bcstg. Co., Killeen, Tex.—Both seeking new AM, 1050 kc, 250 w day. Examiner not designated. Dockets 10122, 10123.

February 24

William O. Barry, Lebanon, Tenn.—New AM, 1340 kc, 100 w, unlimited. Examiner not designated. Docket 10375.

February 25

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie Neal Huntting.

March 16

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith.

April 15

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith.

Continued Without Date

Duluth-Superior—New TV, vhf Ch. 6. Examiner Herbert Sharfman.

Sacramento, Calif.—New TV, separate hearings for vhf Ch. 3, uhf Ch. 40 and uhf Ch. 46.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Lancaster, Pa.—New TV, vhf Ch. 8. WGAL-TV and Peoples Bcstg. Co. (WLAN). Examiner J. D. Bond.

New Petitions . . .

January 22

St. Joseph Valley Bcstg. Corp. (WJVA), South Bend, Ind. License renewal and transfer of control (Dockets 9692 and 10065; BR-1877 and BTC-897)—Motion filed by WJVA to strike exceptions

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of Chief, FCC Broadcast Bureau to initial decision of Dec. 19, 1952, to grant renewal and transfer.

James Gerity Jr., Pontiac, Mich. New AM, 1460 kc (Docket 10346, BP-8651)—Petition to reconsider action of Nov. 12, 1952, setting application for consolidated hearing with two others, and to grant without hearing. Mr. Gerity, operator of WABJ Adrian and WGRO Bay City, Mich., notes other two applicants are no longer party to hearing. Concerning slight daytime interference to WCLC Flint and WSTR Sturgis, Mich., petitioner notes areas already are served by number of other stations.

WJR, The Goodwill Station Inc. (WJR Detroit), Flint, Mich., et al. (Docket 10268 and BPCT-967 et al). New TV, Ch. 12—WJR filed reply to petitions of Trebit Corp. and W. S. Butterfield Theatres Inc. on Jan. 19 seeking review of examiner's action of Jan. 14 granting WJR request to amend. (FCC denied petitions for review and hearing began Jan. 28 before Examiner Benito Gaguine.) Trebit Corp. on Jan. 26 filed reply to WJR reply.

Versluis Radio and Television Corp., Muskegon, Mich. CP new TV station (BPCT-1208)—Protest filed by Music Bcstg. Corp. (WGRD), Grand Rapids, charging economic injury from TV grant to Versluis [B•T, Jan. 26].

Pioneer Bcstrs. Inc. (KGW) and Mt. Hood Radio and Television Bcstg. Corp. (KOIN), Portland, Ore. New TV, Ch. 6 (Dockets 9136 and 10316; BPCT-431 and 1029)—Reply by Pioneer to reply of Mt. Hood on Jan. 15 to petition by Pioneer for rehearing of FCC action of Dec. 17, 1952, allowing Mt. Hood to amend its application. Mt. Hood on Jan. 26 filed further reply.

Penn Jersey Bcstg. Co., Bristol, Pa., et al. New AM, 1490 kc (Docket 10118 et al.)—Correction by WDAS Philadelphia of proposed findings of facts and conclusions filed Dec. 15, 1952.

January 23

Westinghouse Radio Stations Inc. (KEX), Portland, Ore., et al. New TV, Ch. 8 (Docket 9138 et al.)—Petition by Westinghouse to amend its application to make slight engineering changes.

WSTV Inc. (WSTV), Steubenville, Ohio. New TV, Ch. 9 (BPCT-1049)—Storer Bcstg. Co., also applicant for Ch. 9 at Wheeling-Steubenville (BPCT-360), filed reply to motion of WSTV tendered Jan. 9 requesting immediate action on its petition of July 25, 1952, which asked FCC to require Storer to elect which one of its TV applications it wished to prosecute. Pointing to precedents of other applicants who have had multiple requests pending which, if all were granted, would give them more than the lawful five stations, Storer asked dismissal of WSTV petitions.

KAKE Bcstg. Co. (KAKE), Wichita, Kan., et al. New TV, Ch. 10 (Docket 10263 et al.)—Petition filed by Mid-Continent Television Inc. to amend its application so as to correct mathematical computations and make other slight change.

January 26

WGAL-TV and Peoples Bcstg. Co. (WLAN), Lancaster, Pa. New TV, Ch. 8 (Dockets 10366 and 10365; BPCT-910 and 654)—Opposition filed by WGAL-TV to motion by Peoples on Jan. 16 to enlarge and change issues in comparative hearing set by FCC. (Hearing set Feb. 2 has been continued without date by Examiner J. D. Bond.)

Amendment of Sec. 3.606 of TV rules respecting Patchogue, N. Y. (Docket 10364)—Comments by American-Republican Inc. (WBKY), Waterbury, Conn., respecting FCC proposal to amend Sec. 3.606 so as to add Ch. 75 to Patchogue, N. Y. WBRY suggests Ch. 54 be allocated to Patchogue instead so Ch. 83 can be requested by WBRY for Waterbury. WBRY's earlier petition for amendment of Sec. 3.606 to add Ch. 83 at Waterbury was denied pending June 2 expiration of one-year amendment ban. Suffolk Bcstg. Corp. (WALK), Patchogue, seeks allocation of Ch. 75 or alternate facility there.

Head of the Lakes Bcstg. Co. (WEBC), Duluth, Minn., and Red River Bcstg. Co. (KDAL), Duluth, Minn. New TV, Ch. 3 (Dockets 10298, 10290; BPCT-621, 903)—Petition by WEBC for review by FCC of ruling by examiner on Jan. 23 denying its petition for continuance of hearing set Feb. 17 pending action by Commission on petitions by WEBC to enlarge issues and consolidate Chs. 3 and 6 hearings into one proceeding. KDAL on Jan. 27 filed opposition to further continuance of hearing.

Theatre Television; allocation of frequencies (Docket 9552) — Statement by Motion Picture Assn. of America and National Exhibitors Theatre Television Committee supporting petition of Western Union Telegraph Co. respecting interconnection issue [B•T, Jan. 26].

January 27

Jefferson Amusement Co., Beaumont, Tex. New TV, Ch. 4 (BPCT-1440)—Petition filed by Port Arthur College (KPAC), Port Arthur, Tex. (Docket 10285, BPCT-839) in reply to Jan. 19 opposition of Jefferson to Jan. 5 petition of KPAC requesting dismissal of Jefferson application. Jefferson seeks to be consolidated in hearing and is in effect successor to Lufkin Amusement Co., whose application was dismissed with prejudice by FCC on Dec. 16, 1952.

Routine Roundup . . .

January 19 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KTLN Denver, Radio Station KTLN Inc. (BR-1969); **KVOD Denver,** Colorado Radio Inc. (BR-109); **WEBC Duluth, Minn.,** Head of the Lakes Bcstg. Co. (BR-620); **KBZY Grand Rapids, Minn.,** Itasca Bcstg. Co. (BR-1841); **KYSM Mankato, Minn., F. B. Clements & Co. (BR-975); WCOW St. Paul, Minn.,** South St. Paul Bcstg. Co. (BR-2654); **KOPR Butte, Mont.,** Copper Bcstg. Co. (BR-2177); **KMON Great Falls, Mont.,** Montana Farmer Bcstg. Corp. (BR-2108).

January 23 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license: **KOOK Billings, Mont.,** The Montana Network (BR-2661); **KBOW Butte, Mont.,** Copper City Radio Co. (BR-1477).

APPLICATION RETURNED

Renewal of License

KTRF Thief River Falls, Minn., Henry K. Arneson—RETURNED application for renewal of license (BR-1528).

January 26 Decisions

BY COMMISSION EN BANC

Protest Dismissed

WLIN (now WOSA) Wausau, Wis., Alvin E. O'Konski—By memorandum opinion and order, dismissed protest filed Jan 5, by WSAU Inc., licensee of WSAU Wausau, Wis., directed against Commission's action of Dec. 4, 1952, granting application (BP-8239) of WLIN (now WOSA), for increase in power and move from Merrill to Wausau, Wis.

Replace Expired CP

WLON Lincolnton, N. C., Lincoln County Broadcasting Co.—Granted application for CP to replace expired CP (BP-8243) which authorized new AM to operate on 1270 kc 500 w D subject to original conditions (BP-8693).

Request Additional Information

KNIM Maryville, Mo., Maryville Radio & Television Corp.—Is being requested to furnish additional information in connection with application for mod. CP (BMP-5979) which specifies trans. site and ant. system for new AM to operate on 1580 kc 250 w D.

KBMY Billings, Mont., Billings Bcstg. Co.—Is being requested to furnish additional information with reference to application (BMP-5952) for extension of time to construct new AM on 920 kc 1 kw-U DA-N.

KFBC Cheyenne, Wyo., Frontier Bcstg. Co.—Is being requested to furnish additional information with reference to application (BMP-5864) for extension of completion date of new AM on 710 kc 10 kw-LS 1 kw-N DA-DN.

Designated for Hearing

Key Bcstg. System Inc., Bayshore, N. Y.—Designated for hearing application (BP-8422) for new AM on 1300 kc 250 wD, and made WTNJ Trenton, N. J., party to proceeding.

License Renewals

Following stations granted renewal of licenses for regular period:

KCRK (FM) Cedar Rapids, Iowa; KDTH-FM Dubuque, Iowa; KFGQ-FM Boone, Iowa, KFUO-FM Clayton, Mo.; KGLO-FM Mason City, Iowa; KROS-FM Clinton, Iowa; KXOK-FM St. Louis, Mo.; KCMO-FM Kansas City, Mo.; KTTS-FM Springfield, Mo.; KAYL-FM Storm Lake, Iowa; KBMY (FM) Fort Dodge, Iowa; KWOS-FM Jefferson City, Mo.; KCHR (FM) Charleston, Mo.

January 26 Decisions

BY BROADCAST BUREAU

Waiver Request Granted

KSEY Seymour, Tex., William C. Moss—Granted request for waiver of Sec. 3.71 to operate minimum of 12 hours per day for period of 90 days or pending action of application for increase in power (BML-1473).

Replace CP

WRTI-FM Philadelphia, Pa., Temple University—Granted CP to replace CP (BPED-203), which authorized new noncommercial FM which expired 11-7-52 (BPED-224).

Modification of CP

KBIM Roswell, N. M., Radio Station KBIM—Granted mod. CP for approval of ant., trans. and studio location, and make changes in ant. system (BMP-6083).

Extension of Completion Date

WNAC-FM Boston, Mass., General Teleradio Inc.—Granted mod. CP for extension of completion date to 2-15-53 (BMPH 4806).

Change Name

WJHO Opelika, Ala., Opelika-Auburn Bcstg. Co.—Granted mod. license to change name from Yetta G. Samford, C. S. Shealy and Aileen M. Samford, executrix of estate of Thomas D. Samford Jr., deceased and Miles H. Ferguson d/b as Opelika-Auburn Bcstg. Co. to Yetta G. Samford, C. S. Shealy, Aileen M. Martin (executrix of estate of Thomas D. Samford) & Miles H. Ferguson d/b as Opelika-Auburn Bcstg. Co. (BML-1534).

Granted CP

KTXL San Angelo, Tex., Westex Bcstg. Co.—Granted CP to erect new ant. and mount TV ant. on top and change trans. location (coordinates only) and change studio location (condition) (BP-8660).

WLIB New York, N. Y., New Bcstg. Co. Inc.—Granted CP to change trans. location and make changes in ant and ground system (BP-8543).

January 26 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WBRY Waterbury, Conn., American-Republican Inc.—Mod. CP (BP-7957), as mod., which authorized changes in facilities, for extension of completion date (BP-6109).

KSIS Sedalia, Mo., Yates Bcstg. Co.—Mod. CP (BP-8469), which authorized new AM, for extension of commencement and completion dates (BMP-6111).

Change Transmitter Location

WNAE Warren, Pa., Northern Allegheny Bcstg. Co.—CP to change trans. location from Warren to Clarendon, Pa. (BP-8728).

Modification of CP

WETZ New Martinsville, W. Va., Magnolia Bcstg. Co.—Mod. CP (BP-8446), which authorized new AM, for approval of ant., trans. and studio location (BMP-6112).

Increase Antenna Height

KOLN Lincoln, Neb., Cornhusker Radio & Television Corp.—Mod. CP (BP-8611), which authorized increase in ant. tower, to increase height of combination AM-TV ant. structure (BMP-6107).

January 27 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WCAR Detroit, WCAR Inc.—Mod. CP (BP-5971), as mod., which authorized change in facilities, for extension of completion date (BMP-6103).

License for CP

WLSH Lansford, Pa., Miners Bcstg. Service Inc.—License for CP (BP-8278), as mod., which authorized new AM.

WKSR Pulaski, Tenn., Richland Bcstg. Co. — License for CP (BP-7922), as mod., which authorized change in power, frequency and hours of operation and installation of new trans. and DA-N (BP-4872).

KABI Ketchikan, Alaska, Aurora Bcstrs. Inc. —License for CP (BP-7532), as mod., which authorized new AM (BL-4874).

Modification of CP

WIVK Knoxville, Tenn., Dick Bcstg. Co.—Mod. CP (BP-8344), which authorized new AM, for approval of ant., trans. and specify studio location and change type trans. (BMP-6105).

WKXV Knoxville, Tenn., Knoxville Ra-Tel Inc.—Mod. CP (BP-8319), which authorized new AM, for approval of ant. and trans. location, specify studio location and change type trans.

WKMT Kings Mountain, N. C., Kings Mountain Radiocasting Co.—Mod. CP (BP-8104), which authorized new AM, for approval of ant., trans. and main studio locations and change type trans. AMENDED to change name to J. C. Greene Jr. and R. H. Whitesides d/b as Southern Radiocasting Co. (BMP-5953).

License Renewals

Following stations request renewal of license:

KVOR Colorado Springs, Col., Voice of the Rockies Inc. (BR-103); **KRAI Craig, Col.,** Northwestern Colorado Bcstg. Co. (BR-2123); **KFTM Morgan, Col.,** Morgan County Bcstg. Co. (BR-2296); **KFKA Greeley, Col.,** Mid-Western Radio Corp. (BR-115); **KDZA Pueblo, Col.,** Pueblo Radio Co. (BR-1842); **KFMA Davenport, Iowa,** KFMA Bcstg. Co. (BR-2744); **KBMW Breckenridge, Minn.,** Interstate Bcstg. Corp. (BR-2158); **WMFG Hibbing, Minn.,** Head of the Lakes Bcstg. Co. (BR-862); **WJON St. Cloud, Minn.,** Granite City Bcstg. Co. (BR-2504); **KBMY Billings, Mont.,** Billings Bcstg. Co. (BR-2019); **KFGO Fargo, N. D.,** Northern States Bcstg. Co. (BR-2082); **KSJB Jamestown, N. D.,** North Dakota Bcstg. Co. (BR-919).

Increase Antenna Height

KTTS-FM Springfield, Mo., Independent Bcstg. Co.—CP to increase ant. height and mount TV ant. on top.

January 28 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Fanney N. Litvin

Northeastern Indiana Bcstg. Co. Inc., News Sentinel Bcstg. Co. Inc., Fort Wayne, Ind.—Granted joint petition for extension of time from Feb. 10 to Feb. 25, 1953, to file proposed findings of fact and conclusions in proceeding re applications for new TV stations (Dockets 10299, 10300).

By Hearing Examiner Hugh B. Hutchison

Atlantic City Bcstg. Co., Garden State Bcstg. Co., Press-Union Pub. Co., Atlantic City, N. J.; WDAS Philadelphia, Pa.; Max M. Leon Inc.—All of parties in proceeding (Dockets 10119 et al) were notified that oral arguments will be held in Room 1702, Temporary "T" Bldg., Jan. 30, on motion, filed Jan. 9, 1953, on behalf Garden State Bcstg. Co., to reopen record of proceeding for certain purposes, oppositions to said motion filed Jan. 14, behalf Atlantic City Bcstg. Co. and Press-Union Pub. Co., and statement of chief of broadcast bureau on said petition filed Jan. 15, 1953.

Sunflower Television Co., Wichita, Kan.—Granted petition to amend answers to Sec. III, Item I, of application for new TV (Docket 10258 BPCT-677) to show slight increases in estimated cost of operation of proposed station for first year and estimated revenues for first year.

By Hearing Examiner Elizabeth C. Smith

Westinghouse Radio Stations Inc., Portland, Ore.—Granted petition to amend application for new TV (Docket 9138 BPCT-494) to show (a) revised ant. power gain figure and trans. operation power change reflecting such revised ant. gain; (b) revision of ant. height above average terrain based upon 8 equally spaced radials, and (c) deletion of word "service" from phrase "service contours" wherever same appears in application or exhibits attached thereto.

Oregon Television Inc., Columbia Empire Telecasters Inc., Northwest Television & Bcstg. Co., Portland, Ore.—Granted oral motion made jointly on the record of conference held Jan. 22, for continuance of hearing in proceeding upon applications for new TV stations (Ch. 12) (Dockets 10246 et al) from Feb. 12 to April 15, 1953, at Washington, D. C.

By Hearing Examiner Annie Neal Huntting

Chief, Broadcast Bureau—Granted petition for indefinite continuance of hearing, which was scheduled for Jan. 26, in re applications of Port Arthur College and Smith Radio Co., Port Arthur, Tex., for CP's for new TV stations (Dockets 10285, 10352) in order that administrative procedure required by filing of application of Jefferson Amusement Co. (BPCT-1440) and various pleadings, referred to in petition, can be completed.

Port Arthur College, Port Arthur, Tex.—Granted petition to amend application for CP for new TV (Docket 10285 BPCT-839) (1) to change proposed trans. and studio location and to substitute new engineering report incorporating changes in technical proposal required thereby; (2) to change estimate of first year's operating cost and revenue, and (3) to change proposed method of financing proposed construction and to submit data with respect thereto.

By Hearing Examiner Herbert Sharfman

Head of the Lakes Bcstg. Co., Superior, Wis.—Denied petition for further continuance of hearing of Feb. 17, 1953, re application (Docket 10289) and that of Red River Bcstg. Co. Inc., Duluth, Minn. (Docket 10290), for CP's for new TV stations.

By Hearing Examiner Thomas H. Donahue

Jack O. Gross, Sacramento, Calif.—Granted petition to amend application for CP for new TV (Docket 10343 BPCT-1077) to show different studio location and to make minor corrections in engineering portion of application.

John Poole Bcstg. Co., Sacramento, Calif.—Granted motion to amend application for CP for new TV to increase ant. power, change ant. type and supporting structure, type trans., studio and trans. location and cost of trans. and ant. system (Docket 10342 BPCT-1007).

Upcoming Events

Feb. 5: Annual Awards Dinner of Academy of Television Arts and Sciences, Hotel Statler, Los Angeles.

Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

Feb. 6-7: Seventh Annual Radio Short News Course, sponsored by U. of Minnesota and Northwest Radio News Assn., University Campus Center of Continuation Study, Minneapolis. TV Workshop by same sponsors, at same place, tentatively set Feb. 7.

Feb. 9-10: BMI Board, Bellevue-Biltmore Hotel, Belleair, Fla.

Feb. 11: Radio seminar, Advertising Club of Washington, D. C., Washington Gas & Light Co. auditorium.

Text of FCC Order
On Operator Rules and Remote Control

In the Matter of
Amendment of Part 3 and Part 13 of the Rules and Regulations with respect to the licensed operator requirements of certain standard and FM broadcasting stations and for remote control operation of such stations.

Docket No. 10214

REPORT AND ORDER

BY THE COMMISSION:

Commissioner Sterling not participating; Commissioner Hennock voting for oral argument; Commissioner Merrill concurring in the result but voting for oral argument.

1. On June 4, 1952, the Commission released a Notice of Proposed Rule Making in the subject matter setting forth the request of the National Association of Radio and Television Broadcasters (hereinafter called petitioner) for amendment of the Commission's rules to permit:

(a) Persons holding restricted radiotelephone operator permits or higher class of licenses to stand the required regular transmitter watches at standard and FM broadcasting stations employing non-directional antennas and operating with powers of 10 kw or less;

(b) Remote control of such stations.

2. The amendments proposed by petitioner would compel each station affected to employ a minimum of one first-class operator "as its chief engineer or technical supervisor" and would permit the other operators required to be available for duty at the transmitter to be restricted permittees. The first-class operator is not required to be a full-time employee but only to be "on call and reasonably available to fulfill his specified duties." He would be the only operator authorized to undertake any internal tuning adjustments, major repairs, or overhaul, and similar endeavors, restricted permittees being allowed to perform only "minor" adjustments of transmitter supply voltages and tuned circuits.

3. In support of the requested changes petitioner asserts that the regular duties of transmitter operators could be performed by restricted permittees, provided that major repairs were made by first-class operators; and that the use of restricted operators would not result in any increase in outages or jeopardize the safety of the operators. Although it contends that technical reasons alone require that the Commission authorize the use of restricted permittees, petitioner points out that the basic need for the change is also justified by significant economic reasons. It alleges that most small stations must operate with a limited staff, and that effective utilization of this staff demands that those performing the nominal duties of transmitter operators be able to do many of the other more important and more difficult jobs required if the station is to offer a desirable service to the public. Petitioner concludes that the use of restricted operators, particularly in sparsely settled areas, would greatly enhance the possibilities of obtaining a staff with qualifications more suited to stations' needs. Also because of the resulting economies of operation, it argues that the use of restricted operators would increase the chances of survival of existing small stations, encourage the development of broadcast stations in "white areas" and in communities having no locally originated service, and aid existing stations to expand their hours of service.

4. Approximately 2,000 comments upon the proposal were received from the following sources: 1,136 individuals, most of them operators; 5 national labor unions; 52 labor union locals; 6 trade schools; 788 individual station managements; 28 regional associations of broadcasters; 1 national association of broadcasters, and 2 national networks. Almost all of the comments submitted by the operators, operator organizations and trade schools were opposed to the requested amendments. Conversely, almost all of the comments submitted by broadcasters and management organizations supported the requested amendments.

5. In the Notice of Proposed Rule Making issued in these proceedings the Commission posed a number of relevant questions and requested that interested parties direct their comments to these questions. One of the questions upon which comment was particularly desired was the extent to which a watch-standing operator requires significant technical training. In general, broadcasters are of the opinion that routine duties of periodic observations—reading meters and entering the readings in the station log, minor external adjustments of voltages and current, circuit tuning, and similar tasks, constitute all of the operators' transmitter duties during program periods; and that these duties can be performed without any appreciable technical training. Some expressed the further opinion that low-grade watch-operators should also be able to make such minor repairs as replacing defective plug-in tubes and fuses, because these activities do not require extensive training but only a certain amount of technical aptitude. On the other hand, the operators contend that the operator on transmitter duty must not only make the observations and readings called for by the rules but

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must also observe numerous other matters and interpret what they see, hear and smell. The operators assert that, in this way, transmitter failure caused by the aging of certain components, over-heating of others, etc., can be anticipated, thereby avoiding outages and various other undesirable effects. Petitioner asserts that modern transmitters show remarkable reliability, and that, in the event of the rare loss of service due to transmitter breakdown, the general instructions in most stations are that the chief engineer is to be called. It also emphasized that preventive maintenance work is the principal means of avoiding breakdown. Many other station representatives expressed similar opinions and further asserted that it is not necessary to have maintenance work performed during a transmitter operator watch, it being sufficient to have periodic inspection and maintenance of the equipment performed while the station is off the air. From the comments it appears that it is the practice at the smaller stations to have such maintenance work discharged only by the chief engineer, and also to employ "combination" operators, with concurrent duties as announcers, many of whom have had little or no experience in the repair and maintenance of broadcast stations. With respect to the desirability and appropriateness of the proposed amendments at the various power levels, the comments received must be characterized as contradictory.

6. In summary, as to the important question whether there would be any change in the number of technical transmission difficulties with the utilization of restricted watch-operators, the comments were conflicting. A number contended that the proposed amendments, if adopted, would result in some increase in transmission difficulties because of the alleged inability of non-technical operators on duty to anticipate or recognize faults and either correct or report them; it was also pointed out that under petitioner's proposal, additional time might be needed for the first-class operator, who could be stationed somewhere else, to reach the faulty transmitting equipment. Comments submitted by operators estimated increases in technical transmission difficulties ranging from 100 to 300 per cent. On the other hand, some broadcasters believe that transmitter difficulties would decrease because they would have more money to spend on equipment, thus increasing the reliability of their technical plant. Other broadcasters cited experience with temporary use of low-grade operators in specific cases both recently and during the late war which showed no increase in transmission difficulties at those times. The Commission's records reveal that the loss of air time for the average broadcast station is only 0.14 per cent of total air time. In this connection several comments attributed as high as 90 per cent of outages to power and tube failure over which operators have little, if any, control.

7. As to the effect of the proposal upon the safety of operators, it is the prevailing opinion of the broadcasters that the duties of the lower grade operators, in connection with transmitting equipment, would be so limited as to preclude their coming into contact with dangerous voltages. It is pointed out that only minor, external adjustments would be made and that in the case of replacements of simple plug-in components the operator would be protected by interlock devices on access doors. There is little disagreement with this view but some individuals contend that in an emergency, regardless of their lack of technical competence, low grade operators would be under pressure to restore a defective transmitter to service, and because of their ignorance of transmitter circuits, would engage in unsafe activities. However, no factual basis was given for this prediction. Several broadcasters expressed the opinion that the intelligence and care with which the operator works determines his safety rather than the class of license he holds. In general, the Commission's standards prohibit lethal voltages with which there might be accidental contact in performing the limited duties proposed. However, there are exceptions to this in that (a) exposed 220-volt AC switching equipment is permitted on the front of a power control panel, and (b) potentials of 350 volts, or less, within enclosures, need not be disconnected by interlocks on access doors. It is believed that the standards in respect to these matters are exceeded in the case of most transmitting equipment of recent manufacture to the extent that all external controls are "dead" and there are no exposed voltages outside enclosures.

8. Petitioner cited statistics of the Bureau of Labor Statistics to show that with one or possibly two exceptions not necessarily involving the instant question, there were no fatalities or permanent injuries among some 400 broadcast stations in a sample survey taken from 1941 through 1949, and further, that no fatality nor permanent injury occurred during the war years when numerous low grade operators were employed. It also pointed out in the petition that the National Council on Compensation Insurance, which is the central actuarial source for compensation insurance companies, does not classify transmitter operators in a hazardous category and has no separate data with respect to them.

9. There were many comments that the proposed amendments would result in widespread unemployment among first-class operators. In this connection, however, several broadcasters asserted that displaced operators would be absorbed by growth in the television broadcasting field, and the experience of one national network was cited as an example in that connection.

10. With respect to the petitioner's specific proposals, several comments called attention to possible difficulties in their administration because of indefiniteness, typified by the phrases "reasonably available" used in connection with the first-class operator and "minor adjustments" as applicable to the allowable work area of the restricted permittees. Further, it was pointed out that minor adjustments by restricted permittees might result in misadjustment of transmitting equipment so as to produce undesirable external effects.

11. Consideration must also be given to the effect of petitioner's proposals on the CONELRAD Plan. This plan requires that, in case of an air raid alert, participating stations shall be able to change operating frequencies and, in some instances, power, on very short notice to predetermined and assigned values. The CONELRAD Plan has been approved in accordance with Executive Order No. 10312 and is for the purpose of:

(1) Minimizing the navigational aid that an attacking air force might obtain from our broadcast stations.

(2) Providing a radio service for dissemination of civil defense and other information to the public during periods of air attack.

The CONELRAD system of operation requires the voluntary participation of a large number of stations. A study made of the technical requirements for placing a broadcast station in CONELRAD system operation, revealed that practically all of the operations necessary at existing stations operating in the CONELRAD system fall into one or more of the following categories:

(1) Push-button activation to place an auxiliary transmitter in operation that has been pretuned to a CONELRAD frequency.

(2) Push-button operation to energize relays to effect the necessary changes.

(3) Moving dials to predetermined reading to tune the transmitter to a CONELRAD frequency.

(4) Manually throwing switches to change crystals, inductors, capacitors, antennas, etc.

(5) Moving clips or connectors to predetermined points to effect changes as in (4) above.

12. With respect to remote control operation petitioner requests a revision of the rules to permit the operator at the remote control point to turn the transmitter on and off and to perform all of the functions required by the Commission's rules and standards to be carried out by operators on duty at the transmitter in the absence of remote control. It argues that such remote control of broadcast transmitters is entirely feasible and points to the operations of the similar experimental remote control installations already authorized by the Commission. Reports have been received from licensees on the operation of eight of these installations over periods averaging a little more than three months, seven involving control of FM stations by wire circuits and one radio control of an AM station. These reports show that faults occurred in the remote control circuits or apparatus of three installations that caused service interruptions but that in each of the eight cases, transmitter outages resulting from all causes, including outages attributed to remote control, amounted to less than one per cent of the total time covered by each report. Petitioner advances, as reasons supporting its proposal, the argument that remote control authorization will permit the selection of better studio and transmitter sites, and through reduced overhead and more efficient operation, will aid existing stations in maintaining or expanding their present services, and will encourage the construction of new stations in sparsely settled areas.

13. On the other hand, there were a number of opinions, mainly from operators, that a control system should be required to afford the same degree of control at the remote point as exists at the transmitter, a degree entailing observations and adjustments beyond those proposed by petitioner or called for by the Commission's regulations. These same commentators asserted that the supervisory control circuits and apparatus necessary to provide such a degree of control would be so complex as to be impractical at this time. Finally, several comments pointed out that use of remote control with no one in attendance at the transmitter would facilitate entries to the transmitter by unauthorized persons, including persons desiring to use the facilities for subversive purposes.

14. The Commission has carefully considered the numerous comments submitted and on the basis of these comments and its own knowledge and experience in the field, obtained through reports and records, has determined that amendment of the rules in question along the lines suggested by petitioner is appropriate at this time. The most important consideration is whether the revisions in question would result in any degradation of the Commission's technical standards and requirements, or more specifically, would increase the possibility of outages and

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Help Wanted

New Missouri station opportunities—all positions open except manager. Send complete resume. Box 113, Clinton, Missouri.

Managerial

General manager, must have successful record, real opportunity to share in profits, small eastern city, rich market area, 1000 watts daytime and FM, send picture, biography, financial requirements. Answer strictly confidential. Box 651S, B•T.

Salesmen

Experienced radio salesman with top client references and proof of selling ability. NBC station operating both radio and television. Guarantee to start, commissions as soon as established, and $8,000 to $10,000 position. Write giving full details and photo. Box 552S, B•T.

Radio salesman—Good opportunity for young, energetic man or woman in Ohio city of 100,000, at ABC affiliate. Send qualifications and references to Box 588S, B•T.

Salesman, young, aggressive, prefer New Englander to sell top market for 5000 watt network station with TV application. Box 638S, B•T.

Wanted: Sales manager go-getter with experience. Salary and commission. Excellent earning power. Must be steady and reliable. CBS midwest affiliate. Box 640S, B•T.

Opportunity unlimited! This livewire 5 kw radio station in the southeast wants a livewire salesman, whose ambition, energy and aggresiveness make him a real producer. He'll have a drawing account of $100 to $125 a week against liberal commissions—but the right man will earn a lot more than that! The man who gets this job will have a genuine opportunity to become sales manager of the station. If you think you can fill the bill, write fully to Box 669S, B•T.

Salesman. $50. weekly salary plus 10% commission. Must be experienced. Southeast area, lucrative market. Good for $10,000. Box 685S, B•T.

Salesmen: Here is the opportunity of a lifetime. Your earnings will be limited only by your ability. We are expanding our sales staff to handle both radio and TV operation. Excellent working conditions in Rocky Mountain area. Marvelous climate. Straight commission setup. No limit. We hand you 3 thousand in billings to start. Top men only need apply. Box 708S, B•T.

KUDL, Kansas City on air about May 1 needs two top salesmen. $100 weekly guaranteed first $500 business; 10% on next thousand; 15% over that. You know what we want! Send details to KTFS, Texarkana, Texas.

Reliable, hard-hitting salesman and commercial manager wanted for WCRB Good Pay, Waltham, Massachusetts.

Sales opportunity in desirable small market. WSMI, Litchfield, Illinois.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer-engineer, $300. Photo, qualifications only, first letter. Box 597S, B•T.

Announcer. One who is also interested in part-time selling. Net affiliate in small east Tennessee town. $65 week to start. Write details and send audition to Box 625S, B•T.

Announcer-engineer, first class ticket, for news and disc show. Permanent position, excellent pay. Send background and tape. Midwest CBS affiliate. Box 641S, B•T.

Combination man with experience. Immediate opening. Box 683S, B•T.

Help Wanted—(Cont'd.)

Regional Minnesota station wants sports announcer. Good salary. Chance to earn extra money selling radio time. Box 688S, B•T.

Announcer-newsman. Daytime independent major metropolitan market east coast, looking for man who is strong on initiative. Salary plus talent, excellent working conditions. Box 696S, B•T.

Comedy DJ, flowing, non-hesitant ad-lib, "Q-in" gimmicks. Movie-star impersonations, dialects. Single preferred. Box 703S, B•T.

Progressive livewire kw daytimer in eastern Pennsylvania needs mature voiced, experienced disc jockey who can do a first class record show and a good newscast. Only experienced, polished announcers will be considered. If qualified can also offer football play-by-play. Box 706S, B•T.

Announcer-engineer, immediate opening, excellent working conditions. Accent on announcing and if you can produce we'll pay. Marvin Hull, KBHS, Hot Springs, Arkansas.

Wanted: Announcer-engineer. Emphasis on announcing 40 hours $80.00. Two weeks vacation with pay, time and a half for overtime. excellent working conditions. Send audition KREW, Sunnyside, Washington.

Pay good, if the announcer is good. Send photo, tape or disc. Program Director, KSCB, Liberal, Kansas.

Two experienced announcers wanted by new daytime music and news station. Disc jockey for pop music shows and news man. $300 a month plus profit sharing plan to right men. Must be available Feb. 15th. Send photo, audition and letter of qualifications to station KVSP, Lubbock, Texas.

KXGI, Fort Madison, Iowa wants seasoned announcer. News ability necessary. Steady job—good hours, nice town. Pay commensurate with ability plus opportunity with growing, aggressive organization.

Morning and news announcer. Airmail audition, photo, background. KXJK, Forest City, Arkansas.

North Carolina. Experienced personality announcer for fulltime independent. Will pay well for man with good voice. WBUY, Lexington, North Carolina.

Net station with application for TV needs staff announcer. WGEZ, Beloit, Wisconsin.

$300.00 per month to good combination man. ABC station, 37 hour week, 1½ all over 40. WGYV, Greenville, Alabama.

Staff announcer, strong on music shows but must be versatile. Contact Program Director, WJAC, Johnstown, Pa.

Immediate opening announcer and announcer-engineer. Floaters and drifters need not apply, give full details. Apply today, salary open. WMJM, Cordele, Ga.

Immediate opening announcer-engineer. Neat, honest and sober. Emphasis announcing. Salary $70 to $80. NBC Affiliate. Call, wire Radio Station WMNC, Morganton, N. C.

Announcer-engineer with first class license needed. Good salary, 40 hour week with time and half for overtime. WOAP, Owosso, Michigan.

Announcer with first class license wanted for 250 watt ABC station. Good working conditions. Send audition tape and letter stating minimum salary and background first contact. WRLD, West Point, Georgia.

Announcer for all-round staff work, needed immediately. Write at once, giving all details regarding experience, education, salary requirements or phone WSSV, Petersburg, Virginia.

Combination announcer-engineer. First ticket. Good pay. Permanent. Send audition to WTUS, Tuskegee, Ala.

Help Wanted—(Cont'd.)

Combination man with emphasis on announcing wanted immediately. Chuck Gilmore, WULA, Eufaula, Alabama.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Technical

Announcer-engineer, 250 watt Virginia station. Box 300R, B•T.

First class radio engineer wanted. $75.00 weekly. 1000 watt station near Atlanta, Georgia. Box 566S, B•T.

Got a first class ticket? New York State indie with TV future has immediate opening. Security for you. Box 599S, B•T.

Network affiliate needs engineers for transmitter watch, 44 hour week—$60 to $80 a week dependent upon experience. Box 626S, B•T.

First phone with two years experience. Desire something permanent. Box 637S, B•T.

Virginia kw needs engineer. State minimum salary expected. Box 639S, B•T.

Engineer-announcer, must have car, experience and good English. $75.00 forty-four hours start, raises. Box 650S, B•T.

Engineer. Iowa regional daytimer. Start $55.00. $5.00 increase at six month intervals first year. Box 678S, B•T.

Combination engineer-announcer, first ticket, emphasis on announcing. Send audition tape or disc air mail with full particulars to Box 1479, Honolulu, Hawaii.

Nebraska. First class engineer-announcer wanted for combination job. Up to $280 to start. 40 hour week. Overtime available. KCOW, Alliance, Nebraska. Also need announcer-salesman.

Immediate opening for experienced engineer. Opportunity to become chief. Salary depends on experience and ability. Excellent working conditions. Limited announcing desired—interesting future—this is a break for a combo man who wants more technical work and less announcing. If interested write or wire R. E. Adamson, KGAK, Gallup, New Mexico.

Wanted—Transmitter engineer with car, 5000 watt regional station with television application on file. Radio Station KJAY, Topeka, Kansas.

Wanted—Chief engineer for 1000 watt directional, ABC affiliate. Present chief leaving for government assignment Feb. 15. KSDN, Aberdeen, South Dakota.

Combo, first class phone with pleasant voice. 250 ABC affiliate, delightful climate. KTRC, Santa Fe, New Mexico.

Immediate opening for first phone operator. WASA, Havre de Grace, Md.

Beautiful Virginia . . . First class engineer-announcer wanted immediately. Mutual affiliate. 250 watt station. Small friendly community. Top pay to right man. Give experience and pay expected. Phone or write WCVA, Culpeper, Virginia.

Engineer with first class license. For combined transmitter and control room operation. Send full information to WHFB, Benton Harbor, Michigan.

Immediate opening first phone engineer. Beginner considered. WMDN, Midland, Michigan.

Wanted—First class engineers AM-TV operation. Transmitter only. Contact Chief Engineer, WNAM, Neenah, Wisconsin.

Combination or engineer, full details in first letter. WRIC, Richlands, Va.

Transmitter engineer for 5000 watt directional AM. Write or wire Leroy Kilpatrick, WSAZ, Inc., Huntington, West Virginia.

Wanted—First class license radio-phone operator. No experience necessary. Transmitter work only. Contact Radio Station WSIP, Paintsville, Kentucky.

Cleveland "All-American Family Station" has opening for first class engineers, 40 hour week, cost of living bonus, extra bonus for remotes. All replies honored in strict confidence. Send recent photo with employment record to Operations Manager, WSRS, Inc., Cleveland 18, Ohio. Phone Erieview 1-2005.

First phone; transmitter operator. WSYB, Rutland, Vermont.

First class phone licensee. No experience needed. Car necessary. Contact Chief Engineer, WTNS, Coshocton, Ohio.

Wanted: Transmitter engineer with first class license, immediate opening, good salary, insurance, vacation benefits. KSDN, Aberdeen, South Dakota.

Help Wanted—(Cont'd.)

WUSJ, Lockport, N. Y. has immediate openings for two first ticket men. Excellent working conditions and opportunities. Contact Jack Gelzer, Manager.

Production-Programming, Others

Experienced radio continuity director for mid-west NBC station. Heavy commercial schedule. Must have ability to direct department, originate ideas and produce selling copy. Agency or station experience acceptable. Excellent opportunity with company now operating both radio and television stations. Send complete details. Box 553S, B•T.

Commercial copywriter for regional independent station. Girl preferred. Box 619S, B•T.

Program director-announcer. Southwest major network station with a TV hearing in its lap is in need of a man that can do an early morning program (6:30 to 8:00) and serve out his working day as program director for balance of staff. Must have friendly delivery and really like people and do a morning show that's more than a DJ show or the usual time and temperature deal. Send details in first letter. Prefer man from southwest or that has some knowledge of agriculture. Give salary requirements. Write Box 662S, B•T.

Copywriter to write commercial continuity and promotional features for AM and TV. Send references and small photo. WBCK, Battle Creek, Michigan.

Copywriter, man or woman, for independent station. Send sample continuity, details, salary to WPIC, P. O. Box 541, Sharon, Pa.

TELEVISION

Salesmen

TV topflight account executive for new St. Louis, Mo., U.H.F. station on air May. Guaranty and liberal commission arrangement assures income of well over $10,000 per year—man we are looking for is presently in TV sales and is interested in moving up the ladder in that he will step in as local sales manager within a few months, after proving his abilities. Write complete qualifications in reply, will be treated in strict confidence. WTVI, Signal Hill Telecasting Corp., Room 1939, Boatmen's Bank Bldg., St. Louis 2, Mo.

Technical

TV technicians. Applications for staff technicians now being received. KGUL-TV, Galveston, Texas.

Production, Programming, Others

Southern TV station needs assistant to promotion director. Duties will include copy, layout, merchandising (art ability very helpful). Good opportunity in rapidly expanding operation. Experience will be important consideration. Send resume, salary requirements and photo. Box 677S, B•T.

Situations Wanted

Creative young man desires position in metropolitan N. Y., assistant producer-director AM-TV. Experience announcer, news, continuity, acting, offers enthusiasm, sincerity, 5 years background for opportunity. Box 666S, B•T.

Managerial

Efficient, stable, experienced manager available immediately. Have money to invest if required. Box 531S, B•T.

I can make your radio station pay you a real profit. Fifteen years in radio, eight as manager-commercial manager. Operate efficiently small staff, small monthly nub. Act as combo manager-sales manager; program director; part-time announcer, personally. Prefer medium-sized town in South. Results guaranteed in one year or contract cancelled. Best trade references. Available February 15th. $100.00 weekly plus 10% of net. Write Box 589S, B•T.

Successful manager of local station seeking new, permanent opportunity. Box 601S, B•T.

Successful local station manager available. Local sales, announces, civic minded and real money-maker. Box 603S, B•T.

Well-known radio man interested general or sales manager's position; radio or TV or combination. Opportunity prime requisite. Adaptable to large or small markets. Eleven years radio from announcing through managerial capacity. Now in $15,000-excess bracket. Box 670S, B•T.

Manager-commercial manager with present station 10 years desires new opportunity. Box 671S, B•T.

Eastern AM sales manager, 16 years all phases plus TV qualifications, will talk business. Solid stations invited to exchange details. Box 690S, B•T.

Situations Wanted—(Cont'd.)

General manager. Knows sales, programming, engineering. Can submit past record with past and present employers as best proof of ability. Employed past four years as manager and earning in excess of $6500. Desire opportunity for part ownership plus salary to at least equal present earnings. No hurry. Have lifetime job now, but no opportunity for improvement. Box 699S, B•T.

Manager or chief engineer-announcer available to right offer. Installation, maintenance. Top announcer. 10 years experience. Desire congenial non-alcoholic environment. Family. Position must be permanent. Prefer Texas or southwest. Box 709S, B•T.

Top manager now available. Outstanding record in management and sales. Absolutely guarantee results. Twenty years experience. 250 or 5000 watt operation. Finest reference. No absentee ownership worries. Western states or coast area preferred. Write or wire Box 713S, B•T.

Experienced TV and AM salesmanager, now located in one of the nation's top ten markets with basic network station, is interested in making an immediate change. Prefer sales manager's job but, if straight selling required as prerequisite for this position to prove ability, am willing to gamble. Excellent references from local and national leaders. Married. Age 37. Four children. Sober. My employer knows of this ad. Contact George L. Griesbauer, 5923 Conway Rd., Bethesda, Md.

Salesmen

Salesman-announcer, interested in moving to another station. Details by mail. Box 652S, B•T.

Salesman, experienced in highly competitive market. Single. Aggressive, interested in finding a progressive station with a good market. Good references both military and civilian. Complete details upon request. Box 705S, B•T.

Announcers

Music-sports-news-staff. Two well trained announcers with TV know-how can give your programming new life. Married, veterans, work well together. Radio, TV or both. Photos, tape on request. Box 534S, B•T.

Newscaster-announcer, three years experience all phases, except sports. Married, draft exempt. Interested in advancement. Salary expected $90. Box 613S, B•T.

Topnotch play-by-play baseball broadcaster available beginning spring training. 7 years experience minor-major league. Best baseball references. Excellent play-by-play coverage of live games and makes wire games come to life with outstanding recreation job. Box 636S, B•T.

Experienced play-by-play sports announcer and newscaster seeking opportunity with efficient thriving station. Staff, deejay and network operation. Family. First phone. Ham. Box 642S, B•T.

Good disc jockey. Favorable reviews in Variety and others. Currently employed metropolitan 50 kw. Consider only $100 base plus talent. I can sell. Box 643S, B•T.

Sportscaster. Experienced, employed. Seeks position year-round sports station, TV plans, major market. TV trained. Baseball a must. Air tapes, references. Box 648S, B•T.

Announcer-engineer, some New York experience. Resume, disc or tape on request. Versatile, veteran, single. Conscientious, dependable, sober. Try me! Box 655S, B•T.

Personality staff man. Selling voice. Ace newscaster. Versatile, reliable. Box 659S, B•T.

Experienced hillbilly-disc jockey, employed now, want advancement. Sober, family, will send tape. Box 661S, B•T.

Announcer, performer four years, interested AM-TV operation, major market. Box 663S, B•T.

Combo, top DJ, 2 years. Experience all phases. $80.00 minimum. Box 668S, B•T.

News director with experience seeking change to TV news or radio-TV news. Emphasis on local reporting, writing, editing. Journalism Degree. Good voice. Best references. Looking for progressive station. Box 675S, B•T.

Presently employed. Four years experience, emphasis on news. Experience as PD and traffic director 1 kw. Veteran. Midwest. $80.00. Tape and info on request. Box 679S, B•T.

Need sports director? Top play-by-play. Vet, married, 25, college grad, plus solid year as sports director in 250 indie. Ready to advance. Strong delivery good commercial. Prefer midwest-minor league baseball with tie-in college football, basketball. Consider all possibilities. Box 680S, B•T.

Family man, 25, six years experience. Excellent commercial and sales background. Resume upon request. Box 681S, B•T.

Situations Wanted—(Cont'd.)

Program director-announcer. Presently employed. Desire change to progressive station. Eight years all phases of announcing, board work. Not a drifter. Do not drink. Draft exempt. Box 686S, B•T.

Radio-news position desired; Canadian, 30, married, one youngster, desires position anywhere in U. S. with independent or network station. Radio-news writing experience with major Canadian station 15 months including 71-day European assignment consisting of political broadcasts to Canada. Also, newspaper news and sports experience. Four years university education. Overseas veteran, served five years with Canadian infantry battalion in all European theatres. Presently sports editor on newspaper. Excellent references. Box 687S, B•T.

Announcer, married, experienced, good appearance, operate board, colorful voice. Versatile. Box 689S, B•T.

Announcer, experienced all phases with Mutual affiliate. News, DJ, operate board. Single, veteran. Box 693S, B•T.

Announcer-newsman, with network affiliate, topflight newscaster, writing background, production skills, special events experience, university degrees radio and TV, single, young, looking for top-ladder position. Box 694S, B•T.

Announcer—Training all phases of radio. Operate console. Handle disc shows. Read news intelligently. Commercials that sell. Single, 29, will travel. Details and disc on request. Box 697S, B•T.

Sports announcer. Eight years play-by-play experience. Baseball, football, basketball. Presently employed, but desire larger market. Box 700S, B•T.

Announcer. Two years experience. All phases. Available immediately. Draft exempt. Box 702S, B•T.

Experienced announcer-copywriter desires West Virginia station. Phone Clarksburg 4-5310, or Box 707S, B•T.

Versatile announcer, excellent references, progressive station, preferably south. Box 710S, B•T.

Disc jockey and news. Graduate SRT Chicago. All phases of announcing, turntable and board control. Photo and disc on request. Harry F. Carlson, 3502 S. 55th Court, Cicero, Illinois.

Journeyman-announcer—top experience, superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Announcer, 26, married, vet. Available, some experience, NBC training, versatile, contact immediately. Pete Franklin, 73 Propp Avenue, Franklin Square, L. I., N. Y. FL. 2-6286.

Announcer, DJ, handle control board. Light experience. Desires staff position, small station operation for development. Young, hard worker. Determined career. Free to travel. Available. Resume, disc, reference. Joseph Kovar, 426 East 71st St., New York City, Tel. Regent 4-7496.

Can you use a 1st class licensee, combination announcer/engineer, with over two years experience? What's your offer? Contact Bob Peters, 8 Upland Road, Brookline, Mass. Aspinwall 7-8569.

Sportscaster-announcer-program director, 28, married, college graduate, 4 years experience—3 years baseball and football (regional network). Prefer southeastern states. Raleigh Powell, 217 Whitehall Road, Anderson, South Carolina. Phone 1798 XM.

Announcer with authoritative voice, strong on news. All-round staff man desires connection. Reliable and versatile, station asset. Married, draft exempt. Resume, tape, references. Minimum start $250 per month, for right opportunity. Harry Turkish, 5360 Broadway, New York 63, N. Y. LO 2-6730.

Technical

Chief engineer or engineer: Experienced with directionals, also high frequency, high powered stations. Can build station from C. P. Available immediately. All inquiries answered confidentially. Prefer southeast. Box 476S, B•T.

Want broadcast studio job in New York City. Have license. Box 647S, B•T.

Announcer. First phone. Good voice quality. Strong on commercials. Interested in well organized station, stable equipment and personnel. Eighty dollars minimum. Box 653S, B•T.

Chief engineer, 25 years experience all phases, AM, FM, installation, construction. Can do TV, economy-minded. Want permanent Texas, Oklahoma, Louisiana or New Mexico. Best references. No sot or floater. Married. Make offer. Available two weeks. Box 695S, B•T.

(Continued on next page)

Situations Wanted—(Cont'd.)

Just released from active service—radio operator first phone, second telegraph. Available for broadcast or communications. Single, 24. Trained at Melville and RCA Institutes. Assorted military radio and ham experience. Box 710S, B•T.

Experienced engineer, first class ticket, have car, prefer eastern states. Box 711S, B•T.

Technical school graduate, first phone license, desires radio/TV, transmitter or broadcast studio position. Training included TV studio operation. Three years transmitter experience, two AM/FM—one AM. Newell R. Gaston, 623 Buckalow, Dallas, Texas.

First phone, licensed. Recent radio/TV tech school graduate, seeks position broadcast field. Inexperienced. Albert Koltun, 97 Grafton Street, Brooklyn 12, New York.

Transmitter engineer available immediately. 5 years broadcast service. Veteran. 27, prefers Texas or Gulf Coast. H. R. Poole, 4711 Cedarhill, Houston, Texas.

Production-Programming, Others

Program director. Excellent news, sports announcer. Experienced writer. College graduate. Now north-central. Prefer midwest. Consider TV offer. Box 657S, B•T.

Program director—Shirt sleeve type. Six years solid background in all phases of broadcasting and some TV. I come to you well recommended by previous employers and my record speaks for itself. Desire position with TV future, but am open for any and all offers. Married, ex-Marine. We want to locate permanently, buy home, have family. What is your offer? Will supply further material. Box 658S, B•T.

Two-man news team wants spots with solid regional, strong on direct news coverage. Box 505S, B•T.

Increase sales, cut expenses, improve programming. Program director, managerial and sales experience independent and net, wants PD or managerial position. Box 672S, B•T.

Continuity writer. Male. Single. Accurate, rapid Excellent references. South preferred. Box 674S, B•T.

News-sports director. 10 years Associated Press experience plus photography, film and announcing experience. Box 676S, B•T.

Immediately available—reliable writer with radio television agency experience wants agency writing or head radio-television continuity department. Family man prefers midwest, southwest. Box 682S, B•T.

News-writer, editor; photographer still, movie; 27 years news business; tape; sports, ad lib; sober; pleasant appearance. Prefer south; salary open. Interview. 30-days notice. Ruston Marshall, Route 1, Bloomingdale, Ohio. Phone Steubenville 4-2830.

TELEVISION

Salesmen

TV-AM salesman. Experienced 11 years in creative sales, production, management 250-50 kw operations. Civic minded, age 32, family man. Desire permanent opportunity with progressive AM-TV or film organization. Prefer midwest or southwest. Box 673S, B•T.

Announcers

Producer-writer-announcer. Five years network. College graduate. Kinescopes available. Box 644S, B•T.

Production, Programming, Others

Experienced TV film specialist, formerly with medium sized midwestern station. Capable of heading department, training crew. References. Ans. Box 360S, B•T.

Responsible position on western or southwestern TV station wanted by TV director-producer presently employed for several years by major eastern market TV station. Background includes thorough experience in radio, vaudeville, legitimate theatre and motion pictures. Box 646S, B•T.

Advertising agencies: Has someone in your agency married, had a baby, or, Heaven forbid, got fired? Girl copywriter, radio and television, will take her place. For samples write Box 667S, B•T.

Topflight production supervisor, program director available for west coast TV station. Box 684S, B•T.

TV producer-director, willing relocate, available immediately, specializing originating live shows, school graduate, 29, references. Box 704S, B•T.

Situations Wanted—(Cont'd.)

Vet, 25, five years electronic experience. First class ticket; completing TV training N. Y. March; training includes production, programming, directing, lighting, projection work, many hours camera operation on live shows; wants start in TV. Box 712S, B•T.

For Sale

Stations

Southwest 1000 watt network single station market, including combination building, annual net $33,000 priced $105,000. Box 515S, B•T.

Losing our manager and wish to retire from broadcasting. Buy our unlimited local station in northwestern agricultural region. Good price and terms. Box 635S, B•T.

Midwest; 250 watt affiliated. Gross $65,000. Priced to sell. Box 660S, B•T.

250 watt station in good market area. Equipment in good condition. Two library services. No network affiliation. Present owners wish to sell because of health. For complete details write Box 698S, B•T.

Equipment, etc.

For sale: 400 ft. stainless steel tower suitable for television mast, completely lighted. Write or wire A. B. Robinson, Dixie Broadcasting Company, Jackson, Tennessee.

Western Electric, two complete sets 9AA reproducer groups with new heads. $50.00 per set. WBUY, Lexington, North Carolina.

One RCA recording attachment, type 72-DX brand new, in original carton. Complete with all attachments except recording head. Will sacrifice for $225.00, WISL, Shamokin, Penna.

REL 1 kw. FM transmitter, monitoring and speech input equipment. 250' 1⅝" coax. Two bay RCA Batwig FM antenna. Make offer. WPAG, Ann Arbor, Michigan.

RCA 76 B1 console. Good condition. Guaranteed within original performance spec. Best offer. WSLB, Ogdensburg, New York.

Used RCA 70D turntable, Magnecord rack tape recorder, Y Presto disc recorder. Write T. Andras, UAW-CIO Radio Dept., 8000 E. Jefferson, Detroit, Michigan.

Stancil-Hoffman Minitape battery operated tape recorder. Excellent condition. Gennett Records, Richmond, Indiana.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

RCA 44-BX like new. Ellis Maris, Hamilton Box 320, Pennsylvania State College, State College, Pennsylvania.

For sale: All equipment needed for installation of 250 watt Collins transmitter. Bargain. Write or wire A. B. Robinson, Dixie Broadcasting Company, Jackson, Tennessee.

Wanted to Buy

Stations

Manager of many years experience desires to invest and assume management good station. Box 532S, B•T.

Equipment, etc.

FM transmitter. 3 kw. Prefer RCA. Box 586S, B•T.

Wanted—Complete equipment for 250 watt AM station or any part thereof. Price must be reasonable and equipment in good condition. Box 605S, B•T.

Wanted, transmitter 250 watt or 1 kw. State price, condition and full details in first letter. Box 654S, B•T.

Used serviceable TV equipment, camera chains, microwave, projectors. Give condition and quote price. Box 656S, B•T.

Wanted: 1 kw AM transmitter, frequency monitor, limiter amplifier and tower. Single or altogether. Box 664S, B•T.

Used, serviceable Cook-Fairchild-Van Epps or Presto 1D cutter head. WCFM, 1120 Connecticut Ave., N. W., Washington 6, D. C.

Wanted—One kw amplifier for FM, Gates or equivalent. Radio Station WKEU, Griffin, Georgia.

Wanted to Buy—(Cont'd.)

Presto recording amplifier. State condition and price. Contact Melvin Feldman, Chief Engineer, Station WMAY, Springfield, Illinois.

Wanted—one 1 kw and one 5 kw transmitters, used, but in good condition (not junk). Write to Guarantee Radio Supply Co., Laredo, Texas.

Used 500 or 1000 watt transmitter approved by FCC, also used frequency monitor and modulation monitor. Box 366, Indianola, Miss.

Miscellaneous

Free. 30 sure-fire radio gags to introduce new $1 week joke service. Box 593S, B•T.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

To all former Transradio staff editors and correspondents! A Brazilian editor and publisher, interested in the Transradio Press Service, Inc. reorganization, wish contact urgently with all former TP staff editors and correspondents, in United States and foreign areas. Please write by air mail to: Louis Barreiros, Lins N.O.B., S. Paulo, Brazil.

Help Wanted

Salesmen

EARN $10,000 OR MORE in '53

Liberal commissions paid by Top Radio ET & TV Film Producer. Exclusive territories granted to "live wires." Write Box 495S, BROADCASTING • TELECASTING.

SALESMEN

No, we didn't find the man. We have two salesmen; one earned over $20,000.00, the other over $14,000.00 in 1952. The man we select should make $10,000.00-$20,000.00 with top station in market over 800,000. Rush resume and late snapshot to Box 632S, BROADCASTING • TELECASTING. Can interview applicants in Eastern area in New York February 2-8.

Announcers

ANNOUNCER

with ticket. 10,000 watt station, small town. News, records, station breaks. Soft shift for right man. Pleasant working and living conditions. Opportunity limited only by ability. Malcolm Young, Mgr., WBSC, Bennettsville, S. C.

Announcer, experienced only, preferably with First Class license, but will consider unlicensed applicants capable of learning control board operation. Good pay guaranteed in accordance with your own ability to fulfill our requirements. Apply by letter only, enclose resume of training and experience, together with a recent photograph. State salary requirements. The position we offer affords pleasant work in a modern, congenial atmosphere. Write to J. Gorden Keyworth, General Manager, Radio Station WMNB, 466 Curran Highway, North Adams, Mass.

Situations Wanted

Managerial

I WANT TO TRADE . . .

20 years in the radio business for part ownership of a borderline operation I can build.

Broad programming, sales and management background in major markets.

Proven sales record. Top industry and agency contacts. Best of references.

Minimum salary acceptable but stock interest should be substantial. Box 665S, B•T.

Situations Wanted—(Cont'd.)

AVAILABLE

COMMERCIAL OR STATION MANAGER

radio or television

Excellent background. Presently employed in major city as manager with top national radio and television stations representative. Due to recent marriage desire smaller city or town way of life. Write or wire Box 692S, B•T.

Production, Programming, Others

MANAGER, RADIO-TV
15 YEARS
MAJOR AFFILIATE—AGENCY
NETWORK
BOX 645S, B.T.

For Sale

Equipment, etc.

MICRO-WAVE EQUIPMENT

FOR SALE

IMMEDIATE DELIVERY:

NEW, NEVER BEEN USED, GENERAL ELECTRIC TYPE TL-1 MICRO-WAVE LINK, 2000 MC BAND, TRANSMITTER CONTROL UNIT AND RECEIVER MOUNTED IN G.E. CABINET RACKS. INCLUDES TWO SIX FOOT PERFORATED PARABOLAS AND ONE SET OF TUBES. ARRANGED FOR FIXED OR STL OPERATION. CONTROL UNIT CAN BE MOUNTED IN CASES FOR PORTABLE OPERATION. $14,000 F.O.B. FORT WORTH. WRITE OR CALL R. C. STINSON, WBAP-TV, 3900 BARNETT, FORT WORTH, TEXAS. PHONE: LOCKWOOD 1981.

5000 Watt

Dumont Television Transmitter

DuMont 5000 watt Master series low-band television transmitter. Daily operation only since July 1, 1950 by Television Station #106. Surpassed all FCC proof of performance requirements and fully licensed. Dependable and economical operation. Exceptional fine performance record. Tube cost and replacement parts negligible. Modern, compact air-cooled units. Transmitter maintained under direction registered professional engineer with frequent checks by Dumont engineers. Complete factory and station record of performance available and apparatus available for immediate physical inspection and off-the-air observation. Transmitter reasonably priced and will save approximately twenty to thirty thousand dollars without sacrifice of performance for the prospective television sacrifice of performance for the prospective television sale is due to power increase CP for 100 kw operation. Priority in accordance with arrival of inquiries.

Robert J. Sinnett
Chief Engineer WHBF/TV
Telco Building
Rock Island, Illinois
Dial 6-5441

Wanted to Buy

Equipment Wanted

1 kw transmitter of FCC approved type. Speech console with single program and monitoring channel. Two turntables, mikes and miscellaneous. Box 691S, B•T.

Miscellaneous

MR. MANAGER:

Want a GOOD six to nine type morning show? Radio and/or TV. For details write

BOX 649S, B•T.

PERMANENT CAPITAL
and Tax Advantage

Owners of broadcasting properties may obtain permanent capital (not loans) for a minority interest. If no capital is needed, owners may obtain long-term-capital-gain and market liquidity by selling a minority interest.

Write for explanatory literature.

Eisemann Industrial Corporation
MANUFACTU E S TRUST BUILDING
1819 BROADWAY, NEW YORK, N. Y.

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N. W., Washington, D. C.

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

Employment Service

WANT A GOOD EXECUTIVE?

Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

improper transmitter operation. Factors such as the marked improvement of transmitter equipment and the reliability of such improved equipment, the satisfactory utilization of low grade operators during the late war, the successful operation by non-technical personnel of many electronic devices of an equally complex nature and upon which the safety of life and important property is often dependent, and the extensive and exclusive reliance at many stations on the chief engineer for all significant repair work, all militate for the adoption of the subject revisions. We find however that petitioner's proposal for the employment of a first class operator is inadequate. Petitioner proposed that the first class operator need not be a full-time employee but only be "on call and reasonably available to fulfill his specified duties." It is our view that each station should have in its regular full-time employment and at the station

FOR THE RECORD

at least one operator holding a radio-telephone first-class operator license to effect and insure the proper functioning of the station equipment and the implementation of the CONELRAD Plan (see par. 15, *infra*). Many of the comments received stressed the desirability and prime importance of preventive maintenance, the necessity for observation and "sniffing out" of trouble by the experienced technician, and the reliance on the chief engineer for any significant repair. It is felt that the retention of at least one first-class operator will satisfy all these criteria of proper technical operation since this operator, being employed on a regular full-time basis, will have ample opportunity to detect difficulties and engage in preventive maintenance, and be readily available at all times for necessary repair work. Further, under the rules adopted herein the restricted permittee, except when under the supervision of this first class operator, is prohibited from making any adjustment that may result in improper transmitter operation other than external adjustments in four specified situations and, after instruction, those procedures necessary to place the station in CONELRAD operation. It is the Commission's opinion that the modifications of petitioner's proposal here referred to are conclusive insurance against any degradation of its technical requirements or serious jeopardy to the safety of the operators or other personnel, and that they do not substantially inhibit the attainment of the benefits which petitioner believed would be forthcoming under its original proposal. On the basis of our experience with problems arising with the utilization of very high power equipment and the showings made in this proceeding, we have concluded that the revision of the rules to permit use of lesser grade operators and remote control shall be limited to standard non-directional and FM stations operating with the power of 10 kw or less.

15. With respect to the CONELRAD plan, it is the Commission's opinion that the plan can be implemented and put into operation by persons holding authorizations other than radio-telephone first-class, provided they have been given adequate instruction by the station full-time first-class operator.

Employment Factor

16. Numerous parties asserted that the proposed amendments would result in widespread unemployment among first-class operators, and that this factor should be accorded great weight by the Commission in reaching its determination. It is the Commission's opinion that just as under the standard of "public convenience and necessity" in Section 214 of the Act, it took into consideration the question of protection of employees in office closures and reduction of hours cases involving common carriers (*In the Matter of Employee Protection in Telephone and Telegraph Service Curtailments*, FCC 51-177, Mimeo No. 59469), so here it may consider, under the standard of the "public interest, convenience and necessity," the effect of the proposed amendments on the size and stability of the labor supply of technically qualified operators available to the broadcasting industry. Cf. *Interstate Commerce Commission* v. *Railway Labor Executive Association*, 315 U.S. 373, 380. However, in view of the applicable policy factors,—in particular, the distinct possibility, especially with the lifting of the "freeze," that television will be able to take up a substantial degree of any resultant unemployment, the requirement that at least one first-class operator be retained in full-time employment, and the necessity of according technological progress proper leeway, such consideration does not compel a reversal of the foregoing conclusion.

17. Similarly, with respect to the question of remote control operation, the Commission is of the opinion, in the light of the present status of the equipment needed for such operation, the experimental demonstration of feasibility, the conditions imposed upon its authorization in petitioner's proposals and here adopted, and the salutary purposes to be accomplished by its use in appropriate situations, that authorization of the remote control operation on a regular basis is now desirable.

18. All interested parties have been afforded ample opportunity to file written comments and exhaustive comments have been received. Because of this and the further fact that most of the conflicts engendered by these comments are based on opinion, surmise, or prognostication, it does not appear that further oral presentation would be of material assistance to the Commission upon this matter. Accordingly, the requests of various parties for permission to make oral presentation are denied.

19. Authority for the adoption of the proposed amendment is contained in Sections 303 of the Communications Act of 1934, as amended, and Section 4 of the Administrative Procedure Act.

20. In view of the foregoing, IT IS ORDERED, That, effective 30 days after publication in the Federal Register, Part 3 and Part 13 of the Commission's Rules and Regulations, the Standards of Good Engineering Practice Concerning Standard Broadcast Stations, and the Standards of Good Engineering Practice Concerning FM Broadcast Stations ARE AMENDED as set forth in the attached appendix.*

By Direction of the Commission.
T. J. SLOWIE, Secretary

Attachment*; Adopted January 26, 1953; Released: January 27, 1953.

* To be published in *Federal Register*.

The Big (TV) Picture

MERGING of ABC and United Paramount Theatres, according to free-swinging GOP Sen. Tobey and Democratic Comr. Hennock, spells the beginning of the end of independent radio and TV and their inevitable fate as chattels of Hollywood.

That argument is as fallacious as the one used two decades ago when the then new New Dealers feared that the newspapers, if given a foothold, would devour or suppress radio. There are so many instances of the radio tail wagging the newspaper dog that this line of argument long since has evaporated.

So it is destined to be with the movie people. Their big interest is television, which has affected box-office and which, arguments to the contrary aside, has contributed to the darkening of many theatres. The motion picture producers are countering with fewer and better pictures, and the exhibitors are presently pleading the case of theatre TV. Then there are the pay-as-you-go systems which will have their day before the FCC.

In the merger case, UPT could not conceivably envisage great prosperity in the operation of exhibition houses. That was its lot upon forced separation from Paramount Pictures in 1949 under the consent decree. To be successful, UPT has to earn a return for its stockholders. It found ABC in dire need of new money. It had that money. Its management has confidence in TV and in radio too. Hence the transaction.

Business men invariably turn to new ventures in their quests for success. Who were the men who went into the "flicker" business at the turn of the century? They came from all fields, including the legitimate stage. And who were the men who pioneered radio in the '20's? They were engineers, manufacturers, publishers. They are among the men who fostered the early development of TV.

It is logical that motion picture exhibitors should look to TV as a new field for venture capital. Many exhibitors are applicants for stations. When and if they are successful, they become broadcasters first. One TV station can do the job of hundreds of exhibition houses in coverage of people. TV is bigger than motion pictures. It is to be hoped that it won't become as bloated and as subservient to as many unions and pressure groups.

The argument that the ABC-UPT merger sets a precedent for other movie groups ignores the facts. The law limits the number of TV stations any entity can own to five. Five stations in an ultimate 2,000 could hardly constitute monopoly. If other motion picture interests propose to buy existing networks, there's always the FCC, on the one hand, and the Dept. of Justice, on the other, to take a look.

Sen Tobey has introduced a far-reaching bill to preclude "monopolists" from procuring station licenses. If and when hearings are held, all sides will have the opportunity to be heard. Parenthetically, it will be recalled that Congress, only last session, eliminated the "double jeopardy" provision on anti-trust, in enacting the McFarland Bill affecting FCC procedures.

As we see the big picture, film will be to TV what the transcription and record is to radio. Ownership-wise, radio has never become subservient to any other field. Nor will television.



Drawn for BROADCASTING • TELECASTING by Bud Kling

"Okay, men, now go on out there and HIT THEM HARD—HIT THEM HARD!"

Why Radio Is Bigger

THE EXTENT of the changes that have taken place in radio in recent years is clearly illustrated in several articles appearing in this publication last week and in this issue.

BROADCASTING • TELECASTING's own analysis of 1952 business showed that despite a 13.1% decrease in network time sales total radio volume was comfortably up over the level of 1951.

A special article about independent radio station operation disclosed how independents, as a group, have improved their economic standing steadily while network affiliates, as a group, have suffered some reverses since television came along.

Another story, based on results of the Nielsen national survey, reported that 44% of all U. S. radio homes have two or more radios and that 22 million families own one or more car radios.

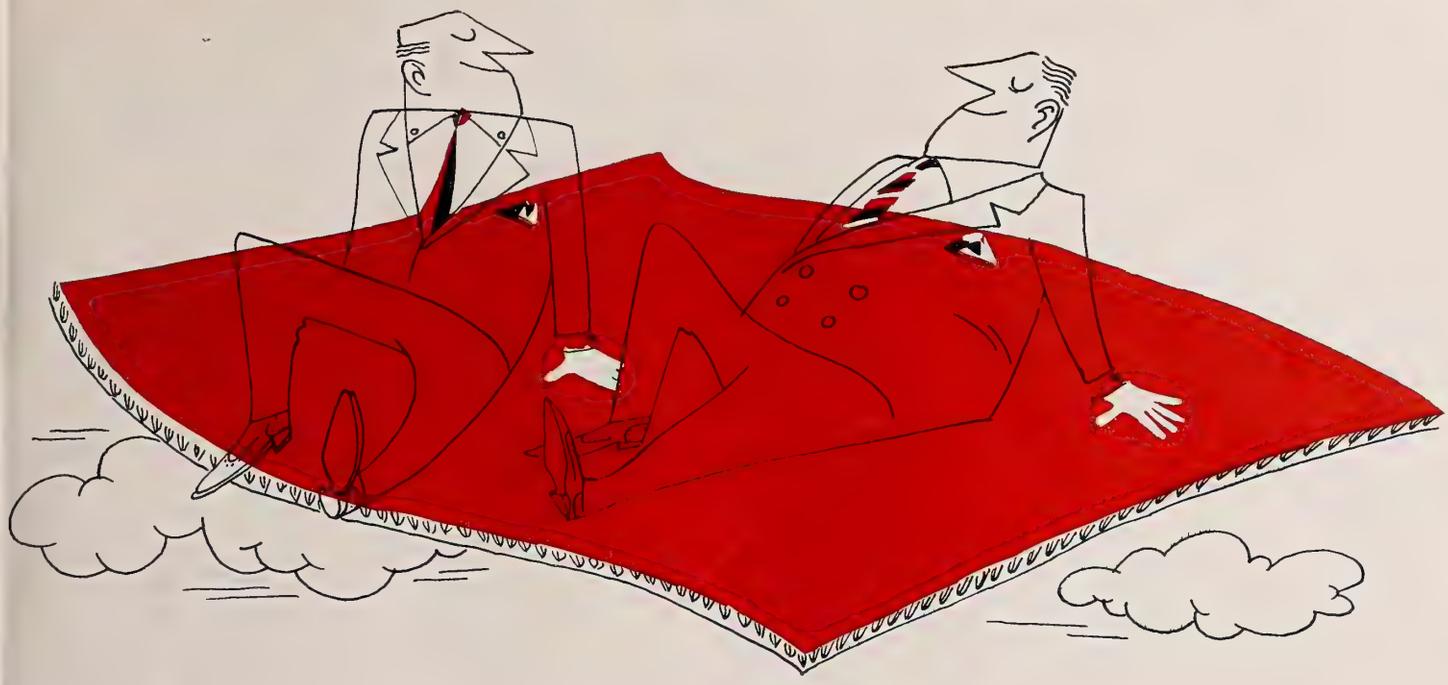
In this issue a special article explains how WSB Atlanta undertook a complete revision of its programming to re-arouse listener enthusiasm for radio and wound up with measurable financial gains.

While at first glance these four stories seem somewhat unrelated, the truth is that they are all part of the big story of changing business of radio. What is happening, obviously, is that successful broadcasters are relying less and less upon programming and business produced for them by big, centralized sources and are resorting more and more to independent operation. "Independent" here is not used in the sense of non-affiliation with networks but rather in its more general sense.

What also is happening is that people are still buying radio sets for their homes and for their cars, presumably for the purpose of listening to them. It is apparent that they like what they hear well enough to invest money in the equipment necessary to hear it. This trend toward multiple sets, *ie.*, those not in the living room, suggests also a new trend in audience desires.

Summarized too briefly, these desires are to hear something on radio that is different from that which can be seen on TV. That is where the Nielsen figures on "second sets" tie into the success stories of the unaffiliated stations, which historically have programmed against network radio and, hence, against network television. It is also at least a partial explanation of the results that WSB —a network affiliate—has obtained from its revamped and localized programming.

Radio is undergoing a profound change. And it seems to be for the better.



Even the owners thought the carpet was too high

—so they moved it from the second floor, where traffic was relatively light, to the first. We were hired to plug the move.

The firm, A. W. Peterson Co., sells home furnishings, sponsors our 8 a.m. news three days a week. This was supplemented for three weeks with sixteen spots publicizing the change.

Result: 6,000 people visited the new carpet department within the first two days after it opened.

Moral: *Eastern Iowans don't spend* all *their time counting money.*



CEDAR RAPIDS

600 kc 5,000 watts • Basic CBS Network • National reps: The Katz Agency

weed television

NEW YORK CHICAGO DETROIT BOSTON SAN FRANCISCO ATLANTA HOLLYWOOD

Television

Station

Representatives

FEBRUARY 9, 1953 35c PER COPY

BROADCASTING TELECASTING

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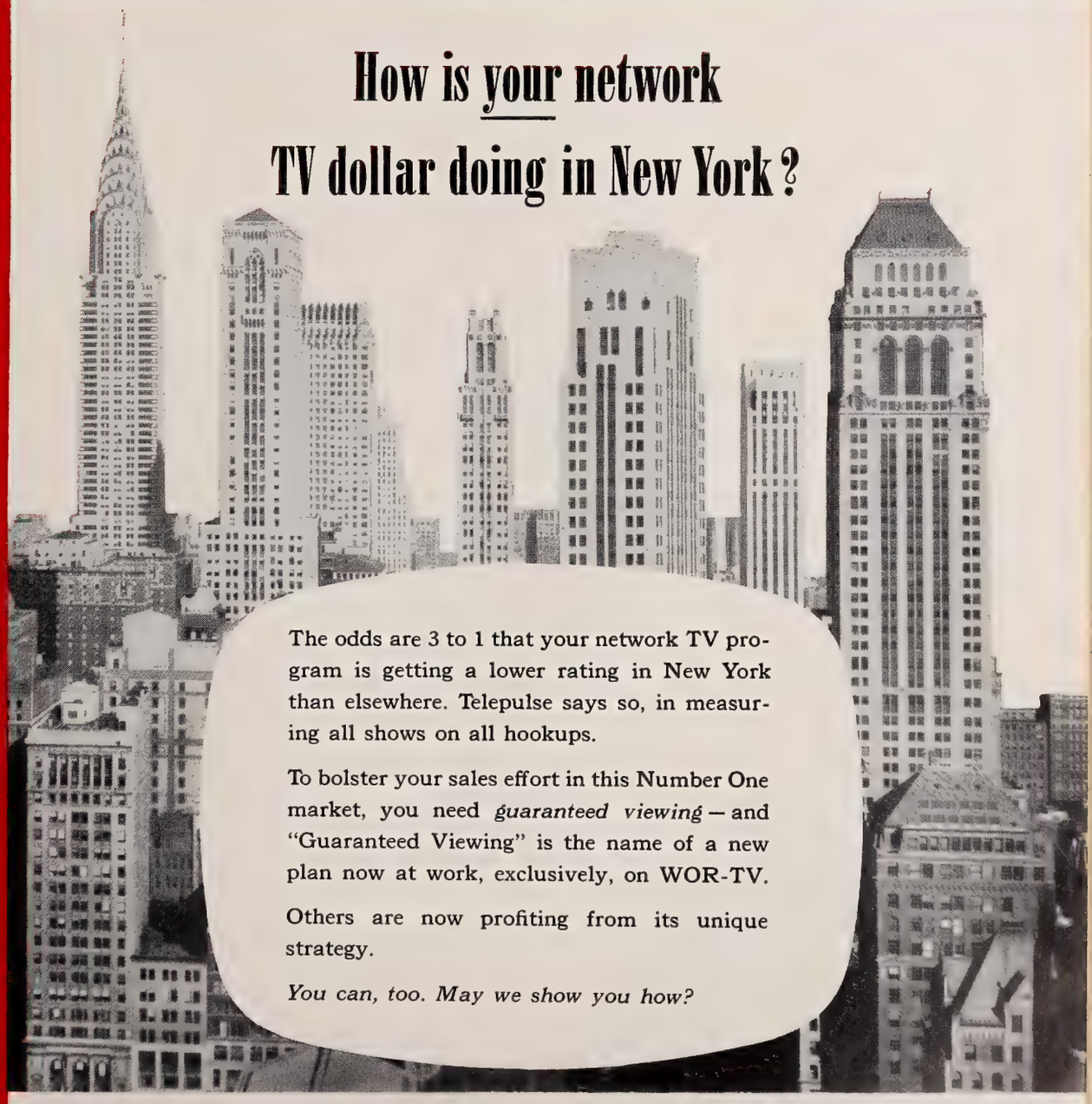
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22ND year

THE NEWSWEEKLY OF RADIO AND TV

How is your network TV dollar doing in New York?



The odds are 3 to 1 that your network TV program is getting a lower rating in New York than elsewhere. Telepulse says so, in measuring all shows on all hookups.

To bolster your sales effort in this Number One market, you need *guaranteed viewing* — and "Guaranteed Viewing" is the name of a new plan now at work, exclusively, on WOR-TV.

Others are now profiting from its unique strategy.

You can, too. May we show you how?

it's good to be 9 *on WOR-TV*





PROCTER & GAMBLE DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { WMBG WCOD WTVR

Procter & Gamble will begin its 30th year of radio sponsorship in 1953. P & G's early "home economist" programs, its "soap opera" successes, ushered in by "Ma Perkins" in 1933, sound like radio's own history of programing. Radio, and now television, are proud of P & G's consistent use of the airlanes to reach and sell Mrs. Homemaker.

Havens & Martin, Inc. Stations, also pioneers in broadcasting, comprise Richmond's one and only complete broadcast institution. WMBG—WCOD—WTVR provide their loyal audiences with fine entertainment and public service. Virginians *have a habit* of turning to these First Stations of Virginia. Advertisers have, too. It DUZ bring CHEER, JOY and high TIDE in sales!



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

KEYSTONE STEEL & WIRE COMPANY

PEORIA 7, ILLINOIS

January 10, 1953

REUBEN E. SOMMER
PRESIDENT & GENERAL MANAGER

Mr. James E. Edwards, President
WLS, Prairie Farmer Station
1230 Washington Blvd.
Chicago 7, Illinois

Dear Mr. Edwards:

You and your fine staff of entertainers, announcers and technicians have done an outstanding job. Not only for us at Keystone but, perhaps more important, you have done a wonderful job of providing a source of good, clean, truly American entertainment for your vast audience in WLS - Land.

Twenty years is a long time. On January 14, 1933, when the first Keystone Barn Dance Party went on the air, many of today's regular listeners were small children. To maintain the standards which were set, during the years of war and worry, of peace and promise, is an achievement which few, if any, in your field can match. You can be justly proud of this achievement.

Sincerely yours,

R E Sommer

President and General Manager.

RES:FW

The Keystone Steel & Wire Co. has been a regular user of WLS time since March 1929. For the past 20 years they have Sponsored a half hour of the National Barn Dance every Saturday night. The opportunity to serve Midwest farm families during that period is one we are glad to have shared with this fine company and its equally fine products.

50,000 WATTS • ABC AFFILIATE
REPRESENTED BY JOHN BLAIR & CO.



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



KEY TO *Successful Advertising* in the Delaware market

WDEL-TV is not just a television station. It is a vital, motivating influence throughout its viewing area.

WDEL-TV's viewers offer a tremendous advertising profit potential. They are a constant, loyal audience. They have unlimited faith in WDEL-TV because of its active part in the life of the communities it serves. Backing this skillful local programming, WDEL-TV presents all top NBC shows.

WDEL-TV's market has more money per capita to spend than any other market in the United States. Current Department of Commerce Report places the Delaware market *first* in average personal income.

BUY ***WDEL-TV***

Wilmington, Delaware

your key to this richest of markets

A Steinman Station

WDEL AM FM TV

Represented by

ROBERT MEEKER *Associates*

New York Chicago Los Angeles San Francisco

closed circuit

IN MOVE to coordinate more closely with sales end, realignment of NBC advertising, promotion, sales planning and research department due to be announced shortly, coincident with resignation of Ruddick C. Lawrence, director of promotion, planning and development. In new organization chart Jacob Evans, director of advertising and promotion, and Robert W. McFadyen, director of development, will report to George Frey, vice president and sales director, while Hugh M. Beville, director of research and planning, will report to William H. Fineshriber Jr., who moves in from Mutual on March 2 as vice president and general manager of radio and TV networks (also see story page 68).

★ ★ ★

NBC HAS made active bid for Colgate-Palmolive-Peet to move its half-hour *Strike It Rich* program, currently on CBS-TV three times weekly, to NBC-TV as Monday-through-Friday show to bolster network's morning TV schedule. Tomorrow (Tuesday) is deadline for Colgate to let CBS-TV know as to renewal. NBC-TV offer described by C-P-P executive as 99 percent dead issue. Interesting sidelight is fact that Joseph H. McConnell will soon become president of C-P-P.

★ ★ ★

THERE WON'T be any consolidation of broadcasters' meetings this year. Likelihood is that NARTB, BMI and BAB will go their separate ways in holding district and regional sessions but with each sticking to its own sphere of interest. That was decision of NARTB board last week at Belleair, Fla., which agreed to adhere to management level. It requested BMI and BAB to operate in their respective program and sales fields. BMI and BAB, however, may combine sessions to conserve broadcasters' time.

★ ★ ★

PASTE in your hat word "T-VAC" because it may become as standard as Hooper or Neilsen in TV future. That's tentative name given proposed circulation audit project of Dr. Franklin R. Cawl, proposed to NARTB TV board at Belleair, Fla., last Wednesday, and which is being further explored by board committee headed by Campbell Arnoux, WTAR-TV Norfolk. Term means "television audience circulation."

★ ★ ★

STILL BEING awaited is reply of Zenith's president, Eugene F. McDonald, to plea of NARTB President Harold Fellows that Zenith modify or kill "anti-commercial" television film which also is regarded as condemnation of all advertising. Previewing of film month ago resulted in Mr. Fellows' letter and also prompted Henry W. Slavick, WMC-WMCT (TV) Memphis, to blast against film and advocates of subscription television.

★ ★ ★

KANSAS CITY STAR (WDAF-AM-TV) intends to battle to end on government anti-trust suit dropped in hopper only days before wind-up of Truman administration. Convinced that it's on sound ground and that its operations are beyond reproach, board of cooperatively owned enterprises is moving ahead with plans to combat every aspect of government indictment, including attempt to tie in radio-TV operations. Supreme Court adjudication will be sought if necessary.

★ ★ ★

RESIGNATION of Paul Hoffman as president of half-billion dollar Ford Foundation and appointment of H. Rowan Gaither Jr. as acting president gave rise to speculation to possible permanent appointment of important broadcast figure as Mr. Hoffman's successor. Among prominent personages mentioned as possibilities are: Dr. Frank Stanton, CBS president and chairman of newly created Ford Foundation Center for Advanced Study in Behavioral Sciences; Wayne Coy, former FCC chairman, now president of KOB-AM-TV Albuquerque and consultant to Time Inc., and John Cowles, chairman, Cowles Broadcasting Co. (WNAX Yankton, KRNT Des Moines) and executive of Cowles newspapers and magazines. (Mr. Stanton vigorously denies he should be considered as candidate.)

★ ★ ★

EVIDENCE of intense interest of Ford Foundation in television's effect upon public welfare seen in plans for naming of new public policy committee on TV comprising cross-section of experts within and without TV operating field. Among those reportedly contacted are Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of NARTB TV board; CBS President Frank Stanton; NBC President Frank White; Paul Lazarsfeld, Columbia U.; I. Keith Tyler, Ohio State U.; Wayne Coy, Gardner Cowles Jr., Beardsley Ruml and Gordon Gray, WSJS Winston-Salem.

★ ★ ★

CHANGES in TV and other broadcast hearing rules to expedite and simplify competitive proceedings, adopted by FCC last week (see story page 45), are being eyed closely by some consulting engineers. With Commission clearing technical qualifications in most instances before hearing is set, some engineers are wondering what is left on which to hold hearing. But lawyers note that in cases with significant technical differences, there will be plenty of expert testimony required from engineering counsel.

★ ★ ★

RESPECTING hearing simplification, few lawyers and engineers alike recalled, until reminded by FCC Vice Chairman Rosel H. Hyde, that Administrative Procedure Act allows "paper" hearing for such proceedings, like that employed for final phase of TV reallocation case. Comr. Hyde, at luncheon meeting Friday of Federal Communications Bar Assn., assured group FCC won't go that far to simplify TV contests.

IN THIS ISSUE

LEAD STORY

Reports of widespread skullduggery in TV station applications are being investigated by FCC. Trick assertedly is to file, at last minute, competing application in locality where bona fide application is about to be granted CP, with motive either outright blackmail or delay to achieve competitive advantage. *Page 27.*

ADVERTISERS & AGENCIES

Wine merchants are pouring money into radio and TV. *Page 28.*

FACTS & FIGURES

NARTB board endorses exploration of million-dollar-plus project to obtain standard circulation measurements for TV. Intention: To come up with statistics comparable to circulation audits of printed media. *Page 33.*

FILM

TV technical experts think third-dimensional films, now in production for movie use as means of meeting TV competition; may wind up as integral part of color TV. *Page 36.*

GOVERNMENT

Special federal court slaps down FCC's long-pending anti-giveaway rules as representing censorship in violation of First Amendment. *Page 38.*

FCC revises rules and procedures to expedite TV station hearings, which are now bogged down in collateral detail. *Page 45.*

TRADE ASSOCIATIONS

NARTB staff reorganized, with creation of four vice presidencies. NARTB budget for 1953-54 fiscal year set at $735,000. *Page 50.*

RTMA board approves plan of expansion to include specialized electronics manufacturers. *Page 52.*

STATIONS

First TV station to begin operating in upper end of the uhf band—WFMJ-TV Youngstown, Ohio, on Ch. 73—will begin programming this week. *Page 58.*

FEATURES

An agency reports to a client on its estimate of eventual size of the U. S. TV system. *Page 77.*

Are community television systems here to stay? *Page 82.*

Spot news is better on radio than on television—an expert's analysis. *Page 84.*

UPCOMING

Feb. 9-10: BMI Board, Bellevue-Biltmore Hotel, Belleair, Fla.

Feb. 11: Advertising Club of Washington radio seminar, Washington Gas & Light Co. auditorium.

Feb. 12-14: Annual convention, Southwest Assn. of Adv. Agencies, Texas Hotel, Fort Worth.

Feb. 16-17: Advertising Federation of America, New England district meeting, Springfield, Mass.

(Other Upcomings, see page 105)

Sponsors who are

NEW like these:

- STRIETMANN BISCUIT CO., Louisville, Ky. WHAS-TV
- PHOENIX BREWERY CORP., Buffalo, N. Y. WBEN-TV
- WISCONSIN IND'P'T. OIL CO. Milwaukee, Wis. WTMJ-TV
- GERITOL Kansas City, Mo. WDAF-TV
- GILL COFFEE Richmond, Va. WTVR
- FAYGO BEVERAGES Norfolk, Va. WTAR-TV
- YES TISSUE / SPEIDEL Detroit, Mich. WWJ-TV
- New York, N. Y. WABD

Become sponsors who

RENEW like these:

- * VANITY FAIR TISSUES Boston, Mass. WNAC-TV
- * WIEDEMANN BREWING CO., Columbus, O. WBNS-TV
- Cincinnati, Ohio WLW-T
- Dayton, Ohio WHIO-TV
- * DAW DRUG COMPANY, Rochester, N. Y. WHAM-TV
- Syracuse, N. Y. WSYR-TV
- * PETER HAND BREWERY Utica, N. Y. WKTV-TV
- * SUN DRUG CO. Chicago, Ill. WBKB-TV
- * BUCKEYE BREWERY Pittsburgh, Pa. WDTV
- Toledo, Ohio WSPD-TV

*2nd YEAR!

RAT

DALLAS,
DETROI
TOLED
PITTS
CHA
CIN

"BOST
BLACK



*STARRING KENT TAYLOR AS "BLACKIE" WITH LOIS COLLIER AS "MARY" AND FRANK ORTH AS "FARRADAY"

AMERICA'S
ADVENTUR

SPONSORS BUY IT BECAUSE THEY *KNOW* IT'
THEY RENEW IT BECAUSE IT'S *PROVED* GOOD F
SPONSOR IT AND THE PROFITS ARE


Because of
NGS like these:
WORTH (JUNE VIDEODEX) 39.3 1st ALL WEEK ALL STATIONS
(JULY PULSE) 27.8 1st ALL WEEK ALL STATIONS
(AUG. DEODEX) 40.8 2nd THURSDAY NIGHT ALL STATIONS
RGH (AUG. VIDEODEX) 57.7 1st (Tied) ALL WEEK ALL STATIONS
TTE (SEPT. VIDEODEX) 63.2 2nd THURSDAY NIGHT ALL STATIONS
NATI (SEPT. VIDEODEX) 32.7 3rd THURSDAY NIGHT ALL STATIONS
ON
IE"
MOST SUCCESSFUL
DETECTIVE SHOW!
GOOD!
THEM!
OURS!
WRITE!
WIRE!
PHONE!
ZIV TV
ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

The Proof of the Pudding...



. . . Is in the LEADING—or so the JELL-O-PUDDING and PIE FILLING box-top and 25-words-or-less contest indicates!

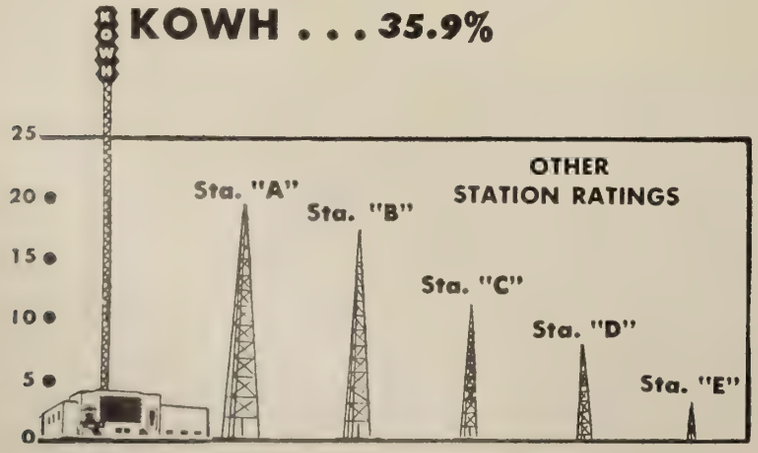
Conceived by Young & Rubicam for General Foods and aired in a spot campaign over 120 stations, the contest featured a slant that loaded the ether with sizzling pitches. To the disc-jockey that captured the greatest number of entries according to market size and time cost went an expenses-paid vacation in Paris for himself and wife. JELL-O-PUDDING and PIE FILLING even picked up the tab for baby sitter fees!

T'aint fittin' to say, "We told you so," so we'll be content to hope KOWH's Hooper High Sandy Jackson and wife enjoy the trip.

Of course Sandy won—more proof that you can't do better than first place! And that's where the Hooper averaged below for the 14-month period from October, 1951, to November, 1952, puts KOWH—thanks to personalities like amiable Sandy.

C'est Magnifique!

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday! (Hooper, Oct., 1951, thru Nov., 1952.)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (Nov., 1952.)



Kowh

OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

Atlantic Refining Signing Radio-TV Baseball Schedule

ATLANTIC REFINING Co., Philadelphia, nearing completion of annual baseball radio-TV schedule, following general lines of 1952 campaign. Negotiations handled by Les Quailey, of N. W. Ayer & Son, Atlantic's agency.

Radio schedule expected to be generally similar to that last year. TV coverage may be extended somewhat. Atlantic radio-TV confined to company's Eastern Seaboard marketing area, extending westward into Ohio. Major league teams to be covered include Boston Red Sox, Philadelphia A's and Phillies, and Pittsburgh Pirates.

WKBW Walkout Continues

WKBW Buffalo, silenced briefly early in week by NABET walkout, still operating fulltime at weekend. Regular schedule maintained since 2½-hour off-air interval. Station claims union gave no notice of contemplated action and has made no request for further negotiations besides rejecting station proposals to renegotiate contract ended Jan. 31. Union said to have refused to negotiate on proposed combination operation, contending such contract might lead to similar contracts all over country.

Deny WDEF Petition

CHARGE of WDEF Chattanooga that competitive vhf Ch. 12 TV bids of Southern Television Inc. and Tri-State Telecasting Corp. are incomplete and should be dismissed, denied by FCC Friday.

HYDE 'STRIKE' BID PLEA

FCC Vice Chairman Rosel H. Hyde asked members of Federal Communications Bar Assn. Friday for their help in stemming rise of "strike" or nuisance TV applications (see story page 27). Addressing luncheon meeting, Comr. Hyde also explained new hearing rules (story page 45) and commended FCBA for initiative. New FCBA officers installed at dinner Friday night: Pres.-Fred W. Albertson, succeeding Arthur W. Scharfeld; 1st V.P.-Vincent B. Welch; 2d V.P.-Percy H. Russell Jr.; Sec.-E. D. Johnston; Treas.-Robert M. Booth Jr. Committee also formed to direct awarding of new memorial medal honoring late Louis G. Caldwell.

NCAA Sets TV Plans Group With Byers Temporary Head

TV committee to evolve plan for 1953 controlled football telecasts appointed Friday by NCAA council in Chicago. Walter Byers, executive director who will serve as chairman pro tem, will call meeting in next fortnight to consider general policy and appoint TV program director. Once developed, plan to be submitted to NCAA for referendum vote with two thirds majority required for approval. Committee comprises representatives of eight NCAA districts, two small colleges and two consultants for each district.

NARTB TO STUDY TRADE ASSN. UNITY

(See earlier story, page 50)

STUDY of trade organizations serving radio and TV, including state associations, to define spheres of operation, authorized by NARTB joint boards Friday at Belleair, Fla. Offered by Robert T. Mason, WMRN Marion, Ohio, resolution is designed to avoid conflicts among NARTB, BMI, BAB and state associations. NARTB's sphere is ownership and management, it was contended.

Law to clarify Sec. 315 of Communications Act dealing with liability of broadcaster for libel and slander in political speeches was suggested. Joint boards agreed NARTB has reached highest state of effectiveness in its history, with membership and finances at all-time high.

Harold Essex, WSJS Winston-Salem, N. C., as member of Insurance Committee, reported arrangement had been made for tower insurance available to all stations, whether or not NARTB members, on uniform basis. Single company, he said, will underwrite insurance, offering lower rates and free appraisal service, both on existing towers and new construction.

William Fay, WHAM-TV Rochester, again named NARTB representative at Canadian Assn. of Broadcasters convention.

W. B. McGrath, WHDH Boston, reported on Radio Standards of Practice Committee's progress in revising standards, with emphasis on quality and ethics. Possible changes in commercial provisions debated. Coordination between radio and TV standards endorsed and may come before April convention.

Richard M. Allerton, NARTB manager of research, outlined scope of his five-city radio market survey report on profitable station operation. Full report will be presented to convention.

President Fellows authorized to name one committee to report to board on realignment of NARTB districts, and another to study election procedure and report to new board in June.

Board Friday also ratified radio and TV board actions taken earlier in week, and approved applications for new associate members, bringing total number to 81. New associates: Hughey & Phillips, Encino, Calif., equipment manufacturers; Workshop Assoc., division of Gabriel Co., Norwood, Mass.; George W. Clark Inc., Chicago, station representatives, and Tee-Vee Co., Beverley Hills, Calif., TV film producers.

NARTB's board announced following board meeting schedule: Radio board, June 17; TV board, June 18, and full board, June 19, all in Washington, D. C.

Complaints over too many industry meetings brought debate. NARTB district meetings to be held as scheduled, with agenda directed at top ownership and management and not at programs, sales or promotion. BMI urged to adhere strictly to program matters at its clinics with BAB, as radio sales promotion organization, to confine itself to that field. Suggestion advanced that BMI and BAB combine sessions.

• BUSINESS BRIEFLY

PHILLIPS ADDING • Phillips 66 (gasoline and oil), Bartlesville, Okla., plans to add 20 radio markets to its schedule, using morning quarter-hour news shows, effective mid-February for 52 weeks. Agency: Lambert & Feasley, N. Y.

P&G SPOTS • Procter & Gamble Co., Cincinnati, for its Dreft, through Dancer-Fitzgerald-Sample, N. Y., in mid-February starting large national radio spot announcement campaign for 13 weeks.

GLIM TO START • B. T. Babbitt Inc. (Glim) planning 13-week radio spot announcement campaign to start early in March in 19 top markets. Agency: Harry B. Cohen, N. Y.

SILVER DUST CAMPAIGN • Lever Bros.' Silver Dust, N. Y., through Sullivan, Stauffer, Colwell & Bayles, also N. Y., preparing 13-week spot announcement campaign to start March 2.

GE APPOINTS • General Electric Supply Co. appoints J. M. Hickerson, N. Y., to handle its 1953 campaign tie-in with diamond anniversary of General Electric Co.

DUZ BUYS GARRY MOORE • Procter & Gamble (Duz) signs for three quarter-hours per week in CBS-TV's *Garry Moore Show* (Mon.-Fri., 1:30-2 p.m. EST), giving program sold-out status. Effective Feb. 10, P&G will sponsor 1:30-45 p.m. segments Tues., Wed. and Fri. Agency: Compton Adv., N. Y.

CBS-TV Affiliates Board In New York This Week

SPECIAL business meeting of newly formed CBS-TV affiliates advisory board to be held in New York Thursday and Friday to hear network executives report on developments and plans and to consider problems common to network and affiliates. Formed as interim committee last June and given permanent status in September, board consists of Glenn Marshall Jr., WMBR-TV Jacksonville; E. K. Jett, WMAR-TV Baltimore; James C. Hanrahan, WEWS (TV) Cleveland; Clyde W. Rembert, KRLD-TV Dallas, and Philip C. Lasky, KPIX (TV) San Francisco.

BAB Adds 73

ADDITION of 73 stations to BAB ranks during January raises total membership to 783, President William B. Ryan announced Friday. He added that 240 stations have enrolled since April 1952 when BAB's current fiscal year began, representing 43.8% increase.

Latest subscribers range from 250 w to 50 kw in power and are scattered throughout 31 states and Washington. Mr. Ryan noted that BAB's steady growth "insures the fact that radio will be promoted as an advertising medium more aggressively in 1953 than ever before in its history."

Comment Deadline

DEADLINE for comments on proposed changes in Sec. 3.687(i) (1) of FCC's rules governing spurious TV emission was extended by Commission Friday to April 13.



Is M.H. YOUR Valentine?

"Speedy" plays the role of Cupid not only at Valentine's Day but throughout the year in lining-up the perfect romance between Mrs. Housewife and WSPD Advertised Products. "Speedy's" pulse-quickening (or purse-opening) arrows are loaded with the most concentrated ammunition yet invented,— RADIO and TELEVISION ADVERTISING.

"Speedy's" target is the large Toledo market where abounds a mammoth purse of potential buying power, which is in the keeping of Mrs. Housewife.

If M. H. is not yet *your* Valentine, let "Speedy" play Cupid for you.

WSPD-TV AM-TV

Storer Broadcasting Company

TOM HARKER, NAT. SALES MGR., 488 MADISON AVE., NEW YORK

Represented Nationally by KATZ

at deadline

Schwimmer Sees Giveaway Action as 'Ridiculous'

WALTER SCHWIMMER, president of Walter Schwimmer Productions, Chicago, whose radio Features Inc. launched original suit on behalf of his *Tello-Test* programs as outgrowth of FCC's proposed rules on giveaways (see story page 38) issued this statement Friday:

It appears that the court has decided that FCC's interpretation of what constitutes a consideration is erroneous and that for a radio or television program to be constituted a lottery, there must be actual payment by people to qualify as contestants.

The mere element of being at home and listening to or watching such a program is too insignificant and infinitesimal to be adjudged a consideration.

I am very unhappy about the basis of the court action because it made the FCC's dignity and prestige suffer tremendously in the minds of the public and the industry. The case represented a very expensive and time-consuming action that was ridiculous. I am also tremendously unhappy and disappointed that the whole industry was put to such an inconvenience.

As proof of how untenable the FCC's position was, the whole case was based on the factor of making a telephone call—all other elments of the telephone and studio quiz shows are equal and parallel. In other words, FCC did not include studio quizzes in their complaint or proposed regulations.

6.8 Million Radio Receivers Sold to Public Last Year

SALES of radios to public in 1952 were estimated at 6,878,547 sets by Radio-Television Mfrs. Assn. Retail TV sales for year were estimated at 6,144,990 receivers. Seasonal rise in store sales in December was shown, with 1,514,688 radios and 1,049,770 TV sets sold to consumers that month. In November 486,800 radios and 803,327 TV sets were sold retail.

RTMA reported 7,635,666 cathode ray tubes for television were sold by manufacturers last year. They were valued at $170,652,078. Sales of receiving-type tubes in 1952 totaled 368,519,243 units valued at $259,116,089 in the year 1952, RTMA found. Of receiving tubes sold by manufacturers, 337,080,311 were of entertainment type. Total 1952 value of factory-sold receiving tubes: $259,116,089.

Correspondents Dinner

FIRST Radio-TV Correspondents Assn. dinner since Korean War held Saturday at Washington's Hotel Statler. Although presence of President Eisenhower uncertain as of Friday night, head table scheduled to number Vice President Nixon, cabinet members, Supreme Court justices and Congressional leaders plus radio-TV network executives and Association officers and directors. Radio-TV Correspondents Assn. headed by Martin Agronsky, ABC. John Edwards, ABC, chairman of dinner committee.

Proposed Channel Changes

PROPOSED rule changes to correct sub-standard spacing in uhf TV allocations to nearly 40 cities reported by FCC Friday with comments due Feb. 27. Changes involved:

Anniston, Ala., substitute Ch. 70+ for Ch. 37—; Conway, Ark., 62 for 49+; Paragould, Ark., 58— for 44; Delano, Calif., 37+ for 33; Pekin, Ill., 69+ for 49+ Bedford, Ind., 68 for 39; Grinnell, Iowa, 71 for 46+; Mayfield, Ky., 63 for 49—; Hammond, La., 57 for 51+; Lawrence, Mass., 72 for 38+; Rolla, Mo., 46 for 31; Salisbury, N. C., 80 for 53+; Springfield, O., 76 for 46+; Bradford, Pa., 70— for 48+; Tullahoma, Tenn., 68— for 65+; Austin, Tex., *70— for *30—; Greenville, Tex., 69— for 62.

AUTO RADIOS

THERE ARE nearly 25 million radios in the nation's 38.5 million passenger automobiles, according to Nielsen Coverage Service study conducted last spring and announced late last week by A. C. Nielsen Co., Chicago. Americans own 24,964,000 car radios, representing 65% of all automobiles, pointing up fact that U. S. homes have more than one car and one car receiver, NCS explained.

Opposes Educational TV

TERMING estimated costs "unrealistic" and actual costs "burdensome" to taxpayer, Edward C. Obrist, manager of WNHC-AM-TV New Haven, voiced opposition to Connecticut's plan for network of three noncommercial educational TV stations. Speaking at symposium in Bloomfield, Mr. Obrist said he was in favor of educational TV per se, but suggested that educators experiment with programs on commercial outlets to become acquainted with costs, techniques, and capabilities of medium.

Eleven speakers, including Dean Kenneth Bartlett of Syracuse U. and Delbert Clark of Ford Foundation's Fund for Adult Education, approved project, which will be discussed further on Wednesday at State public hearing in Hartford. Proponents argued it was difficult to obtain definite time on commercial stations that would not be pre-empted by sponsored programs and asserted that costs in long run would be lower on noncommercial outlets.

New Columbia Ch. 10 Bid

NEW TV BID for vhf Ch. 10 at Columbia, S. C., by WIS-TV Corp., new firm composed of WIS owners (85%) and group withdrawing from WMSC Columbia, reported filed by FCC Friday. Pending competitive bids of WIS and WMSC to be dropped. WMSC also filed for consent to transfer of control to show withdrawal of A. R. Heywood II, Thomas B. Boyle, Paul A. Cooper, Joseph L. Nettles, Frank B. Gary, E. Grenville Seibels II and John C. Cosby. All but Mr. Cosby take WIS-TV Corp. stock.

Other TV bids filed Friday by KSGM Ste. Genevieve, Mo., for uhf Ch. 59 at Chester, Ill., and by Community TV Corp., New Orleans, to amend to return to original request for uhf Ch. 26. Latter amended to Ch. 61 last December.

New FM station bid of Chicago Skyway Bcstg. Co., proposing storecasting service there, being held in pending file, FCC advised applicant Friday in view of long pending study to determine legal status of functional music FM outlets.

Demby Productions Formed

DEMBY, BROUN & CO., N. Y., has been reorganized as Demby Productions Inc., TV and motion picture producers, President Emanuel Demby announced Friday. Mildred Demby was named vice president of Demby Productions in place of Myron Broun, who will serve as film consultant to firm. Hunter W. Smith has been named accounts supervisor and Monroe A. Werthman, production supervisor.

PEOPLE

NEWELL T. SCHWIN, advertising manager of Household Finance Corp., Chicago, substantial radio-TV time buyer, resigned Friday. His future plans not disclosed. He will be succeeded by A. G. Waack, eastern advertising manager of HFC. Both Mr. Schwin and Mr. Waack have been with firm over 20 years.

H. WYNN BUSSMANN, JAMES R. ENGLISH JR., ROLAND W. McKITRICK and **EVERETT M. NELSON,** client service executives, promoted to account executives, Nielsen Radio-Television Index Service, A. C. Nielsen Co. Messrs Bussmann and English will be responsible for New York radio-TV accounts and Messrs. McKitrick and Nelson in Chicago.

GEORGE B. SMITH named vice president of Robert W. Orr & Assoc., N. Y. Before joining Orr he was Lever Bros. brand manager.

LEWIS S. WECHSLER, Young & Rubicam, N. Y., to Emil Mogul Co., same city, as director of radio-TV department.

JACK BATTEY, advertising manager of Valvoline Motor Oils & Greases Co., N. Y., and formerly radio-TV timebuyer for Biow Co., N. Y., appointed area supervisor for DuMont Television Network's station relations department.

BEN SELVIN, manager of Southern Music Pub. Co., named artists and repertoire manager of RCA Victor Custom Record Div., to work chiefly in connection with RCA's Thesaurus library and radio syndicated catalog. He succeeds **H. H. (BERT) WOOD,** who resigned effective Feb. 28.

ALBERT BOYARS, former account executive with David O. Alber public relations firm, N. Y., to greater New York Fund as assistant radio-TV director.

WGRD Protest Dismissed

PROTEST by WGRD Grand Rapids, Mich., on FCC's grant of uhf Ch. 35 at Muskegon to Leonard A. Versluis dismissed by Commission Friday in ruling which held WGRD is not party in interest and that *Saunders* doctrine does not apply to AM outlet claiming injury from TV grant [B•T, Jan. 26]. Comr. Frieda B. Hennock dissented.

CBS-TV Signs Five

SIGNING of five new affiliates by CBS-TV announced Friday by Herbert V. Akerberg, vice president in charge of station relations: KVTV (TV) Sioux City, WETV (TV) Raleigh, WHYN Holyoke, KGUL-TV Galveston and KTNT-TV Tacoma.

New DuMont Affiliates

ADDITION of two affiliates to DuMont TV Network, bringing total to 91, announced Friday by Elmore B. Lyford, director of station relations department. They are: WCOV-TV Montgomery, Ala., which will operate on uhf Ch. 20, starting March 1 (owned and operated by Capital Broadcasting Co.), and KGUL-TV Galveston, which will operate on vhf Ch. 11, effective March 15 (owned and operated by Gulf Television Co.).

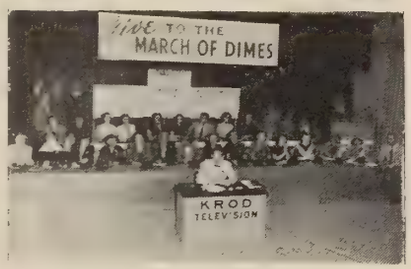
Barkley on Radio

EX-VICE PRESIDENT Alben W. Barkley's *Meet the Veep* program (NBC-TV, Sun., 5:30-5:45 p.m. EST) was to start on NBC radio yesterday as Sunday series, 6:15-30 p.m. EST. Program will use tape recording of TV version [B•T, Feb. 2].

El Paso's March of Dimes
TELETHON Proves —
for *RESPONSE-ABILITY*

it's **KROD-TV**

After only 3 weeks on the air in a completely new TV market, KROD-TV received more than $24,000 in pledges (2,064 persons responded) to the March of Dimes during its first "Telethon" attempt.



Last year, the entire drive netted only $37,000.

Pledges from many points beyond 100 miles from El Paso attest to KROD-TV's coverage. The widespread response to the "Telethon"



demonstrates dramatically that the El Paso — KROD-TV "area" is BIG!

Yes, for public service OR commercial telecasting, KROD-TV has demonstrated that it has a tremendous following for a new TV market. Add to this the finest in TV studio facilities, channel 4 assignment with mountain-top transmitter, CBS-TV and DuMont affiliations, a staff of *experienced* TV sales-service and production people, forceful promotion and merchandising, and you have the winning combination for El Paso!

IT'S

KROD-TV

CHANNEL 4

RODERICK BROADCASTING CORP.

Dorrance D. Roderick, Chairman — Val Lawrence, Pres. & Gen. Mgr. — Dick Watts, TV Sales Mgr.

KROD-TV represented nationally by the O. L. Taylor Company KROD-AM

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

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Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
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Women, too, are interested

Women's stake in life insurance is constantly growing—and, along with it, the number of questions they are constantly asking about it! Yes—women *are* interested.

Not only are women named to receive the proceeds of most of the policies currently in force—but they themselves own more than $45 billions of life insurance. Almost as many women as men are policyholders.

They own insurance for the same reasons as men—to protect dependents and to provide for their own retirement years.

The Institute of Life Insurance has long recognized this interest on the part of women. It has published a number of informational booklets designed to answer the questions they ask about life insurance and to promote a better understanding of its place in family financial security.

In addition, in response to requests from women's organizations and other groups, it has provided speakers for women's financial forums held throughout the country.

In current campaigns, in radio talks, in magazine releases, and other forms of communication, the material presented is quite frequently based on questions of special interest to women.

Through these services, the Institute is helping to broaden the understanding of a subject that is of vital interest to the women of America.



Informational Booklets

These booklets, published by the Institute of Life Insurance, can be helpful as source material for radio editors, writers and commentators. They are yours for the asking. Also if there is any special way in which the Institute can be of assistance to you, please let us know.

Institute of Life Insurance

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WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

CONTRACT RENEWALS ARE OUR BEST ENDORSEMENT

★

"MAN ON THE STREET"
MONDAY THRU FRIDAY
12:30 P. M.

CELEBRATING ITS 7th ANNIVERSARY ON WSAZ

★

PRESENTED BY
THE STREITMANN BISCUIT COMPANY
REPRESENTED NATIONALLY BY
THE KATZ AGENCY, INC.

5000 WATTS DAY
1000 WATTS NIGHT
930 KC



RADIO STATION
WSAZ

MEET THE VEEP

Sun. 5:30-5:45 p.m. on NBC-TV.
Producer: William R. McAndrew.
Director: Ted Ayers.
Cast: Alben W. Barkley, Earl Godwin.
TV Counsellors for Mr. Barkley: Louis G. Cowan, Charles F. Gannon.

A GOOD idea was vitiated almost to the vanishing point in the opening telecast of *Meet the Veep,* new NBC-TV Sunday afternoon series starring Alben W. Barkley, the nation's former Vice President and only "Veep".

The plan to bring Mr. Barkley into the homes of the American viewing public for a quarter-hour each week must have seemed foolproof when first presented. Here is a man who in 40 years of public service has seen history from the inside, a man whose intimate association with our country's leaders has given him a chance to understand the whys and hows of our national policy better than almost any other living man.

What a wonderful idea it would be to let the Veep share his inside information with the American people, particularly as he has a warm and friendly personality which projects well through the TV screen and is enhanced by his flair for flowery, folksy oratory.

What a wonderful idea it would be to present the Veep together with another lovable old codger, the veteran political reporter, Earl Godwin, who has been covering political history for about as long as Mr. Barkley has been helping make it.

Unsure and Wavering

Maybe a third idea was needed, an idea as to what kind of a program *Meet the Veep* was going to be—intimate pictures of great men and great events, affording the viewer an inside-light on the formal records of the history books, or amusing anecdotes of the Washington scene. The first Barkley-Godwin telecast seemed unsure of just which viewpoint it was trying to observe and, in wavering between the two, fell flatter than a bride's first cake.

For example, take Mr. Barkley's account of his meeting with Franklin Roosevelt on the President's return from Yalta, an early morning private session to which he was summoned by Mr. Roosevelt "to let me bring you up to date on Yalta and you bring me up to date on Washington." Here was a fine opportunity for informed comment on one of the most hotly discussed events of modern history, a wartime meeting among the leaders of Britain, Russia, and the United States whose details are still so little known as to make them more a matter of rumor and argument than factual report. Or, if folksiness rather than political comment was to be the program keynote, here was an opportunity for a personal portrait of a President returning from what may well have been the turning point in current history. Was he grave or gay, sobered by the serious decisions that had been made or elated over agreement on a plan for winning World War II? Was he worn out from overlong hours of discussion or buoyed up with hope for the future?

But *Meet the Veep* gave us neither of these. Instead, Mr. Barkley reported at length how he had found Mr. Roosevelt in the bathroom shaving, and with no chair available, had seated himself "on a bathroom fixture" (this said with a grin as ingenuous as the one used by Arthur Godfrey at similar times). He reported that during the discussion Mr. Roosevelt became so interested that he lathered himself six times before finally shaving. When the Veep paused at this point, Mr. Godwin called upon all of his hard-earned skill at political questioning to wring the final definitive bit of information from Mr. Barkley—that FDR shaved with an old-fashioned straight-edge razor.



MESSRS. GODWIN AND BARKLEY
TV is not a cracker barrel

Best part of the telecast was the conclusion, where, growing serious for once, the Veep dealt with the grave responsibilities facing our new President (whom he surprisingly referred to as "Eisinghower") and expressed the hope that the Democratic Party would not misinterpret its role as "loyal opposition" to launch an immediate flood of carping criticism upon the new resident of the White House, before he has had the chance to show what he can do.

Production of *Meet the Veep* was on a par with the program's format, cluttered, confused and overcrowded. Mr. Barkley and Mr. Godwin sat facing each other across a desk of subexecutive dimensions, so unsuitable to a former Vice President as to give the whole scene a ludicrous aspect.

Meet the Veep, despite its false start, has the ingredients of a good TV program which could make the Veep a welcome visitor in millions of family living rooms, either as significent political comment or as anecdotal reminiscence. But it won't be welcome if it continues its initial imitation of two garrulous old-timers recalling their former glory over the village store's cracker barrel.

YOU ARE THERE

Sun. 6-6:30 p.m. on CBS-TV.
Sponsor: Electric Light & Power Cos. of America.
Agency: N. W. Ayer & Son.
Producer: Charles Russell.
Director: Sidney Lumet.
Cast: Walter Cronkite, Charles Collingwood, Don Hollenbeck.

THE re-creation of significant events on television, in the manner that they would presumably have been covered if TV had been around at the time, is a programming idea which attained generally satisfactory results in this series' aural antecedent on CBS Radio and which promises to be sound enough on TV.

Unfortuately, however, the first presentation of the television version of *You Are There* fell afoul of a problem that occassionally bothered its radio ancestor. The problem is to select an event that was of more than transitory importance. The explosion of the German dirigible "Hindenburg", which was "covered" on the opening program, does not qualify.

It was plain that the producers of *You Are There* were aware that they had a problem on



WALTER CRONKITE

A problem not yet solved

their hands. In an effort to solve it, they endeavored to show how the Germans hoped to obtain military advantages by developing lighter-than-air craft and how the Hindenburg disaster quashed their plans. Though at the time this would have been a valid theory the subsequent development of fast airplanes and destructive air armaments would have ruled out dirigibles anyway. History has relegated the "Hindenburg" to the role of a minor disaster.

Future program subjects seem more promising. Next Sunday *You Are There* is to attend the Boston Tea Party. That event would seem perfectly to meet the specifications for a suitable show. It may, however, put the program and its basic format to a new test.

If the program adheres to the technique of staging the "special event" type of telecast, with on-screen narration from central control and other points, the clash between the modern trappings of television and the 18th century costumes and scenes may destroy the reality of the production. The producers of the television version of *You Are There* will have headaches that their radio predecessors were spared.

Books

MODERN RADIO ADVERTISING, second edition. By Charles Hull Wolfe. Funk & Wagnalls, 153 E. 24th St., N.Y. 10. 738 pp. $7.50.

ALSO including "an analysis of television advertising," this book by Mr. Wolfe, described as director of radio and television at McCann-Erickson Inc. Adv., details 38 uses and advantages of spot radio, 16 steps in a radio campaign, merits of 18 types of commercials, 12 steps for creating commercials, 9 spot announcement techniques, 18 ways to use sound, sonovox and musical effects and 12 steps in creating a radio jingle.

Its 43 chapters are divided into seven parts, including radio advertising fundamentals, techniques, network, spot, commercials, history and future and opportunities. Each chapter has a foreword by well known experts in the respective fields.

The book, listed on the *Printers Ink* Business Bookshelf, includes 124 drawn illustrations, an appendix on special aspects of radio advertising by selected authorities and a glossary. Its publishers recommend it to radio station and agency executives, commercial writers, timebuyers, publicists, producers, directors, researchers, copy chiefs, script writers, announcers, salesmen, representatives, entertainers and students.





IT

It takes time to sell goods today. It takes network radio time to sell goods to the most people. And it takes time on the PLUS network to sell goods to the most people at the lowest cost. These simple facts are attested by some of the best minds in marketing, with some of the biggest (and some of the smallest) budgets in the business: last year they hired 17% more of our time than in 1951! Behind this expert testimony, you'll find two key reasons why it pays clients to spend time with us.

TAKES TIME

First, the 60,000,000 people living in Non-TV America spend twice as much time tuned to our stations as to anybody else's. And second, we price our time by a new, unique formula* that keeps costs synchronized with actual values —in TV areas as well as in the rest of the U. S. Small wonder Mutual sponsors so consistently convert time-pennies into sales-dollars! We can demonstrate how you can, too... in no time.



MUTUAL
the PLUS network
of 565 stations

*Effective Jan. 1, 1953. Details on request.

IN THE
Upper Midwest...

YOU MUST HAVE

• The Best Facilities

• The Most Experience

• The Best Programs

to be

Number One.

In

Minneapolis-

St. Paul,

Television

IS

KSTP-TV



our respects

to DAVID H. COGAN



DAVID HAROLD COGAN, president of CBS-Columbia Inc., New York, ordinarily a sober, mild-mannered individual, is explosive on one subject: He thinks radio and television manufacturers are producing sets with horse-and-buggy methods in a Buck Rogers era.

"Our assembly line production techniques have improved little if any since 1926 or 1927," Mr. Cogan says. "We're years and years behind the automobile industry."

Mr. Cogan plans to meet this problem in the same manner that he has been tackling troublesome roadblocks in the electronics field over the past 25 years. Together with his associates at CBS-Columbia, he has formulated what he describes as a "new concept of the assembly line." He intends to introduce this production technique at the new plant his company is constructing in Long Island City.

Though Mr. Cogan has earned an enviable reputation in the electronics field as a super-salesman, he believes that it was the introduction of another concept of his in 1929 that hastened his upward climb. At that time, while with the Amrad Corp. of Medford Hillside, Mass., he invented an automatic tube testing device that spurred the sale of tubes.

Credit for Salesmanship

"And I got credit for being a terrific salesman," Mr. Cogan comments.

Mr. Cogan attributes much of his success to his upbringing. He was born in Barton, Vt., on Jan. 10, 1909, and shortly thereafter his family moved to Boston. Mr. Cogan credits his father, Bened Cogan, owner of a chain of retail food stores in New England, with stimulating his interest in selling and merchandising. His mother was the former Annit Grant.

"When I was six," Mr. Cogan recalled, "father would ask me to stay in the store in Boston and help arrange the merchandise. Later, I waited on customers and assisted in the buying."

Despite this early grounding in the retail business, Mr. Cogan's interests veered toward the electronics field when he entered the Pinkerton Academy at Derry, N. H., in 1921.

He received his initial practical experience in the electronics field during the summers of 1928 and 1929 when he was a field engineer with Amrad. During the fall and winter months, Mr. Cogan continued his electrical engineering education at Northeastern U., Boston.

He accepted a full-time position with Amrad in 1929, curtailing his college studies. During this period Mr. Cogan invented his tube tester and shifted the course of his career from engineering to sales and management.

Shortly after he invented the testing equipment, Mr. Cogan resigned from Amrad and formed the Cyrad Mfg. Co., Boston, to produce and merchandise testing equipment. For two years, Mr. Cogan was on his own until the Hytron Corp. purchased Cyrad. In the changeover, Mr. Cogan became a sales engineer and later, district sales manager.

In 1932, he was appointed sales manager for Hytron and in 1945 he was elected vice president and director of the corporation. Upon Hytron's acquisition of Air King Products, Brooklyn, in 1946, Mr. Cogan was elected president of the Air King and also Royal Wood Products Co., cabinet manufacturers. In 1951, after the merger of Hytron and CBS, he was appointed president of CBS-Columbia Inc. The company manufacturers radio and television sets and components, as well as clock radios.

In his present post, Mr. Cogan supervises the activities of some 1,400 employes in four plants in the New York area. He confides that an expansion program is the company's first order of business.

In his business, Mr. Cogan stresses that "the important thing is flexibility." He describes the "ideal situation" as one "in which there is financial and production strength without the lethargy that goes with big business." And he is proud that CBS has given him considerable lee-way in the management of CBS-Columbia.

Firm's Progress

He says he is "not entirely satisfied" with the firm's progress though he estimates it has jumped from 65th to 10th place among manufacturers within the past few years. He believes the company's projected expansion program will place it in a stronger competitive position. Mr. Cogan acknowledges that one of the company's main concerns is to "let people know that CBS-Columbia is a television or radio set made by CBS."

His rigorous work schedule has forced him to relinquish many outside activities although he still is chairman of the Brooklyn Cancer Fund and a member of the Radio-Television Mfrs. Assn. and National Assn. of Mfrs.

Mr. Cogan married the former Annie Josephine Zeifman in 1934. They make their home in Beechurst, N. Y. They have a son, Bruce Melvin, 8½.

Tall and medium-built, Mr. Cogan is quiet and serious of mien—but he astounded close colleagues with this revelation:

"When I was at Northeastern, I was on the boxing team. Yes, I was a 155-pound boxer."

Des Moines Elects

KRNT



One Of The Nation's Most Successful News Operations

HOOPER-SIZED TO . . . 77%

ANY KRNT WEEK-DAY QUARTER-HOUR NEWSCAST IS THE HIGHEST-RATED NEWSCAST IN DES MOINES

● KRNT's first quarter-hour news at 7:15 a.m. gets a whopping Hooper of 12.5 with 77.4% share of the audience. Hooper proves it again and again — any KRNT week-day quarter-hour newscast is the highest-rated newscast in Des Moines. New ratings tell this OLD news-story:

Don Soliday news	7:15 a.m.	12.5	77.4% Share
Paul Rhoades news	8:00 a.m.	14.6	61.1% Share
Paul Rhoades news	12:15 p.m.	11.8	60.4% Share
Gordon Gammack news	6:00 p.m.	15.0	65.6% Share
Russ Van Dyke news	10:00 p.m.	9.2	51.8% Share

KRNT HAS HIGHEST HOOPERS MORNING, AFTERNOON & EVENING

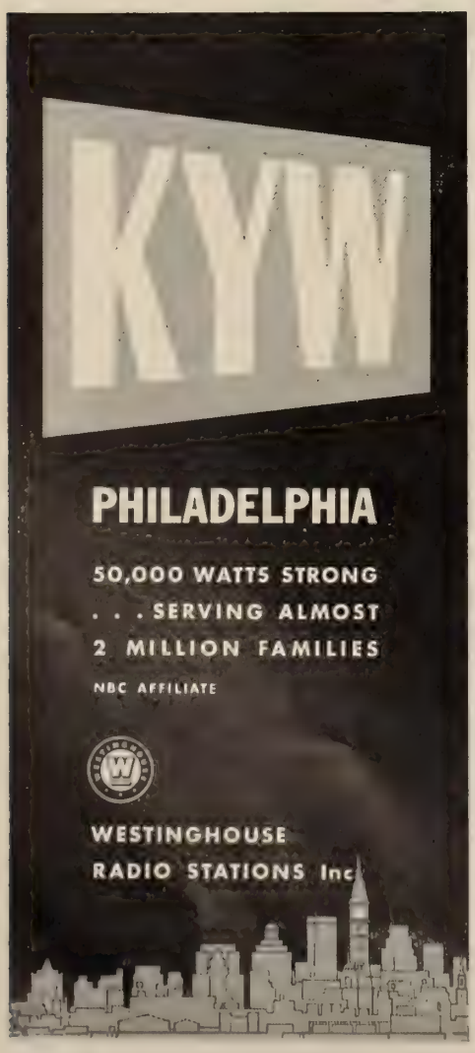
● KRNT's huge Hoopers for newscasts insure a big buying audience for any KRNT show! Again and again, Des Moines' BIG audience day and night is delivered by KRNT, the BIG-time buy. Morning — KRNT, 43.5%. Afternoon — KRNT, 48.6%. Evening — KRNT, 39.5%. Proof again that you're right when you buy KRNT!



SOURCE: C. E. Hooper Audience Index, November, 1952

Katz Represents That Very Highly Hooperated, Sales Results Premeditated, CBS Affiliated Station In Des Moines

CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES



Shaggy Sheep Story

EDITOR:

I read in your magazine about farmers using WCCO [Minneapolis] music on contented cows, but a word of caution is in order. Another farmer nearby tried a radio in his sheep barn and it caused a terrible commotion among his herd of 30 ewes and one buck. The farmer dashed in just as the buck had committed suicide by ramming a stone wall to the crooner's final strains of "There Will Never Be Another Ewe."

Boyd Phelps, Director
Phelps Precision Lab.
Minneapolis

* * *

Don't Make a Move

EDITOR:

I would appreciate it tremendously if you would publish this announcement from Arthur Clarendon Smith Sr., president, Smith's Transfer and Storage Co., Washington, D. C.:

"It has come to our attention that some of the moving and storage companies throughout the U. S. are broadcasting and/or televising for their own use, our slogan "Don't make a move . . . without calling Smith's." We have this slogan not only copyrighted but also registered as a trade-mark in the U. S. Patent Office. We have sold the rights to the use of this slogan to the Lincoln Warehouse Corp. for use in New York City only. No other moving or storage company in the U. S. has any right to use this slogan. We wish to put on notice all radio and television stations that we will take legal action —wherever and whenever necessary—against any radio or television station which permits our slogan to go out over their facilities."

Courtland D. Ferguson
President
Courtland D. Ferguson Inc.
Washington

* * *

Typo

EDITOR:

On Page 112 of your Jan. 19 issue you list us as representative for WNLC-TV New London, Conn.

This is an error. We represent the station that appears above namely, WKST-TV New Castle, Pa.

Since we have been receiving a great many phone calls regarding WNLC-TV, we would appreciate it if you could carry a notice of some sort calling attention to the discrepancy.

Robert D. C. Meeker
President
Robert Meeker Assoc.
New York

* * *

Creepie-Peepie

EDITOR:

I would like to call your attention to an insert which appeared on Page 11 of the Jan. 19 issue of BROADCASTING • TELECASTING, relative to the "New 18 lb. camera" in which it is stated it "is the first camera to be used which does not employ cable."

You will probably recall that at both the Republican and Democratic national political conventions held in Chicago in 1952, that NBC employed what we called Ultra Portable television equipment, employing the Vidicon camera tube, on the convention floor, using radio to relay the television signals back to the control room. This equipment, while called by us Ultra Portable, is probably more familiar to you as the Walkie-Lookie or the Creepie-Peepie equipment.

This letter is written to you in the interest of correctness rather than criticism.

O. B. Hanson
Vice President & Chief Engineer
NBC New York

* * *

For the Bird

EDITOR:

Entering a lion's cage may be considered a daring exploit in the amateur league, but when it comes to professional enterprise we challenge anyone to compare with WBEL's intrepid Christie Thomsen.

Herewith photographic evidence of Christie interviewing a full grown golden eagle in his wild state. The giant bird, with a wing spread of more than seven feet . . . became lost in a



blizzard and landed, exhausted, near the Thomsen home the day before Thanksgiving.

Given shelter and an eagle's idea of a Thanksgiving feast, the bird was later turned over to the Wisconsin Department of Wild Life where he is spending the remainder of the winter and will be turned loose this spring to return to his home . . .

L. O. Fitzgibbons
Manager
WBEL Beloit, Wis.

* * *

Press Relations

EDITOR:

. . . In looking back over recent newspapers, I happened to note that a total of three separate stories involving KTTR or KTTR personnel were included in just one edition of the *Central Missouri Shopper*. Now, believe it or not, KTTR is in no way related, affiliated or connected with said publication. It is merely a case of the various advertising media in our little community, cooperating together for the betterment and advancement of all concerned. KTTR enjoys friendly and amicable relations not only with the *Central Missouri Shopper*, but also the *Rolla Herald* and the *Rolla Advertiser*. We of KTTR are quite proud of this relationship and suggest that all other small broadcast stations try to accomplish the same happy results in their own communities . . . .

Luther W. Martin
General Manager
KTTR Rolla, Mo.

Bouquet From Broidy

EDITOR:

. . . Your magazine is certainly the best in the field. . . .

William F. Broidy
William F. Broidy Productions Inc.
Hollywood

* * *

Uncle Sam Wants You

EDITOR:

Old frustrated ex-PFCs never die—they just become radio-TV critics. I refer specifically, of course, to the poor man's John Crosby who reviewed the premiere of *Talent Patrol* for B•T [Jan. 26].

Recruiting for the armed services is one of the toughest (and most critical) jobs advertising has ever had to undertake. If your reviewer were quite aware of this, he wouldn't have attempted to build himself a reputation as a clever person at the expense of the Army's efforts to enlist volunteers. . . .

Jim Bastian
Washington, D. C.

* * *

Showsheets

EDITOR:

KVTV can use 100 reprints of your TV showsheet . . .

For your information, these showsheets will be distributed to top area distribution people in the food and drug industry. We feel they will be useful to these people in determining which of their products are being advertised on television over the networks so they may use their influence in seeing that advertising schedules are placed in the Sioux City television market when it becomes active [next April].

Dick Harris
Promotion Manager
KVTV (TV) Sioux City, Iowa

* * *

Restyling (Cont.)

EDITOR:

Dear me! Here's BROADCASTING • TELECASTING all dressed up in a nice new format, pretty as can be.

And yet it's quite obvious that the editorial staff is just about 10 years behind the times. Why? Easy.

In your response to a letter which appeared on page 21 of the Jan. 19 issue you . . . said that the two letters "AM" constituted the abbreviation for the word "radio."

Well, I'll let you in on a little secret. About 1935 a fellow by the name of Armstrong invented something new. He called it FM radio . . .

Y'know, the *real* abbreviation for radio is "AM & FM".

George W. Hamilton
FM Promotion
Syracuse, N. Y.

* * *

EDITOR:

The new format of BROADCASTING • TELECASTING is a fine improvement of a fine magazine . . .

Philip L. Graham
Publisher
The Washington Post
(WTOP-AM-FM-TV Washington, D. C., WMBR-AM-FM-TV Jacksonville, Fla.)

* * *

This is Mr. McAllister



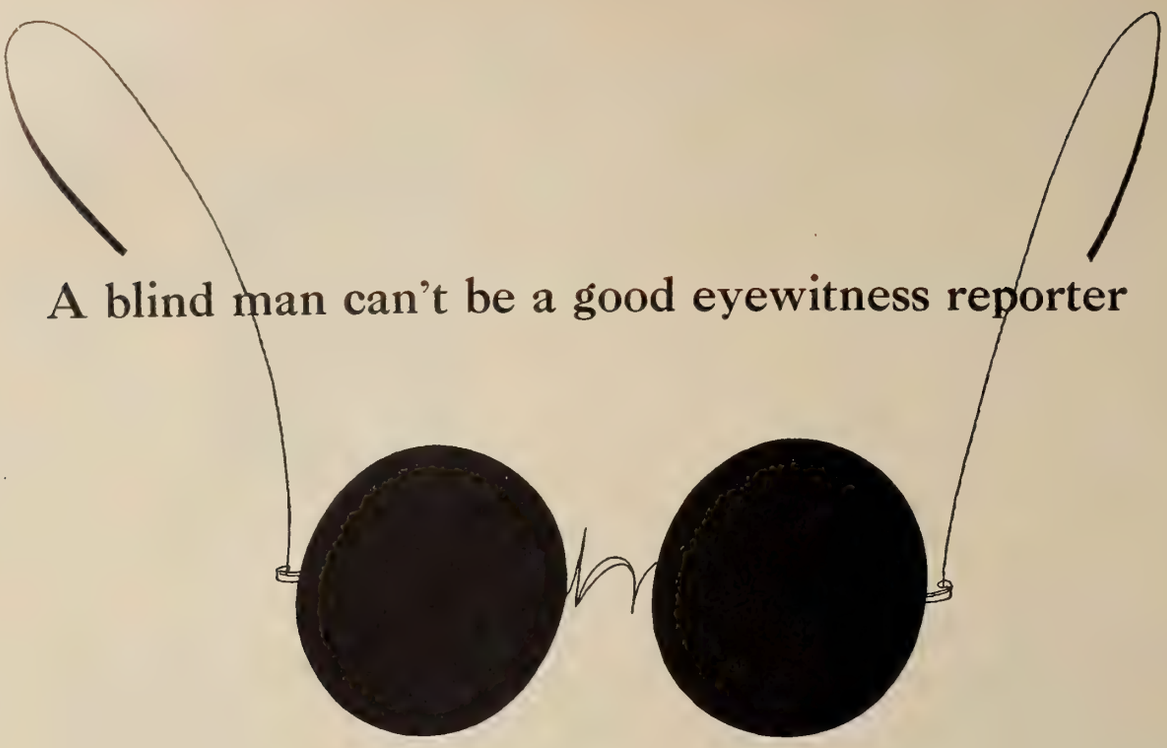
This is what he says

"A large portion of our ad budget," says Mr. Walter W. McAllister, President of the San Antonio Building and Loan Association, one of the first hundred in the nation, *"goes toward sponsorship* (on KMAC, San Antonio, Texas) *of Fulton Lewis, Jr.—a news program which appeals to the people most likely to use our services. Comments . . . and interest aroused by the program . . . prove the wisdom of our participation."*

This is Fulton Lewis, Jr.



whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers (including 60 financial institutions), the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).



A blind man can't be a good eyewitness reporter

...neither can a man blinded by prejudice

Prejudiced reports of the Maryland road test have given the press and the public a distorted picture. In the interests of accurate reporting and highway improvement, here are facts that cannot be ignored:

The Maryland road test was a research project **conducted in the interests of better roads.** Findings were intended to act as a guide for the construction of roads better able to take care of today's traffic needs.

But in the hands of prejudiced outside interests—people prejudiced against the trucking industry, the entire objective of the test was obscured and distorted. **In these prejudiced unofficial utterances the Maryland road test became a case against the trucking industry.**

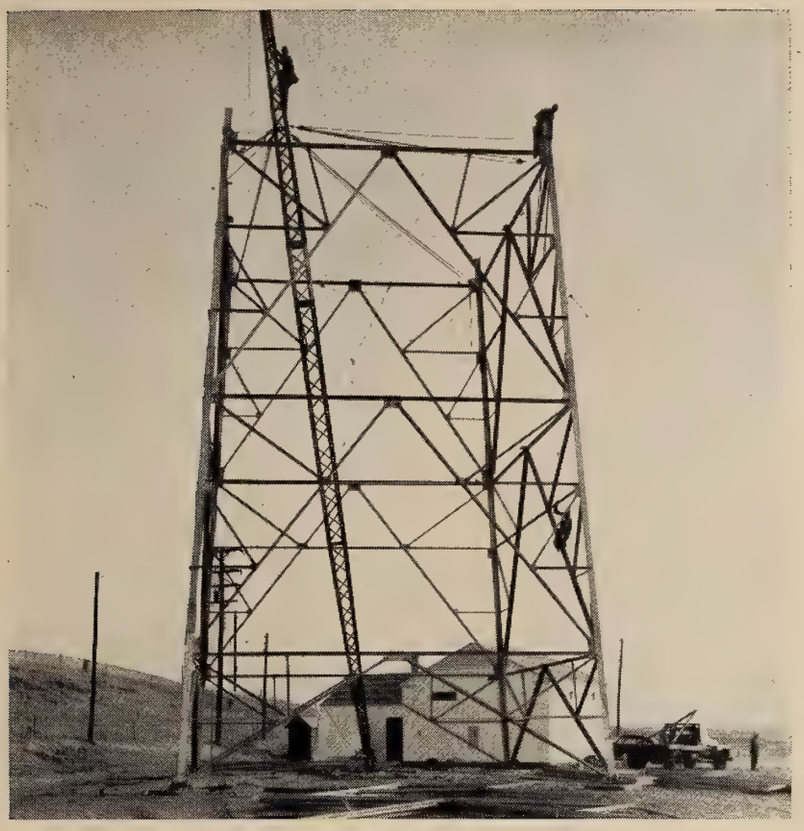
How to get the facts—The facts concerning the test are clear and are readily available from the official report, "Final Report on Road Test One—MD." They can be summed up in three main points. (1) Concrete pavements laid on **suitable subgrade** are strong enough to carry axle loads **far heavier** than permitted anywhere in the United States. (2) Concrete pavements laid on **unsuitable** subgrade can carry the highest axle loads legal in any state **as long as the subgrade support is maintained by ordinary highway maintenance practices.** (This type of maintenance was withheld during the test.) (3) The test road was **not** a typical road. The subgrade soil in those sections where cracking developed was a local variety of clay and the pavement itself was of unorthodox double-parabolic cross-section design.

The trucking industry as a vital part of the nation's transportation system and as payer of one-third of all motor vehicle taxes is vitally interested in the Maryland road test and other similar tests now being conducted. It cannot sit by and let the findings of these tests be distorted by prejudiced interests and used against it.

The Maryland road test was a test of **roads.** From it can come much good in the form of improvement in highway design, construction and repair. This good can be accomplished **if the facts concerning the test are given currency.** Anyone can get those facts by reading the Highway Research Board's complete report with an unprejudiced eye.

JOHN V. LAWRENCE
Managing Director,
American Trucking Associations
Washington 6, D.C.

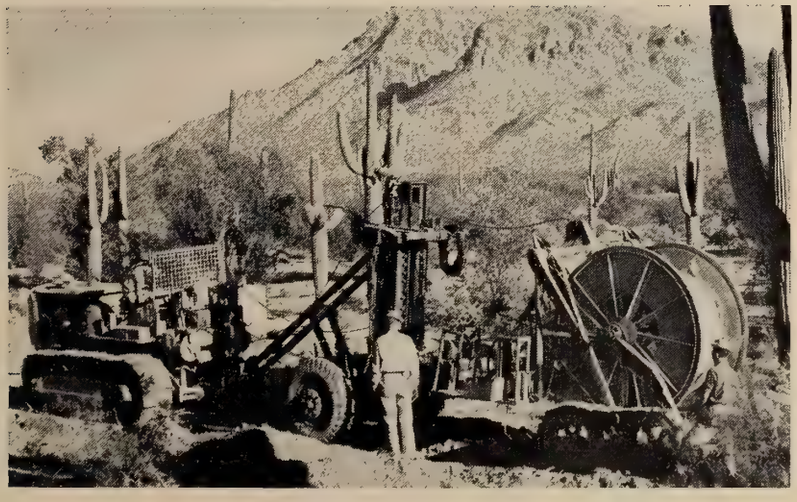
American Trucking Industry



A radio relay tower in process of construction

OPENING NEW FRONTIERS FOR TELEVISION

Cable plow train laying coaxial cable in difficult territory



In one era of history the prairie schooner made the roads to new frontiers. Now it's radio relay and coaxial cable that cross our mountains and plains to develop new territories for television.

Intercity television transmission is not very far in time from its pioneering days. Yet its progress has been great. In 1946 less than 500 channel miles of intercity television network facilities existed. By the end of 1952 this had grown to 31,500 channel miles . . . enough to reach an audience of about 92,000,000 people.

These are big figures. But they can't tell the whole story of the big job being done. Behind them are many special projects, each costly in time and money.

Yet the cost of the service, furnished by the Long Lines Department of the American Telephone and Telegraph Company and the Bell Telephone Companies, is low. Bell System charges, for the use of its intercity television facilities, average about ten cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity radio and television today and tomorrow



Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.



Garfield Packard

on all accounts

GARFIELD PACKARD, despite his surname and Detroit background, bears no relationship to the automotive Packards. Born in Stratford, Ont., Mr. Packard moved to Detroit at the age of 2, attending school there and working as an accountant until 1931.

Now vice president and Chicago manager of the Paul H. Raymer station representative firm, Mr. Packard is a 20-year-plus broadcast veteran who has covered more than the usual maximum of two sides of the street.

He has worked as a station representative with the Raymer Co. since 1943, spending four years in New York and transferring to Chicago as an officer in February 1947. His first job in radio, as assistant to the manager of the Detroit office of World Broadcasting System, lasted two years until 1933, when he went to CKLW as manager of the Windsor division.

In 1935, he went the Campbell-Ewald agency in Detroit as radio manager and timebuyer, handling Chevrolet Div. of General Motors, the agency's largest radio biller. He bought the largest spot campaign up to that time for Chevrolet, using more than 400 stations (two-thirds of all those on the air) for *Musical Moments,* aired 185 weeks consecutively. Estimated cost in those early days was a staggering $2 million annually. Mr. Packard also set up the GM blanket contract permitting all GM divisions to combine their broadcast purchases for frequency discounts.

Mr. Packard went to Raymer, New York, after visiting the city frequently while touring the country with GM's *Cheers for the Camps,* originating in 16 armed forces camps vis CBS.

He is married to the former Margaret Oberlin, who helped him buy time at Campbell-Ewald. They live on Chicago's near north side. They share an intense interest in primitive music and art, and each year spend 50 weeks of planning for a concentrated two weeks of vacationing along off-the-beat paths in such places as New Mexico, Guatemala, Mexico and Haiti.

They are interested in painting (Mrs. Packard paints moderns), reading music and photography, color as well as black-and-white.

As for radio (Raymer also represents TV stations), Mr. Packard sees a continuing re-evaluation of the medium on the agency and client level because "It is still an excellent buy on a cost per thousand basis."

*Merchandising**

AN IMPORTANT ANNOUNCEMENT

* WNHC Radio has signed with Universal Stores in New Haven and greater New Haven. See your Katz man for details.

Now

Every food advertising dollar spent on WNHC Radio does Double Duty

This Means

WNHC Radio sells your product twice

Once when your message is aired -- again when your product is displayed



WNHC

NBC in New Haven

AM - FM - TV

New England's first complete broadcasting service

Represented Nationally By The Katz Agency, Inc.

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

NORTH CAROLINA'S

Number 1 *Salesman*

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

WPTF

also WPTF-FM

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA



FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING TELECASTING

February 9, 1953 Vol. 44, No. 6

'SHAKEDOWN' TACTICS AMONG TV APPLICANTS PROBED

Television, no different from any other business, is attracting its share of bloodsuckers and those who follow a lax code of ethics. Of particular concern to government officials are the station applicants who enter bids simply to slow the competition or, even more unscrupulously, to command a shakedown price for clearing the way.

THE television shakedown racket, now menacing TV station applicants, is being investigated by the FCC and Senate Interstate & Foreign Commerce Committee, BROADCASTING • TELECASTING learned last week.

This growing practice came under official FCC scrutiny during the week. The Senate committee has heard of the racket and it is being investigated at the staff level.

Heeding complaints from many sections of the country, the Commission is working on one of the most distasteful situations in the history of radio-TV regulation. The racket is based on "strike" applications designed to block unopposed grants to legitimate applicants.

On highest authority it was learned that the FCC is "very much concerned" about a series of charges centering around alleged blackmail applications and others filed in bad faith to block legitimate applications.

All Avenues Being Studied

Aware of the growing problem, the Commission is looking into all possible ways of attacking practices that it feels are interfering with its regulation of TV and with legitimate expansion of the TV industry.

While no Commission official would talk openly, it's known that names and companies have been mentioned with some indication that injured applicants have submitted evidence designed to show that competing applications were filed merely for nuisance purposes.

At the Senate Committee it was learned that staff officials are watching both the alleged illegitimate practices and the steps taken by FCC to combat them. The committee operates as a watchdog of the Commission.

The committee has already investigated one suspected "strike" case. This case was turned over to the FCC, which studied the evidence and informed the committee the applicant was entitled to file.

Up to this point the committee has taken the view that "strike" charges are an FCC matter. Now that the practice is causing nationwide concern the committee is showing more interest. It was indicated a full investigation will be made if any applicant desires to submit evidence pointing to pay-off practices.

The usual way the "strike" practice works is this: An applicant files at the FCC for a TV frequency in a city. The grant is unopposed and after a normal period the case approaches its final stages, with indication that a grant is forthcoming. Just before final action is expected, the "strike" application is filed.

This throws the case into hearing status and it can mean many months, or even a year or more of delay. The second application can be (1) legitimate; (2) designed to shake down the original applicant for pay-off money or stock interest; (3) aimed at delaying the grant for purely competitive reasons.

Burden of Proof

If either of the two latter reasons is involved, the FCC then faces the difficult job of proving blackmail or illegitimate delaying action.

Should the Commission feel it has a good case against an applicant, it must decide how to proceed. It might, for example, dismiss an application "with prejudice," an embarrassing tag that could prove costly in the future. Then again it might take disciplinary action against lawyers involved in a case. This weapon, some contend, would be extremely powerful and halt unethical practices.

The whole situation is somewhat confused by regulatory problems. The FCC's rules have a section devoted to "strike" applications (1:385e). This permits conditional grant to an applicant pending final hearing in case the FCC feels an application is not filed in good faith. The rule is an old one and has seldom been used.

Argument is raised by one attorney that the old "strike" rule had its teeth pulled inadvertently by the McFarland Bill (Sec. 7c), which liberalizes the filing of protests in case of grants.

In any case, attorneys concerned with suspected "strike" applications are anxious to get FCC action in at least one case. They feel even one call for a hearing in a suspected "strike" incident would frighten away all applicants or potential applicants who have had ideas of that sort.

Suggestion that legislation be enacted has been made. One proposal would require posting of substantial bond in filing television applications. This would prove good faith, it is felt, and weed out racketeers.

Should the "strike" menace bring out specific names of persons and applicant firms, the resulting publicity might bring wholesale withdrawals, according to one view at the Commission.

Of special interest was the suggestion that such action would open up TV facilities in many areas and speed granting of many new stations now held up in Commission routine.

Actually there's nothing very new about this sort of thing. All through the history of AM there were filings which were viewed with suspicion, especially by those who had radio stations or had applied for them.

Always there arose the problem of nailing down the suspected cases. Rumors often were heard that applicants had to be bought off by legitimate permit holders or applicants.

After World War II when the rush of applications developed for both AM and FM, the FCC's staff was worked overtime in an effort to catch up with the jam. During these exciting months the charge of nuisance applications and even blackmail echoed through the industry.

Now with TV permits at a premium following end of the freeze, the Commission's files are bulging with petitions of various sorts. Attorneys and engineers alike have said informally they have turned down applicants on the ground their proposals weren't sincere. The hearing procedure in TV has been rougher than many non-industry applicants anticipated and this in itself has started to deter nuisance filings.

Senate Group Gets Money For Inquiry Purposes

NEED for an inquiry into color TV, educational TV and monopoly in broadcasting was given by the Senate Interstate & Foreign Commerce Committee as one of the reasons for asking for $75,000 to investigate various matters under its jurisdiction (S Res 41). The Senate last week approved the request and the appropriation.

There is nothing scheduled at the present time on the communications subjects.

Estimated budget for next two years calls for the spending of $58,200 for the hiring of two attorneys, one economist, three clerks and three investigators. In addition, $17,000 is estimated for expenses.

In a letter last month to Sen. William E. Jenner (R-Ind.), chairman of the Senate Rules & Administration Committee, Sen. Charles W. Tobey (R-N. H.), chairman of the Senate Interstate & Foreign Commerce Committee, referred to communications as one of the five areas of primary importance.

Last month Sen. Tobey introduced a proposal (S 538) which would forbid the FCC from approving the applications of any company convicted of violating the antitrust laws, unless no such violations and occurred in the previous five years [B•T, Jan. 26].

WINE COMPANIES INVADE RADIO-TV

Monarch and Wine Corp. of America head a list of vintners buying radio and TV spots, regional programs and daytime network shows.

THE wine merchants, in a heady invasion of the broadcasting media, are pouring money into radio and TV spots, regional programs, and daytime network shows starting in early and mid-February.

Monarch Wine Co., for its Manischewitz wine, turns to television sponsorship today (Monday) for the first time when it premieres its half-hour *I'm the Law*, a Music Corp. of America package featuring George Raft, in about six markets. The contract is for 39 weeks.

Monarch's television outlay is in addition to a radio spot campaign which started in mid-January in 55 markets for 26 weeks. The radio schedule is in its fourth year. Donahue & Coe, New York, is the agency.

Mogen David Wine Buys

Wine Corp. of America, Chicago, for Mogen David wine, has bought the 11-11:15 a.m. period on CBS-TV effective Feb. 12 for the *Bill Cullen Show*, Thursdays, 11-11:15 a.m. Mr. Cullen will highlight a variety format, supported by the Milton Delugg trio and a vocalist. The show is packaged by Larry White and Mr. Cullen. Weiss & Geller, New York and Chicago, is the agency.

Wine Corp. of America also will sponsor *News of Tomorrow* on ABC-TV, 10-10:15 a.m. EST Monday through Thursday [B•T, Feb. 2]. Weiss & Geller also placed this contract, starting today for 52 weeks.

Garrett Wine & Co., makers of Virginia Dare wine, a long-time radio client, has placed a radio-television spot campaign on 100 radio and 20 television stations effective today for 10 weeks. David Mahoney Inc., New York, is the agency.

Petrie Wine Co., San Francisco, through Young & Rubicam, same city, is another active spot entrant, with approximately $200,000 already allocated on radio-TV schedules.

Old Monastery Wine Co., Fresno, Calif., a radio spot advertiser 18 straight years, starts its 26-week schedule in 12 markets Feb. 12. Arnold & Co., Boston, is the agency.

LaSalle Wines (independent winery and a distributor for Manischewitz wines) will sponsor RCA Thesaurus' transcribed library series, *The Hour of Charm*, on 16 radio stations in Michigan, through Brindley-Roth Agency, Detroit.

The advertiser increased the station list after a 90-day test and a tremendous boost in the sales of LaSalle and Manischewitz wines.

Piracy of Ideas Claims Called Hard on Advertising

TREND of court decisions in favor of those claiming piracy of their unsolicited ideas by advertisers and advertising agencies was called "the most urgent legal problem facing advertisers and agencies today" by David M. Solinger, New York attorney, in an address Monday to the Federal Bar Assn. in New York.

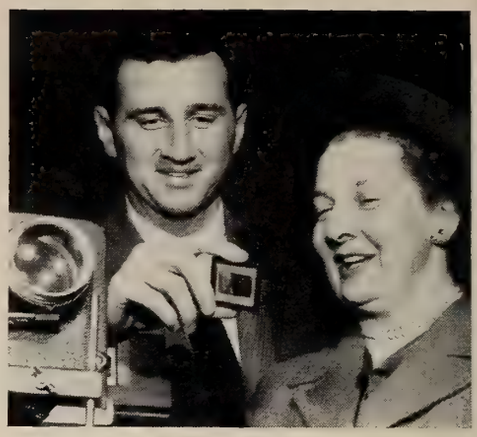
Citing a recent $375,000 California jury verdict as an example of what he termed "an alarmingly dangerous trend," Mr. Solinger said huge verdicts are being recovered "on various theories ranging from express contract, implied contract, trade custom, the reasonable value of services, unjust enrichment and copyright infringement."

He criticized releases which make the advertiser or agency sole judge of the value of an idea and advocated a contract with the submitter of the idea setting forth in advance a nominal value for the idea if it is used. Unsolicited ideas should not be considered, he said, suggesting various procedures for insulating creative departments against contact with them.

Ovington, Brooks Join BC&P

RAY OVINGTON, Grant & Wadsworth, New York, and Barbara Brooks, Joseph P. Wiggers Agency, have joined the radio and television staff of Bermingham, Castelman & Pierce, New York. Mr. Ovington will be assistant director in charge of production and Miss Brooks will be co-ordinator of broadcast activities.

Steve Siddle, timebuyer for the agency, has been promoted to assistant director in charge of station relations for both radio and television.



"DEATH" of a TV commercial was demonstrated at a meeting of the Women's Advertising Club of Chicago by Otis Carney, head of TV creative work, J. Walter Thompson Co., that city. Mr. Carney, speaking on effective television commercials, holds up slide commercial before Marion McKinney, women's travel director, Union Pacific Railroad, to emphasize "too many characters trying to put over one sales talk."

Admiral Buys Sports Events

AGREEMENT for exclusive radio-TV coverage of the *Chicago Tribune* Golden Gloves Boxing Tournament was completed by Admiral Corp., Chicago, last Wednesday, for an undisclosed sum.

Contract calls for DuMont TV Network and MBS radio coverage of the Chicagoland finals March 7, the Chicago-New York Intercity Finals March 26 and the U. S.-European competition June 16. Agency is Erwin, Wasey & Co., New York.

Admiral also is said to be negotiating for similar rights to the All-Star professional-college football classic next summer, although the firm was not prepared to announce any agreement as yet. Admiral sponsored the football game on DuMont and MBS last year.

NL&B Bills $19 Million

TOTAL billings of Needham, Louis & Brorby, Chicago advertising agency, exceeded $19 million in 1952, its president, Maurice H. Needham, has reported. The agency revealed that more than half (118) of its 220 employes now own stock in NL&B. Last year was the second consecutive 12-month period during which the agency added about $4 million to its billings.

NL&B received $3 million in radio and $5 million in TV billings, with the AM-TV share accounting for about 40% of all billings [B•T, Jan. 5]. Mr. Needham added that payments under the profit-sharing plan will amount to more than 13½% of salaries of the participants, as compared with 13% last year.

M & R Dietetics Buys TV

TO LAUNCH a new powdered cream product in the New York market, M & R Dietetics Labs., Columbus, has turned to television as its major advertising medium, according to George R. Dunham, WCBS-TV New York general sales manager. He said the company has bought participations on station programs, including *Rain or Shine*, *Kovacs Unlimited*, and *There's One in Every Family*. Billed through the Ralph Jones Co., Cincinnati, the new business will run for 13 weeks, effective today (Monday).

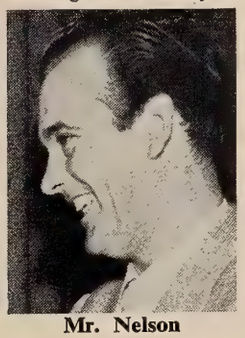


THEO. HAMM Brewing Co., St. Paul, and Liggett & Meyers, for Chesterfields, have signed for sponsorship of exclusive WGN-TV Chicago telecasts of all daytime home games played by the Chicago Cubs and White Sox during the 1953 season, starting with the three-day city series April 10 [B•T, Jan. 26]. Handling details (l to r) are Bradley Eidmann, WGN salesman; Raymond Mithun, president, Campbell-Mithun, Minneapolis, the Hamm agency; Robert Noel, Campbell-Mithun, Chicago; William A. McGuineas, commercial manager, WGN Inc.; James T. Gallagher, business manager, the Cubs; Clyde Rapp, advertising manager, Hamm, and Harold Carlson, Hamm's Chicago district sales manager.

SOUTHERN CALIFORNIA RADIO CALLED 'GREATEST MEDIUM' AT AD CLUB MEET

SCBA Managing Director Norman Nelson reports area's radio homes are up 33.6% with rates up only 11% since 1946, despite TV. Others on a panel praise vertical saturation spots, nighttime radio, while two recount saturation campaign successes.

THAT radio continues the greatest mass medium in Southern California despite television, was the consensus of a five-member panel at a Hollywood Ad Club meeting last Monday in the Hollywood Athletic Club.



Mr. Nelson

Robert J. McAndrews, commercial manager of KBIG Avalon, Calif., and past president of HAC, moderated the panel, "Southern California Radio for 1953."

Describing Southern California as "America's fastest growing market," Norman Nelson, managing director of the Southern California Broadcasters Assn., said radio homes have increased 33.6% since 1946.

Admitting TV with eight stations now is at a high point of saturation and radio listening has dropped 26%, he presented figures to show the 1946 to 1953 population increase was so great actual hours of radio listening now are greater than before the TV era.

"During this period, too, radio station time rates went up only 11%, yet the media today in Southern California, because of its population picture, is producing audience at a lower cost-per-thousand than in 1946," Mr. Nelson declared. "During the same period . . . Los Angeles metropolitan newspapers have decreased their total circulation 1%. Today it costs a newspaper advertiser exactly 50% more to reach a circulation 1% less than it did in 1946.

Shortchanged in Past

Southern California broadcasters shortchanged themselves in the past because they couldn't determine until recently how to evaluate out-of-home listening, Mr. Nelson continued.

He said three Pulse surveys in the past year found size of out-of-home audience depends upon programming, "but as a rule-of-thumb figure, there is about a 20% bonus to be added to any in-home ratings in the Southern California area."

Success of the vertical saturation method of buying radio time was stressed by Stanley Spero, KMPC Los Angeles account executive and chairman of the SCBA sales promotion committee.

Mr. Spero said in the past stations did nothing more than exchange the same advertisers among themselves, but now a concentrated effort is being made in Southern California to bring non-radio advertisers into the media.

Sherrill Taylor, advertising and promotion manager of KNX Hollywood and Columbia Pacific Radio Network, and vice chairman of the SBCA sales promotion committee, debunked the "decline" of nighttime radio listening in the Los Angeles area.

"It used to be that a great many advertisers were writing off nighttime radio in a television home," he said, "but roughly 30% of all Los Angeles homes cannot be reached by television.

Hilly Sanders, vice president in charge of radio-TV for Dan B. Miner Co., Los Angeles agency, told ad club members many media must be used in any progressive campaign, but radio has demonstrated its stability in the past as well as now, creating desired results for clients and she would continue to recommend it.



Miss Sanders

W. P. Frost, district radio-TV sales manager for Westinghouse Electric Supply Co., told how his firm, in a saturated TV market, less than a year ago used an extensive spot campaign to introduce its TV receiver set, then virtually unknown. The name Westinghouse, he said, was associated primarily with heavy equipment or appliances in the Southern California area.

With this acute problem, Westinghouse, on a vertical saturation basis, utilized several area stations, and as a result of this, he declared, the firm's TV sets not only have become an important factor in the market from a consumer's point of view, but a substantial number of new retail outlets has been established.

"And for the first time in the history of Westinghouse TV in this area, buyers are going to retail dealers asking for the product by name," he said.

So pleased and amazed were Westinghouse officials with results of the radio campaign, they plan to continue this type of advertising in Southern California during 1953 and have expanded it to include other Westinghouse products, he said.

Lt. Col. Louis Pedlar Dies

LT. COL. LOUIS C. PEDLAR, 69, USA retired, president of Pedlar & Ryan Adv., New York, for several years until 1931 when he joined the Army Organized Reserve Corps, died at Suburban Hospital in Maryland near Washington, D. C., last Tuesday. He lived in Silver Spring, Md. He was commended by President Truman for research and analysis work during World War II. Survivors are his wife, two sons and a daughter.

Hoffman Back to Studebaker; Resigns Ford Foundation

PAUL G. HOFFMAN, one-time president of the Studebaker Corp., is slated to rejoin that firm as chairman of the board. The resignation of Mr. Hoffman as president and a trustee of the Ford Foundation, multi-million-dollar philanthropy whose far-ranging activities include the Fund for Adult Education and the Television-Radio Workshop, was announced last Wednesday by Henry Ford II, chairman of the board of trustees.

H. Rowan Gaither Jr., San Francisco attorney and associate director of the Foundation, was named acting president, pending selection of Mr. Hoffman's successor.

Mr. Hoffman helped organize the $500 million Foundation and has headed it since Jan. 1, 1951.

His resignation from the Foundation, effective March 1, was credited to his desire to make his home at Pasadena, Calif., where he and his family have lived for years and where the Foundation has maintained executive offices. Mr. Ford said the trustees had agreed unanimously—with Mr. Hoffman concurring—that the time had come to transfer the Pasadena operations to New York, where a large staff has been operating. Although Mr. Hoffman agreed with the decision, Mr. Ford said, his personal desire to live at Pasadena led him to resign.

"We plan to use his distinguished abilities and his broad experience in Foundation-sponsored programs to the extent that he may be available," Mr. Ford said.



AGENCY and advertiser executives confer with station officials when, after an absence of 17 years, WMAQ Chicago welcomes back *The Northerners* for weekly half-hour broadcasts starting Feb. 16—under sponsorship, of course, of the local Northern Trust Co. Discussing happy occasion are (l to r): Glen Hendricks, assistant to the advertising manager, Northern Trust; Rudi Neubauer, WMAQ sales manager; Peter Cavallo, director of radio, television and motion pictures, J. Walter Thompson Co., agency handling account; John O'Laughlin, advertising manager, and Davis Kirby, vice president of market research and development, Northern Trust; Harry Kopf, NBC Chicago vice president; George Heinamann, program manager of WMAQ and WNBQ (TV). Program will be heard each Monday, 9-9:30 p.m. CST.

STROTZ, TRAMMELL IN BOTTLING FIRM

Former NBC executive Sidney Strotz is president of new Coca-Cola bottling company in Pittsburgh area. With him in the new firm are former NBC Board Chairman Niles Trammell, Pennsylvania broadcasters Thomas P. Johnson and Rolland L. Adams and stars Roy Rogers and Ralph Edwards.

SIDNEY N. STROTZ, former NBC key executive, and a group of associates that includes Niles Trammell, former NBC board chairman, and other broadcasters or radio-TV personalities, have acquired the Coca-Cola bottling companies in Pittsburgh and four nearby communities: Butler, Arnold, McKeesport and Bethlehem.



Mr. Strotz

Others of the group in broadcasting include Thomas P. Johnson, 45.5% owner of WENS (TV) Pittsburgh, uhf Ch. 16 grantee, and vice president-secretary of the Pittsburgh Pirates; Rolland L. Adams, president of WAGA-AM-FM Bethlehem and publisher of the Bethlehem *Globe-Times;* and two NBC radio and TV stars, Roy Rogers and Ralph Edwards.

Mr. Strotz, president of the new Quaker State Coca-Cola Bottling Co. and also head of the Coca-Cola plant at San Jose, Calif., is moving with Mrs. Strotz to Pittsburgh. He was with NBC from 1933 to 1950, serving variously as vice president in charge of Central Div., vice president and national program manager, vice president in charge of Western Div., administrative vice president, and head of TV.

Mr. Trammell resigned as NBC board chairman Dec. 31 to become associated with ownership and management of a proposed TV station in Miami, Fla. Several other business and professional men are identified with ownership of the new bottling company. Messrs. Strotz, Trammell, Johnson and Adams are members of a seven-man board of directors.

C & W Names Case as V. P.

WINSLOW H. CASE, senior vice president and creative director of Campbell-Ewald Co., Detroit, has been named vice president in charge of radio-television copy for Cunningham & Walsh, New York, on the Liggett & Myers Tobacco Co. account (Chesterfield cigarettes). Before joining Campbell-Ewald, he was with Newell Emmett and with Liggett & Myers' creative staff.

Direct Mail Gains 11%

DOLLAR VOLUME of direct mail advertising in 1952 totaled $1,171,088,984, a gain of 10.8% over the 1951 figure, Frank Frazier, executive director of the Direct Mail Adv. Assn., reported last week. Monthly totals ranged from a low of $88,664,382 in July to a peak of $112,670,142 in October.



MAPPING plans at a Rexall conference attended by 450 druggists from six states, and held in the Twin Cities, are (l to r) John Lamb, BBDO account executive, Minneapolis; Rexall's George Davis, vice president in charge of marketing, St. Louis, and Joseph A. Galvin, chairman of the board; Norman Heffron, WCCO Minneapolis-St. Paul newsman; and Earl Cooper, vice president of Rexall, Los Angeles. Not pictured is Justin W. Dart, Rexall president. Mr. Heffron covered the six-state druggists' sessions for the station.

Marciano vs. Walcott Bout

GILLETTE Co., and its agency, Maxon Inc., New York, were reported last week to be conferring over radio-TV sponsorship of the return fight between Rocky Marciano and Joe Walcott from the Chicago Stadium on April 10. Radio-television rights to the match, which will be heard and seen on radio and TV in all but Chicago and Milwaukee areas, are expected to cost from $250,000 to $300,000. Gillette's decision as to whether it will pick up the entire national tab for the fight is expected to be announced today (Monday).

NEW BUSINESS

Spot

BB Pen Co., Hollywood (BB-Rol-Rite), starts one-minute filmed TV spot announcement campaign in eight mid-western markets, Feb. 15 for 13 weeks. Stations are WNBQ (TV) WGN-TV WENR-TV Chicago, WWJ-TV Detroit, WEWS (TV) WXEL (TV) Cleveland, WKRC-TV Cincinnati, WFMB-TV Indianapolis, WTMJ-TV Milwaukee, KSTP-TV Minneapolis and KSD-TV St. Louis. Agency: Roy S. Durstine Inc., L. A.

Leigh Foods Inc., N. Y. (Flamingo frozen orange juice), launched TV spot campaign, effective Feb. 2 on WCBS-TV and WNBT (TV) New York for minimum of 13 weeks with 56 spots per week. Program on each station includes nine announcements on Mon., Tues. and Wed., seven on Thurs., 10 on Fri. and six each on Sat. and Sun. Advertising is placed direct.

Network

Simoniz Co., Chicago, sponsoring *Big Story* on NBC-TV, Fri., 9-9:30 p.m. EST, on alternate weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

General Products Corp., L. A. (Looz dietary supplement), renews *Stuart Craig Show* on 45 Columbia Pacific Radio Network and Mountain stations, Sun., 9:45-10 a.m. (PST), for 52 weeks from March 1. Agency: Dean Simmons Adv., L. A.

Bank of America, S. F., renews *Top of the Morning* on 11 Columbia Pacific Radio Network stations, Mon. through Fri., 7:15-7:30 a.m. PST, for 52 weeks from Feb. 23. Agency: Charles R. Stuart Adv., S. F.

Agency Appointments

Stat Pharmaceuticals Inc., Chicago (Taz—weight-reducing tablets), appoints Irvin Rose Agency, Hollywood. Radio-TV will be used.

Bay View Federal Savings & Loan Assn., S. F., appoints Brisacher, Wheeler & Staff, that city.

Bu-Tay Products Ltd., L. A. (Rain Drops water conditioner), appoints J. Walter Thompson Co., that city.

Aluminum Lock Shingle Co., Oakland, Calif., appoints Lee Wenger Adv., S. F. TV will be used.

Winter-Seal Corp., Detroit, appoints W. B. Doner & Co., Detroit.

Consolidated Sewing Machine & Supply Co. of Calif. Inc., L. A. (distributors of Viking sewing machines), and **Jerant Co.,** that city (Formula "21" lanolin compound), appoint Ben Baldwin Adv. Agency, Hollywood. TV will be used.

D. W. G. Cigar Co., Detroit, appoints W. B. Doner & Co., Detroit. Account executive is S. M. Epstein.

White Rock Corp. appoints Ellington & Co., N. Y. effective March 17.

Shavex Co., Glendale, Calif. (electric shaver), appoints Universal Adv. Agency Inc., Hollywood. **Jerry Merton** is account executive. Radio-TV will be used.

First Camden National Bank & Trust Co., Camden, N. J., appoints Aitkin-Kynett Adv., Phila.

McLaran Products Inc., Beverly Hills (scalp cream, hair dressing and shampoo), appoints Mogge-Privett Inc., L. A. Radio is being used.

F. R. Corp., manufacturer of darkroom equipment and color slide viewer, N. Y., appoints The Wexton Co., N. Y.

Seabrook Farms Co., Bridgeton, N. J. (quick-frozen vegetables and fruits), appoints N. W. Ayer & Son, Phila.

Miscellaneous

Ratcliffe Adv., Dallas, elected to membership in American Assn. of Adv. Agencies.

Ben Baldwin Adv. Agency, Hollywood, moves to 943 N. La Cienega St. Telephone is Bradshaw 2-7126.

Schwab & Beatty, N. Y., moves radio-TV department to separate quarters at 38 E. 57th St.



Like squirrels go for nuts

Just like squirrels go for nuts, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce low-cost results for you, too. Get your Forjoe man to give you all the details.

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

Martha Brooks is a super-saleswoman. Four announcements in her program last year produced over 6,000 sales with a retail value in excess of $4,000.



The First Lady of the 17th state*



Grace Hudowolski, Travel Supervisor of the New York State Department of Commerce is a weekly guest on the Martha Brooks Show. She relates the little known facts about the personalities and history of the Great Empire State.

*The WGY area is so-named because its effective buying income is exceeded by only 16 states.

Martha Brooks has become endeared to the women of the WGY area as the result of her 17 years as a broadcaster. Bringing news of the women's world to her audience every morning between 9:15 and 10:00 a.m., Martha covers everything from unusual recipes to silver and golden wedding anniversaries and 90-year birthdays. Chatty, informative, personality-plus are the words for Martha. Her role in the daily lives of WGY-Land families easily qualifies her as "The First Lady of the 17th State."

WGY MARKET DATA

22 cities over 10,000 population
458 towns
53 counties
2,846,300 citizens
878,130 radio families
More goods purchased than 32 states

50,000 watts—Studios in Schenectady

WGY A GENERAL ELECTRIC STATION

Represented Nationally by Henry I. Christal

New York • Chicago • San Francisco

INDUSTRY-BACKED TV CIRCULATION AUDIT WINS INITIAL ENDORSEMENT

Circulation facts on television are to be presented clearly and comprehensively under this new industry-sponsored plan. The NARTB board already has named a group to scrutinize more closely the possibilities of a project that would be a TV counterpart of the circulation audits for printed media.

A MILLION dollar-plus project for a standard circulation measurement for television, to be established under industry auspices, was unveiled before the NARTB television board last Wednesday at its meeting at Belleair, Fla., and promptly won endorsement to the extent of authorization of further intensive exploration.

The plan was presented by Dr. Franklin R. Cawl, former Wharton school professor and now a consultant in marketing and research, after a six-week study authorized by NARTB President Harold Fellows. Designed to be the counterpart of circulation audits for the printed media, the project also has as its goal avoidance of the pitfalls that radio has experienced as a result of inter-mixture of coverage measurements and audience surveys.

Following a three-hour presentation by Dr. Cawl, the board concluded that the plan warranted further study and authorized President Fellows to appoint a committee of three to further explore the project. Named were Campbell Arnoux, WTAR-TV Norfolk, chairman; Clair R. McCollough, Steinman stations, and Ken Carter, WAAM (TV) Baltimore.

It is expected that Dr. Cawl will be retained to function with the committee in contacting all segments of the television field in connection with the plan. Contemplated, it is understood, is a pilot survey in one or two selected markets.

Specifics of Projects Not Detailed

Details of the measurement yardstick were not divulged pending procurement of trade marks and copyright protection, it was reported. All rights would be vested in NARTB by Dr. Cawl.

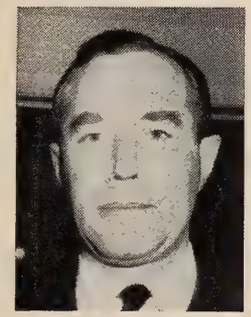
Along broad lines, it is understood that the project contemplates measurement of "circulation" not only as to numbers of receivers in given areas, but also as to tune-in for various segments of the day. Data would be collected by way of a combination of personal interviews, telephone interviews and mail.

One NARTB TV board member described the project as a "TV-BMB" but with certain refinements. The board officially described the plan as one that produced "a new concept and approach to the problem." It was emphasized that the project did not involve program popularity or ratings but dealt strictly with circulation aspects.

While Dr. Cawl would make no flat estimate as to cost, members talked about an eventual expenditure in excess of a million dollars. The thought was that it might be between one million and two million dollars on an overall basis. Emphasis was placed upon the desirability of getting started early to avoid the pitfalls that befell radio and notably while there are few stations and markets to be covered.

The original preliminary study was authorized by the TV board at its December meeting. At that time the board declined, for the present, to join the Advertising Research Foundation, of which Edgar Kobak, a member of the NARTB radio board, is president. The contribution requested from NARTB for ARF was in the amount of $10,000. A second letter from Mr. Kobak on the ARF fund was received by the board at Belleair and action again was withheld pending completion of the Cawl project exploration.

Robert D. Swezey, WDSU-TV New Orleans, chairman of the TV board, made this statement following the Cawl presentation: "One of the most challenging problems facing the television medium today, and those who use its facilities to sell merchandise and service, is the selection of a uniform system for measuring circulation. Dr. Cawl has presented to us a formula for such a measurement which deserves the serious reflections of all of those who are in television broadcasting and all those who use it as an advertising medium. He has outlined objectives of his study to us. The TV board is interested sufficiently in his proposals that it has approved appointment of a special board committee which will work with Dr. Cawl. This committee will be authorized to consult with appropriate individuals in the television industry."



Mr. Swezey

Dr. Cawl is a past president of the Market Research Council, past vice president of the American Marketing Assn., and while professor of merchandising, advertising and selling at the Wharton School of the U. of Pennsylvania, developed the Cawl buying power survey of Philadelphia.

He produced the first major market continuing store audits for food and drugs, which he said anti-dated Nielsen and which were used by the Department of Labor until the government produced its own commodity studies. He developed the first "continuing panel of consumer purchasing" for the *Farm Journal*. He was with the Kudner agency for seven years and worked with top accounts on postwar planning, sales analyses, copy testing, radio and television, and rating services.

He was a past chairman of the board of the Morris Price School of Advertising and Journalism of the Poor Richard Club in Philadelphia. He is editor of sales and advertising terms for the new *Webster Dictionary*.

For story on joint meeting of NARTB Boards see page 50.

L. A.'s Food Counter

DEVELOPMENT of suburban shopping centers throughout metropolitan Los Angeles has resulted in a retail revolution of self-service stores.

This is reported by "The Study of the L. A. Market," a presentation prepared by Sherrill Taylor, director of sales promotion, advertising and exploitation for Columbia Pacific Radio Network and KNX Hollywood.

Self-service supermarkets sell most of the food in Los Angeles, and the city has 1,070 of the state's 1,940 supermarkets. California has 12.6% of the nation's total.

For a Los Angeles advertiser to cover 4,910 square miles and reach 4½ million people, he must use radio, "the only medium which gains the advertiser entry into 99% of those homes."

As an added radio sales point, the city has 27% more cars per family than U. S., and 72.5% are radio-equipped, giving the city more car radios than home TV sets.

Nielsen Drops Per Cent Rating; 'Lucy' Maintains TV Lead

A. C. NIELSEN Co., Chicago market research firm, has dropped its practice of rating audiences by the percentage of homes reached. From now on, the company announces, it will rate network radio and TV program audiences only by the number of homes reached.

The move is calculated to end "misunderstanding" of the comparative popularity of ratings. Previously the radio report pegged the audience by percentages of all U. S. radio homes, and in TV, by percentages of video homes in areas where the program was telecast.

I Love Lucy on CBS-TV continues to head the top ten listing in audience popularity, according to the Nielsen Ratings for the two weeks ending Jan. 10. The programs follow:

NIELSEN-RATINGS TOP TELEVISION PROGRAMS
Two Weeks Ending Jan. 10, 1953
NUMBER OF TV HOMES REACHED

Rank	Program	Number of homes (000)
1	I Love Lucy (CBS)	14,550
2	Rose Bowl Football Game (NBC)	11,522
3	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	11,060
4	Texaco Star Theatre (NBC)	10,926
5	Colgate Comedy Hour (NBC)	10,820
6	Buick Circus Hour (NBC)	10,676
7	Arthur Godfrey & Friends (Toni-Gillette) (CBS)	9,854
8	You Bet Your Life (NBC)	9,189
9	Fireside Theatre (NBC)	9,012
10	Arthur Godfrey & Friends (Pillsbury) (CBS)	8,884

'Lux' Tops Nielsen in AM

LEADING network radio shows in number of homes reached for the week of Dec. 28, 1952-Jan. 3, 1953, have been released by the A. C. Nielsen Co. *Lux Radio Theatre* heads the evening, once-a-week list. Complete ratings follow:

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
Extra-Week Dec. 28, 1952-Jan. 3, 1953
EVENING, ONCE A WEEK—NIELSEN-RATING*

Rank	Program	Homes Reached (000)
1	Lux Radio Theatre (CBS)	5,306
2	Jack Benny (CBS)	5,174
3	Amos 'n' Andy (CBS)	4,955
4	Charlie McCarthy (CBS)	4,780
5	Rose Bowl Game (NBC)	4,122
6	Suspense (CBS)	4,078
7	My Little Margie (CBS)	3,771
8	Godfrey's Talent Scouts (CBS)	3,771
9	You Bet Your Life (NBC)	3,596
10	Life With Luigi (CBS)	3,464

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1953 by A. C. Nielsen Company



NOW...AN ADJUSTABLE COWBOY!

Add "stretchin'" to the long list of adjectives we use to describe singin', strummin', leapin', sellin' Kenny Roberts. He's *adjustable* now! Come 5:00 p.m. every weekday, he stretches that explosive personality of his all over the Great Southwest (Ohio) Territory through the joint facilities of WHIO-TV in Dayton and WKRC-TV in Cincinnati. Adjustment takes place from 5:25 to 5:45 p.m. That's when Kenny comes in three sizes: As big as the big WHIO-TV market—as big as the big WKRC-TV market—or as big as *both* (and you buy what you want).

Put your product anywhere on Kenny's program and you'll get real results from a real market that's as big as you want it to be. George P. Hollingbery has participating spot information on WHIO-TV, The Katz Agency represents WKRC-TV.



The KENNY ROBERTS SHOW
originates from the studios of WHIO-TV.

WKRC-TV CINCINNATI

and

WHIO-TV DAYTON

More 5-Minute News Shows

FIVE-MINUTE radio news summaries outnumber quarter-hour news programs by a ratio between two-to-one and three-to-one, John J. Madigan, UP radio news manager, reported last week after a survey of replies from more than 600 radio news editors.

He said the poll found a 50-50 division of opinion on the advisability of interpreting news on the air. Half of the editors who were surveyed wanted more analysis, he said, while half regarded strictly factual treatment as best.



Mr. Madigan

"More news in fewer words," "more news topics," and "more light, odd quirks and personality stories" were among the principal recommendations advanced by the news editors.

Asserting UP already has taken steps to meet editors' desires, Mr. Madigan reported that "we are experimenting with many ways of writing the news more tightly, in order to get more news within the same amount of space and time."

It's 'Lucy' and Godfrey In Videodex Jan. Ratings

VIDEODEX reports of top 10 network TV programs for January 1953 show *I Love Lucy* in first place. Listings were:

		No. of Cities	% of TV Homes
1	I Love Lucy (CBS)	61	64.4
2	Godfrey & Friends (CBS)	57	51.1
3	Texaco Star Theatre (NBC)	52	49.2
4	Godfrey's Talent Scouts (CBS)	57	48.3
5	Groucho Marx (NBC)	62	48.0
6	Colgate Comedy Hour (NBC)	62	45.0
7	Your Show of Shows (NBC)	56	42.4
8	Dragnet (NBC)	52	39.5
9	What's My Line (CBS)	43	38.1
10	Philco TV Playhouse (NBC)	54	37.4

		No. of Cities	No. of TV Homes (000's)
1	I Love Lucy (CBS)	61	12,992
2	Godfrey & Friends (CBS)	57	9,850
3	Groucho Marx (NBC)	62	9,715
4	Colgate Comedy Hour (NBC)	62	8,695
5	Texaco Star Theatre (NBC)	52	8,268
6	Your Show of Shows (NBC)	56	7,962
7	Dragnet (NBC)	52	7,324
8	Fireside Theatre (NBC)	57	7,200
9	All Star Revue (NBC)	59	7,118
10	Philco TV Playhouse (NBC)	54	6,984

TELESTATUS®

Weekly TV Set Summary— February 9, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	5,500
Austin	KTBC-TV	18,180
Baltimore	WAAM, WBAL-TV, WMAR-TV	453,074
Binghamton	WNFB-TV	101,450
Birmingham	WAFM-TV, WBRC-TV	141,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	1,002,032
Buffalo	WBEN-TV	323,419
Charlotte	WBTV	290,683
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,290,287
Cincinnati	WCPO-TV, WKRC-TV, WLWT	395,000
Cleveland	WEWS, WNBK, WXEL	711,245
Colorado Springs	KKTV	12,500
Columbus	WBNS-TV, WLWC, WTVN	274,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	225,000
Davenport	WOC-TV	166,000
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	
Dayton	WHIO-TV, WLWD	268,000
Denver	KFEL-TV, KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV, KTSM-TV	.....
Erie	WICU	175,550
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	225,000
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	148,391
Honolulu	KGMB-TV, KONA	12,386
Houston	KPRC-TV	224,500
Huntington-Charleston	WSAZ-TV	131,122
Indianapolis	WFMB-TV	292,000
Jacksonville	WMBR-TV	92,900
Johnstown	WJAC-TV	534,982
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	263,675
Lancaster	WGAL-TV	183,020
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,457,058
Louisville	WAVE-TV, WHAS-TV	214,887
Lubbock, Tex.	KDUB-TV	14,999
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	180,190
Miami	WTVJ	159,700
Milwaukee	WTMJ-TV	397,853
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Mobile	WALA-TV, WKAB-TV	.....
Nashville	WSM-TV	98,168
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	149,721
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000
Norfolk-Portsmouth-Newport News	WTAR-TV	152,498
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,157,000
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Richmond	WTVR	157,452
Roanoke	WSLS-TV	39,800
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	166,000
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	106,800
San Antonio	KEYL, WOAI-TV	123,073
San Diego	KFMB-TV	166,150
San Francisco	KGO-TV, KPIX, KRON-TV	510,000
Schenectady-Albany-Troy	WRGB	250,450
Seattle	KING-TV	223,600
South Bend	WSBT-TV	8,000
Spokane	KHQ-TV	14,539
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	211,342
Toledo	WSPD-TV	222,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	85,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	418,147
Wilkes-Barre	WBRE-TV	.....
Wilmington	WDEL-TV	128,418
York	WSBA-TV	21,000

Total Stations on Air 127* Total Markets on Air 78*

Total Sets in Use 20,710,812

*** Includes XELD-TV Matamoros, Mexico**

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station
KRLD-TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
225,000
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

TV EXPERTS KEEP TAB ON DIMENSION FILM

TV technicians and producers are watching carefully Hollywood film makers' plans to funnel some production into third-dimensional movies to meet TV competition.

HOLLYWOOD TV producers and technical experts believe that third-dimensional films, now being developed and produced by movie companies, will become an integral part of video as color is added to telecasting.

Experimental research to improve and integrate 3-D developments already is underway.

The rise of the 3-D film is attributed to the movie industry's efforts to meet TV's challenge.

20th Century-Fox Film Corp. is converting to a new third dimension and sound system of motion picture production known as Cinemascope. Rights were acquired from the inventor, Prof. Henri Chretien of the Paris Optical Institute.

It costs no more to use than ordinary methods. Only extra equipment is a special lens which is attached to a regulation camera. The lens compresses a wide range of action into a single picture. A compensating lens on the projector corrects distortion, converting images to normal.

Uses Wide-Curve Screen

A specially developed, wide curved screen, 2½ times the ordinary size and of extra brilliance, gives the scenes the same effect as that gained by live actors on a theatre's stage. Sound follows the actors as they move about the screen.

Cinemascope will be made available to all studios as soon as additional equipment can be manufactured, according to Darryl F. Zanuck, vice president in charge of production.

First Cinemascope film in color, "The Robe," will go into production at 20th Century-Fox Feb. 16.

A legal battle may result over use of the trade name Cinemascope. Don Fedderson, vice president and general manager of KLAC-TV Hollywood, has been using that title for several years for the station's syndicated film product.

The KLAC-TV process, made via closed circuit, is for kinescopes with special lighting to give them a motion picture appearance.

Other Firms Begin

Other Hollywood movie producers and film studios are already in third dimension production.

Independent producers Bill Pine and Bill Thomas are using a two-camera 3-D system developed by their releasing studio, Paramount Pictures Corp. It requires viewers to wear polarized spectacles. The Natural Vision system also requires polarized spectacles.

Warner Bros. is shooting "House of Wax" in Natural Vision and Columbia Pictures is using that same system for its "Fort Ticonderoga" film. MGM, with a similar system of its own, starts its first 3-D film, a western, in a couple of weeks. Allied Artists' (formerly Monogram) first tri-dimensional film is scheduled for the cameras in April.

3-D for TV

PERFECTION of a TV three dimension process has been announced by Henry Donovan, executive producer, Telemount-Mutual Productions, Hollywood. Firm films the half-hour *Cowboy G-Men* TV series, sponsored by Purity Bakers Corp. in 24 markets (see adjacent story).

Called Bolex Stereo 3-D and developed by Bolex Co., Swiss camera manufacturers, the dimensional effect is given by a special stereoscopic lens placed on the camera. Little increase in production costs is claimed.

Results of past research will be utilized in the next group of 13 films which goes into production March 15. Black-and-white prints also will be made for immediate distribution.

Although audiences will need polaroid glasses for color 3-D video viewing, Mr. Donovan predicts their availability at low cost.

Princess Pictures Inc. Begun by Burt Balaban

BURT BALABAN, director of programming and production for Paramount Television Productions Inc., will resign Friday to launch Princess Pictures Inc., an independent company which will produce TV films here and abroad.

Mr. Balaban said he will be president of the new company, which will distribute its TV films as well as those produced by other firms. He added that Princess Pictures, which will have offices at 11 W. 42d St., already has received distribution rights for two TV film series and is planning production on another.

Associated with Mr. Balaban in Princess Pictures' initial production effort will be Gene Martel, who has produced shorts for Paramount Pictures. Mr. Balaban is the son of Barney Balaban, president of Paramount Pictures.

Jerry Fairbanks Named In Third Court Suit

SEEKING $7,000 damages, plus return of a film and negative allegedly due him, Joel Malone has filed suit against Jerry Fairbanks Inc. and Mr. Fairbanks in Los Angeles Superior Court. Also named defendant is Consolidated Film Industries, where the film and negative were reportedly processed and stored. If the properties are not available, Mr. Malone wants $12,000 damages.

Complaint charges that in May 1950, the late Frank Graham, announcer-actor, and his partner, R. Van Des Aultes, contracted with Mr. Fairbanks to furnish all facilities for a TV film, *Satan's Waitin'* and paid him $6,575. Mr. Malone, after securing all rights to the film from Messrs. Graham and Van Des Aultes, claims he has been unsuccessful in attempts to regain the property.

Other law suits filed in Los Angeles Superior Court against Mr. Fairbanks: (1) NBC has asked foreclosure of a chattel mortgage and public sale of a block of TV films sold to Mr. Fairbanks a year ago and for which he allegedly has not paid [B•T, Feb. 2], and (2) producer Lou Lilly seeks $7,300 in unpaid back salary as production supervisor and scenario department head.

Screen Assoc. Asks Damages, Charging Copyright Infringed

SUIT for unspecified damages resulting from alleged copyright infringement was filed Wednesday in Los Angeles Federal Court by Screen Assoc. Inc., Beverly Hills, against distributor Stuart Reynolds, Reynolds Productions, Mutual Television Productions, Sovereign Productions and producer Gilbert A. Ralston.

Screen Assoc., reportedly owned and controlled by the Ralph Stolkin interests, charges the defendants with exhibiting seven half-hour TV films during the past six months that were made prior to July 25, 1952, by the plaintiff's subsidiary, Screen Televideo Productions.

The films originally were included in *Electric Theatre,* sponsored by the Electric Companies of America advertising program on 42 stations, and *Your Jeweler's Showcase,* co-sponsored by Hamilton Watch Co. and International Silver on 26 stations. At the time Mr. Ralston was the firm's executive producer and Mr. Reynolds was sales representative.

In November 1952, Messrs. Ralston and Reynolds formed Sovereign Productions to handle production and sales of *NBC-TV's Cavalcade of America* for DuPont, *CBS-TV's General Electric Theatre* for *GE* and *Your Jeweler's Showcase* for Hamilton on a regional basis. Mutual Television recently was brought into the partnership to supervise business administration and policy.

Louis Snader Wins Claim From Film Partners

LOUIS SNADER, in the long drawn-out controversy with his partners, Alexander Bisno and Samuel Markovitch, has been given complete ownership of Snader Telescriptions Corp. for an undisclosed sum under an interim award of arbitrator Samuel R. Rosenbaum.

Messrs. Bisno and Markovitch have resigned as officers and directors, and with Henry Bisno, have sold their stock holdings to the Snader interests. Snader Telescriptions Sales Inc. and other subsidiaries of the parent corporation are being dissolved under the award.

The arbitration gives use of the Snader name exclusively to the producer. However, the 750 Snader Telescriptions which were sold to Ben Frye of Studio Films Inc., Cleveland, and now are being distributed through United Television programs Inc., will continue to carry the Snader Telescriptions trade name [B•T, Jan. 19].

Final Disposition

Final disposition of the dispute between the partners is expected next Monday when Mr. Rosenbaum returns to Beverly Hills, Calif., for further sessions. A problem still pending is division of net proceeds among several hundred investors who contributed $1 million to finance the Telescription enterprises. Disposition of a group of Alexander Korda feature motion pictures and a *Dick Tracy* TV series, controlled by the Snader Subsidiaries, still is to be determined.

Controversy between the Snader Telescriptions partners led to several law suits being filed this past year in Los Angeles. When Mr. Rosenbaum was brought in as sole arbitrator some weeks ago, agreement was reached to stay the various court actions and abide by his decisions.

Upped Sales Necessitate Ziv Sales Staff Increase

CONTINUED increase in sales on *Favorite Story, The Cisco Kid* and *Boston Blackie* has necessitated expansion in the sales force at the Ziv Television Programs Inc., M. J. Rifkin, vice president in charge of sales, announced last week.

With sales on *Favorite Story* in 67 markets and on *Boston Blackie* and *Cisco Kid* in 66 and and 67 areas, respectively, Mr. Rifkin declared that these programs "constitute the most successful programs in TV history."

He announced the addition of the following men to the Ziv sales staff: David Willis, for the Akron, Canton, Youngstown area; James Bellamy, former manager of WPTR Albany, upper New York State; Phil Williams, former head of TV sales for 20th Century-Fox, Dallas area, and Hardie Freiberg, New York.

Sales

Fletcher Jones, Los Angeles (Chrysler-Plymouth dealer), started weekly half-hour *Hollywood Off-Beat* on KNBH (TV) Hollywood, for 13 weeks from Jan. 31. Series, starring **Melvyn Douglas** and filmed by **Marion Parsonnet,** is distributed by **United Television Programs.** Agency is **Charles N. Stahl Adv. Agency,** L. A.

* * *

Greene-Haldeman Co., Los Angeles (Chrysler-Plymouth dealers), started weekly half-hour *Dangerous Assignment* on KNBH (TV) Hollywood, for 26 weeks from Jan. 30. Series, filmed by **Donlevy Development Corp.,** stars **Brian Donlevy.** Agency is **Creamer & Co.,** Hollywood.

* * *

Pelton Motors, Los Angeles, has started a weekly half-hour *Invitation Playhouse* on KLAC-TV Hollywood for 13 weeks from Jan. 28. The package, consisting of two quarter-hour programs weekly, was filmed by **Rene Williams Productions,** Hollywood, and is distributed by **Guild Films Inc.** The agency is **Irwin Co.,** Beverly Hills.

* * *

Virgil Vance, Phoenix (used car dealer), has started the weekly quarter-hour *Madison Square Garden* on KPHO-TV that city, for 13 weeks from Jan. 15. Filmed by **Winik Films,** the series is distributed by **Stuart Reynolds Productions,** Beverly Hills. Agency is **Lew King Adv.,** Phoenix.

* * *

Alexander Film Co., Colorado Springs, has announced the recent TV commercial productions for the following organizations: **Mortons Foods,** Dallas, Tex., five 20-second films through **Ira E. De Jernett Adv.,** same city; **Bowman Biscuit,** Denver, three 60-second films and one 20-second film through **Ball & Davidson,** Denver; **Gruen,** Cincinnati, five 26-second, one 90-second, one 46-second and one 20-second films; **Maytag,** Newton, Iowa, seven 46-second films and ten 13-second films through **McCann-Erickson Inc.; March-Wall Products,** Dover, Ohio, three 46-second and six 15-second films; **Youngstown Kitchens,** Warren, Ohio, thirteen 50-second and six 20-second films through **Brooke, Smith, French & Dorrance; Kaiser-Frazer,** Willow Run, Mich., twelve 60-second and twelve 20-second films through **Wm. N. Weintraub Co.; Seven-Up Bottling Co.,** St. Louis, eight 20-second films; **Culligan Zeolite Co.,** Northbrook, Ill., seven 46-second and three 20-second films through **Alex T. Franz Adv.**

Distribution

Interstate Television Corp., Hollywood, has contracted **KEM Pictures,** Beverly Hills, for additional 13 half-hour TV films in *Hans Christian Andersen* series. **Scandinavian-American Television Co.,** KEM's production firm, will resume filming in Denmark in April. Interstate has 13 programs ready for distribution. **Karl E. Moseby** is producer.

Production

Dennis O'Keefe, actor, and **Empire Films,** London production firm, have entered a partnership to film 26 half-hour TV programs abroad under title, *Adventure Is My Game.* Mr. O'Keefe will star.

* * *

Hal Roach Studios Inc., Culver City, is completing production plans to film a new half-hour TV series, *Wanted by Washington,* for **CBS. Roy Kellino** has been signed to direct the series.

* * *

Frank Tashlin Co., Hollywood, with filming headquarters yet to be assigned, has been signed by **NBC** to produce, on a partnership basis, a situation-comedy TV series of 39 half-hour films, **Oops, It's Daisy.**

* * *

Kling Studios Inc., Chicago, is shooting new sports package, *Boxing from Rainbo,* on location at the arena with **Jack Drees** handling the narration. Thirteen half-hour shows, with titles and designed for commercial inserts, have been completed and 13 more are in production.

Random Shots

Galaxy Pictures, Hollywood (formerly known as Planet Pictures), recently went into production on what was to be the half-hour pilot film of *Project Moon Base,* new TV series. At end of first day's shooting, producer-director **Jack Seaman** decided he had the beginning of a feature-length film. Within 24 hours he had arranged with the financial backers for the switch and completed the screen play for the new version.

* * *

Jiro Yanase and **John Tanaka,** representatives of Television Corp. of Japan, Tokyo, in Hollywood recently to purchase video film library and equipment for their firm, which will act as producing and distributing organization for the five commercial stations opening this year in Japan.

* * *

Dynamic Films Inc., New York, has completed production of documentary film, *High Tower.* Show, produced for the **Women's League of Israel** and filmed in Israel, was presented for the first time on Jan. 17 on WABD (TV) New York. Stations wishing to screen film may contact film company or league, 1860 Broadway, New York.

* * *

Opening of a new air-conditioned motion picture sound studio covering an entire floor of the Transfilm Bldg., 35 West 45th St., New York, was announced last week by **Transfilm Inc.,** which said the space added to four floors already occupied will help to increase its TV film production.

* * *

Telenews Productions Inc., N. Y., released to



AFFILIATION contract between WKNB-TV New Britain, Conn., and CBS-TV, effective Jan. 30, is signed by (l to r) Fritz Snyder, CBS-TV national director of station relations, and Peter B. Kenney, WKNB-TV general manager.



RENEWAL of daily five-minute *Florascope on Sports* and spot schedule, plus beginning *China Smith* weekly film series, all on WBNS-TV Columbus, Ohio, signed by August Wagner Breweries and station. Seated are Helen Wagner, daughter of sponsor founder, and Jim Amento, WBNS-TV general manager, and (standing) Frank N. Jones, account executive.



DISCUSSING ABC radio's *The Lone Ranger,* saluted by ABC radio and TV on the series' 20th anniversary recently, are (l to r) Raymond J. Meurer, executive of the Lone Ranger Inc., and Gordon Fraser, ABC commentator.

SPECIAL promotion material for Ziv Television Programs Inc.'s *Favorite Story,* sold in nearly 60 markets, is examined by (l to r) Russ Clancy, Ziv New York account executive, and M. J. Rifkin, Ziv sales vice president.



TV stations on Jan. 22 films dealing with the Soviet Union's campaign of anti-semitism.

* * *

This Is the Life, half-hour film series produced and sponsored by the **Lutheran Church-Missouri Synod,** St. Louis, in cooperation with the National Council of Churches of Christ in the U. S. A., is now carried as a regular weekly feature of 75 television stations, Synod announced last week. It is seen weekly by an estimated 6 million persons, spokesmen asserted. **Rev. H. W. Gockel,** religious director of the series, noted that new films for the 1953-54 series are already in production. **Wyatt & Schuebel,** New York, distributed the film for the Lutheran Church-Missouri Synod.

Film People

Alex Sherwood, former eastern vice president of Standard Radio Transcriptions, N. Y., to **United Television Programs Inc.** as account executive in charge of the mid-Atlantic sales territory, including New Jersey, Pennsylvania, Delaware, Washington, Virginia and West Virginia.

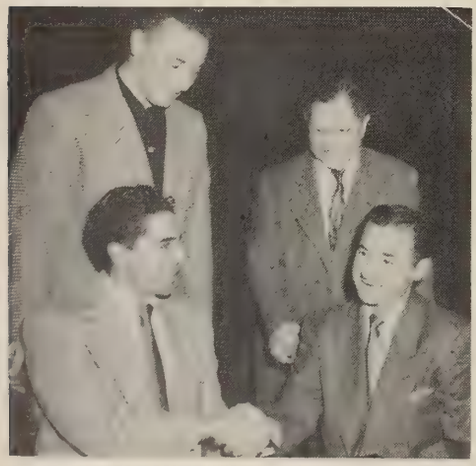
* * *

John A. Ettlinger, head of Goldstone Productions Inc., TV film subsidiary of Nat Goldstone Agency, Hollywood (talent agency), joins **Robers Maxwell Assoc.,** that city, with new headquarters at Goldwyn Studios, to handle film production on three new TV series. Firm packages the TV film version of *Superman* for **Kellogg Co. Milt Rosner** succeeds Mr. Ettlinger at **Goldstone Productions.**

* * *

Manny Reiner, vice president in charge of sales for PSI-TV Inc., has resigned to become foreign manager for **Samuel Goldwyn Productions,** with headquarters in New York.

PROGRAM SERVICES



PHIL RIZZUTO (seated, l), New York Yankees shortshop, signs contract to do transcribed, 26-week radio series, *Phil Rizzuto's Sports Caravan,* syndicated by Charles Michelson Inc., New York. Others are: (seated, r) Frank Scott, the star's manager, and (standing, l to r) Ray Chambers, program director, and Charles Michelson, sales distributor.

Clarkson Leaves Columbia

ROBERT J. CLARKSON, general manager of Columbia Transcription Div. of Columbia Records, has resigned. He was in the post 10 years and with the company more than 12 years. He will pursue a number of new recording projects, details of which will be announced shortly, he said.

FCC GIVEAWAY RULES TRIPPED BY SPLIT COURT DECISION

Special Federal Court in New York holds against FCC rules on giveaways, claiming misconstrual of the lottery law, and violation of the Constitution. Appeal to U. S. Supreme Court is expected to follow.

FCC's long-pending giveaway rules were slapped down by a special Federal Court in New York last week in a two-to-one decision which held that for the most part they misconstrue the Lottery Law and represent "censorship" in violation of the First Amendment to the Constitution.

Deemed sure to be appealed to the U. S. Supreme Court by the FCC, the court's majority decisions granted the motions of ABC, CBS and NBC for permanent injunctions against enforcement of all but one of the four provisions spelled out in the rules as "conditions" any one of which would make a giveaway show a lottery and therefore illegal.

The decision upheld the FCC's right to issue regulations, but of the original text of the giveaway rules it left standing only what amounts to the "preamble" and the portion which says a giveaway program violates the Lottery Law if contestants are selected by lot or chance and "are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question."

The three other "conditions" delineated in the rules as illegal requirements of contestants, the decision said, are not "price" or "consideration" of the sort banned by the law on lotteries (Sec. 1304 of the Criminal Code).

These include the requirements that the winner be listening to or viewing the program in question; that he answer a question whose answer has been given or hinted on an earlier broadcast; or that he be required to write a letter in a prescribed manner or answer the phone in a prescribed way, where the correct manner or way has been broadcast over the station.

Judge Leibell's Majority Opinion

Of the three judges who heard arguments on the 41-month-old rules last December [B•T, Dec. 22, 1952], District Judges Vincent L. Leibell and Edward Weinfeld formed the majority and circuit Judge Charles E. Clark dissented.

Judge Leibell wrote the majority opinion, a 41-page document.

"The act of listening to a broadcast of a 'giveaway' program, or viewing it on television, does not constitute a 'price' or 'valuble consideration,' which is an essential element of a 'lottery'," he wrote.

"It is not the value of the listening participants to the station or sponsor that is the valuable consideration contemplated by the lottery statute," the decision continued. "It is the value to the participant of what he gives that must be weighed."

Judge Leibell also noted that the Attorney General informed the FCC in 1940 that giveaways of the type which had been submitted to him at that time, similar to those involved in the giveaway rules, were not covered by the Lottery Law. When the FCC then asked Congress to legislate against this type of program, the decision continued, Congress failed to do so.

The opinion also brought out that the giveaway rules were adopted by a minority of the seven-member FCC—only four members voted, and one of these dissented.

Further, Judge Leibell wrote:

"The rules of the Commission, in their subject matter [lotteries], did not infringe the right of free speech or free press guaranteed by the first amendment. . . . But insofar as some of their provision [paragraph (B) (2), (3), and (4)] go beyond the scope of Sec. 1304 of the Criminal Code, they may be considered as a form of 'censorship' and to that extent they would be in violation of the First Amendment.

"The merits of the 'giveaway' programs are not an issue in this case. They appear to be a source of amusement for many thousands of people. Even if it could be said that 'we can see nothing of any possible value to society' in these programs, 'they are as much entitled to the protection of free speech as the best of literature or music. *Winters* v. *New York,* 333 U. S. 507.

"When the radio or television audiences tire of them, they will make their exit. But the Commission cannot hurry them off by characterizing certain features of the 'giveaway' programs as lotteries, if as a matter of law they are not."

The controversial rules, which at the time of their adoption in August 1949 would have put off the air countless programs giving away hundreds of thousands of dollars in cash and merchandise each week, were suspended by the Commission, pending completion of the court

Dissent 'Significant'

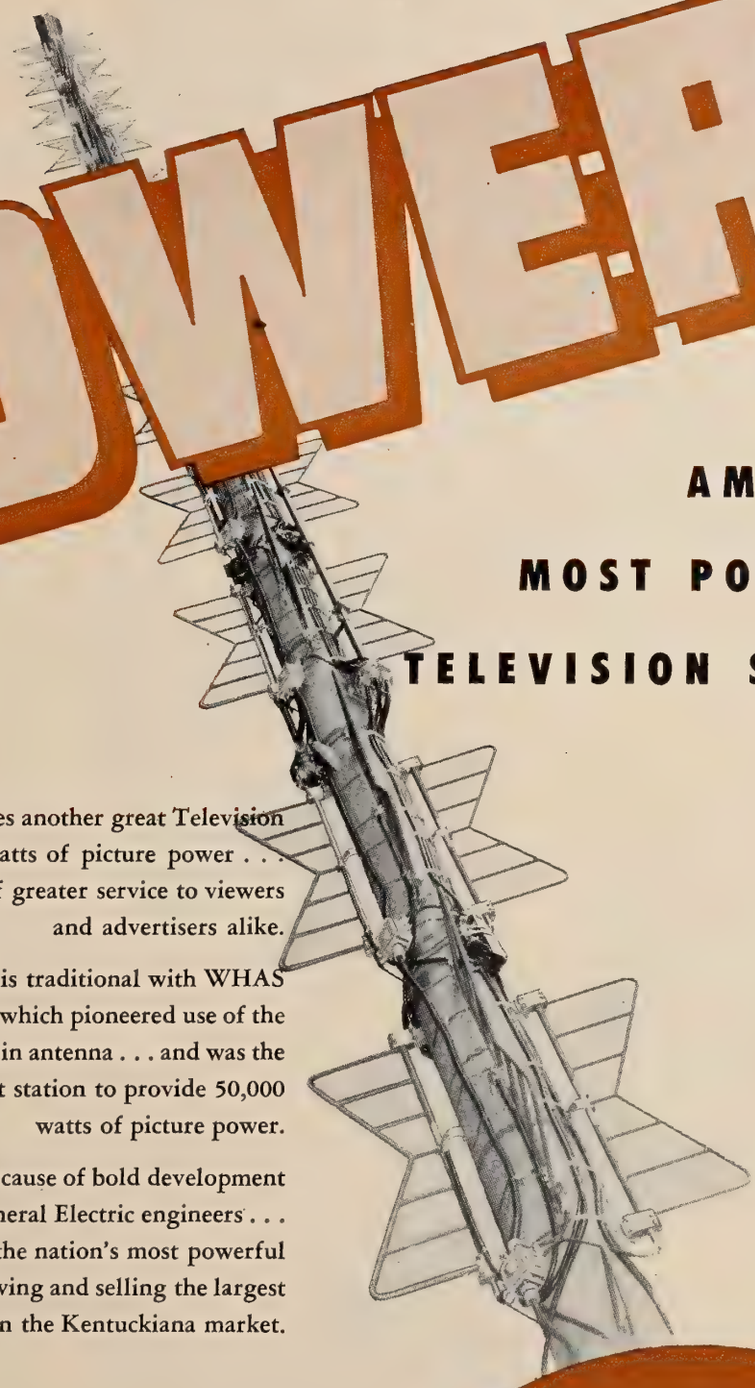
FACT that Circuit Judge Charles E. Clark dissented from the majority opinion on the FCC's giveaway rules favoring the networks was considered significant by FCC General Counsel Benedict P. Cottone, when he was asked for his comments on the New York Court's decision of last Thursday.

Mr. Cottone said he could not say for certain that the three-judge decision would be appealed to the Supreme Court until after he and his staff had digested the majority opinion and dissent, and had discussed it with the FCC and the Dept. of Justice.

"There is vindication for the FCC's position in the majority opinion as well," he said. "They did uphold the right of the Commission to promulgate regulations implementing the statute [Section 1304 of the U.S. Code]. Just what this can mean in the long run I can't say until we've read the decision and discussed it with the Commission and the Justice Dept."

NOW...316,000 WATTS...

POWER!



AMERICA'S MOST POWERFUL TELEVISION STATION

WHAS now achieves another great Television *FIRST* . . . 316,000 watts of picture power . . . 316,000 watts of greater service to viewers and advertisers alike.

This leadership is traditional with WHAS Television . . . which pioneered use of the 12-bay high gain antenna . . . and was the nation's first station to provide 50,000 watts of picture power.

First again . . . because of bold development work with General Electric engineers . . . WHAS becomes the nation's most powerful television station . . . serving and selling the largest number of viewers in the Kentuckiana market.

Basic CBS
Channel 11

WHAS-TV
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco

test, shortly before their Oct. 1, 1949 effective date. This suspension followed the winning of a preliminary injunction by the networks pending the formal argument leading up to last week's decision.

In the arguments before the court in December, ABC was represented by George B. Turner of the law firm of Cravath, Swaine & Moore; CBS by Max Freund of Rosenman, Goldmark, Colin and Kaye, and NBC by Paul B. Williams of Cahill, Gordon, Zachry & Reindel, all of New York. General Counsel Benedict P. Cottone argued for the FCC.

Text of the FCC's rules is as follows—paragraphs (a) and (b) (1) were upheld by the court while subdivision (2), (3), and (4) of paragraph (b) were set aside:

Lotteries and Give-Away Programs—(a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a broadcast station, will not be granted where the applicant proposes to follow or continue to follow a policy or practice of broadcasting or permitting "the broadcasting of any advertisement of or information concerning any lottery, gift, enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes." (See U.S.C. 1304.)

(b) The determination whether a particular program comes within the provisions of subsection (a) depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of subsection (a) if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize:

(1) Such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

(2) Such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

(3) Such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly, or

(4) Such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question.

Wisconsin News Laws

LAWS of the state affecting all newsmen as well as the press and advertising have been published in book form by the Wisconsin Daily Newspaper League, supplementing two earlier booklets on the subject. Titled "Wisconsin Laws Affecting Newspapers," the 266-page volume includes provisions for a cumulative supplement to be prepared at the close of each state legislative session by the league's counsel, W. Wade Boardman of Madison, who directed preparation of the book. Price to non-members of the League is $10.

Old Old Timer

MEMBERS of the Old Old Timer's Club, a group of ham radio operators, have elected FCC Comr. George E. Sterling as president. Mr. Sterling became a ham operator in 1908, and has the call W3DF.

COURT HEARS LBS IN NFL CASE

LBS' McLendon and WDOK's Pierce describe some intricacies of radio-TV's football coverage as government testimony is about complete. Defense takes the stand next.

EVIDENCE designed to show how radio-TV restrictions of the National Football League damaged stations and networks was introduced in U. S. District Court, Philadelphia, last week as the government neared the end of its anti-trust case against the league. The defense is planning to introduce extensive testimony this week.

Effect of the NFL's 75-mile radius of protection for its clubs was described by witnesses last week as the government endeavored to show how the Sherman Act had been violated [B•T, Feb. 2].

Gordon McLendon, founder of Liberty Broadcasting System and executive director of KLIF Dallas, one of the last government witnesses, described his network's dealings with the league. Mr. McLendon is suing major league baseball for $12 million on the ground that restrictions against LBS baseball broadcasts had been a factor in putting LBS out of business. (See story, page 66).



Mr. McLendon

Liberty had more than 400 affiliates when it expired in May 1952, Mr. McLendon testified. The network depended mainly on sports programming, he said, particularly baseball and football play-by-play. Over weekends Liberty generally carried four college games, from 1947 to 1951, he testified. He said LBS broadcast recreated versions of professional football from 1947 through 1949, with live pickups in 1950 and 1951, all with NFL permission. He recalled only two games that were sponsored.

R. Morris Pierce, president of WDOK Cleveland, testified he had been denied permis-



Mr. Pierce

sion to broadcast the Los Angeles-Chicago playoff was due to start after the Cleveland game ended, he said, with WDOK offering to hold up start of the Coast game in case of an overlap.

Dec. 17, 1950, the same time Cleveland was playing New York in another playoff. The Los Angeles game

Mr. Pierce testified the Cleveland team failed to answer two letters asking the right to carry the game, so he contacted WERE Cleveland, which had contractual rights with the club. He said he advertised in newspapers that his station would carry the game but received a telegram from Liberty saying Los Angeles refused to grant the right to carry the game unless permission came from the Browns. He said failure to broadcast the game brought a flood of phone calls to the switchboard.

The government introduced minutes of NFL proceedings designed to show relationship of club executives, teams and the commissioner's office in the alleged conspiracy. The minutes quoted Commissioner Bert Bell as saying, "I cannot approve any contract (radio or TV) in which Liberty Broadcasting Co. is involved. Liberty violated the NFL constitution by broadcasting games from Cleveland and Pittsburgh."

An excerpt from the NFL minutes quoted George Preston Marshall, owner of the Washington Redskins, as saying TV and radio rights should not be sold in opposition to sponsors. This was designed to support the claim that NFL is protecting radio and TV territories for clubs and sponsors. Another excerpt showed the Los Angeles team voted against the NFL radio-TV policy at the annual meeting in 1952.

William F. E. Long, director of statistics of Radio-Television Mfrs. Assn., presented figures showing the number of sets sold by counties in 1952. Judge Allan K. Grim warned, after Mr. Long said he could not reveal exact information sources for confidential data, that the figures might be thrown out in accordance with defense objections.

David Klein, of Pulse Inc., testified on audience and receiver data.

Lee K. Beznow, attorney and secretary of WOKY Milwaukee; Don C. Wirth, president of WNAM Neenah, Wis., and Carl Gretz, sales and advertising manager of Gretz Brewing Co., Philadelphia, testified about football broadcast restrictions. Mr. Wirth said WNAM was not allowed to carry Green Bay Packers games because it was within the 75-mile limit.

Security Probe of Radio-TV Depends on Jenner and Staff

WHETHER the Senate Internal Security subcommittee of the Senate Judiciary Committee will continue its probe of subversive infiltration of the radio, television and entertainment industry will not be known for another week or 10 days until Sen. William E. Jenner (R-Ind.), named chairman of the subcommittee last week, works out plans with his staff for the next two years.

The Senate Internal Security subcommittee during the 82d Congress looked into subversive influences in the Radio Writers Guild [B•T, Sept. 1, 1952] and on the part of some radio-TV performers [B•T, Sept. 29, 1952].

Members of the Internal Security subcommittee, appointed last week are: Sens. William E. Jenner (R-Ind.), chairman; Arthur V. Watkins (R-Utah), Robert C. Henrickson (R-N. J.), Herman Welker (R-Ida.), John M. Butler (R-Md.), Pat McCarran (D-Nev.), James O. Eastland (D-Miss.), Willis Smith (D-N. C.) and Olin D. Johnston (D-S. C.).

New to the subcommittee are Sens. Henrickson, Welker, Butler and Johnston.

Incorrect FCC Form

SOME incorrect copies of revised FCC Form 323 (Ownership Report) have been distributed inadvertently, the FCC said last week. The incorrect forms contain nine questions, of which the sixth, "Operating Policy Personnel," was deleted as no longer necessary when the FCC revised the form Dec. 12, 1952. Broadcast licensees, permittees and others interested who are in possession of the incorrect forms should *not* use them or if they do use them, should ignore the question on "Operating Policy Personnel."

WEMP SETS PACE FOR MILWAUKEE MARCH OF DIMES

Strong sports programming tied to spot campaign proved to be a great success by "Cream City" independent

Highly successful triple play program policy used by WEMP paid off for the March of Dimes in Milwaukee. Adapting the music, news, sports formula to public service use is a regular practice at the Wisconsin independent, according to Lou Riepenhoff, the station's Public Service Director.

Dimes spots were used around the clock during the drive, but a highlight was a special promotion built around two sports broadcasts the same evening. On January 8th, Earl Gillespie was in Madison Square Garden to do private wire remote of Milwaukee Hawks pro basketball game. WEMP Program Director Tom Shanahan meanwhile was scheduled to follow Gillespie with a remote play-by-play of the pro Hockey benefit game at Milwaukee Arena between the Chiefs and Toledo Mercurys.

In order to tie the whole package up for March of Dimes, WEMP used (1) saturation spot schedule on day before and day of game, (2) last-minute heavy spot use by Gillespie from New York, and (3) complete March of Dimes promotion by Shanahan during the game at Milwaukee.

Result: 4,500 paid admissions at benefit game (more than double average attendance) with March of Dimes receiving the heavy proceeds. Note, WEMP is the **only station** in Milwaukee carrying any broadcasts of either pro hockey or basketball.



The personal side of WEMP's polio benefit broadcast is brought to listeners by Program Director Tom Shanahan during time-out at the Milwaukee Arena game between Milwaukee Chiefs and Toledo Mercurys. At the WEMP mike (l. to r.) are Dave Trainor, Chiefs forward, a former polio victim, holding four-year-old Mike Becker, Milwaukee youngster who recovered from polio and was chosen by March of Dimes as the symbol of hope. Chiefs' Manager Jack Stover introduces them.

Miller High Life Beer Promotes Sports All Year Play-By-Play on WEMP

Miller Brewing Co. continues year around exclusive advertising program on WEMP with play-by-play sponsorship of major league basketball—Milwaukee Hawks. Miller regularly sponsors Green Bay Packers pro football and Milwaukee Brewers baseball broadcasts, plus fat announcement schedule. Agency is Mathisson & Associates, Milwaukee.

Station Executives Praise New Broadcasting Format

"You're too modest." That was the message Hugh Boice Jr., general manager, WEMP, sent to Sol Taishoff when he had read Broadcasting Magazine editor's review of the new format.

"All of us here at WEMP are not just pleased at your re-styling, we are really enthusiastic. Congratulations are not enough, it's terrific!" added Glen D. Roberts, president.



Glen D. Roberts (right), President of Milwaukee Broadcasting Co., joins with Hugh Boice Jr., WEMP general manager, to greet the new Broadcasting • Telecasting. Both men are old-timers in field of radio with careers which parallel that of the magazine. Roberts commented, "I don't believe I've missed an issue of Broadcasting • Telecasting in 22 years. This one tops them all."

Oxydol Buys WEMP

The high-rated programs at WEMP were chosen by Oxydol to do the job in Milwaukee for the soap's current effort in the midwestern states. One minute ET's are used around the clock 22 times a week. Agency is Dancer, Fitzgerald, Sample.

WEMP

"One of America's Great Independent Radio Stations"

24 HOURS—MUSIC * NEWS * SPORTS

MILWAUKEE, WISCONSIN

1340 Kc — WEMP-FM 94.1 MC Ch. 231 Hugh Boice Jr., Gen. Manager

HEADLEY-REED NATIONAL REPRESENTATIVES

THE WHITE HOUSE

WASHINGTON

January 30, 1953.

Dear Mr. President:

My heartiest congratulations to you and your associates as you start your term of office.

May your administration be a great success and may all your troubles be light ones.

By the way, do you expect to permit radio and television to cover your inaugural ceremonies?

Sincerely,

Dwight D. Eisenhower

Mr. Theodore F. Koop,
President,
National Press Club,
National Press Club Building,
Washington, D. C.

President Eisenhower's letter sent to Theodore F. Koop, CBS Washington, on occasion of Mr. Koop's inauguration as president of the National Press Club.

Fate of $8 Million for FCC Up to Senate, House Groups

FATE of the budget request of $8 million for the FCC—submitted to Congress by President Truman last month [B•T, Jan. 12]—will be determined by members of the House and Senate Appropriations Committees, and more directly by the Independent Offices subcommittees of both Houses.

$1.5 Million More

The $8 million request for the FCC, $1.5 million more than the Commission got for fiscal 1953, includes an additional $500,000 for broadcast activities. Last year the Commission got $1.1 million for broadcast activities.

The House originates appropriations bills. Here are members of the House Appropriations group's Independent Offices subcommittee which has a hand in determining how much money the FCC gets for fiscal 1954:

Reps. John Phillips (R-Calif.), chairman; Norris Cotton (R-N. H.), Charles R. Jonas (R-N. C.), Otto Krueger (R-N. D.), Albert Thomas (D-Tex.), George W. Andrews (D-Ala.) and Sidney R. Yates (D-Ill.).

House members of the State, Justice and Commerce subcommittee, which handles Voice of America appropriations—President Truman asked for almost $50 million for VOA activities in fiscal 1954 (see story this issue)—are:

Reps. Cliff Clevenger (R-Ohio), chairman; Frederic R. Coudert (R-N. Y.), Frank T. Bow (R-Ohio), Sam Coon (R-Ore.), John J. Rooney (D-N. Y.), Prince H. Preston Jr. (D-Ga.) and Robert L. F. Sikes (D-Fla.).

In the Senate, the following are members of the Independent Offices subcommittee of the Appropriations Committee:

Sens. Leverett Saltonstall (R-Mass.), chairman; Styles Bridges (R-Me.), Homer Ferguson (R-Mich.), Guy Cordon (R-Ore.), Edward J. Thye (R-Minn.), Joseph R. McCarthy (R-Wis.), Henry C. Dworshak (R-Idaho), Everett McK. Dirksen (R-Ill.), Burnet R. Maybank (D-S. C.), Lister Hill (D-Ala.), Allen J. Ellender Sr., (D-La.), A. Willis Robertson (D-Va.), Harley M. Kilgore (D-W. Va.) and Warren G. Magnuson (D-Wash.).

State, Justice and Commerce subcommittee:

Sens. Styles Bridges (R-N. H.), chairman; Leverett Saltonstall (R-Mass.), Homer Ferguson (R-Mich.), Joseph R. McCarthy (R-Wis.), William F. Knowland (R-Calif.), Karl E. Mundt (R-S. D.), Margaret Chase Smith (R-Me.), Everett McK. Dirksen (R-Ill.), Pat McCarran (D-Nev.), Allen J. Ellender Sr. (D-La.), Lister Hill (D-Ala.), Harley M. Kilgore (D-W. Va.), John L. McClellan (D-Ark.) and Warren G. Magnuson (D-Wash.).

MOVIE TV HEARING IS HELD UP

Theatre-TV hearings will continue on schedule after motion picture interests answer eight questions posed by FCC.

THEATRE-TV hearings are scheduled to mark time today and tomorrow while counsel for motion picture interests answer a list of eight FCC questions propounded two weeks ago by the Commission [B•T, Feb. 2].

The questions call for more explicit explanations of the reasons why theatre-TV proponents require exclusive microwave frequencies, and what criteria should be set up for operating such wave-lengths, should the FCC agree. (For full text of FCC questions, see FOR THE RECORD, page 92.)

At the end of last week's testimony, the Commissioners ruled they would consider the answers given by theatre-TV counsel before ordering continuance of the proceedings.

Theatre-TV hearings began last October, ran for two weeks and were resumed Jan. 26. At issue is the request of motion picture interests for exclusive theatre-TV frequencies in the 5925 to 6875 mc portion of the spectrum, with (1) video channels 10 mc wide, (2) radio frequency channels 30 mc wide, (3) two channels for a single system and (4) six systems in order to insure effective competition [B•T, Oct. 27, 1952].

American Telephone & Telegraph Co., major opponent to the exclusive frequency allocations, presented three witnesses to FCC last week to support the contention that the firm could now and in the future meet the needs of theatre-TV. Their arguments centered around (1) facilities presently available, (2) research completed and under way in transmission equipment and methods, and (3) cost data for a New York to Washington transmission system.

F. A. Cowan, engineering staff manager of the Long Lines department, testified as to the existing and planned inter-city transmission facilities of the Bell System, and presented the cost data figures.

Second witness for AT&T was F. M. Ryan, radio engineer, Dept. of Operations and Engineering. His testimony related to the research and development projects of the Bell System in broadcast transmission.

Final witness for AT&T was William H. Doherty, director of research in electrical communication, Bell Telephone Labs. He discussed specific development, i.e., coaxial cable, transistor and other vacuum tubes in relay systems, which were intended to show the importance of Bell System's research to communications systems of the future. His remarks were not confined strictly to application of these developments to theatre-TV.

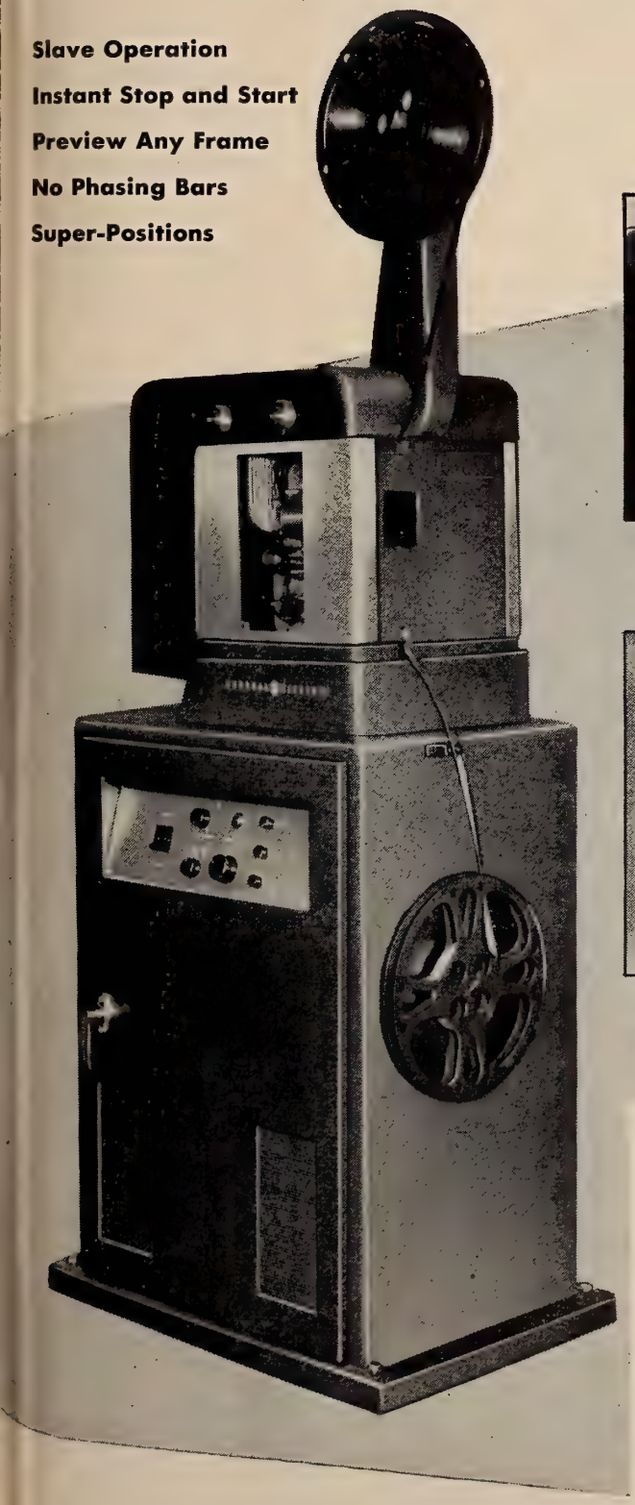
Winding up the technical and accounting direct testimony last Tuesday, RCA, Western Union and the American Petroleum Institute presented witnesses to support their protests against exclusive allocations.

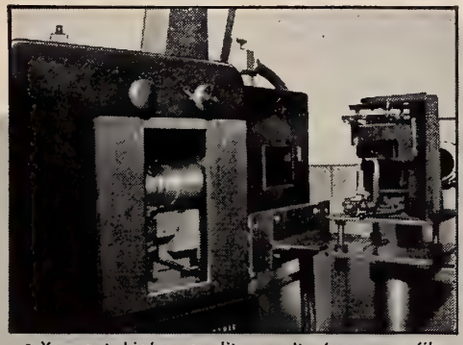
RCA, protesting the application, presented George L. Beers, assistant director of engineering, who testified that an 8 mc band-width would be sufficient for transmission of pictures which would meet specifications set forth by the proponents.

The American Petroleum Institute presented as its witness A. Earl Cullum, radio consultant engineer from Dallas. Mr. Cullum's testimony alleged that allocation in the industrial frequencies is not necessary for transmission of theatre-TV programs.

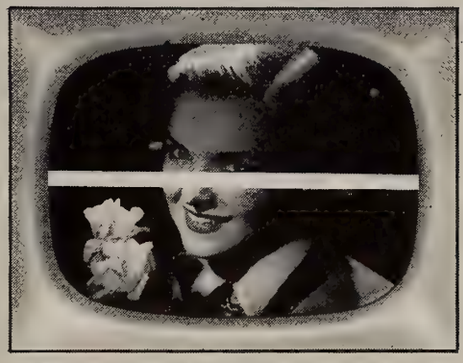
Compare G-E Synchro-Lite Projector Performance

Slave Operation
Instant Stop and Start
Preview Any Frame
No Phasing Bars
Super-Positions

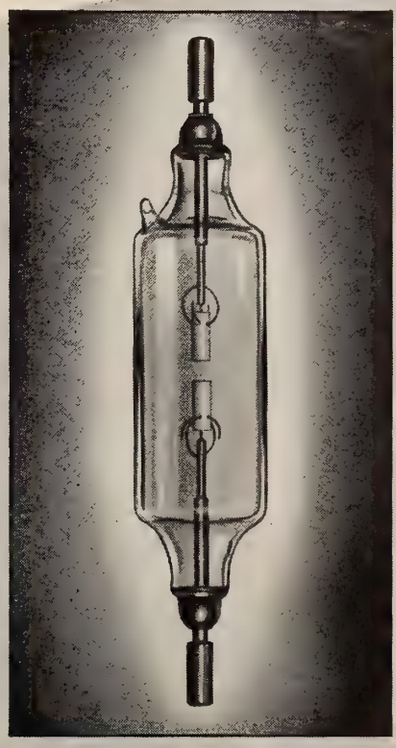




• You get higher quality results from any film used—even high density film. Iconoscope tubes respond more favorably to a Synchro-Lite source than to standard incandescent sources.



• Forget annoying phase bars and "travel ghosts" and concentrate on the versatile effects you can get from the G-E Synchro-Lite Projector.



SYNCHRO-LITE FLASH TUBE, FT-231

• Money-maker and money-saver! G-E Synchro-Lite Projector gives you long lamp life, no instantaneous lamp failure, and requires low power input.

Now your commercial possibilities become unlimited—with a G-E Synchro-Lite Projector. For the first time you can superpose local film on remote presentations. Here's the only TV projector that can be slaved to a network or a remote source assuring smooth, continuous programming of a quality never before attainable! A touch of a button brings the film to a standstill within a second. Preview on the monitor any single frame of the film—from start to finish—without scorching or burning. Another touch and film starts. These days, when so much of your money-making commercial and regular programming depends on film, get the utmost in projector performance—insist on a G-E Synchro-Lite Projector. Write for complete information: *General Electric Company, Section 223-9, Electronics Park, Syracuse, N. Y.*

Complete Television Equipment for VHF and UHF

GENERAL ELECTRIC

Nobody here but KDUB-TV



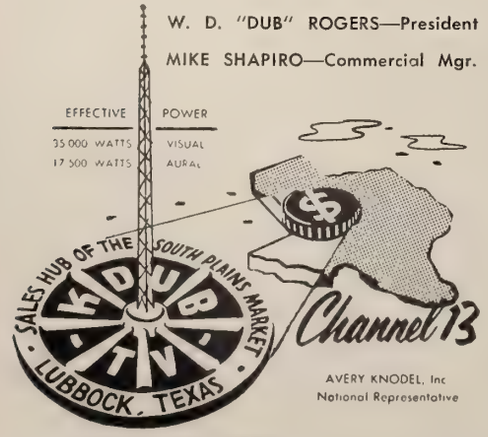
Here are 317,700 potential customers! . . . a trade area containing 10,000 producing oil wells and harvesting 11% of the nation's cotton!

LUBBOCK, TEXAS



KDUB-TV, LUBBOCK, TEXAS – FIRST OPERATING STATION IN WEST TEXAS! Here is your South Plains market – signed, sealed and channeled.

W. D. "DUB" ROGERS—President
MIKE SHAPIRO—Commercial Mgr.



AVERY KNODEL, Inc
National Representative

AFFILIATES: DuMont CBS Paramount

ABC-UPT MERGER APPROVAL IMMINENT

Six-to-one FCC lineup seen in favor of ABC-UPT merger, but Commissioners are more divided on question of whether Paramount Pictures controls Allen B. DuMont Labs. and whether transfers of control of KTLA (TV) Los Angeles and WBKB (TV) Chicago would be voluntary.

ENMESHED in the intricacies of subsidiary facets of the ABC-United Paramount Theatres Inc. merger case, the FCC last week devoted two full days to discussions and is scheduled to make a final decision at any moment.

Holding up the conclusion of the 18 month-old case, it was understood, was the question of (1) Paramount Pictures control of Allen B. DuMont Labs., and (2) whether the transfers of control of KTLA (TV) Los Angeles and WBKB (TV) Chicago were voluntary or involuntary [B•T, Feb. 2].

Also understood to be a factor causing some delay is the question of Zenith Radio Corp.'s petition. Firm seeks Ch. 2 in Chicago. WBKB (TV) is slated to move from Ch. 4 to Ch. 2 under FCC's Sixth Report and Order.

The lineup of the FCC on the merger approval is still six commissioners in favor and one (Comr. Frieda B. Hennock) opposed, it was believed.

As far as could be learned, Comrs. Edward M. Webster and Eugene H. Merrill were inclined to go along with Miss Hennock in opposition to Hearing Examiner Leo Resnick's initial decision finding that Paramount Pictures does not control DuMont by virtue of 25% stock ownership and that the transfers were of involuntary nature, because of the 1949 Consent Decree [B•T, Nov. 17, 1952].

Walker's Position

Key to whether that opposition will become the majority opinion apparently lies with Chairman Paul A. Walker. Best information late Thursday was that he had not switched his views conforming to the hearing examiner's decision.

Comr. Hennock's voluminous dissent was said to be mainly an attack on the alleged monopoly aspects of the merger and also in opposition to clearing Paramount Pictures and DuMont of interrelated ownership and permitting the transfers of control to be tabbed involuntary.

Miss Hennock's dissent to approval of the merger was believed to run along these lines:

- A radio-TV network and 600-theatre chain merger is against the public interest.
- Although the theatre chain ostensibly is separated from its parent Paramount Pictures, in actuality there is an overlap of stockholders. Therefore, Paramount Pictures must be considered a party to the merger.
- Paramount Pictures is in the business of producing films for competing media, theatres and TV.
- Paramount Pictures is in the TV network business (KTLA syndicates some of its shows on kinescope to other TV stations and Paramount Pictures "controls" DuMont, which also is a TV network).
- Paramount Pictures also has its fingers in the theatre-TV business through its development of large-screen TV-on-film apparatus and is interested in subscription-TV through half-ownership of International Telemeter Corp. Theatre-TV and subscription-TV are competing forms of television and also conflict with home-TV.
- Lastly, Paramount Pictures' anti-trust history disqualifies it as a broadcast licensee. This history reflects on the management of UPT, because its officers were responsible executives of Paramount Pictures before that company was divided into a producing unit and a theatre-owning group.

Meanwhile, all remained quiet on Capitol Hill where Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Interstate and Foreign Commerce Committee, announced his displeasure with the merger last month [B•T, Jan. 12]. A few weeks ago he introduced a bill to forbid the FCC from granting licenses to applicants who have been convicted of anti-trust violations, unless none were on the record for the five years preceding the filing of the application [B•T, Jan. 26]. Comments on the bill have been requested of the FCC.

Court and Hill Action Seen in Baseball TV Hassle

IRKSOME question of major league baseball telecasts last week produced veiled reports of possible federal legislation to halt TV's growth in minor league territories and court action by a major league club owner seeking a portion of a home club's TV fees.

The possibility of congressional action was advanced by Sen. Edwin C. Johnson (D-Col.), president of the Western League and an outspoken critic of the major leagues' baseball policies. Sen. Johnson sounded a warning to the minor leagues to be on guard against "invasion by major league television" during a talk at the annual dinner of the New York chapter of the Baseball Writers Assn. of America in New York Feb. 1. In a news conference after his speech he was quoted by the *New York Times* as saying: "I am playing around with legislation which may be brought before the Senate."

In reply to Sen. Johnson's remarks, Walter O'Malley, president of the Brooklyn Dodgers, said:

"Baseball will take care of the radio and TV problem itself. We have a committee that is very much concerned with the problem and I am sure that it will come up with the solution before the next season is over."

Mr. O'Malley apparently was referring to a six-man committee set up by Commissioner Ford Frick to study the effects of major league baseball TV on minor league game attendance. The committee announced a short time ago that it will undertake a survey of the problem and make its findings public at the time of the All-Star game in Boston on July 14 [B•T, Feb. 2].

Threat of court action was indicated by Bill Veeck, owner of the St. Louis Browns, and is said to be directed against the New York Yankees, Cleveland Indians and Boston Red Sox, who have large-size TV commitments. Mr. Veeck tried unsuccessfully at recent major league baseball meetings to adopt rulings permitting visiting clubs to share in TV home club receipts.

Mr. Veeck charged last week that as a result of his insistence upon TV fees the Yankees, Red Sox and Indians "have ganged up on me" and deprived the Browns of night dates in their respective parks.

FASTER HEARINGS ARE SEEN FOR NEW STATIONS UNDER CHANGED RULES

FASTER, simpler hearings for new TV and other broadcast stations are foreseen by FCC through changes in rules and procedures adopted last week.

Effective immediately, the changes made by the Commission:

● Require all competing applications for the same facility to be on file at least 30 days (previously 20 days) prior to the start of the scheduled hearing. This applies to broadcast and nonbroadcast bids alike.

● Specify that a hearing shall begin with a formal hearing conference by the hearing examiner, or other presiding officer, and representatives of all parties to the proceeding. These include FCC's Broadcast Bureau as well as counsel for the applicants.

● Direct all parties at the formal hearing conference to state the contentions upon which they will rely in attempting to establish that they should be preferred over their competitors.

● Require the examiner to prepare an order setting forth such contentions, to which the parties will be limited during the hearing unless the order is subsequently modified for "good cause."

Other changes pertinent specifically to television include provision that applications will be processed first by FCC to establish basic legal, technical and financial qualifications and then set for hearing. The proceeding thereby would be cut to the following three general issues:

(1) The background and experience of each applicant having a bearing on his ability to own and operate the proposed television station.

(2) The proposals of each applicant with respect to the management and operation of the proposed station.

(3) The program service proposed by each applicant.

A possible additional issue would pertain to whether or not the proposed installation would constitute a hazard to air navigation should the air space subcommittee not already have given clearance. Other possible issues might pertain to significant engineering, legal or financial differences or similar matters. These would be the kind of problems to be worked out by the parties and the hearing examiner at the formal hearing conference.

FCC explained the changes will not affect hearing already underway or formally designated on or before Feb. 4, but applicants slated for hearings on which no formal orders have been issued will be subject to the new procedures. Applicants notified by McFarland letters, but not formally set for hearing, come under the new rules, it was explained.

Since last Oct. 15, the Commission pursuant to its temporary expediting procedure has been passing over mutually exclusive or contested TV applications in order to speed up processing and granting of uncontested bids, particularly in areas which have no TV service. However, it is understood a new group of contested bids has been readied and will be set for hearing under the new rules soon.

The hearing procedure and rules changes represent weeks of work by FCC Vice Chairman Rosel H. Hyde and a working committee of Commission representatives and members of the Federal Communications Bar Assn. The group is continuing its study of needed legal procedural changes and next is expected to tackle the problems of hearing continuances and amendments of applications.

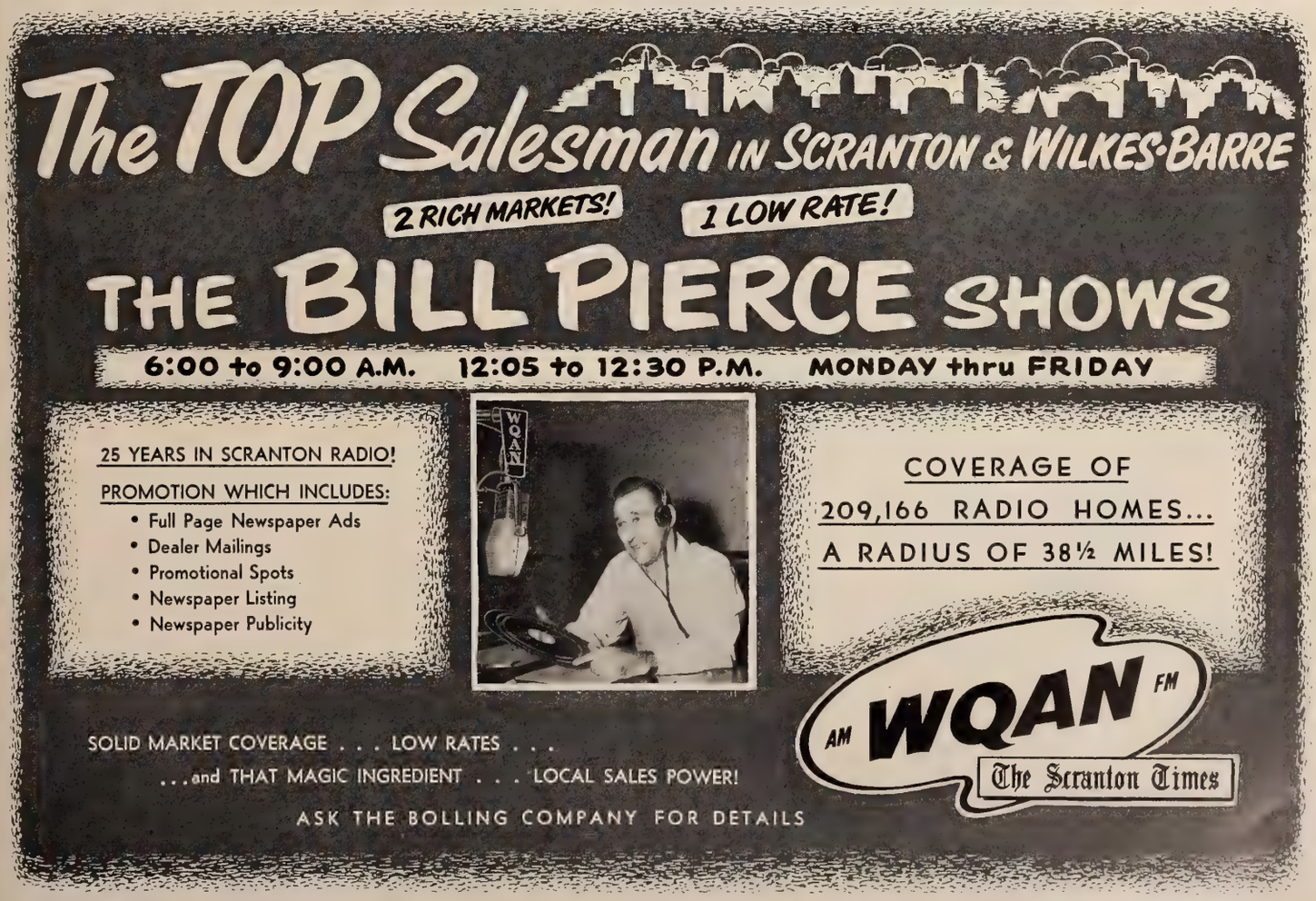
Comr. Hyde was to relate details of the rules changes before a luncheon meeting of the FCBA on Friday.

The change of the 20-day rule to 30 days, FCC said, was necessitated by amendment of the Communications Act by the MacFarland Act. The Commission observed that under the old 20-day limit, there was insufficient time to send applicants a MacFarland letter and then to commence the hearing on the scheduled date.

The MacFarland letter notifies an applicant he is to be set for hearing and gives him 30 day to reply, possibly suggesting to the Commission changes in his proposal which might do away with the need for hearing.

Heretofore, in several instances, there have been legal disputes as to when a hearing actually began. In some TV proceedings, FCC designated hearings for all channels in a given city to begin before an examiner on the same date. On that date, the examiner would "open the record" of all the cases, then recess all but one until later dates. The one not recessed would then be heard in full for several weeks, followed in turn by the others.

This confusion as to commencement, FCC believes, now is settled through the designation of the formal hearing conference. The 30-day



to cash in on the $730,000,000 Charleston, W. Va. market

PICK YOUR "SPOT" ON WKNA

Here's WKNA's half-millivolt area alone:

TOTAL POPULATION
671,178

TOTAL FAMILIES
186,235

RETAIL SALES
$407,643,000

FOOD SALES
$ 86,621,000

GENERAL MERCHANDISE SALES
$ 57,711,000

FURNITURE & HOUSEHOLD GOODS SALES
$ 22,968,000

EFFECTIVE BUYING INCOME
$730,771,000

Source—U.S. Census and BMB Survey, 1950

You're talking to $730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of "personality" at an amazingly low cost, can produce amazingly high returns.



WKNA is also sold as part of West Virginia's

personality package



WKNA WKNA-FM
Charleston — 950 KC
5000 W Day • 1000 W Night
ABC Radio Network Affiliate

WJLS WJLS-FM
Beckley — 560 KC
1000 W Day • 500 W Night
CBS Radio Network Affiliate

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rule would be counted back from this date. Should the conference be postponed, the last date specified will count, FCC explained.

At the formal hearing conference, the parties will note their appearances, enter into stipulations, clarify issues and work out other mutual problems. Following identification of all parties to the proceeding, the applicants must present the contentions on which each will base his case.

There is no change in the privilege of the parties and the examiner to call a "pre-hearing" conference as provided still in the rules.

Simplification of the TV hearing orders includes omission of an issue relating to differences in coverage resulting from operation as proposed in the applications. FCC observed that it would add such an issue only if it determined this comparison was required after it reviewed the applications or the petitions of the parties following designation for hearing.

The rules changes follow:

(1) Section 1.387 is amended as follows:

Delete present subparagraph (b)(3) and substitute following:

(3) Any person who, prior to the time the application in question was designated for hearing, had filed with the Commission a mutually exclusive application. Any application that is mutually exclusive with another application or applications already designated for hearing will be consolidated for hearing with such other application or applications only if the application in question is filed at least 30 days before the date on which the hearing on the prior application or applications is scheduled. If the scheduled date is changed, the date last set shall govern in determining the timeliness of an application for purposes of this paragraph. If the application is filed after the 30-day period, it will be dismissed without prejudice and will be eligible for refiling only after a decision is rendered by the Commission with respect to the application or applications designated for hearing or after such applications are dismissed or removed from hearing.

(2) Section 1.724(b) is amended as follows:

Any application that is mutually exclusive with another application or applications already designated for hearing will be consolidated for hearing with such other application or applications only if the application in question is filed at least 30 days before the date on which the hearing on the prior application or applications is scheduled. If the scheduled date is changed, the date last set shall govern in determining the timeliness of an application for purposes of this paragraph.

(3) Section 1.841 is changed to Section 1.840 with no change in text.

(4) A new Section 1.841 is added as follows:

Sec. 1.841 *Commencement of hearing procedure in cases involving broadcast applications.*[1]

(a) Except for good cause found in advance by the Hearing Examiner, all broadcast hearings will commence with a conference between the Hearing Examiner, or other presiding officer, and representatives of all parties to the proceeding looking toward agreement on all matters raised with respect to the conduct of the hearing. At this conference, the parties, including Commission counsel should be prepared to discuss (1) the matters relied upon by each of the parties, (2) possibilities of agreement to clarify the issues to be tried in the hearing, (3) admissions of fact and of documents which will avoid unnecessary proof, (4) the need or desirability of obtaining proof by depositions, (5) limitations upon merely cumulative proof, (6) the need for additional conferences, (7) date for commencing the taking of testimony and (8) such other matters as may aid the disposition of the hearing.

(b) The Hearing Examiner, or other presiding officer, shall issue an order which recites the action taken at the conference; the date of any additional conference or the date for taking of testimony which, in the absence of agreement otherwise, should not be later than 30 days after the issuance of such order if circumstances will permit; the matters relied upon by each of the parties; agreements made by the parties as to (1) admissions of fact and documents, and (2) limitations of proof and other matters; and such order when issued shall control the subsequent course of the hearing unless modified by the Hearing Examiner for cause during the course of the hearing or by the Commission upon a review of the Hearing Examiner's ruling. Proof at the hearing will be adduced only in respect of the matters relied upon by each of the parties, including Commission counsel, set out in such order.

(c) The scheduled date of hearing referred to in Sections 1.387(b)(3) and 1.724(b) shall be the date the conference is commenced pursuant to the provisions of this section. The procedure specified above does not affect the opportunity for prehearing conference as provided in Section 1.813.

[1] This section applies only to broadcast applications designated for hearing after February 4, 1953.



How Harveys built a market twelve times the size of Nashville . . .

Ten years ago Harveys was a department store with a piddling 40 feet front on Nashville's Church Street and a paltry half million annual volume. Today Harveys stretches 300 feet to fill most of a block, does a million a month.

How did it happen? Here's what Fred Harvey, president of Harveys, has to say: "Casting aside the horse and buggy concept of what a Retail Trading Zone should be, we went after an area twelve times the size of Nashville. We talked to this area over WSM, the one medium capable of converting geography into a market. We could have bought other stations cheaper, but we wanted results and that's what WSM delivered, and continues to deliver."

The fact that the phrase "It's Fun To Shop At Harveys" is heard all over the Central South . . . the fact that people come from all over to see and buy at fabulous Harveys . . . is ample evidence that WSM delivers at the retail level, too.

For the full Harveys story, ask Irving Waugh or any Petry man.
It's an eye-opener.

WSM *Nashville*
Clear Channel • 50,000 Watts

IRVING WAUGH *Commercial Manager* • EDWARD PETRY & CO. *National Representative*

FCC GRANT OF VHF CH. 7 IS PROPOSED FOR KLZ DENVER

Hearing Examiner Cunningham finds KLZ "superior" to Denver Television Co., owned by the Wolfberg theatre interests, in the first TV hearing initial decision since 1948. The Wolfberg firm has 40 days to file objections, but officers late last week had no definite plan.

FIRST TV hearing initial decision since 1948 was issued last week when FCC Hearing Examiner James D. Cunningham proposed to grant Ch. 7 to Denver's KLZ.

The grant, for 316 kw, is effective within 40 days of Feb. 2, unless exceptions are taken by unsuccessful Denver Television Co. (Wolfberg theatre interests). As of late last week, Denver Television had not made up its mind about filing exceptions. If exceptions are filed and oral argument before the full Commission is requested, final decision may be put off for longer than the 40 days allowed.

Basis for favoring the CBS affiliate over non-broadcaster Denver Television, according to Examiner Cunningham's 60-page initial decision, was:

(1) Local residence of stockholders.

(2) Participation of directors in community activities.

(3) Integration of ownership and management.

In addition, Examiner Cunningham held that there was insufficient evidence in the record to determine whether there was any conflict between broadcasting and motion picture exhibition. Nor did he find sufficient basis for determining that movie exhibitors were less qualified than non-exhibitors to become licensees.

Since both applicants were motion picture exhibitors, this question did not loom as large as it may in other hearings where one but not both applicants are theatre owners.

Diversification Not Factor

In another key contention held by Denver Television—that a non-broadcaster should be chosen over a broadcaster in order to maintain diversification of the ownership of the media of mass communication—Examiner Cunningham declared that he could not find such a policy enunciated by the Commission, except in cases where an applicant was newspaper owned.

Mr. Cunningham also declared that had the Commission desired that diversification be considered in choosing between the two Denver applicants, it would have made that point one of the issues in the case. Since it had not done so, Mr. Cunningham stated that the Commission apparently did not consider this point as significant in choosing one applicant over another.

Question whether CBS affiliation contract with KLZ—which contained a first refusal clause regarding TV affiliation—was in conflict with Section 3.658 (a) and (c) was determined in the negative by Examiner Cunningham. He called Denver Television's contention that the CBS clause violated the regulation a "strained interpretation."

Anti-trust violations which were imputed as disqualifying to several principals of both applicants were dismissed by the hearing examiner on the ground that all related to events more than three years old.

In connection with the criteria enunciated by Examiner Cunningham for finding which of the applicants was best qualified, the examiner found KLZ the "superior" applicant. He pointed out that 36 of the 43 KLZ stockholders, holding 58% of the stock, resided in Denver; that one of the five KLZ directors had lived in Denver for more than 60 years, another for 34 years and a third for 12 years. He called the public service record of KLZ directors "outstanding." He also was impressed with the broadcasting achievements of KLZ during its 30 years of operation in Denver.

[For complete text of Examiner Cunningham's conclusions, see FOR THE RECORD, page 92.]

Nationwide expressions of congratulations were received by KLZ Denver within 24 hours after the FCC initial decision. It was topped with a wire from Colorado Gov. Dan Thornton, Hugh B. Terry, president of company, reported.

In a statement issued by Mr. Terry, he pointed out that KLZ already owns its transmitter site atop Lookout Mt., and has leased a 34,000 sq. ft. building in downtown Denver for studios. KLZ is ready to commence construction immediately upon the issuance of a CP, Mr. Terry said, warning, however, that should Denver Television file exceptions and request oral argument KLZ cannot begin building until the FCC comes out with a final decision.



Mr. Terry

The examiner's proposed decision culminated more than 4½ years of planning and training for TV, Mr. Terry pointed out. He referred to staff training utilizing $100,000 worth of RCA video equipment which KLZ has engaged in for the past year in conjunction with the U. of Denver, as well as public closed circuit showings of national events and "clinics."

Ike Readies Details of AM-TV Appearances

FORMAT for radio-TV contact between President Eisenhower and the public is being worked out but is not yet ready, James C. Hagerty, secretary to the President, said Wednesday in an address to the Washington professional chapter of Sigma Delta Chi, journalistic fraternity.

"I'm sure that we can work it out," he added. Mr. Hagerty had outlined Jan. 21 the policies to be followed in news conferences [B•T, Jan. 26].

Three national fellowships were awarded at the fraternity dinner, held at the National Press Club. They went to James Soule Pope, executive editor, *Louisville Courier-Journal* and *Times*; James B. Reston, diplomatic correspondent, *New York Times*, and Louis B. Seltzer, editor, *Cleveland Press*.

Griffing Bancroft, president of the Washington chapter, presided.

Mr. Hagerty in effect conceded the rising place radio and TV are attaining in the news field by describing himself as "news secretary to the President."

At his Thursday morning news conference Mr. Hagerty said the President would likely hold his first session with newsmen sometime this week, possibly Thursday.

FCC Grants Two AM, Two FM

TWO construction permits for new AM stations and two for FM were granted by FCC last Thursday:

Eastland, Tex. — Tri-Cities Bcstg. Co. of Eastland County. Granted CP for a new AM station to operate on 1590 kc, 500 w day; engineering condition (BP-8575).

Russellville, Ky. — South Kentucky Bcstg. Co. Granted CP for a new AM station to operate on 800 kc, 1 kw, daytime only; engineering condition (BP-8533).

Talladega, Ala. — Voice of Talladega Inc. Granted CP for new Class B FM station to operate on Ch. 246; ERP 9.2 kw; 210 ft. antenna; engineering condition (BPH-1819).

Nashville, Tenn.—Nashville Bcstg. Co. Inc. Granted CP for new Class B FM station to operate on Ch. 290; ERP 3.6 kw; 47 ft. antenna; engineering condition (BPH-1822).

FCC BITES INTO APPLICATION LOAD

FCC grants 10 more permits for TV operation, bringing total number of stations authorized to 338.

FOREST of TV applications, which confronted FCC last July now is starting to thin out as the Commission reaches smaller cities on its priority list of communities with no television service.

Among the eight uhf and two vhf grants made by FCC last week were four permits to cities in the Group A-2 priority list (no television service): Billings, Mont., No. 152; Texarkana, Tex., No. 208; Longview, Tex., No. 210, and Ashtabula, Ohio, No. 214.

Six grants were to Group B cities which now have TV service: Lansing, Mich., No. 147; Clayton, Mo. (Greater St. Louis), No. 179; Winston-Salem, N. C., No. 175; Milwaukee, No. 182, and Hampton-Newport News (Norfolk), Va., No. 189.

Total number of TV stations authorized now stands at 338, but 14 of these are for noncommercial, educational stations. Nearly a dozen of the noncommercial outlets still report no funds with which to buy equipment and commence construction.

Number of vhf grants since the lifting of the freeze totals 68, of which two are for noncommercial, educational stations. Uhf grants total 162, of which 12 are for noncommercial, educational stations.

Grants made last Thursday were:

Billings, Mont. (City priority Group A-2, No. 152)—The Montana Network (KOOK), granted construction permit for vhf Channel 2, effective radiated power 17.5 kw visual and 8.8 kw aural, antenna height above average terrain 440 ft.

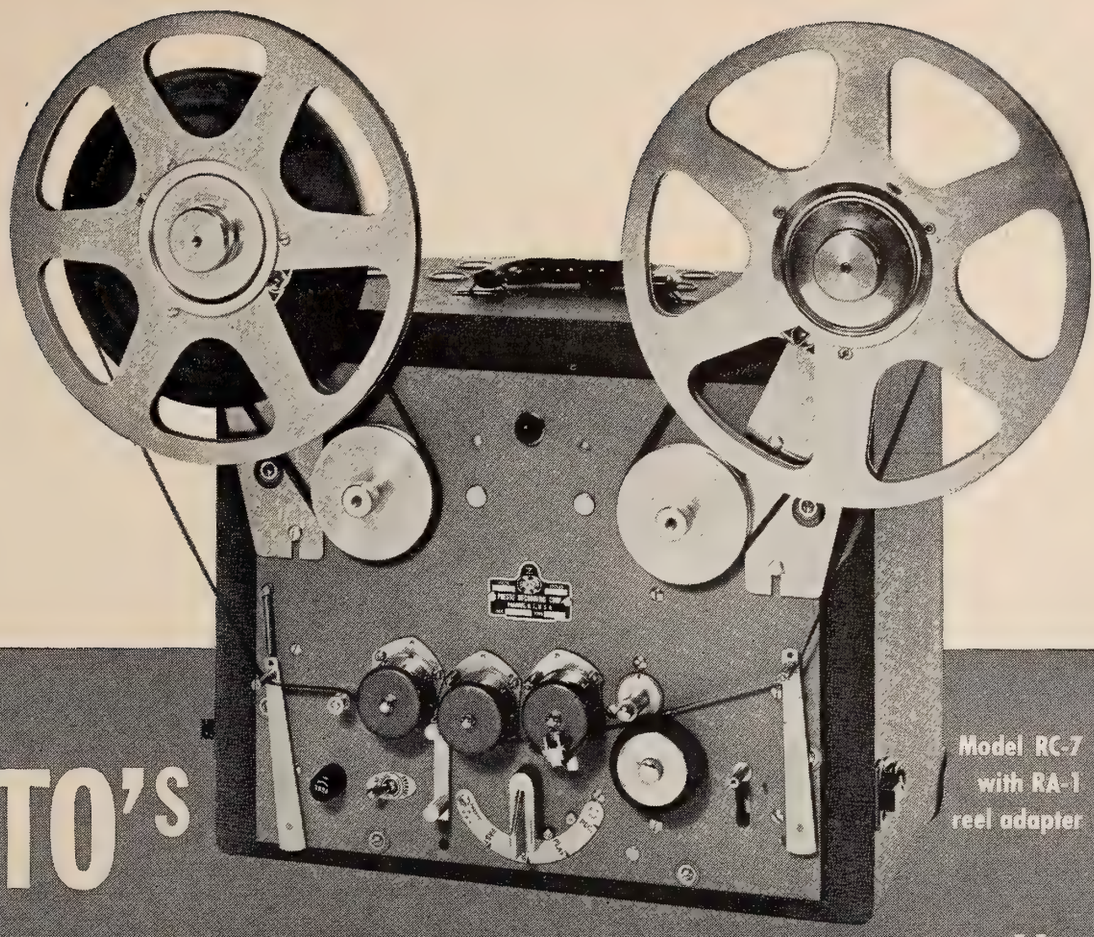
Texarkana, Tex. (Group A-2, No. 208) — KCMC Inc. (KCMC), granted vhf Ch. 6, ERP 18.5 kw visual and 9.4 kw aural, antenna 400 ft. (Comr. Frieda B. Hennock did not participate in voting on grant.)

Longview, Tex. (Group A-2, No. 210)—East Texas Television Co. (Henry Radio & Appliance Store), granted uhf Ch. 32, ERP 20 kw visual and 11 kw aural, antenna 290 ft.

Ashtabula, Ohio (Group A-2, No. 214)—WICA Inc. (WICA), granted uhf Ch. 15, ERP 19 kw visual and 10 kw aural, antenna 330 ft.

Lansing, Mich. (Group B-2, No. 147)—Lansing Broadcasting Co. (WILS), granted uhf Ch. 54, ERP 25.5 kw visual and 13 kw aural, antenna 370 ft.

Clayton (St. Louis suburb), Mo. (Group B-4,



Model RC-7
with RA-1
reel adapter

PRESTO'S "LONG PLAYING" PORTABLE TAPE RECORDER

The PRESTO RC-7 has already been acclaimed "the finest tape recorder of its size available." Although portable in size, the RC-7 embodies features and heavy duty construction found only in larger, more expensive, studio-type machines.

Now, with the new RA-1 reel adapter, this precision recording instrument becomes an indispensable piece of equipment for every station and recording studio. With this adapter, the RC-7 accommodates reels up to 10½" diameter, providing continuous long-period recording or playback.

If you are contemplating a portable tape recorder, don't buy any—until you see the PRESTO RC-7 with 10½" reel adapter (RA-1). Without a doubt, it's the *best buy in professional tape equipment!*

Present PRESTO RC-7 owners may convert their machines with this adapter for just $39.00. Write today for details!

Compare the RC-7 with any studio-type recorder

- Instantaneous speed accuracy
- Dynamic range better than 50 db. at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate erase-recording-playback heads
- Twin speed: 7½"/sec or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)

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WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

No. 179) — The Lutheran Church — Missouri Synod (KFUO), granted uhf Ch. 30, ERP 175 kw visual and 91 kw aural, antenna 580 ft.

Winston-Salem, N. C. (Group B-3, No. 175)— Winston - Salem Broadcasting Co. (WTOB), granted uhf Ch. 26, ERP 200 kw visual and 100 kw aural, antenna 360 ft.

Milwaukee, Wis. (Group B-4, No. 182)—Midwest Broadcasting Co. (WCAN), granted uhf Ch. 25, ERP 105 kw visual, 56 kw aural, antenna 420 ft.

Hampton (Norfolk, Portsmouth and Newport News area), Va. (Group B-4, No. 189)—Peninsula Broadcasting Corp. (WVEC), granted uhf Ch. 15, ERP 220 kw visual and 110 kw aural, antenna 480 ft. (Construction not to be commenced until application to modify WVEC (AM) antenna is granted.)

Newport News (Norfolk, Portsmouth and Hampton area), Va. (Group B-4, No. 189)— Eastern Broadcasting Corp. (WHYU), granted uhf Ch, 33, ERP 20.5 kw visual and 11 kw aural, antenna 310 ft.

FCC Grants Consent To Six Station Transfers

CONSENT was granted by FCC last week for six station transfers, including the sale of WNAO-AM-FM Raleigh by the Raleigh *News & Observer* for $250,000 to Sir Walter Television Co., newly approved permittee of WETV (TV) there, uhf Ch. 28 outlet.

Transfers approved included:

WETV (TV) Raleigh, N. C.—Granted assignment of construction permit from Sir Walter Bcstg. and Television Co. to new firm Sir Walter Television Co. Assignor was a partnership of John W. English, James R. McBrier, John J. Boland and James B. Donovan which gained permission to form a new corporation with Mrs. Lydia McBrier Jarecki and Mrs. John D. Jarecki each purchasing $50,000 of stock. Messrs. McBrier and Boland each have 14.8% interest in Erie Television Corp., applicant for new TV station in Erie [TV APPLICATIONS, B•T, July 21]; and each have ⅓ interest in Capitol Television and Bcstg. Co., permittee for KHTV (TV) Baton Rouge, La., new grantee of uhf Ch. 40.

WNAO-AM-FM Raleigh, N. C.—Granted assignment of license from News & Observer Pub. Co. to newly formed Sir Walter Television Co. Principals include president and treasurer John W. English, vice president and secretary James R. McBrier, and directors John J. Boland, James B. Donovan, Mrs. Lydia McBrier Jarecki and Mrs. John D. Jarecki. Consideration of sale was $250,000.

KRSC Seattle, Wash.—Granted consent to assignment of license from J. Elroy McCaw to Washington Telecasters Inc. for $229,500. Principals include Jessica L. Longston (51%), general partner in Bellingham Telecasters (KPUG Bellingham), president and 50% owner of KPUG, 56% owner of KSEM Moses Lake, Wash., president and 86% owner of KBIO Burley, Idaho, and president and 67% owner of KAVR Havre, Mont.; C. V. Zaser (35%), vice president and 25% owner of KPUG, KSEM, and KAVR; and Robert Pollock (14%), general manager of KPUG, KSEM and KBIO.

KHIT Lampasas, Tex.—Granted renewal of license and consent to transfer control from Lee H. Gripon, Ryan M. Howard, Kyle Smith, W. M. Brook and Harold Bakke to James E. Nugent, Albert F. Mason and Dean Turner; involves stock transfer for $4.

KARM-AM-FM Fresno, Calif.—KARM, The George Harm Station. Granted consent to Clyde F. Coombs to acquire negative control (50%) of outstanding stock from Hattie Harm; consideration $59,581.89.

KVVC Ventura, Calif.—The Voice of Ventura County. Granted consent to involuntary assignment of license to The Voice of Ventura County, Debtor in Possession.

FOUR VICE PRESIDENCIES CREATED IN NARTB STAFF REORGANIZATION

NARTB joint radio-TV board at mid-winter Florida meeting realigns top level staff organization, giving department heads contracts coincident to that of President Fellows; the joint group approves a new high budget of $735,000 for the 1953-54 fiscal year and changes staff "directors" to "managers."

TOP LEVEL staff reorganization, including the creation of four vice presidencies, was approved last Friday by the joint radio and television boards of NARTB at their mid-winter meeting at Belleair, Fla. The actions, highlighting an optimistic meeting, were taken upon recommendation of President Harold E. Fellows.

Appointed to the new positions, under three-year contracts to expire in March 1956, were:

Robert K. Richards, assistant to the president and director of public affairs, who immediately becomes administrative vice president and second in command.

Richard P. Doherty, former director of employe-employer relations, becomes staff vice president with emphasis on employe-employer relations.

Ralph W. Hardy, heretofore director of government relations, becomes staff vice president and will specialize in government relations.

Thad H. Brown, who has been director of television and counsel to the television board, becomes vice president and counsel in charge of television affairs. He previously had been under contract, which continues until April 1954.

Some question was raised regarding contracts for staff executives at the radio board meeting Thursday but this was dispelled when President Fellows emphasized the need for continuity in office and for security of key staff members. Questions were raised as to the desirability of and the need for contracts by several members.

Arney's Contract

Also retained under a new three-year contract is C. E. Arney Jr., secretary-treasurer, who heretofore has been elected for successive one-year terms by the board.

Thus, all department heads will be under contract to expire coincident with the expiration of President Fellows' five-year agreement, which runs until March 1956.

Except for Mr. Fellows, whose salary scales up to $50,000 per year, the other staff executives draw between $18,000 and $22,500 but provision is made for annual fixed increases for the duration of the three-year tenures.

Unaffected in the realignment are the three NARTB officers: Judge Justin Miller, who continues as chairman of the board and general counsel of the association; and Messrs. Fellows and Arney. Also reporting directly to President Fellows is Edward H. Bronson, director of television code affairs.

The Television Board at its Wednesday night meeting voted a contribution of not more than $3,000 to the All-Industry Tax Committee which has been dealing with excess profits tax problems.

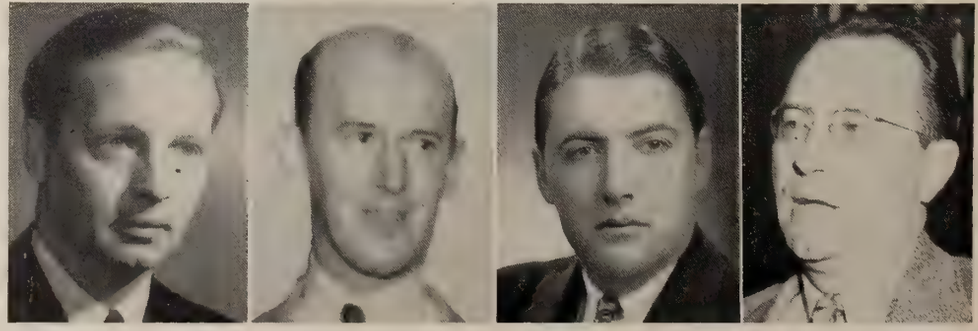
A survey into prospective need for television sales promotion on an industry-wide basis was outlined to the television board by Mr. Richards. Based upon interviews with promotion executives of the various networks, the report stated that groundwork should be laid for some type of industry sales promotion effort but that no actual project should be launched at this time. The next step, the report stated, is to sound out opinion at the local level and to build up a ready reference of available material.

Rotation System

The TV board also approved a new rotation system for election of directors so that five directors will retire from office in the even numbered years and four directors in the odd numbered years. The four directors whose terms expire at the forthcoming April convention are William Fay, WHAM-TV Rochester; Campbell Arnoux, WTAR-TV Norfolk; Henry W. Slavick, WMCT (TV) Memphis; Ken Carter, WAAM (TV) Baltimore. Their successors, to be elected at the convention, will be named for two-year terms, three of whom will come from non-television only stations and the other from a television only station.

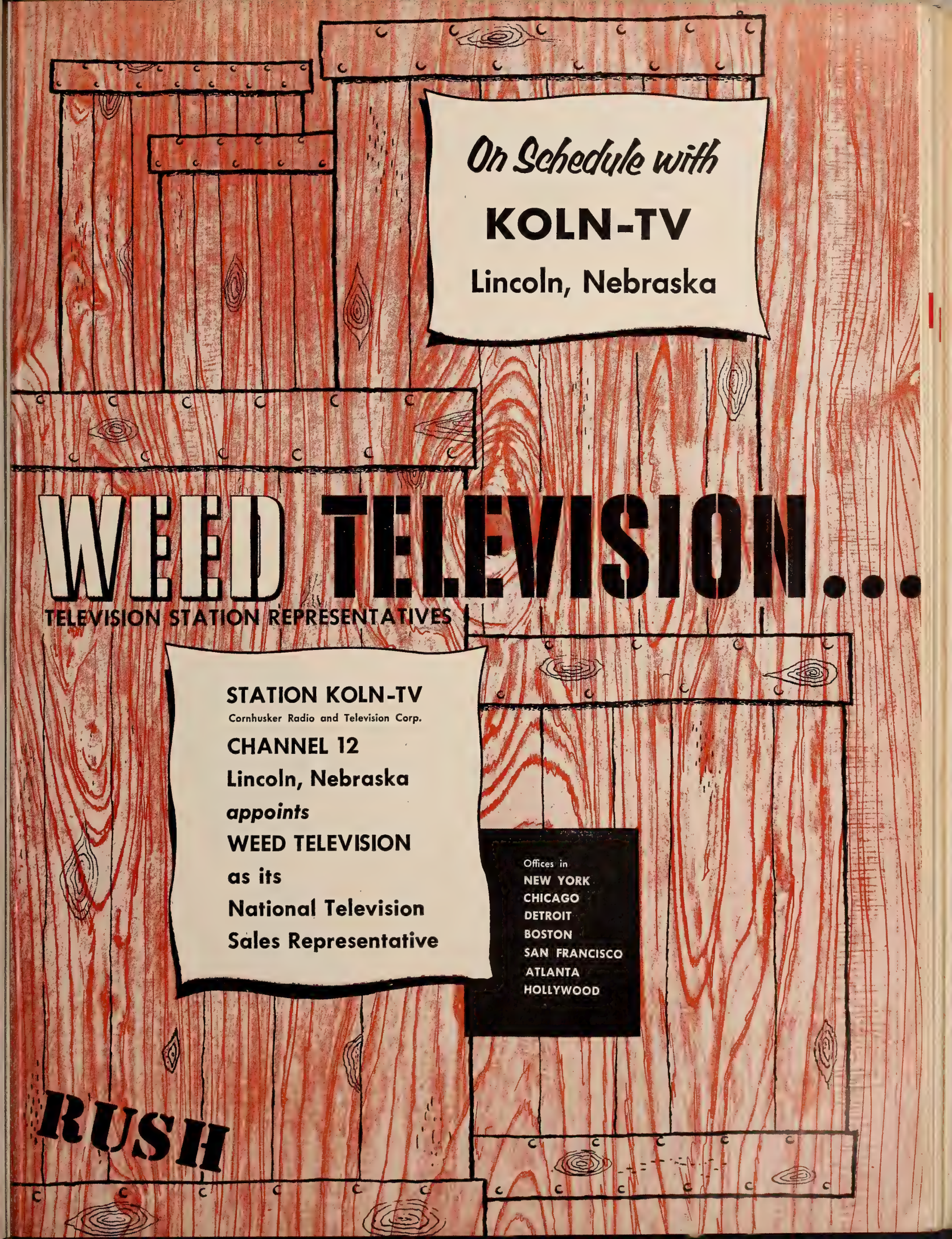
The radio board at its session Thursday morning accepted with regret the resignations of Glenn Shaw, former general manager of KLX Oakland, and William H. Fineshriber Jr. who had served for Mutual and moves into an NBC vice presidency this month [B•T, Feb. 2]. Mr. Fineshriber's successor is E. M. (Pete) Johnson, vice president in charge of station relations and engineering of Mutual. Mr. Shaw's successor, however, will not be named by the board because his term would expire prior to the next board meeting.

The new FCC operators rule permitting remote transmitter operation [B•T, Feb. 2] was hailed as a "significant and splendid victory" by the board. Tribute was paid William C. Grove, KFBC Cheyenne, chairman of the special committee, and Bernard Koteen, Washington attorney, who served as special counsel. Mr. Koteen was retained until March 5, at which



Ralph W. Hardy — Robert K. Richards — Thad H. Brown — Richard P. Doherty

Newly elected to NARTB vice presidencies


On Schedule with
KOLN-TV
Lincoln, Nebraska
WEED TELEVISION...
TELEVISION STATION REPRESENTATIVES
STATION KOLN-TV
Cornhusker Radio and Television Corp.
CHANNEL 12
Lincoln, Nebraska
appoints
WEED TELEVISION
as its
National Television
Sales Representative
Offices in
NEW YORK
CHICAGO
DETROIT
BOSTON
SAN FRANCISCO
ATLANTA
HOLLYWOOD
RUSH

time notice on re-hearing would expire.

In the board discussion, questions were raised as to need for clarification of certain aspects of the new rules, but it was presumed that these would be pursued at a later date. It was pointed out that the rule does not apply to remote control operation of television transmitters.

The joint board approved the highest budget in the association's history—approximately $735,000 for the new 1953-54 fiscal year—as against $685,000 for the current fiscal year. Specifically earmarked for separate television functions (those not performed by the overall organization) is $82,000 as against $76,000 last year.

The staff reorganization also entails further realignment of executive functions, All "directorships" at the staff level were supplanted by the title, "manager." This change, it was stated, is designed to avoid confusion which has arisen from the fact staff members, as well as members of the association's boards, both have been designated directors.

Allerton Manages Research

Under this realignment, Richard M. Allerton becomes manager of research; Oscar Elder, former assistant director of public affairs, becomes manager of publicity; Neal McNaughten becomes manager of engineering; Fran Riley, former information assistant in public affairs, becomes editor of the association's publications; John H. Smith Jr., who has been director of FM, becomes manager of that section and also adds to his duties the overall promotional activities of the association. His new title is manager of promotion and FM. William T. Stubblefield becomes manager of station relations.

Charles Tower, who has been assistant director of employe-employer relations, becomes assistant to Vice President Doherty. Howard Bell, former assistant to the director of television, becomes assistant to Vice President Brown.

Vincent Wasilewski, formerly attorney, becomes chief attorney. Abiah Church continues as attorney, with both working directly under supervision of Judge Miller and President Fellows.

Mr. Fellows reported to the joint boards that NARTB membership has reached a new high—totaling 1,060 AM stations, 120 TV and 24 FM.

Campbell Arnoux, president of WTAR-AM-TV Norfolk, was named chairman of the television finance committee because of the resignation, under doctor's orders, of George B. Storer, president of Storer Broadcasting Co. Mr. Storer reported his physician had advised him to refrain from industry activities for at least three months—to expedite treatment of impaired hearing suffered last year.

President Fellows, in announcing the reorgaization, said it was the culmination of work on realignment of the internal structure during his past year and a half as president. He said the new vice presidents will work closely with him in management and direction of staff activity and in staff policy determination.

"As his title indicates," Mr. Fellows said, "Mr. Richards will act administratively for me and perform in my behalf during my absence from headquarters. Although we have eliminated the public affairs department, the functions it has performed in the past will be carried on jointly by Mr. Smith, Mr. Elder and Miss Riley under Mr. Richards' general supervision."

RTMA LOOKS TO EXPANSION; WOULD BE ALL ELECTRONICS GROUP

RTMA board of directors approve inclusion of electronics industry within the organization's scope. Paid presidencies may be returned. Dr. Baker describes NTSC's progress on color TV.

FAR-REACHING reorganization and expansion of Radio-Television Mfrs. Assn. to provide a full program of services to specialized electronics manufacturers were approved in principle by the RTMA board of directors at a meeting in New York last Thursday.

Plans for implementing the report recommending the sweeping changes—including a proposal to return to the once-tried system of paid presidencies—are to be developed by a special committee and submitted for consideration by the board at its April meeting, or earlier.

The report, which the board approved in principle, calls for extensive changes in both the philosophy and organizational structure of RTMA, whose name also probably would be changed to indicate the broadened scope of activities. Electronics Mfrs. Assn. and Electronics Industry Assn. were cited as examples to indicate the industry-wide nature of the expanded association.

The manufacturers of "specialized" electronics equipment, for whose benefit the expansion is planned, spokesmen said, are those engaged in electronics work in the guided missiles, radar, aircraft, and various other military fields, for example—in general, those outside the radio-TV set and transmitter area.

It was noted that the "specialized" electronics industry represented a volume of $4 billion last year, as against $2 billion volume for the radio-TV set field.

An expansion, presumably large, of both the administrative and the engineering staffs of RTMA would follow the proposed reorganization.

Broached Last Fall

The question of RTMA's services to members in the broad field of electronics—what services it does and what it does not provide for these manufacturers as distinct from those primarily in the radio-TV home instrument field—led last fall to the creation of a special committee within the Technical Products Div. to explore the subject.

This committee reported to members of the Technical Products Div. last Wednesday during RTMA's three-day midwinter sessions at the Roosevelt Hotel in New York.

The division approved the report in principle and passed it along to the RTMA board, which itself gave approval in principal after lengthy discussion on Thursday. The board authorized President and Board Chairman A. D. Plamondon Jr. to appoint a committee to work out details and report back at the board's next meeting—currently scheduled to be held in Los Angeles in April, although an earlier special meeting could be called.

RTMA's special organizational committee, headed by Robert C. Sprague of Sprague Electric Co., a former president of RTMA, will form the nucleus of the committee on details, spokesmen said. Mr. Sprague's group, one of whose functions has been to consider the question of paid presidencies, consists of Max F. Balcolm, Sylvania Electric Products; Paul V. Galvin, Motorola; Fred R. Lack, Western Electric; Arie Liberman, Talk-A-Phone Co.; Leslie F. Muter, the Muter Co.; and as ex-officio members, Mr. Plamondon and Glen McDaniel, first paid president and now general counsel.

RTMA has had only one paid president—Mr. McDaniel, who resigned last Oct. 1 after 18 months in office. At that time Mr. Plamondon, board chairman, was given the additional office of president, and James D. Secrest, general manager, was elevated to the post of executive vice president.

Meanwhile, a heavy round of committee and section meetings occupied several hundred RTMA members during Tuesday and Wednesday sessions.

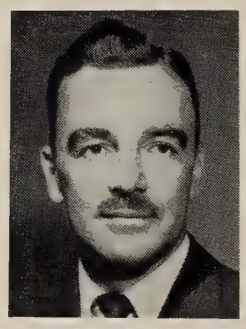
Dr. W. R. G. Baker of General Electric, head of the RTMA Engineering Dept. and chairman of the National Television System Committee, reported on NTSC progress in its work to develop a compatible system of color TV, and urged manufacturers to make color sets for participation in field tests of the NTSC technique.

Paul Galvin, chairman of the new subscription television committee, reported after the first meeting of that group that it was decided to continue the subscription TV survey and generally to keep abreast of developments in this field.

AFA Campaign Plans Formed; Smith Appointed Unit Head

ADVERTISING Federation of America reported last week that preparations are under way for its fifth campaign in eight years centering around the general subject of a "better public understanding of advertising."

According to Ralph Smith, vice president of Sullivan, Stauffer, Colwell & Bayles, who has been reappointed campaign committee chairman, the federation will broaden and intensify its efforts this year on the 1951-52 theme of "advertising helps you get more value for your money."



Mr. Smith

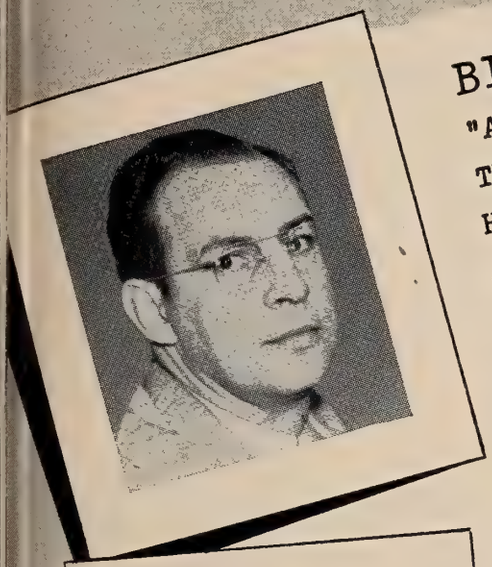
The federation reported that last year nearly 900 radio stations ordered free transcriptions which described the contributions of advertising to the nation and the community.

Fellows Names TV Group

COMMITTEE to collect and distribute basic information about the growing contribution of television in the U. S. was formed last week by NARTB President Harold E. Fellows (see board stories this issue). The group will be supported by a research subcommittee comprising network research officials and NARTB's research department.

Membership of the committee, which holds its first meeting Feb. 19 in New York, are: Mr. Fellows, chairman; Richard A. Borel, WBNS-TV Columbus; Howard Chernoff, KFMB-TV San Diego; Jack Harris, KPRC-TV Houston; Henry W. Slavick, WMCT (TV) Memphis; Charles Vanda, WCAU-TV Philadelphia; John W. Pacey, ABC; David J. Jacobson, CBS-TV; Gerald Lyons, DuMont; Edward D. Madden, NBC-TV.

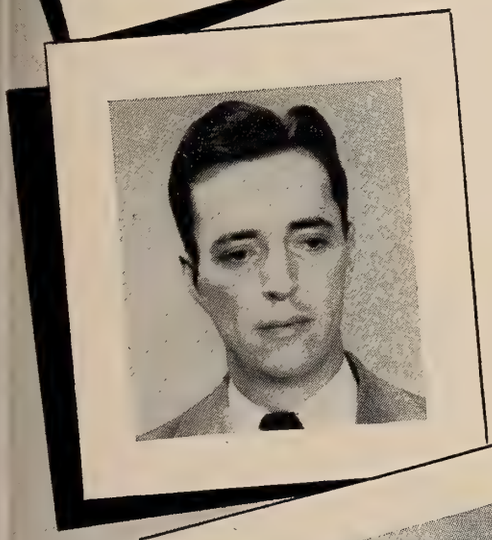
AP NEWS = sales... sales... sales... sales



BILLINGS, MONT. (KBMY)

"AP NEWS IS EASY TO SELL TO LOCAL PROSPECTS. THEY'RE ALL FAMILIAR WITH AP'S COMPREHENSIVE, IMPARTIAL, ACCURATE COVERAGE. ALL OUR SURVEYS SHOW SUBSTANTIAL LISTENER INCREASES WHENEVER AP NEWS IS SCHEDULED. THE MIDLAND NATIONAL BANK, 6-DAY A WEEK SPONSOR OF AP NEWSCASTS, REPORTS A LARGE INCREASE OF SAVINGS DEPOSITS."

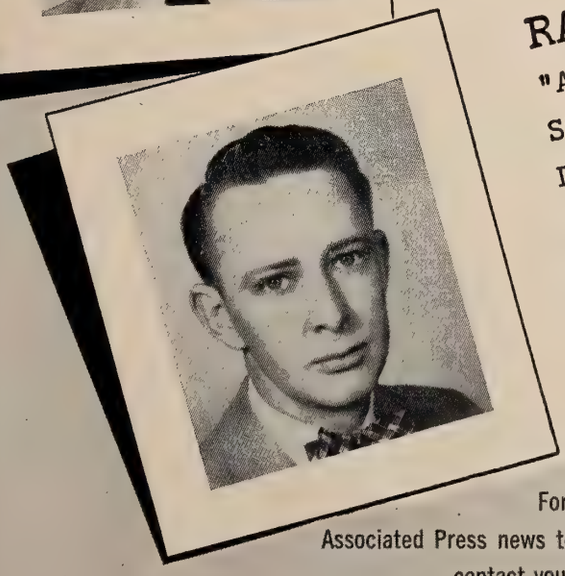
KEN NYBO
GENERAL MANAGER



COLUMBUS, INDIANA (WCSI)

"AP NEWS IS THE BIGGEST SELLER WE HAVE — A GOOD, DEPENDABLE SOURCE OF STATION INCOME AT ALL TIMES.

RICHARD JEWELL
GENERAL MANAGER



RAYMOND, WASH. (KAPA)

"AP NEWS HELPED PUT KAPA ON ITS FEET FROM THE START. WHEN WE WENT ON THE AIR ON OPENING DAY, ALL AP NEWSCASTS HAD SPONSORS. NOW THEY'VE ALL RENEWED. WHEN A SPONSOR WANTS RESULTS, HE GETS THEM WITH AP NEWS. WE'RE ALL SOLD OUT!"

HUGH MacPHERSON
MANAGER

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

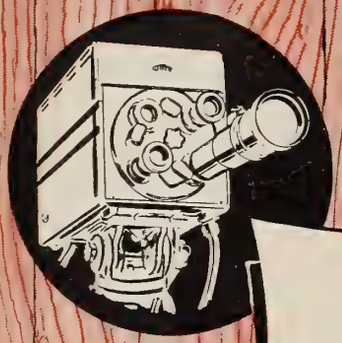
Another

DU MONT

Station

COMPLETE TELECASTING EQUIPMENT

. . . ON SCHEDULE

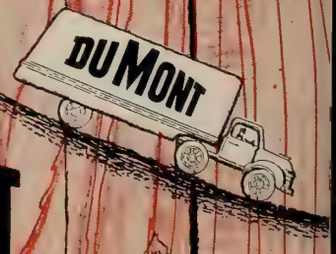


DESTINATION:

LINCOLN, NEBRASKA

CORNHUSKER RADIO & TELEVISION CORP.





Du Mont does it again!

As 304,600 Cornhuskers watch the reality of television come to their Capitol City, Du Mont again rushes to equip another successful ON SCHEDULE television "first".

Another brand new TV station goes "on-the-air" to serve the people of Lincoln and the rich valley of Southeastern Nebraska. Du Mont is both proud and happy to have been a part of the historical event, giving television to this great Nebraska area — on schedule!

RUSH

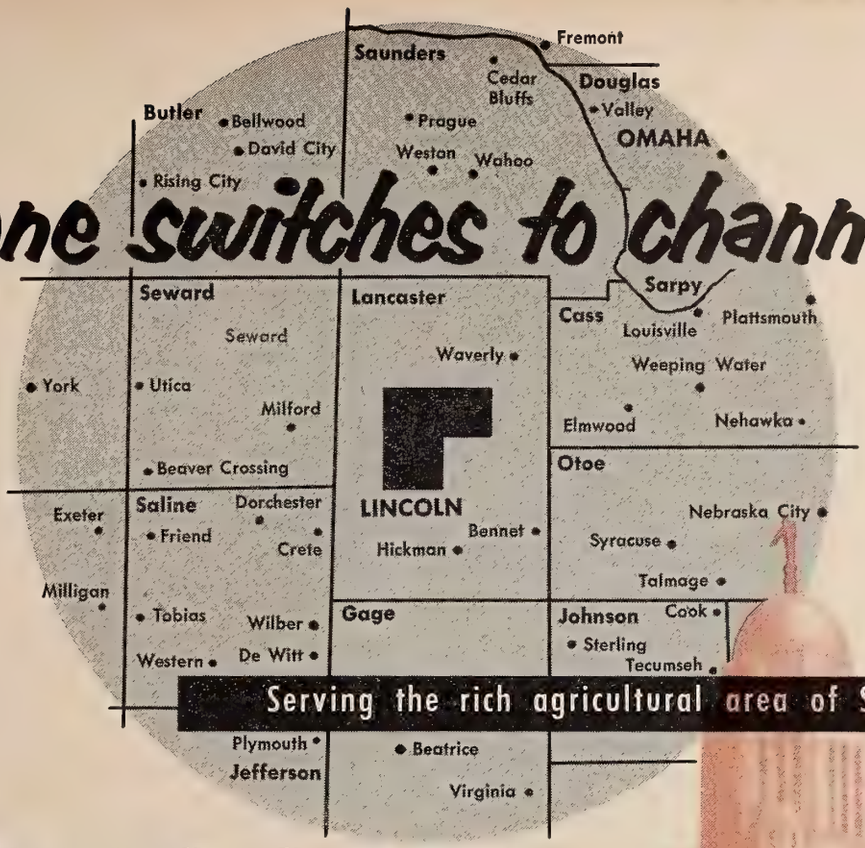
DU MONT

TELEVISION TRANSMITTER DIVISION

Allen B. Du Mont Laboratories, Inc.

1500 Main Avenue, Clifton, N. J.

Everyone switches to channel 12



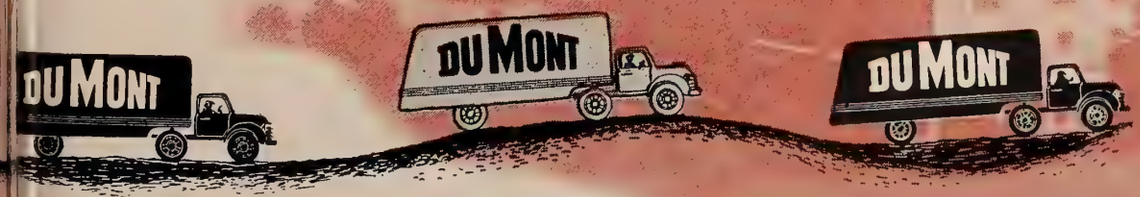
Serving the rich agricultural area of Southeastern Nebraska

IN LINCOLN

The heart of the market area of Nebraska

Serving the rich agricultural area of Southeastern Nebraska, Lincoln, the shopping center, is the home of the State Capitol, University of Nebraska, Wesleyan University Cotner College, Nebraska's Agricultural College and the heart of light manufacturing.

KOLN-TV



LINCOLN'S MARKET

POPULATION	304,600
FAMILIES	92,775
RETAIL SALES	$259,333,000
GENERAL MERCHANDISE	$ 82,532,000
FOOD	$ 50,161,000
HOME FURNISHINGS	$ 12,035,000
AUTO	$ 46,232,000
DRUGS	$ 8,307,000

(Based on Sales Management figures May, 1952)

CORNHUSKER RADIO & TELEVISION CORP.

40th & W STREETS, LINCOLN, NEBRASKA

Harold "Hap" Anderson, *Vice Pres. & Gen. Mgr.* Otis H. Segler, *Sales Director.*

Affiliated with **DU MONT** *Television Network • represented by* **WEED** *Television*

Edgar Kobak Tells AWRT Women Must Use Initiative

"WOMEN in radio and television behave more like mice," Edgar Kobak, president of the Advertising Research Foundation, head of his own management consultant firm and owner of WTWA Thomson, Ga., told the second annual all-day session of the New York chapter, American Women in Radio & Television, at New York's Hotel Astor Jan. 31.

Mr. Kobak believes there is a definite place for women in broadcast management and operation, but they must have far more initiative than already shown.

In another speech, Gen. Telford Taylor, general counsel to the Joint Committee on Educational Television and a member of the Ford Foundation's National Citizens Committee for Educational TV, discussed the problems and future of educational TV.

The all-day session was presided over by Duncan MacDonald, director of women's programs, DuMont Television Network, and New York chapter president. Pat Meikle, program chairman, introduced the speakers.

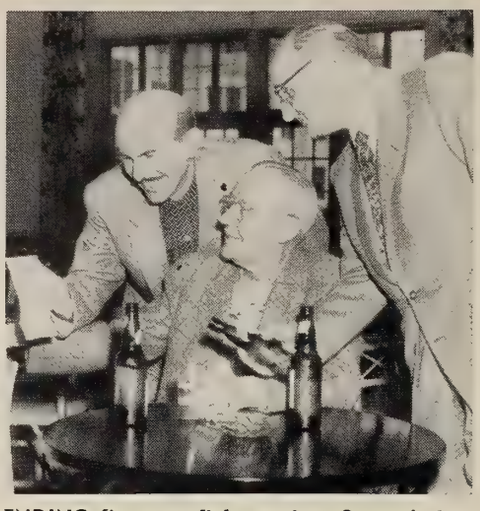
At the morning business sessions, Edythe Meserand, AWRT convention chairman and past national president, discussed plans for the spring convention in Atlanta April 30-May 3.

GAB Nominates Carswell For President at Meet

S. J. CARSWELL of WSFT Thomaston was nominated for president by the Georgia Assn. of Broadcasters at the close of its eighth annual Radio and Television Institute Jan. 29-30 at the U. of Georgia [B•T, Feb. 2]. Mr. Carswell now is vice president.

At a later session of the institute, jointly sponsored by GAB and the university's Henry W. Grady School of Journalism, the broadcasters endorsed a proposed co-op plan by GAB and the journalism school whereby journalism students will work at radio or TV stations, attending school in alternate quarters.

Other nominations by GAB included: Vice president, E. F. MacLeod (now secretary), WBML Macon; secretary, Glenn C. Jackson, WAGA Atlanta, and directors W. Fred Scott Jr. (now president), WKTG Thomasville, Allen M. Woodall, WDAK Columbus, L. H. Christian, WRFC Athens, and John Fulton, WGST Atlanta.



ENDING five-year fight against Oregon's ban on radio-TV alcoholic beverage advertising before 8 p.m., these broadcasters celebrate news at NARTB board meetings at Belleair, Fla. L to r: H Quenton Cox, KGW Portland, district director; Charles E. Arney Jr., NARTB secretary-treasurer and former northwest commentator, enjoying his first bottle of beer since repeal of ban, and Lee W. Jacobs, KBKR Baker, Ore., small station director, who started fight against Liquor Control Commission in 1949 while president of Oregon State Assn. of Broadcasters. Chairman of legislative committee which forced the issue was R. M. (Dick) Brown, KPOJ Portland.

Winners of VOD Contest Include Hawaiian Boy, 17

THREE BOYS and one girl are winners in the sixth annual Voice of Democracy Contest for high school students, with a winner coming from outside the U. S. continental boundaries for the first time.

The four winners, chosen from more than a million entries, with sponsoring stations, are:

Frank Lammedee, 17, South Pasadena High School senior, San Marino, Calif. (KPPC Pasadena, KWKW Pasadena).

Thomas J. Walsh, 17, Gonzaga High School senior, Washington, D. C. (WTTG (TV)).

Robert Davis, 17, Maui High School senior, Maui, Hawaii (KMVI Wailuku).

Adelaide Nacamu, 14, Peekskill High School sophomore, Peekskill, N. Y. (WLNA Peekskill, WFAS White Plains).

Sponsoring the contest are NARTB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce.

SDX Names Broadcasters To Major Committees

BROADCASTERS will play a prominent role this year in the major committee activities of Sigma Delta Chi, national professional journalistic fraternity.

This was apparent last week with announcement by SDX President Lee Hills, Detroit *Free-Press* and Miami *Herald*, Knight newspapers, of committee assignments for 1953. Mr. Hills announced personnel of 12 groups, including one for the Advancement of Freedom of Information under V. M. Newton Jr., Tampa *Tribune*, WFLA-AM-FM.

Among broadcasters who will serve on major committees are Jim Bormann, WCCO Minneapolis, Advancement of Freedom of Information; Griffing Bancroft, CBS, Historic Sites in Journalism; Ben Chatfield, WMAZ Macon, Ga., Membership Eligibility, and William Ray, NBC, Ernie Pyle Historic Site Ceremony.

Major committees and their chairmen follow:

Journalistic research, Prof. Clifford F. Weigle, Stanford U.; historic sites in journalism, Irving Dilliard, St. Louis *Post-Dispatch*, KSD-AM-TV; professional chapter program, George Wolpert, Milwaukee; undergraduate chapter program, Dean Burton, W. Marvin, William Allen White School of Journalism, U. of Kansas; fellows nominating committee, Charles C. Clayton, St. Louis *Globe-Democrat*, KWK.

SDX honor awards, Neal Van Sooy, the *Nevada Appeal*, Carson City, Nev.; new journalism awards, Alden C. Waite, Southern California Associated Newspapers, Culver City, Calif.; ways and means, Charles C. Clayton, St. Louis *Globe-Democrat*, KWK; membership eligibility, John M. McClelland Jr., Longview, Wash., *Daily News*, KWLK-AM-FM; Ernie Pyle historic site ceremony, Sol Taishoff, editor and publisher, BROADCASTING • TELECASTING.

Casper Heads Okla. Assn.

CY CASPER, general manager of WBBZ Ponca City, has been elected president of the Oklahoma Assn. of Broadcasters, succeeding Allan Page, KSWO Lawton. Other officers, elected at the annual meeting in Stillwater last week, include J. H. Bernard, general manager, KOMA Oklahoma City, vice president, and Guy Farnsworth, general manager, KCRC Enid, re-elected secretary-treasurer.



Mr. Casper

Board members include, in addition to Mr. Page, Lawson Taylor, KFMJ Tulsa; Bill Hoover, KADA Ada; Bill Morgan, KNOR Norman; Ray Van Hooser, KNED McAlester, and Ed Ryan, KSIW Woodward.



A minute of stop-motion magic—that's the newest of many TV commercials made by SARRA for Pet Milk Company. A chair pulls itself up to the table; a cup fills with coffee; a can pours the milk; the cup empties itself; a can hops from the shelf to the carriage. It's amazing, it's entertaining, it's product identification, *it's pure sell.* Used by Pet as a spot and on the All-Star Revue . . . with brilliant reproduction assured by SARRA'S Vide-o-riginal prints. Produced through Gardner Advertising Company.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

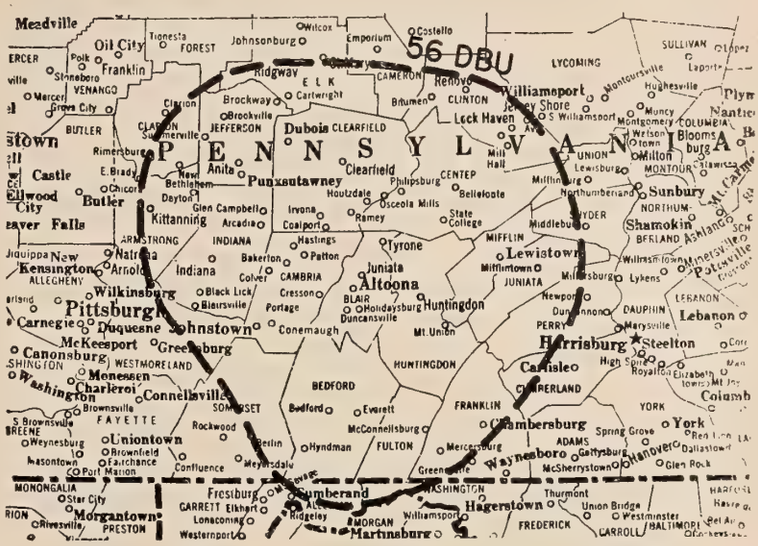
announcing "the most powerful VHF in eastern USA"

WFBG-TV

316,000 watts • channel 10

NBC primary interconnected

main studios in ALTOONA, PA.



WFBG-TV

Gable Arcade
Altoona, Penna.

Rate Card No. 1
February 1, 1953

Class A—Weekdays 6:00 P. M. to 11.00 P. M.
Saturdays and Sundays 1:00 P. M. to 11:00 P. M.

	1 Time	13 Times	26 Times	52 Times	104 Times	156 Times
60 Minutes	$225.00	$213.75	$202.50	$191.25	$180.00	$168.75
30 Minutes	135.00	128.25	121.50	114.75	108.00	101.25
20 Minutes	112.50	106.88	101.25	95.63	90.00	84.38
15 Minutes	90.00	85.50	81.00	76.50	72.00	67.50
10 Minutes	60.00	57.00	54.00	51.00	48.00	45.00
5 Minutes	50.00	47.50	45.00	42.50	40.00	37.50
1 Minute	40.00	38.00	36.00	34.00	32.00	30.00
20 Seconds	30.00	28.50	27.00	25.50	24.00	22.50
10 Seconds	13.33 flat					

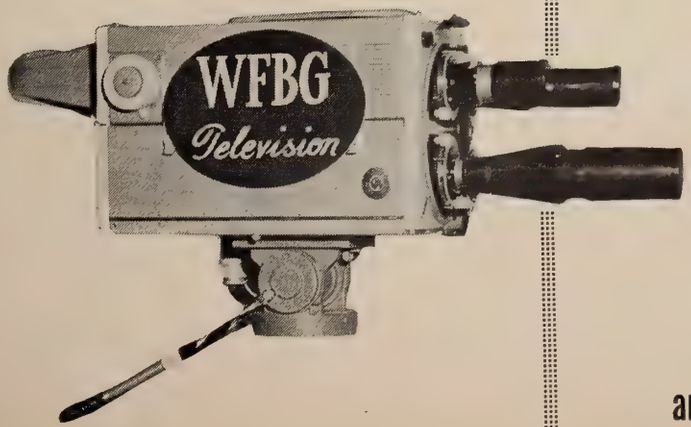
Class B—All Other Times.

	1 Time	13 Times	26 Times	52 Times	104 Times	156 Times
60 Minutes	$135.00	$128.25	$121.50	$114.75	$108.00	$101.25
30 Minutes	81.00	76.95	72.90	68.85	64.80	60.75
20 Minutes	67.50	64.12	60.75	57.37	54.00	50.62
15 Minutes	54.00	51.30	48.60	45.90	43.20	40.50
10 Minutes	36.00	34.20	32.40	30.60	28.80	27.00
5 Minutes	30.00	28.50	27.00	25.50	24.00	22.50
1 Minute	24.00	22.80	21.60	20.40	19.20	18.00
20 Seconds	18.00	17.10	16.20	15.30	14.40	13.50
10 Seconds	8.00 flat					

Technical Facilities

Channel No. 10 (192-198 mc). Visual Power 316 kw; Aural Power, 158 kw. Antenna Height, 2727 feet above sea level; 990 feet above average terrain.

NATIONAL REPRESENTATIVES — H. R. TELEVISION, INC.



covering Western Pennsylvania from Pittsburgh to Harrisburg—over 3,000,000 families —over 69,500 TV sets (certified).

ON THE AIR IN FEBRUARY!

(interim power 75 KW; full power May 1)

investigate this TV "Area" *buy now* for low rates, franchise positions and choice availabilities.

For starting date — rates — availabilities— call your nearest office of . . .

H-R TELEVISION, INC.

New York, Chicago, Los Angeles, San Francisco

WFBG-TV

ALTOONA, PENNSYLVANIA

Jack Snyder, managing director.

an **NBC** primary interconnected station

UPPER UHF OPERATION BEGINS THIS WEEK, TARGET DATES SHOW

Four new stations on the air this week; several new grantees set early fall commencement of commercial broadcasting.

FIRST TV station to begin commercial operation at the upper end of the uhf band is slated to start regular programming this week. It is WFMJ-TV Youngstown, Ohio, on uhf Ch. 73 (824-830 mc), located 144 mc above the next highest uhf station, WKAB-TV Mobile, Ala., operating on uhf Ch. 48 (674-680 mc).

WFMJ-TV is an NBC affiliate and is represented by Headley-Reed.

Fred C. Mueller, general manager of WEEK-TV Peoria, Ill., said his station went on the air with a test pattern last Thursday and was to have started regular programming on uhf Ch. 43 over the weekend. It received a permit for special temporary authorization a fortnight ago [B•T, Feb. 2].

KOLN-TV Lincoln, Neb., hopes to begin commercial programming this week, according to Harold Anderson, vice president and general manager of the station. Operating on vhf Ch. 12, the station began test patterns late last week. It also has moved into new studio quarters. Representative is Weed Television.

WROV-TV Roanoke, Va., may begin commercial operation this week on uhf Ch. 27, along with WLVA-TV Lynchburg, Va., on vhf Ch. 13. Stations aired test patterns last week.

Plans to go on the air by March 1 were announced by Kenyon Brown, president and general manager of KWFT-TV Wichita Falls, Tex. Mr. Brown said network affiliation will be CBS and national representative will be Blair-TV. GE equipment has been ordered, he said.

New Studios for KCBD-TV

The construction of new studios for KCBD-TV Lubbock, Tex., is progressing on schedule, and the station will begin operation in March or April, according to Choc Hutcheson, news director. Network affiliation will be ABC and NBC, and national representative, John E. Pearson Co. KCBD-TV is assigned vhf Ch. 11.

Telecasting is tentatively scheduled for early March on Los Angeles' uhf Ch. *28, assigned to the Hancock Foundation of the U. of Southern California. The noncommercial, educational station is ready to go on the air as soon as its transmitter arrives. FCC assigned call letters KUSC-TV to the station, but station officials claim they plan to select their own call letters later.

Named to the advisory board by Capt. Allan Hancock, director of the foundation, are representatives of public and private schools, colleges and churches throughout the Los Angeles area. Additional members, representing civic groups, will comprise an advisory board. Public meetings, the first of which will take place late this month, are scheduled for the purpose of discussing operation and participating plans.

KAFY-TV Bakersfield, Calif., plans to begin operation on uhf Ch. 29 in April or May. Construction has already started. Naum Healy, station manager, said there will probably be multiple network affiliation and that the representative will be Forjoe & Co.

KCMC-TV Texarkana, Tex., hopes to begin operating on vhf Ch. 6 within 90 days. National representative will be O. L. Taylor Co.

KEYT (TV) Santa Barbara, Calif., vhf Ch. 3 grantee, announced last week it has made affiliation agreements with ABC, CBS, DuMont and NBC. George P. Hollingbery Co. has been appointed national representative. With an ERP of 51.1 kw from its 4,183 ft. transmitter location, the station officials expect to cover a large portion of central and southern California. The station plans to be on the air in May-June.

WJON-TV St. Cloud, Minn., will commence operation in May or June on vhf Ch. 7. W. C. Porsow, now general manager of WJON (AM), will manage the TV outlet. William Rambeau Co. is to be the national representative.

Rogan Jones, president of KVOS-TV Bellingham, Wash., said that station would be on the air in two to four months. Composite equipment is ready to be installed. Network affiliations and representative will be announced later for the vhf Ch. 12 grantee.

WHYU-TV Newport News, Va., just granted last week (see separate story), will be operating on uhf Ch. 33 by June, according to Frederic F. Clair, sales manager.

KNUZ-TV's Plans

Also due for a June start is KNUZ-TV Houston, Tex., according to David H. Morris, vice president and general manager. DuMont equipment has been ordered, he said. The station is assigned uhf Ch. 39.

Harold G. Cowgill, vice president and 10% stockholder of WTVP (TV) Decatur Ill., has resigned as an attorney with the Washington, D. C., law firm of Segal, Smith & Hennessey to become general manager of the new uhf Ch. 17 grantee [B•T, Feb. 2].

If the RCA 1 kw transmitter is delivered on schedule, the on-the-air date will be July 1. The middle of March or April 1 has been set as date for commencement of construction of a combined studio and transmitter building. The CAA has approvd a 602 ft. tower for the station, and FCC approval will next be sought.

Decatur has a population of about 75,000, and within WTVP's Grand B contour there is a population of 500,000, station officials said.

Mr. Cowgill was an FCC attorney from 1935 to 1944, as chief of the Rate & Traffic Div. of the Common Carrier Bureau.

John H. Cleghorn, general manager of WHBQ-TV Memphis, vhf Ch. 13 grantee owned by Harding College, said he hoped to have the station on the air August 1. Studio construction is already underway at the Hotel Chisca. RCA equipment has been ordered, and the station expects to go on the air with an effective radiated power of 100 kw, later to be increased to 316 kw. The station's television staff will be built around the WHBQ-AM staff.

Commercial operation also is slated for August 1 by WNLC-TV New London, Conn. Equipment is expected after May, with testing scheduled for July.

WVEC-TV Hampton, Va., granted last week, aims for an August 1 start, according to J. W. Chisman, president. Representative will be Rambeau.

Salem, Ore.'s Target

L. A. Harvey, grantee of uhf Ch. 24 for Salem, Ore., the second TV grant for that state, hopes for an early or mid-summer target date according to his legal counsel, Joseph Brenner. Mr. Brenner reported that Mr. Harvey intends to serve the Willamette Valley including Portland and Eugene.

Several TV grantees have fall target dates.

W. A. Pomeroy, president and general manager of WILS Lansing, Mich., grantee last week for uhf Ch. 54, said his target is Sept. 1.

WJHL-TV Johnson City, Tenn., aims for interim operation on vhf Ch. 11 with ERP 54 kw visual by September 1. W. H. Lancaster, president, said ERP 316 kw is planned for when equipment is available.

WCHV-TV Charlottesville, Va., uhf Ch. 64 grantee, hopes to be on by September 1, but Charles Barham Jr., president, said there is nothing too definite at this time.

Regional Television Corp., Northampton, Mass., uhf Ch. 36, is planning a fall start, too.

WNAM-TV Neenah, Wis., is another grantee aiming for the fall. The station is assigned uhf Ch. 42.

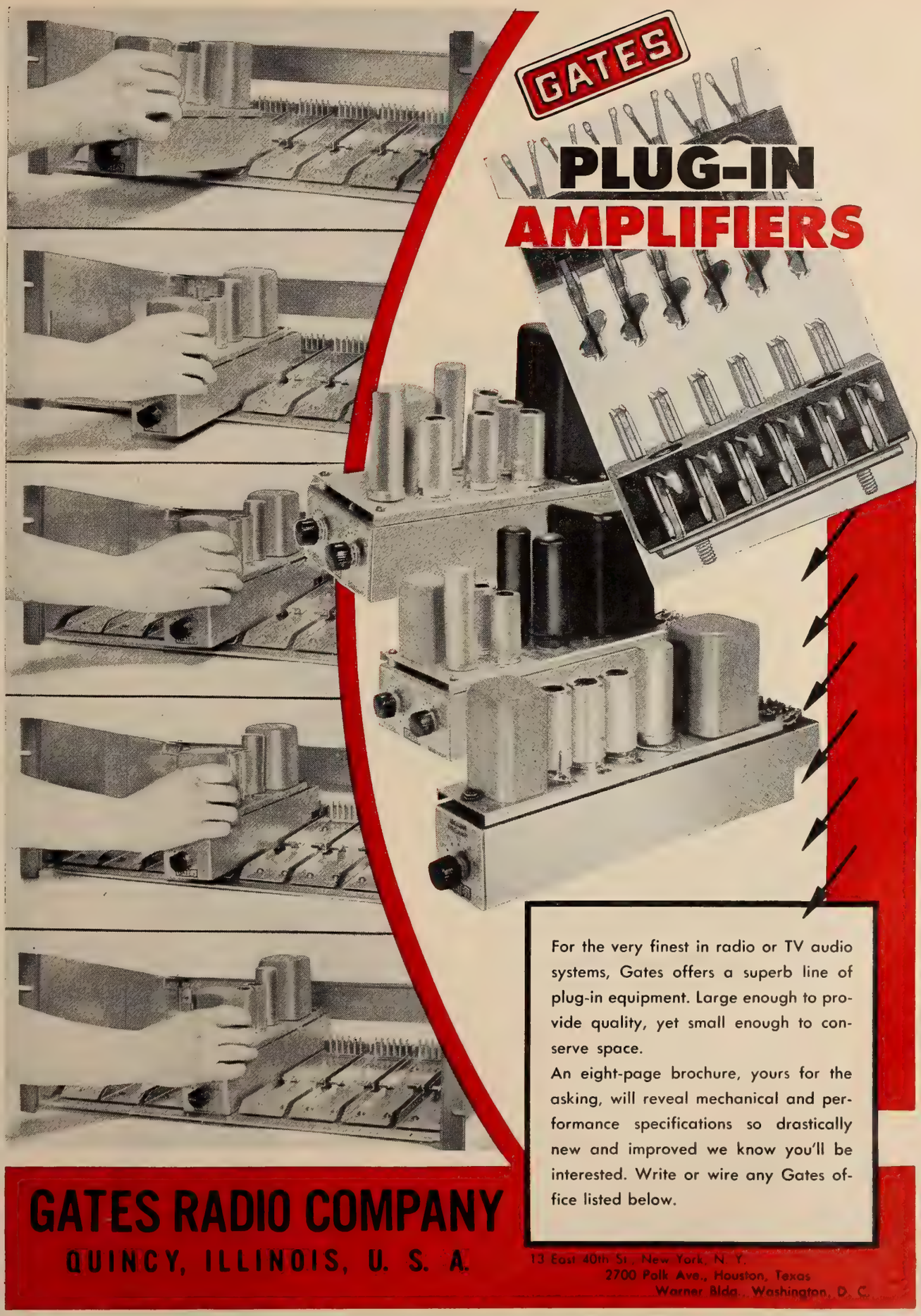
KVFD-TV Fort Dodge, Iowa, will go on the air about October 1, according to Edward Breen, president and general manager. The uhf Ch. 21 outlet will start with a 1 kw transmitter, 750 ft. tower and film, slide and live studio equipment. Mr. Breen expects that station will be affiliated with several networks. The probable national representative is John E. Pearson Co.

W. F. Craig, vice president of WLBC-TV Muncie, Ind., said last week that Hal Holman Co., Chicago, and The Walker Co., New York, will represent the TV station. They now represent the radio station. Network affiliation will be CBS and DuMont.

(For complete list of grantees' target dates see FOR THE RECORD, *page 95)*



PRINCIPALS attending signing of contract by which Bankers Life & Casualty Co. of Chicago will lease KGA Spokane, Wash., for 10 years from Gonzaga U. for $500,000 include (l to r): Charles F. Little, Bankers Life; Lester M. Smith, Blackburn-Hamilton Co., station broker; Rev. Francis J. Corkery, S. J., Gonzaga president; John D. MacArthur, Bankers Life president; Andrew G. Haley, Washington radio attorney; and Paul Doolen and Joe Tottenhoff, Bankers Life. Negotiated fortnight ago, lease is subject to FCC approval [B•T, Jan. 26].



GATES

PLUG-IN AMPLIFIERS

For the very finest in radio or TV audio systems, Gates offers a superb line of plug-in equipment. Large enough to provide quality, yet small enough to conserve space.

An eight-page brochure, yours for the asking, will reveal mechanical and performance specifications so drastically new and improved we know you'll be interested. Write or wire any Gates office listed below.

GATES RADIO COMPANY

QUINCY, ILLINOIS, U. S. A.

13 East 40th St., New York, N. Y.
2700 Polk Ave., Houston, Texas
Warner Bldg., Washington, D. C.

Radio-TV Appeal for Aid To Holland Flood Victims

RADIO and television in the U. S. last week went to the rescue of flood victims in Holland by broadcasting appeals for clothing, blankets, other emergency supplies and funds.

The Advertising Council sent telegrams to all radio and TV networks Thursday on behalf of CARE, which is seeking funds from the American public for the benefit of the Holland flood victims. The wire, signed by Council President, T. S. Repplier, asked for announcements on network sustaining programs and noted that CARE has been sanctioned by the State Dept. and the executive office of the President to carry on this appeal.

Walter Cronkhite, CBS-TV news commentator who had been befriended by the Dutch during World War II when he parachuted into the country, carried an appeal on his Esso program Wednesday at 6:45 p.m. Appearing on the program was Lt. Gen. Anthony McAuliffe, famed for his "Nuts" reply to a German surrender demand.

Gen. McAuliffe and Mr. Cronkhite called on parachuters of the 101st and 82nd airborne units, all of whom received help from the Dutch underground, to send blankets and clothing. Rex Smith, American Airlines vice president, offered ticket office facilities as collection agencies and promised to fly the donations to Washington airport where AA hanger No. 7 would serve as receiving depot.

Arthur Godfrey added an appeal on his 8 p.m. CBS-TV program Wednesday. One of his writers, Andrew Rooney, had dropped into Holland with Mr. Cronkhite.



START of another flood—clothing, this time —as Walter Cronkhite, CBS-TV newsman, and Lt. Gen. Anthony McAuliffe call on wartime parachuting buddies to help stricken Holland. Nationwide response was so great, CBS had to ask nation to stop giving clothing and to send money instead.

The thing snowballed. The public started to respond. Well before noon Thursday Ambassador J. H. Van Roijen, of Holland, wired his thanks to CBS and suggested money be sent to Holland Flood Relief Inc. since early needs of flood victims had been met.

All day Thursday CBS Radio and CBS TV called on the public to halt the flood of clothing and blankets, urging financial donations.

Relief items for the flood-stricken Netherlanders are being collected by WAAM (TV) Baltimore, and will be shipped tomorrow (Tuesday) via Royal Dutch Airlines to Holland. With the cooperation of Netherlands officials, Ken Carter, general manager of the station, solicited viewers to donate such vitally-needed items as blankets, sheets, lighting equipment and flashlights. Herbert B. Cahan, station program director who originated the idea for that station, spotted plugs for the appeal on all programs.

WLAW Boston reported it was flying special events news commentator Rod MacLeish to the Holland distress area Friday night.

The Boston station said Mr. MacLeish will do wide scale WLAW and network broadcasting in the interest of relief. Mr. MacLeish is operating with a Triple A State Dept. passport rating and the full cooperation of the Netherlands government, the station reported.

It reported it was offering special tape recordings of interviews with officials and distress victims to a limited number of stations.

Travis WBKZ-TV Manager

HARRY E. TRAVIS has been named general manager of WBKZ-TV Battle Creek, and expects to begin its telecast schedule May 15 on Ch. 64. Mr. Travis, for the past two and one-half years, has worked as program director of WKZO-TV Kalamazoo. Battle Creek has an estimated 182,504 sets in the market, he said in a report last week on that area's receivers.



Mr. Travis



Joe Wesp Coaxes Squeal from Prize Porker for Western New York's Popular Farm Program

This guest star is meat for WBEN'S Joe Wesp who likes to go whole hog when gathering material for his early morning farm show. Recorded interviews on the farm and at grange meetings with his many rural friends help Joe to give farmers the kind of radio program they like — the kind that makes hay for Joe's sponsors. Joe's Monday through Saturday show features livestock and produce prices, news, music and interviews — all served up country style, with Joe's pungent brand of homespun philosophy. Depend on informal Joe to inform Western New York's prosperous farmers of the merits of YOUR product in a productive way.



Ask HENRY I. CHRISTAL in New York, Chicago or San Francisco about availabilities on WBEN'S daily Farm Program, 5:30 *to* 6:00 A.M.

WBEN NBC IN BUFFALO

Now...

PACKAGED REMOTE CONTROL

for Commercial Broadcast Transmitters

AM — FM

THE RUST INDUSTRIAL COMPANY'S REMOTE CONTROL SYSTEM

The Rust System is the *only* transmitter remote control system *proven* in service in United States Commercial AM Broadcasting installations. *It meets all FCC requirements.*



STUDIO UNIT
(Type RI-1080)

REMOTE CONTROL
of transmitters means more effective station operation. Attending personnel may be utilized more efficiently. More convenient location of studio is made possible. Transmitter may be located where transmitting conditions are ideal and real estate costs low.

THE RUST SYSTEM
consists of a studio unit and transmitter unit connected by two telephone pairs. Up to nine meter readings can be made and up to nine operations can be controlled by simply dialing desired functions. Transmitter adjustment is made remotely while simultaneously observing readings of appropriate meter.

The transmitter unit is connected to any one of a number of tuning motors or contactors used for controlling transmitter tuning or other switching functions. Use of various shunts and multipliers permits the metering of several circuits at the remote control point. Any failure of the system immediately removes all power from the transmitter.

The complete system is sold on an installed basis with all components guaranteed for one year. Price includes any necessary modification of the transmitter. Savings can pay for entire cost in as little as ten weeks.



TRANSMITTER UNIT
(Type RI-1081)

WRITE FOR DETAILED INFORMATION.

the rust industrial company, inc.
608 WILLOW STREET — MANCHESTER, N. H.

Schafitz Claims WPIC Set His Application Back

FILING of a TV application Jan. 27 by Sharon (Pa.) Herald Broadcasting Co. (WPIC) caused Leonard J. Schafitz, also a Sharon applicant, to lose a place in the FCC's processing line, Mr. Schafitz said in a petition filed last week at the Commission.

The petitioner claims the WPIC application specifies a site less than 60 miles from Pittsburgh, where Ch. 53 is assigned, violating the minimum separation requirement. He adds that his application would have been considered by FCC in January had it not been for the WPIC application. Both are applicants for Ch. 39.

"The Commission's temporary processing procedure in establishing Sharon as A-192 in order of staff consideration gave to applicant Schafitz a legal right to have his application considered when A-192 was reached in regular order," according to the Schafitz petition, filed by Attorney Carl L. Shipley. "The Sharon Herald application, fatally defective as it is, was filed Jan. 27, 1953, the day before. By accepting an application filed in violation of Sec. 3.610 of the Commission's rules the Commission deprived applicant Schafitz of his right to immediate consideration of his application."

Smaller 'Midgets'

RADIO station WCBS New York announced Thursday a new sales package of midget spots, consisting of five-second station identification pauses for commercial messages at "half of station break rates."

Heretofore the smallest segment of time on WCBS was 15-second station identification. The new five-second IDs are limited to 18-word messages which can be presented live or transcribed. However, since the spots are subject to double spotting they cannot be transcribed if the preceding commercial is. On the other hand, the ID must be transcribed if the preceding commercial is live.

"An advertiser will get the benefit of a saturation campaign in prime time . . . for as low as 15 cents to 20 cents per thousand," Henry Untermeyer, general sales manager of the station, said. Extra package discounts follow: 14 per week earns 15%; 24 per week, 25%, and 35 per week, 30%. In addition, 24 IDs in a two-day period earn a flat 50% discount. The IDs are subject to possible pre-emption on one week's prior notice.



Walbridge, Finch Named To Top WJIM-AM-TV Posts

HAROLD F. GROSS, president and general manager of WJIM-AM-TV Lansing, Mich., last week in announcing two personnel changes said Willard E. Walbridge, former WWJ-TV Detroit station manager, will succeed him as WJIM Inc. general manager and will be made executive vice president and a member of the board, effective March 1.



Mr. Walbridge

Howard Finch has been named vice president in charge of television production and program operation and also will be on the board of directors, Mr. Gross said.

Mr. Gross said he will take a less active part in WJIM - AM - TV management but will retain the presidency and will supervise the stations' $750,000 expansion program, including construction of a $400,000 radio-TV center and a 1,000-ft. tower and installation of a 100 kw transmitter.



Mr. Finch

Mr. Gross said expansion and realignment of the WJIM-AM-TV executive staff was made in preparation for programming from the new radio-TV center. Mr. Finch also will produce and direct his own TV show and will spend several weeks in New York studying network techniques and production methods, Mr. Gross said.

WGN-TV Sees Delivery Oct. 1 Power Increase 30-Days Later

DELIVERY on a new transmitter and antenna system equipment for WGN-TV Chicago is expected by Oct. 1 and power increase from 29 kw to ERP of 316 kw 30 days later.

Frank Schreiber, manager and treasurer of WGN Inc., announced receipt of the construction permit from FCC the past week will mean an increase in power output ten-fold and improve reception within a 60-mile radius.

New 50 kw transmitter will be housed on the 30th floor of the Tribune Tower and a new antenna system atop the tower, raising the overall height from ground level to 638 feet. Additional equipment will cost approximately $250,000, according to Carl J. Meyers, WGN Inc. engineering director.

Power Boost for WHAS-TV

INCREASE in the visual power of WHAS-TV Louisville from 50 kw to 316 kw was expected to take place over the weekend after FCC authorization of maximum power. Increase was made with the help of a 12-bay high-gain antenna, developed by General Electric in cooperation with Orrin W. Towner, engineering director of WHAS-AM-TV.

Station, which has moved to Ch. 11, conducted its first high-power tests last weekend.

Vic RADIO PROFIT Diehm Says:



I'm 'ZEL'

My job is to see that every dollar you spend on WAZL in Hazleton, Pennsylvania is turned into enormous sales for your client's products. I guarantee to deliver 70% of the radio listening audience from 8:00 A. M. 'til 10:30 P. M. in WAZL's coverage area of over 127,000 people.



I'm 'OL'

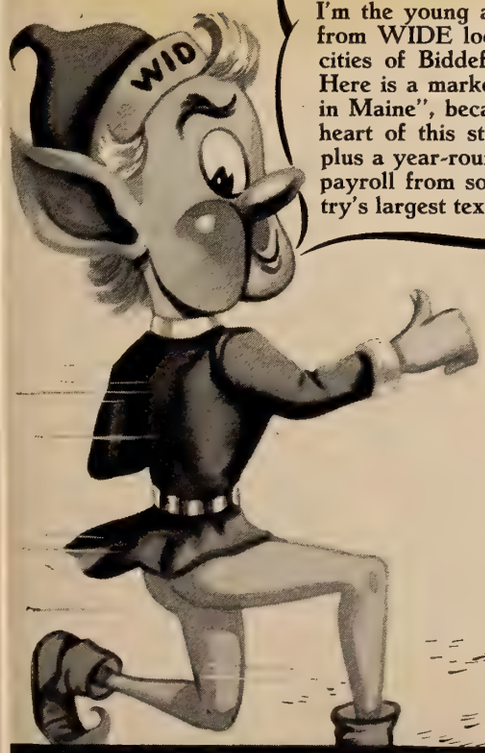
See that big nose of mine...it's big because everything's big in the area served by WHOL, Allentown, Pennsylvania. Big population! Big payrolls! Big industries and a big lot of them! Big amount of farm dollars, too! Just let me show you how to do a big job for your clients.



Meet them by name ... the Little People who do the Big Job!

I'm 'WID'

I'm the young aggressive fellow from WIDE located in the twin cities of Biddeford-Saco, Maine. Here is a market that is a "must in Maine", because it covers the heart of this state's resort area, plus a year-round manufacturing payroll from some of the country's largest textile mills.





I'm 'LEM'

See those big eyes of mine... they're wide-awake for any chance to show you what a sales-producing station WHLM is. We call ourselves "The Voice of the Susquehanna Valley", and believe me it's true. You just try us and we'll show you big results.

WAZL HAZLETON, PA. NBC-MBS (Represented by Robert Meeker Associates).

WHOL ALLENTOWN, PA. CBS

WHLM BLOOMSBURG, PA. (Owned and Operated by Harry L. Magee).

WIDE BIDDEFORD-SACO, ME. MBS-YANKEE (Represented by Edward Devney).

Supply & Demand

SOME promotional plans, as the Headley-Reed Co., station representative, has learned, can go over a little too well. Several weeks ago it distributed to agency timebuyers and researchers a TV signal range calculator that enables the user to determine TV station coverage in a few seconds [B•T, Jan. 19]. The company's supply has been exhausted but requests still are coming in, according to a Headley-Reed spokesman. He added that the gadget may be purchased from the manufacturer, the Pioneer Electric Supply Co., Cleveland.

'Times' and 'News' Buy Time On Radio-TV During Strike

TWO New York newspapers last week turned to radio and TV during the strike of the local suburban Deliverymen's Union which halted deliveries to many points outside Manhattan. Beginning Jan. 30, the *New York Times* and the *New York Daily News* placed spots on four metropolitan stations on a day-to-day basis, in anticipation of an early settlement of the strike, while public service announcements were carried on two other outlets.

The *Times,* through Arnold Cohan agency, purchased time on WCBS, WNBC and WNBT (TV) averaging approximately four spots per day. Copy urged suburban listeners to telephone the newspaper offices requesting daily mail "subscriptions" which would end automatically at the termination of the strike. *Times* spokesmen reported "extremely good" results.

In a somewhat different arrangement the *Daily News* placed three to four spots a day, Jan. 30-Feb. 3, on WPIX (TV), outlet owned by the *News,* at regular card rates. Station spokesmen added that the newspaper would probably continue using spots intermittently until the strike is over. WNEW, whose hourly newscasts are prepared by the *News,* carried several public service announcements daily as a "courtesy" to the newspaper.

Similarly, WQXR-AM-FM, which is owned by the *Times* and carries that paper's hourly newscasts, broadcast several public service announcements per day.

KSJV's Call Changed to KBIF

CALL LETTERS of KSJV Sanger, Calif., recently transferred to Poole Broadcasting Co. from Radio Sanger Co. [B•T, Dec. 22], have been changed to KBIF. John H. Poole, president and general manager, has opened sales offices and studios at 1412 Fulton St., Fresno. David C. Camp continues as manager, with R. W. Schunk as commercial manager. He succeeds Robert Kelin, who has joined the national sales staff of KLAC Los Angeles. New representative for KBIF is Robert Meeker & Assoc.



New KTBC-TV Studios

PERMANENT quarters at the Driskill Hotel in Austin, Tex., are being prepared for KTBC-TV, which expects to move in March 1. Installation and renovation in the 65-year-old hotel includes construction of a 28-by-30-foot studio, with studios and offices occupying an entire wing of the first floor. Remote facilities are being installed in the Crystal Ballroom. Station plans to take the air in late March, reports J. C. Kellam, general manager.

Grocery Contest

WOMEN broadcasters are eligible to compete for Life Line of America trophies, awarded annually by the Grocery Mfrs. of America, New York, for "outstanding contributions to the public understanding" of food processing.

STATION REPRESENTATIVES

Moore Opens Portland Office

ART MOORE & Son, Seattle radio-TV representative firm, expanded last week by opening a Portland, Ore., office at 617 Cascade Bldg. Headquarters are at 508 Jones Bldg. Roald G. Lund, former radio-TV director for Howard J. Ryan & Son, Seattle agency, has joined the Moore firm as a partner, headquartering in Seattle. Don Kneass, active in Portland radio for the past 20 years, has been named manager of the Portland office.



Mr. Kneass

Helen Mobberley Named Head of Forjoe National

PROMOTION of Helen K. Mobberley, sales manager of Forjoe National Inc., as general manager of the company was announced last week by Joseph Bloom, president of Forjoe & Co., parent organization. Forjoe National handles national representation for Transit Radio exclusively.

Miss Mobberley joined the Forjoe organization as sales manager in charge of Transit Radio in August 1952. She previously served as sales manager of Washington Transit Radio, sales manager of WINX Washington and in the sales department of NBC in Washington.

Mr. Bloom added:

"Transit Radio has gained a place of importance in the media field. The progress that we foresee in the months ahead makes it necessary to plan for the best possible management. There is no one better qualified than Helen Mobberley to assume management of Forjoe National; no one more thoroughly experienced in Transit Radio sales and management."

APPOINTMENTS

Gill-Perna Inc. appointed national representative for WGRD Grand Rapids, Mich.

George B. Hollingbery Co. appointed national representative for WNOW-TV York, Pa.

Adam Young Television Inc. appointed national representative by WFTV(TV) Duluth, Minn.



IN NORTH CAROLINA—

FM Pulled 5 Times More Inquiries at 1/17 The Cost

News for time buyers. Like you, Zenith had standard statistics available on FM radio coverage of AM "holes" and "white spots." But there's no information quite as interesting as actual results. So Zenith decided to put FM to the test with a nation-wide campaign of keyed spot announcements on Zenith Hearing Aids.

Results—at surprising low cost. In North Carolina, for example, FM pulled 5 times the number of inquiries obtained from AM, and cost per inquiry was only one-seventeenth of the AM cost. Nation-wide, the average cost of inquiries pulled by FM radio was 55% lower than that of AM radio.

Hundreds of static areas. Better investigate all the areas where AM broadcasts just can't get through because of local interference. In many of them, you'll find FM radio assures complete local coverage. The number of FM stations is steadily growing, and so is the importance of FM to your time buying schedules.

Special to Broadcasters

Your local Zenith dealer will gladly help promote your station and programs in his newspaper ads and displays. Get in touch with him today.

ZENITH

The royalty of television and RADIO®

ZENITH RADIO CORPORATION • Chicago 39, Illinois

COPR. 1953

wdod

is 1ST in Chattanooga

Radio listeners give WDOD a big preference on a six or seven days per week basis. Here are the figures from the recent Standard Audit and Measurement survey:

wdod has 43% more daytime listeners than either Station A or Station B.

wdod has 54% more nighttime listeners than Station A, 86% more than Station B.

For maximum coverage in the Chattanooga market, it pays to put all your advertising dollars on WDOD.

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

$250,000 in New Billings Signed for NBC-TV's 'Today'

SIGNING of seven new advertisers, representing more than $250,000 in billings, as participating sponsors of NBC-TV's early morning program, *Today*, (Mon.-Fri., 7-9 a.m. EST and CST), was announced by the network Thursday. New sponsors are:

The Trailer Coach Mfrs. Assn., through J. Walter Thompson Co., for one five-minute segment a week each Wednesday, for 52 weeks, starting April 1. The campaign is the first of its kind undertaken by TCMA and will spearhead a program of local dealer promotional tie-ins in TV markets where the show is seen.

John Morrell & Co. (Red Heart dog food), Ottumwa, Iowa, through N. W. Ayer & Son, for five-minute segments on Thursdays and Fridays, for 13 weeks beginning March 5.

Liberty Mutual Fire Insurance Co., Boston, through BBDO, for one five-minute segment a week, for 13 weeks, starting in mid-February.

Polaroid Land Camera Co., Cambridge, Mass., through BBDO, for one five-minute portion a week for six weeks, starting in mid-February.

Bymart Inc., New York, through Ruthrauff & Ryan, for five five-minute segments spread over four weeks, effective last Wednesday, and five-minute segments for four consecutive Fridays thereafter.

Nash-Kelvinator Corp., Nash Motor Div., Detroit, through Geyer Adv., for three five-minute segments in one week on three consecutive days, starting March 4.

Food Specialties Inc. (Appian Way pizza pie), New York, through Chambers & Wiswell Inc., for one five-minute segment for two weeks, effective this Friday (Feb. 13).

LBS vs. Ball Clubs Case Set for May 11

$12 MILLION suit by Liberty Broadcasting System against 13 of the 16 major league baseball clubs has been deferred to May 11, with prospects that the case may not be decided before early next year.

The trial originally was to have come up Jan. 19 in U. S. District Court, Northern District of Illinois, Eastern Division, Chicago, but was postponed to accommodate the taking of additional testimony.

Liberty is now undergoing bankruptcy proceedings in Dallas, headquarters of the former network. In its suit, all major league teams except the Cincinnati Reds, Chicago White Sox and Brooklyn Dodgers are named as defendants, charged with anti-trust violations. Liberty claims the clubs refused to permit the network to carry its *Game of the Day* broadcasts. It filed suit last February and disbanded as a network later.

White Quits, Stone Succeeds

RESIGNATION of Henry S. White as business manager of CBS-TV's program department and the appointment of Louis Stone to succeed him were reported last week, effective immediately.

Mr. White, who plans to return to independent production of programs after a short vacation, was president of World Video Inc. before joining CBS in the spring of 1950.

Mr. Stone joined the CBS-TV Business Affairs department in June 1951 after serving as executive assistant to motion picture producer David O. Selznick.

the RIGHT COMBINATION *for maximum performance at minimum cost*



NO SPLICES. As always, plastic-base Audiotape in 1200 and 2500 ft reels is guaranteed *splice-free.*

NO FRICTION SQUEAL. Perfected anti-friction process eliminates annoying tape squeal—prevents "tackiness" even under extreme temperature and humidity conditions.

MINIMUM DISTORTION. Audiotape's oxide coating is especially formulated to give *maximum undistorted output.* Comparative tests show its marked superiority in this respect.

MAXIMUM UNIFORMITY. All 7" and 10" reels of plastic-base Audiotape are *guaranteed* to have an output uniformity within ±¼ db—and a reel-to-reel variation of less than ±½ db. And there's an actual output curve in every 5-reel package to prove it!

PRECISION TIMING. Improved reel design with 2¾" hub reduces timing errors by eliminating the tension and speed changes formerly encountered at the beginning and end of the winding cycle. Ratio of OD to hub diameter is the same as the standard NAB 2500 ft reel.

CONSTANT PITCH is another advantage of the new reel design resulting from the more uniform tape speed throughout the winding cycle.

SLOWER ROTATIONAL SPEED, due to larger hub diameter, minimizes vibration and avoids possible damage to tape on fast forward and rewind.

REDUCED HEAD WEAR can also be expected, because the maximum tape tension is materially decreased.

audiotape gives you all these advantages at no extra cost!

* Trade Mark

This new 1200 ft plastic reel with 2¾" diameter hub is now being supplied on all orders for 7" reels unless otherwise specified... at no increase in price. Remember—with Audiotape, there's only *one* quality—the finest obtainable! Audiotape is available in all standard size reels from 150 to 5,000 feet.

AUDIO DEVICES, Inc.
444 Madison Ave., New York 22, N.Y.
Export Dept. 13 East 40th St., New York 16, N.Y., Cables "ARLAB"
audiodiscs audiotape audiofilm audiopoints

FINESHRIBER BECOMES NBC V.P. & G.M.; ADAMS ALSO RAISED TO V.P. POST

Mr. Fineshriber moves into integral post, bringing him and NBC President White together for the third time. David C. Adams is promoted to vice president for administration.

WILLIAM H. FINESHRIBER Jr., former executive vice president of Mutual, has been elected NBC vice president and general manager of the radio and TV networks [CLOSED CIRCUIT, Jan. 19], and David C. Adams, NBC director of special projects, has been promoted to vice president for administration.



Mr. Fineshriber

Their elections to vice presidencies occurred Friday at the monthly meeting of the NBC board and are being announced today (Monday) by President Frank White.

Mr. Fineshriber, who joins NBC March 2, and Mr. Adams both will report to John K. Herbert, vice president in charge of the radio and television networks, who made known their respective spheres of operations as vice presidents.



Mr. Adams

"Mr. Fineshriber brings to his new position the practical experience of more than 20 years in network operations," Mr. Herbert said. "He is widely recognized in the industry for his ability and for his contributions to the advancement of broadcasting. Because of Bill's demonstrated talents in that field, I am particularly pleased to have his assistance in the management of our two networks.

"The election of Mr. Adams as vice president recognizes his outstanding ability in handling administrative projects. His talents too will now be used on a broader basis in our network operations."

NBC is the third network at which Mr. White, who assumed the presidency Jan. 2, and Mr. Fineshriber have served together. They were colleagues at CBS, where Mr. White rose to the presidency of Columbia Records, and at Mutual during Mr. White's tenure as MBS president.

Mr. Fineshriber, now 43, entered radio after graduation as a Phi Beta Kappa from Princeton U. in 1931, followed by advanced study at the Sorbonne in Paris. He served CBS first as a member of the publicity staff, leaving in 1934 to manage Carnegie Hall in New York and returning in 1937 to serve in a succession of important posts. He was general manager of the program department when he resigned to join Mutual in 1949. There he reached the executive vice presidency when Mr. White moved to NBC.

Currently on vacation following his resignation from Mutual to accept the NBC post—the same one held by Mr. White before his elevation to the presidency—Mr. Fineshriber is a member of the NARTB Board and the BAB Executive Committee. At MBS he was was a board member as well as executive vice president, and was a vice president and a director of General Teleradio Inc., which operates the General Tire & Rubber Co. radio-TV properties, including Mutual.

Mr. Adams, now 39, joined NBC as assistant general counsel in December 1947 after some six years with FCC. He was elected vice president and general attorney of RCA communications Inc. in July 1948, but moved back into the NBC organization the following January as assistant to the executive vice president.

At FCC, which he joined in September 1941, he served successively as chief of the International Legal Section, assistant chief of the Common Carrier Division, and assistant to the General Counsel. He also was a member of the Cable and Radio Committees of the Board of War Communications during his FCC tenure, which was interrupted by two years of military service.

Mr. Adams was a member of the U. S. delegation to the Atlantic City Radio, Telecommunications and High Frequency Conferences from May to October 1947, serving as chief assistant to Charles R. Denny, then chairman of FCC and of the three conferences, who now is an NBC vice president. Mr. Adams also was a member of the U. S. delegation to the Moscow Five-Power Telecommunications Conference and a U. S. observer at the London meeting of the International Telegraph consultative committee, both in 1946.

Mrs. Sidney R. Oberfelder Dies

FUNERAL services for Mrs. Sidney R. Oberfelder of New York, mother of Ted Oberfelder, ABC vice president in charge of owned radio stations, were held there last Thursday. Mrs. Oberfelder died Tuesday. Her husband and a son survive.

South Rises Again

CBS Television, via Edward R. Murrow's *See It Now*, made a nation-wide apology to the citizens of Gastonia, N. C. on Feb. 1. Some 50,000 Gastonians, proud of their Rambin' Rebs drum and bugle corps (one of two to represent the state at the Presidential Inauguration), rebelled violently after a CBS-TV producer switched cameras just as the Rebs were rambling into sight on TV screens.

WBTV (TV) Charlotte, blasted in Gastonia papers along with the network for the slight, issued an apology and its managers started scouting the newsreel field for shots of the Rebs' appearance in the parade. A letter from a local Gastonian to Mr. Murrow, however, reminding him of his North Carolina origin, resulted in fast dispatch of a *See It Now* correspondent, who shot the Gastonia story a fortnight ago.



POOR RICHARD Club's Gold Medal of Achievement Award goes to William Paley (r), CBS board chairman, from Joseph L. Tinney, Poor Richard president and WCAU-AM-TV Philadelphia vice president, during club's annual award dinner in that city [B•T, Jan. 26]. Award was for "contribution to the strength of the nation through service to government."

CBS Radio Names Novins Director of Public Affairs

PROMOTION of Stuart Novins, CBS Radio associate director of public affairs, to director of public affairs was announced Wednesday by Adrian Murphy, president of CBS Radio.



Mr. Novins

In his new post, Mr. Novins will report to Mr. Murphy. Wells Church will relinquish the duties and title of CBS Radio's director of public affairs but will continue as director of news and special events.

As CBS Radio's director of public affairs, Mr. Novins will supervise special documentary programs of national interest and educational, religious, discussion and general public affairs programs.

ABC Western Div. Shuffle Affects Publicity, Promotion

PUBLICITY and promotion departments have been shuffled at ABC's Western Div. Radio and TV will each be serviced by a publicity-promotion department, and both will be aided by a newly-created department, known as publicity-promotion services, Bill Phillipson, division director, has announced.

Stanton Kramer, publicity and sales promotion manager for Bing's Things Inc., division of Bing Crosby Enterprises, is director of publicity-promotion for ABC-TV Western Division and KECA-TV Los Angeles. He reports to Phil Hoffman, KECA-TV manager.

Jon Wells Barkhurst, advertising-promotion-publicity manager for CBS-TV's *The Homemakers' Exchange*, New York, becomes director of publicity-promotion for ABC Radio Western Div. and KECA Los Angeles. He reports to Amos Baron, manager of KECA.

Merwin Travis, sales promotion manager for ABC Western Div., heads radio-TV publicity-promotion services for the network, and is responsible to Mr. Phillipson.

Emerson Board Abandons Webster-Chicago Merger

STOCKHOLDERS of Emerson Radio & Phonograph Corp. were told last week the company's proposed merger with Webster-Chicago Corp. had been abandoned by Emerson's board of directors.

Benjamin Abrams, Emerson president, told stockholders at their annual meeting Wednesday in New York the contemplated merger encountered opposition from some Webster-Chicago stockholders, "as well as apparently sharp dissension within the Webster-Chicago company."

Mr. Abrams predicted a record $5 billion billings for the radio-TV industry in 1953, including sales of 7½ million TV sets and 10 million radio receivers and armed forces purchases of electronic equipment exceeding those of any other year since start of the Korean War.

All company directors were re-elected. They are: Mr. Abrams, Louis Abrams, Max Abrams, F. Eberstadt, Richard C. Hunt, Dorman S. Israel, and George H. Saylor.

Emerson Color Sets

EMERSON Radio & Phonograph Corp. plans to start production of color TV sets on a limited scale in early 1954, its president, Benjamin Abrams, told stockholders last week (see story above). First sets will be high-priced in comparison with current black-and-white models, he predicted. Mr. Abrams said Emerson is continuing developmental work on a compatible color TV system and said he was confident that such a system would be approved by FCC.

Uhf Stations to Lease Klystrons Under GE Plan

GENERAL ELECTRIC Co. has released details of a plan under which its new klystron tubes for uhf transmission will be leased to telecasters.

GE believes its plan for direct lease of the giant klystrons is a unique marketing method in the broadcast industry. The tubes will be leased directly by television stations from the GE Tube Dept. at a fixed rate per broadcast hour.

GE recently began production at the klystrons at its tube works at Syracuse. Varian Assoc. Inc., San Carlos, Calif., already has built a limited number for GE.

E. F. Peterson, GE Tube Dept. marketing manager, said the rental plan will relieve the uhf telecaster of worrying about the cost of transmitting tubes. Rental charges will include stand-by tubes for emergency service. GE said the klystron's 15 kw maximum power output is higher than any transmitting tube now on the market, and that it is the only tube which will make uhf reception comparable to the ranges now covered by vhf.

Raytheon to Add Plant

PLANS for erection of a new plant in Quincy, Mass., to manufacture and warehouse TV picture tubes were announced Jan. 23 by C. F. Adams Jr., president of Raytheon Mfg. Co., Waltham, Mass.

What Happened to Meat Prices?



THE year-end report of the U. S. Bureau of Labor Statistics makes mighty good reading for people who like meat, and that means about everybody.

It shows that as of December 30, average wholesale meat prices were 20% lower than the levels of August 19—the high point of the year.

While declines at retail aren't the same for all grades and cuts, by watching for specials you can get more mileage for your meat money than you could a short while back. This is especially true if you will remember that there is a lot of good meat around besides center cut pork chops . . . or fancy steaks from top grades of beef.

What's the reason for lower meat prices? The answer is simple —*greater meat production*— more livestock came to market during this period.

Meat prices follow the age-old law of supply and demand . . . how much meat there is, how many people want it, and how much they have to spend for it.

Did you know

. . . that there are more than *4,000 individual meat packing companies* in the United States . . . that they compete with each other daily both for the meat animals and for customers . . . that this two-way competition (plus modern, mass-production methods and full use of by-products) brings your meat to you at a *lower service cost between farm and table than almost any other food?*

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

RCA Scholarships to 18

ANNOUNCEMENT of RCA scholarship awards to 18 university students majoring in science or engineering was made Thursday by Dr. C. B. Jolliffe, RCA vice president and technical director. The scholarship grants, worth $800 each, are for the current academic year.

Dr. Jolliffe said seven scholarships have been awarded for the first time at the U. of Notre Dame, West Virginia U., Wellesley College, U. of Cincinnati, Franklin & Marshall College, U. of Florida and Indiana U. Miss Marijane Curran, a student at Wellesley, has become the first woman to receive an RCA scholarship, Dr. Jolliffe added.

Admiral Revises Companies

MERGER of seven subsidiary distributing companies into two corporations and creation of two other corporations to handle foreign sales have been announced by Admiral Corp., Chicago.

Admiral Distributors Inc., New York, will combine the New York distributing division and the appliances distributors branch of Chicago. A second firm will maintain distributing units in Boston, Milwaukee, San Francisco, Los Angeles and San Diego.

Importance of exports dictated formation of Admiral International Corp. and Armiral Corp. Interamericana, said Ross D. Siragusa, Admiral president.

Audio Contest

CONTEST offering more than $1,000 in prizes for the best 14 articles on the use of tape and disc recording to improve efficiency, quality and economy in a radio or TV station or recording studio was announced last week by Audio Devices Inc., manufacturer of Audiodiscs and Audiotape. Information on special gadgets or techniques developed to meet specific recording needs will be particularly welcome, the announcements said, adding that photographs or drawings should be used, if possible, to illustrate the articles. First prize is $250.

There also are three $100 prizes and ten $50 awards, and $25 will go to any other entrant whose article is published in an Audio Devices publication. Entries must be postmarked not later than midnight May 1, and should be addressed to Sound Recording Contest Audio Devices, 444 Madison Ave., New York 22. Material becomes the property of Audio Devices and entries will not be returned.



Equipment Shorts

Pentron Corp., Chicago, announces production of pre-amplifier and tape transport mechanism for use with any existing audio amplifier, radio, TV or combination.

Allied Radio Corp., Chicago, announces production of new Knight vacuum tube volt-ohm-milliammeter kit with six ranges for measuring AC peak-to-peak volts. Kit includes six milliampere ranges and five capacitance ranges.

Barber-Colman Co., Rockford, Ill., announces publication of Catalog F 3941-2 containing information on all Barber-Colman industrial controls.

Cinema Engineering Co., Burbank, Calif., has issued new CE series of resistors encapsulated in cast epoxy. They are available in three general types.

Frank A. Emmet Co., L. A., named southern California and Arizona distributor for Central Electronics, that city (record players, components and accessories).

Electronic Components Div., Stackpole Carbon Co., St. Marys, Pa., announces production of new Stackpole Type A-12 DP-ST line switch designed for handling high currents at low voltages.

Precision Electronics, Franklin Park, Ill., announces production of new Model LJ2 high fidelity amplifier. Power output is 8 w with peak of 18 w.

Kittleson Co., L. A., appointed distributor in four Western states for Reon Resistor Co., Yonkers, N. Y. (wire wound resistors).

Neely Enterprises, L. A., appointed distributors of Telefunken microphones in four Western states area.

Gerald B. Miller Co., Hollywood, Calif. appointed engineering sales representative in four Western states by Kron-Hite Instrument Co., Cambridge, Mass. (servo filters, oscillators and other electronic equipment).

Precision Equipment Co., Chicago, has published new catalog on steel shelving and lockers as well as other storage and maintenance equipment for industrial and institutional uses.

Magnatran Inc., Kearny, N. J., announces production of Unitized Rectifier ready to connect to AC line and DC load. Unit features packaged high voltage DC source.

PERSONNEL RELATIONS

West Coast AFL Protests Foreign-Made Films

IN AN ATTEMPT to curb foreign TV film production, Roy Brewer, West Coast IATSE representative and chairman of AFL Hollywood Film Council, has gone directly to local sponsors of the programs. Involved in the latest action are Los Angeles Brewing Co., using KNBH (TV) for *Foreign Intrigue,* filmed in Europe, and Thrifty Drug Stores, using KECA-TV for *Affairs of China Smith,* shot in Mexico.

The brewery, through its agency, Warwick and Legler, reports no change in programming. Thrifty, through Dan B. Miner Co., has withdrawn the Mexico-made six films which had been scheduled for showing on *Affairs of China Smith.*

Removed from List

Removed last week from the council's "unfair list" was Interstate Television Corp., subsidiary of Allied Artists, which had recently contracted for its second series of 13 half-hour "Hans Christian Andersen" films, produced in Denmark by Scandinavian-American Television Co. After the council asked networks, prospective sponsors and the American Assn. of of Advertising Agencies to refuse the series, Interstate President G. Ralph Branton explained he had invested money in the venture before the AFL campaign and it would be his only foreign-made TV product.

NABET, NBC, ABC Agree On New Wage Contract

THREAT of a strike by members of the National Assn. of Broadcast Engineers and Technicians (NABET-CIO) against NBC and ABC was averted Jan. 31 by an agreement on wages and working conditions at a meeting in Atlantic City.

Negotiations were conducted in accordance with a wage-reopening clause in the contract. A spokesman pointed out that a "no strike" provision in the pact would have expired on Jan. 31 at midnight.

He said the agreement provides for "substantial" wage increases, a reduction in the length of service escalator clauses and certain job reclassifications. The contract now runs to Jan. 31, 1955.

NABET represents some 2,000 ABC and NBC employes in New York, Chicago, Washington, Cleveland, Hollywood and San Francisco.

PROFESSIONAL SERVICES

Graim Named to Gillett

RICHARD J. GRAIM has been named an associate with Glen D. Gillett & Assoc., consulting radio and television engineering firm, Washington, D. C. Mr. Graim was with Jansky & Bailey, Washington consulting engineers, during the last war and through 1950, primarily engaged in research. The first six months of 1951 he was with the U. S. Signal Corps, later joining Gillett & Bergquist.

Concurrently with the naming of Mr. Graim as an associate of Mr. Gillett, Paul Bergquist withdrew from the partnership of Gillett & Bergquist to go into other fields. His future plans have not yet been announced. Glen D. Gillett & Assoc. is located at 982 National Press Bldg. Telephone is National 8-3373.



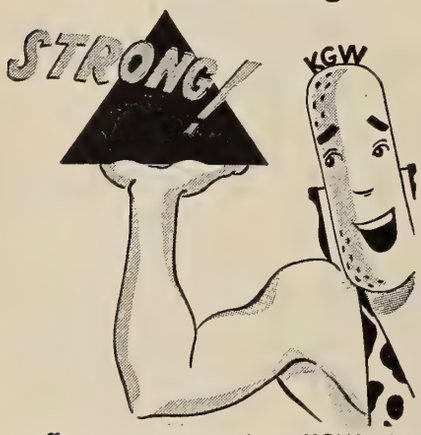
IN THE 75th MARKET
– TEXAS' 5th
EL PASO

Bank clearings for '52 were up 12%, nearly $200,000,000 over the previous year. Obviously, the 110,250 radio families (15% more people than ever recorded here before) are spending more money than ever, speaking well for the prosperity of this community.

See Avery-Knodel for complete details

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW
Economical and efficient medium for covering the mass market.

KGW
on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

PEOPLE

Advertisers

William J. Dooley, WBBM Chicago, appointed sales and advertising manager, Mead Cycle Co., Chicago (Ranger bicycles).

Victor Elting Jr., advertising director, Quaker Oats Co., elected vice president in charge of advertising, succeeded by **Robert S. Macdonald.**

Clark T. Ames Jr., vice president in charge of production for Philip Morris & Co, elected to board of directors. **George Weissman** elected a vice president while continuing duties as assistant to president in fields of general administration and public relations

M. W. Osborne Jr., advertising managing, B. F. Goodrich Chemical Co., Cleveland, promoted to international sales manager for company, succeeded by **George B. Koch.**

Fred Jenkins, credit investigator, Farmers & Merchants National Bank, L. A., promoted to advertising manager.

Andrew H. Talbot Jr. named director of public relations for Pabst Brewing Co. He will coordinate activities of firm's branch offices, headquartering in Chicago.

Dorothy Collins, women's page editor, *Rocky Mountain News,* Denver, and former fashion editor, NBC, to Shwayder Bros. N. Y. (Samsonite luggage), as public relations manager.

Donald E. Kennedy, sales manager, sportswear div., Jantzen Knitting Mills, Portland, Ore., elected to board of directors.

Joel D. Rosenblum, 46, treasurer and advertising director, Shwayder Bros. Inc., Denver (Samsonite products), died Jan. 21.

Agencies

Len Hall Jr., copy chief, BBDO, Cleveland, elected vice president. **Carl Davis** and **Roger Verran,** copy chiefs in Buffalo and San Francisco offices, respectively, elected vice presidents.

B. Harold Miller to Conti Adv., N. Y., as assistant to president.

Harwood Hull Jr. elected executive vice president and senior partner of Publicidad Badillo Inc., Santurce, P. R.

Alfred J. Roby Jr. and **Wells W. Spence,** account executives, McCann-Erickson, N. Y., elected vice presidents of agency.

Jim Meltzer, TV department, Antrim Short Agency, Hollywood talent agency, to Irvin Rose Agency, that city, as radio-TV director.

Henry Gerstenkorn, sales manager for Raymond R. Morgan Co., Hollywood, on Don Lee Network *Lucky U Ranch,* opens own L. A. merchandising-advertising agency at 668 S. Coronado St. Telephone is Dunkirk 4-4616.

Arthur Napoleon, head of TV commercial production department, Biow Co., N. Y., transferring to agency's Hollywood office to supervise production of TV commercial work and to develop more West Coast sources of TV commercial production.

Jack Herrick, assistant to **E. A. Tischler,** publicity director, Hoffman Radio Corp., L. A., to Robert J. Black Adv., that city, as account executive.

Fred DeLano, columnist, *Long Beach Press-Telegram,* Long Beach, to West-Marquis Inc., that city, as account executive.

Wm. G. Stannard, formerly of J. Walter Thompson Co., and Erwin, Wasey of Canada Ltd., Montreal, to Harold F. Stanfield Ltd., Montreal, as director of marketing.

Arnold N. Fujita, free lance artist, to Foote, Cone & Belding Inc., S. F., as art director.

Edward M. Story, controller, Marfree Adv., N. Y., to Kastor, Farrell, Chesley & Clifford, that city, in same capacity.

Frank W. Berrien, Ruthrauff & Ryan, N. Y., to Picard Adv. Co., same city, as account executive.

Revill J. Fox, account executive, MacGruder, Bakewell & Kostka Inc., Denver, becomes partner in firm, which changes name to **Kostka, Bakewell & Fox Inc.**

Milton H. Klein, operations manager, KLAC-TV Hollywood, to Fennell Adv. Agency, that city, as director of productions. **Jon Ross,** account executive, KALI Pasadena, and **Sanford L. Kahn,** copy chief, Kent Goodman Adv., Hollywood, to agency in same capacities.

J. Warner Evans to Lewis & Gilman Inc., Phila., as assistant account executive. **William J. Kane Jr.** appointed head of agency's media department. **Nelson Ross** added to production staff.

S. Tebbs Chichester Jr., sales and audience promotion advertising staff, WMAL Washington, to Kal, Ehrlich & Merrick, same city, as assistant to William B. Mullett, account executive.

Lloyd Durant, TV commercial production manager, Compton Adv., N. Y., to Biow Co., same city, as a TV creative supervisor.

Betty Conway, Kenyon & Eckhardt, N. Y., to Smith, Hagel & Snyder, N. Y., as media buyer.

Walter L. Scott, Westinghouse Electric International Co., to Morey, Humm & Johnstone, N. Y., as writer in sales promotion section of copy department.

Grace Rauworth, J. R. Pershall Co., Chicago,



HARRY MAIZLISH (l), president-general manager, KFWB Hollywood, welcomes home Al Jarvis, disc jockey, who left the station seven years ago after serving 11 years there. Beginning Feb. 22, Mr. Jarvis starts a seven times weekly, three-hour show, *Make Believe Ballroom,* on KFWB. Currently he is on KECA-TV Los Angeles.

named manager of media.

Kenneth Laird, vice president, Tatham-Laird Agency, Chicago, named chairman of Illinois Mass Communications Committee for Brotherhood Week, Feb. 15-22.

Stations

John Doscher, account executive with WOR New York Spot Sales Dept., to spot sales staff of WJZ-TV New York, in same capacity.

John R. Vrba, national sales manager, KTTV (TV) Hollywood, adds duties as general sales manager. **Leslie H. Norins,** account executive with station, promoted to local sales manager.



Mr. Vrba

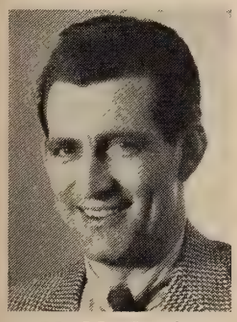
Bob Gillespie, program director, WBIS Bristol, Conn., appointed station manager.

William E. Walker to KGMB Honolulu, as account executive. **Gordon Freund** and **Robert Savage** added to KGMB-TV account executive staff.

Glen Elroy Augspurger to sales staff, KMBC Kansas City, Mo.

Bernard E. Neary appointed sales manager, WINZ Miami.

Howard W. Maschmeier, program director and assistant manager, WPTR Albany, N. Y., promoted to manager.



Mr. Maschmeier

Robert W. Potter appointed program director, WFTV(TV) Duluth, Minn.

Warren F. Warner, program director, WTVN (TV) Columbus, to WLWC (TV) same city, in same capacity.

Jack Murphy, S. F. representative, Walker Co., N. Y., Burn-Smith Co., Chicago, and Harlan G. Oakes & Assoc., L. A., appointed manager of KVSM San Mateo, Calif.

Donald Cronberg, WAAF Chicago, to Chicago sales branch of WOR New York as salesman.

Dick Schunk, assistant sales manager, KSJV Sanger, Calif., promoted to sales manager.

James T. Johnston to WJBK Detroit, as commercial representative.

John P. Haskell, account executive, KTTV (TV) Hollywood, has resigned effective Feb. 15. Future plans will be announced.

James P. Hensley, national spot sales account executive, Columbia Pacific Radio Network and KNX Hollywood, shifts to KNX as local sales account executive. **Ralph Glazer,** sales service manager, CPRN-KNX, transfers to KNX *Housewives Protective League* as merchandising manager.

John T. Cashion to WBUY Lexington, N. C., as station manager.

Bob Klein, commercial manager, KSJV Sanger, Calif., returns to KLAC-TV Hollywood in same capacity.

James H. Logan, manager of broadcast operations, WMAL-AM-FM Washington, resigns to devote full time to Telestar Productions, pro-

they came! they saw! they BOUGHT!

harry m. miller, inc. advertising . . merchandising
595 E. BROAD ST., COLUMBUS 15, OHIO . . . Adams 7243

November 14, 1952

Mr. Frank Jones
WBNS-TV
495 Olentangy River Road
Columbus, Ohio

Dear Mr. Jones:

I thought you would be interested to know the affect of the advertising schedule for our client, Pickerington Creamery, on WBNS-TV's "Aunt Fran and her Playmates" series.

The reaction from the trade has been highly satisfactory. Pickerington's powdered milk, comparatively unknown before this recent TV campaign, has gained distribution in many new outlets, and repeat orders for the product are high. Your station merchandising department outdid itself in preparing the point-of-sale material which called attention to our television schedule. Despite the fact that a 70¢ purchase is required to secure Aunt Fran's Fingertip Puppet premium, including box top and 25¢, the returns have been most gratifying.

Very truly yours,
HARRY M. MILLER, INC.
John W Corbett Jr
John W. Corbett, Jr.
Account Executive.



Indicative of all WBNS-TV's product promotion, both Pickerington Creamery's product and an appealing premium were cleverly integrated into the top-rated Aunt Fran show . . . resulting in a gratifying sales increase for the client.

WBNS-TV, the Nation's Number 1 Test Market Station.

wbns-tv
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

gram package firm of which he is co-owner.

John S. Allen, business and sales manager of WTVJ (TV) Miami elected to board of directors of Southern Radio & Television Equipment Co., licensee of station, and vice president in charge of sales. **John Shay,** station operations manager, also elected to board of directors.

Wilson Edwards, account executive, KSDO San Diego, promoted to assistant manager. **Norman Kay,** station's sales staff, named sales manager.

George Arnold Jr. to sales staff, KCBS San Francisco, as account executive.

Jim Topmiller, commercial manager, WKCT Bowling Green, Ky., to sales staff, WHAS Louisville.

Pede Worth, KCBS San Francisco, appointed program director, replacing **Fred Ruegg** who transfers to N. Y. as assistant director of labor relations for CBS.

Buddy Pappas, director, WTOP-TV Washington, to WBAL-TV Baltimore, as director of *Homemaker's Institute* series. **Bob Raiford,** WTOP announcer, to announcing staff, WBT-WBTV (TV) Charlotte, N. C.

Arnold Snyder to WTTM Trenton, N. J., as director of news and special events.

William H. Malone to WBIG Greensboro, N. C., as chief engineer.

Frank Lokey, announcer, WNOX Knoxville, Tenn., to WRDW Augusta, Ga., in same capacity.

Mannie Klein has returned to WHLI Hempstead, L. I., engineering department after service with U. S. Army in Germany.

Bob Nelson to news staff, WNAX Yankton, S. D. **Art Smith,** news director there, elected to board of governors of Sioux City Chamber of Commerce.

Stan Freberg, voice of Cecil on KTLA (TV) Hollywood *Time for Beany,* to do voice of the beaver in Walt Disney Productions feature length animated cartoon, "Lady and the Tramp."

Hugh B. Terry, president and general manager, KLZ Denver, elected honorary vice president of Denver Area Community Chest. **Lee Fondren,** KLZ national sales director, elected first vice president of city's Advertising Club.

Lester G. Spencer, general manager of WKBV Richmond, Ind., named 1953 general campaign chairman of Red Cross for Wayne County.

Roger Rambeaux, KLZ Denver promotion manager, elected executive secretary of Pioneer Foundation for student aid.

Leif Jensen, announcer, WDRC-AM-FM Hartford, father of boy, Gary, Jan. 26.

Stanley Spero, account executive, KMPC Hollywood, father of girl, Laurie, Jan. 25.

Bill Bransome, announcing staff, WCAU-AM-FM Philadelphia, father of girl, Jan. 30.

Gertrude Richards, time cost estimator, ABC New York, and **Bill Albrecht,** engineer, WNEW New York, were married Jan. 31.

Bernie LaPlante, sales promotion director, WTAG Worcester, Mass., and Jean Bourdon were married Jan. 31.



OFF for a 47-day Mediterranean cruise with his wife is P. A. (Pat) Sugg, manager of WKY-AM-TV Oklahoma City.

Fred Nelson, assistant film editor, KNXT (TV) Hollywood, father of boy, Steven Frederick, Jan. 29.

Si Goldman, general manager, WJTN Jamestown, N. Y., father of girl, Gail Meurice, Jan. 31.

Bob Shannon, staff announcer, KNXT (TV) Hollywood, father of boy, Robert Stevan, Jan. 29.

David Andrews, announcer, KMBC Kansas City, Mo., father of boy, Richard Joseph. **John C. Gilbert,** station's music director, father of boy, Lawrence Allison. **Joe H. Knoche,** KMBC recording technician, father of boy, Joseph.

Networks

Hugh J. Stump, manager of CBS Radio Spot Sales, S. F., transfers to Chicago office as account executive.

Laurie Anders, CBS-TV *Ken Murray Show,* signed to seven-year contract by Ken Murray Enterprises for TV and motion pictures.

Lucille Ball and **Desi Arnaz,** co-stars on CBS-TV *I Love Lucy,* named official sweethearts of L. A. 1953 Heart Fund campaign.

Robert Alan Aurthur, TV and magazine writer, to NBC-TV New York as literary director for *Television Playhouse* and script editor for *Mr. Peepers.*

Carl Abrams, ABC New York publicity department staff writer, promoted to writer of on-the-air promotion for ABC-TV.

Don Ross, merchandising manager, KNX Hollywood *Housewives Protective League,* shifts to CPRN-KNX as national spot sales account executive. **Grace Neuwerth,** assistant sales service manager, CPRN-KNX, promoted to sales service manager. She is succeeded by **John Schallert.**

Robert Young, star of NBC radio *Father Knows Best,* cited by Greater Los Angeles Chapter of National Safety Council for "his genuine, sincere and continuing interest in the cause of highway accident prevention."

Paul Dixon, DuMont Television Network disc jockey, named "King of Hearts" for 1953 Heart Fund's disc jockey committee.

Robert E. Noble Jr., director with ABC radio, father of twins, boy and girl, Jan. 18.

Robert F. Hurleigh, director of MBS Central Div. news bureau, named co-chairman of Boy Scout radio and newspaper committees fund raising drive.

John Berg, ABC Chicago director, father of boy, William.

Mort Lachman, writer for NBC-AM-TV personalities **Ralph Edwards** and **Bob Hope,** father of boy, Jan. 30.

Equipment

Joseph P. Waters, advertising and sales promotion manager, General Electric Supply Co., L. A., to Hoffman Radio Corp., that city, as assistant to Don E. Larson, advertising director.

Henry A. Crossland appointed sales manager of special products, receiver dept., General Electric Co., Syracuse, N. Y.

Horace W. Royer, product analyst, receiver dept., General Electric Co., Syracuse, N. Y., presented with Charles A. Coffin award for "major role in the development of Ultra-Vision . . . "

Paul H Frye, research and engineering director, Raytheon Television & Radio Corp., Chicago, appointed general manager of newly formed special products div., succeeded by **Robertson Gannaway,** chief technical engineer.

Robert J. Rorden appointed chief engineer of Gertsch Products Inc., L. A., electronics test equipment manufacturers.

James L. Hollis, project and group engineer, Collins Radio Co., to E. C. Page Consulting Radio Engineers, Washington, D. C.

Robert K. Burbridge appointed district sales manager for Pittsburgh, Cleveland, Akron and Charleston, for radio-TV div., Sylvania Electric Products Inc. **C. R. Bower** appointed to same position in Denver, Des Moines, Kansas City, Omaha and Wichita.

Ray E. Greiner, purchasing agent for International Graphite & Electrode Div., Speer Carbon Co., St. Marys, Pa., appointed director of purchases for firm.

Mickey Freeman, publicity manager, Hoffman Radio Corp., L. A., father of boy, Feb. 2.

Services

Robert M. Silliman and **John A. Moffet,** consulting radio engineers, move offices to 1405 G St., N. W., Washington, D. C. Telephone is Republic 7-6646.

Geoffrey Coleman Mulligan to TV dept., Press Releases Inc., N. Y., public relations firm.

William P. Maloney, head of publicity, BBDO, N. Y., resigns to open own public relations firm.

Program Services

Phil Davis Musical Enterprises Inc., N. Y., assigned by Arnold & Co., same city, to originate musical trademark for Old Monastery Wines.

Maurice B. Mitchell, vice president-general manager, Associated Program Service, father of boy, Keith Edward, Jan. 28.

features

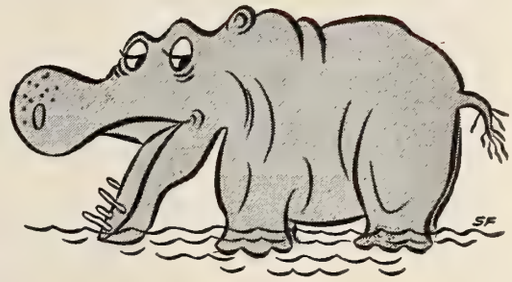
An Agency Predicts TV's Final Size
Page 77

Is Community TV Here to Stay?
Page 82

Radio vs. TV As News Media
Page 84

Fables of the leopard and the hippo— 6

ON GETTING GOOD VALUE



THE HIPPO:
"I've grown too flabby and too slow.
And all I sense is just what's
underneath my nose."



THE LEOPARD:
"Quite the other way, for years
I've stayed in trim by
judging all there is to see."

THE MORAL: Wily advertisers (like the Spotted Leopard) will stay in trim, too, by regularly reappraising *media* values.

Those who use Spot TV find their investment worth more each day. Reaching more homes. Making more sales per dollar spent.*

They carry no excess weight. Because they buy only the stations, markets and times that fit their needs.

At costs which fit their budgets.

Buy growing values. Buy Spot TV. On these thirteen select stations.

* Number of TV homes up 22.6%, cost per available home down 17.8% (nighttime hour), on Petry represented TV stations, Jan. 1—Nov. 1, 1952.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KECA-TV .....Los Angeles
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WJZ-TV .....New York
WTAR-TV .....Norfolk
KMTV .....Omaha
WOAI-TV ....San Antonio
KGO-TV ....San Francisco
KOTV .....Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

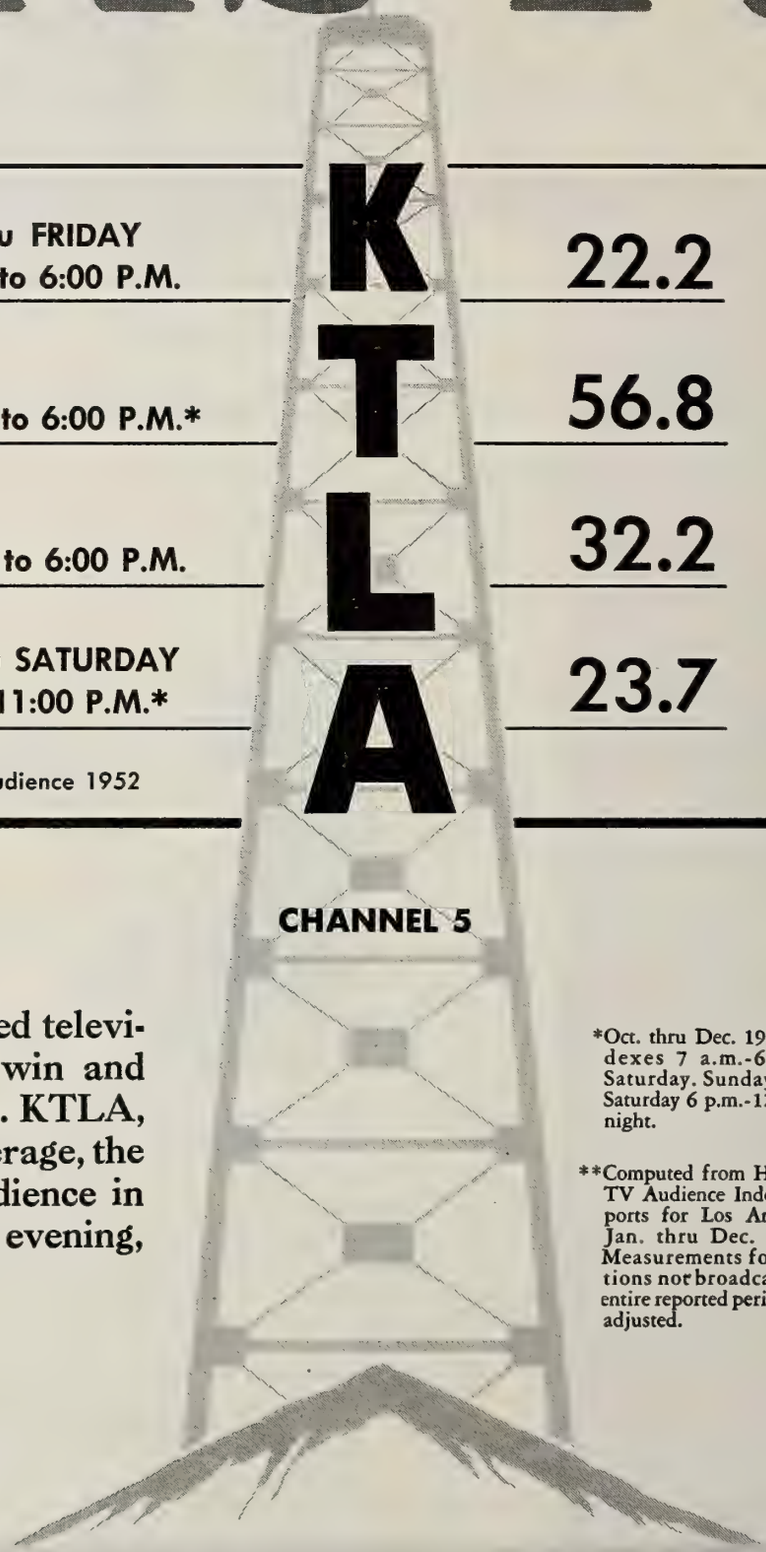
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

FIRST!

THE BEST ADVERTISING BUY IN LOS ANGELES

MONDAY thru FRIDAY 12:00 NOON to 6:00 P.M.	22.2
SATURDAY 12:00 NOON to 6:00 P.M.*	56.8
SUNDAY 12:00 NOON to 6:00 P.M.	32.2
SUNDAY thru SATURDAY 6:00 P.M. to 11:00 P.M.*	23.7

Share of TV audience 1952



KTLA creates its own top-rated television programs — shows that win and hold large and loyal audiences. KTLA, channel 5, delivered, on the average, the largest share of television audience in Los Angeles, afternoon and evening, during 1952.**

*Oct. thru Dec. 1952 Indexes 7 a.m.-6 p.m. Saturday. Sunday thru Saturday 6 p.m.-12 midnight.

**Computed from Hooper TV Audience Index Reports for Los Angeles, Jan. thru Dec. 1952. Measurements for stations not broadcasting entire reported period are adjusted.

KTLA Paramount Television Productions Inc

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Offices · 1501 Broadway, New York 36 · BRyant 9-8700

PAUL H. RAYMER COMPANY · NATIONAL REPRESENTATIVE
New York · Detroit · Chicago · Boston · Memphis · Hollywood · San Francisco

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

an agency's memo to a client

how BIG will tv be?

For one of its major accounts, Sherman & Marquette prepared a prediction of things to come in television. Here's an adaptation of that report, prepared by the agency's media director for BROADCASTING • TELECASTING. It's a view of TV's ultimate development, in terms of its usefulness to the national advertiser.

By John B. Crandall

THIS study is an attempt to predict where we will end up when all television grants have been finalized both in terms of the number of television markets and also in terms of time costs expressed by the Class A hour rate.

When the freeze went into effect in September 1948, television was just starting to come into its own as an advertising medium. By the time the freeze was lifted in July 1952 television had grown as a medium to a point where it was too important and potent to be ignored, too expensive to just be added on top of other media, yet too limited in coverage to be a completely national medium.

With the lifting of the freeze, we are faced with the problem of just where to add markets, and our appraisal is intensified because of the growing costs of existing television facilities. Basically, grants are being given now in three categories: (1) uhf grants in markets without television or with limited or contested vhf allocations, (2) vhf grants in medium and small sized markets, and (3) uhf grants in markets with television where either the remaining vhf channel is "hotly" contested or where the single vhf allocation is already assigned.

The Allocations

The FCC television allocations have been worked out in order to bring television to the greatest possible number of people. Because of the limited number of possible vhf allocations, it was found necessary to use uhf in areas of highly concentrated populations. However, these allocations were set up in relation to markets and not necessarily market or area potential.

Market potential has always been a basic yardstick in market selection in buying any medium. Both in terms of present television markets and from what we can see for new television markets, this yardstick will not only continue to apply but must be applied more stringently in view of the "blue chip" costs involved in television. Any medium will become progressively more expensive in terms of cost per thousand homes reached as you decrease in size of market population. In most mediums, this increase in cost per thousand follows an arithmetic progression —in television the increase is closer to a geometric progression.

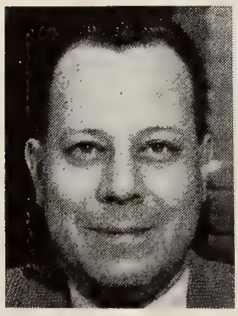
It therefore becomes more necessary in television to carefully examine markets to be added and to reexamine markets currently being used. Right now many markets are being added to television. Besides judging the new markets in terms of potential it is also necessary to give special attention to new uhf stations in areas with an existing penetration of vhf homes. It has been our experience that conversion to uhf has been extremely slow up to the present time.

In view of the markets being added at the present time, it is our opinion that we should try to look ahead and see just where we will end up when all the contests are over and television has reached maximum saturation in all markets. Exactly when that will be is surely hard to predict in view of the "hot" contests for certain allocations and the variance of saturation development in certain sections of the country.

Before making actual market measurements, we feel that we should try to determine just what is the minimum number of people or homes necessary in an area in order to support a television operation. We know that along with high advertising costs, television is proportionately as expensive for a station as for an advertiser, both in construction and in operational costs. Therefore we have attempted to project minimum construction and operational costs along with maximum gross revenue to a station.

From a consensus of all people from all branches of the industry, we feel that the minimum construction expense of a station that plans live local programming is $800,000. Certainly a station could be constructed without studios or cameras but such an operation could not expect full national and local advertising income. From an analysis of several stations in various sized markets, we feel that the minimum annual operational expense of a station would be $450,000. If the construction expense were amortized over the accepted five year period, the annual minimum expense of a station for the first five years would be $610,000 and $450,000 thereafter. This does not allow for replacement of equipment or other unforeseen costs.

ABOUT THE AUTHOR



Mr. Crandall is media director of Sherman & Marquette, New York, and in that role has devoted a great deal of time to on-scenes investigation of television operations and development. He has been with the agency for seven years, since his release from wartime service with the U. S. Air Force in Europe. Before the war, he was with Kudner Agency, New York, for a year and before that was with Benton & Bowles, New York, as radio timebuyer and media buyer.

Formula for Gross

In terms of maximum expected income we have studied the 1952 gross income of three stations that are completely sold out and have a normal balance between network, national spot, and local income. Each of these stations is in a one station market. From the relation of the total gross of the stations to their Class A hour rate, we found that you can take the hour rate of a station and multiply it by 1,600 and arrive at a very close approximation of gross annual income. As a check on this formula we were able to apply it to eight additional stations where we were unable to get the actual gross figures but were able to have the stations apply this formula. The results showed a variance of from minus 3.4% to plus 12.3%.

From analyzing the experience of all stations on the air before the freeze we found that the growth of saturation was:

1st year—18%
2nd year—37%
3rd year—42%
4th year—53%
5th year—62%

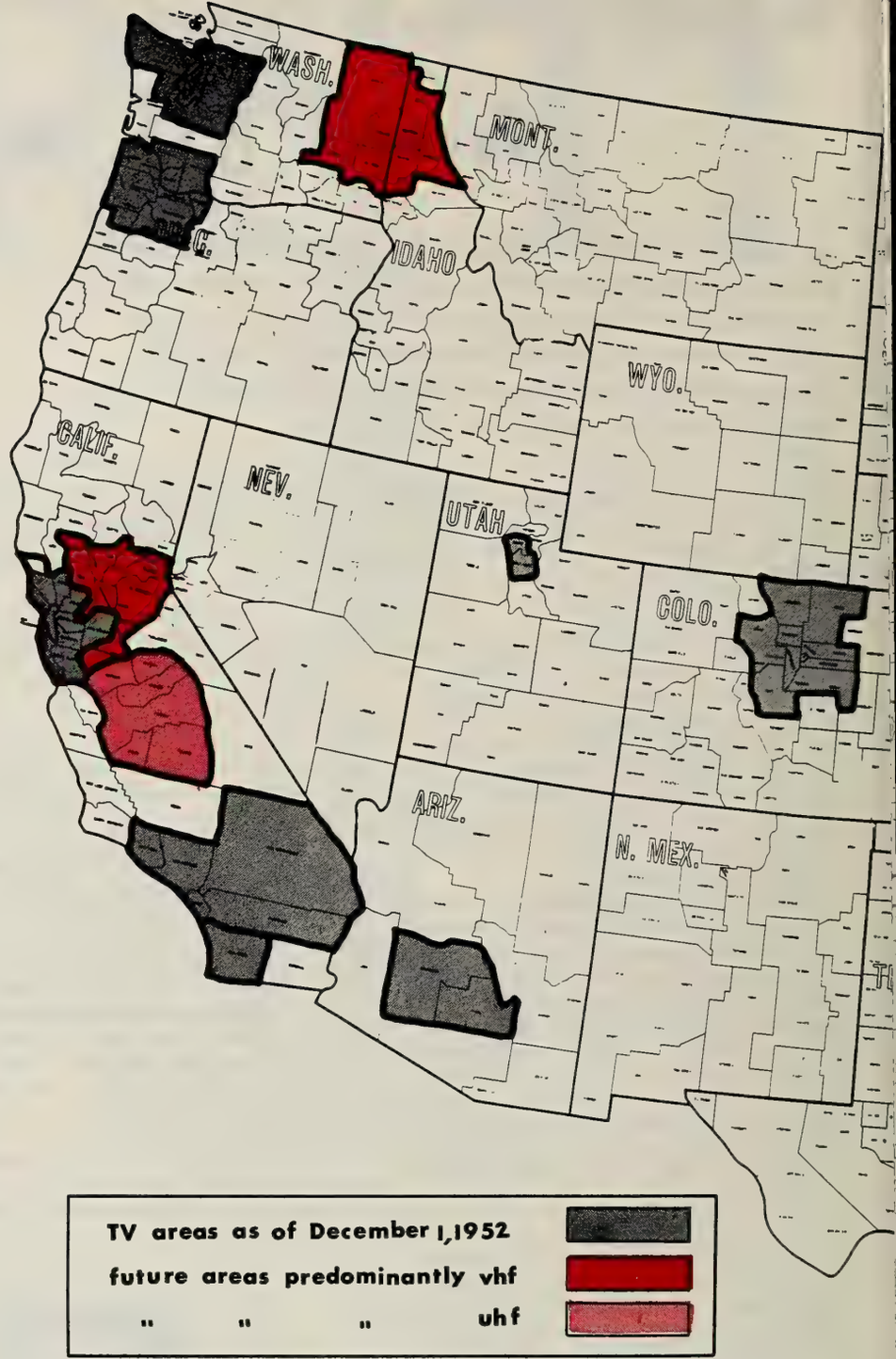
We realize that this experience must be adjusted to allow for the fact that television itself was growing during that period and is at a point today where better set development may be expected. From talking to various people in the industry, we feel that the following saturation table is more in line today for new markets:

1st year—25%
2nd year—50%
3rd year—75%
4th year—80%
Maximum saturation—80%

Now let us examine various sized markets

AN AGENCY'S CONCEPT OF TELEVISION'S FUTURE

Map at right shows existing TV markets (in gray) and future markets that contain minimum of 350,000 population which Mr. Crandall deems necessary to support healthy TV stations. (For distinctions between future areas that will be predominantly uhf or vhf, see legend.) To plot map of post-freeze TV, agency took all markets with TV grants or applications pending, drew 50-mile circle around each, throwing in any county that was at least one-half inside the circle, but counting only those counties not already covered by TV. Combining existing and future markets, agency found total of 112 market areas that have 350,000 population or more each.

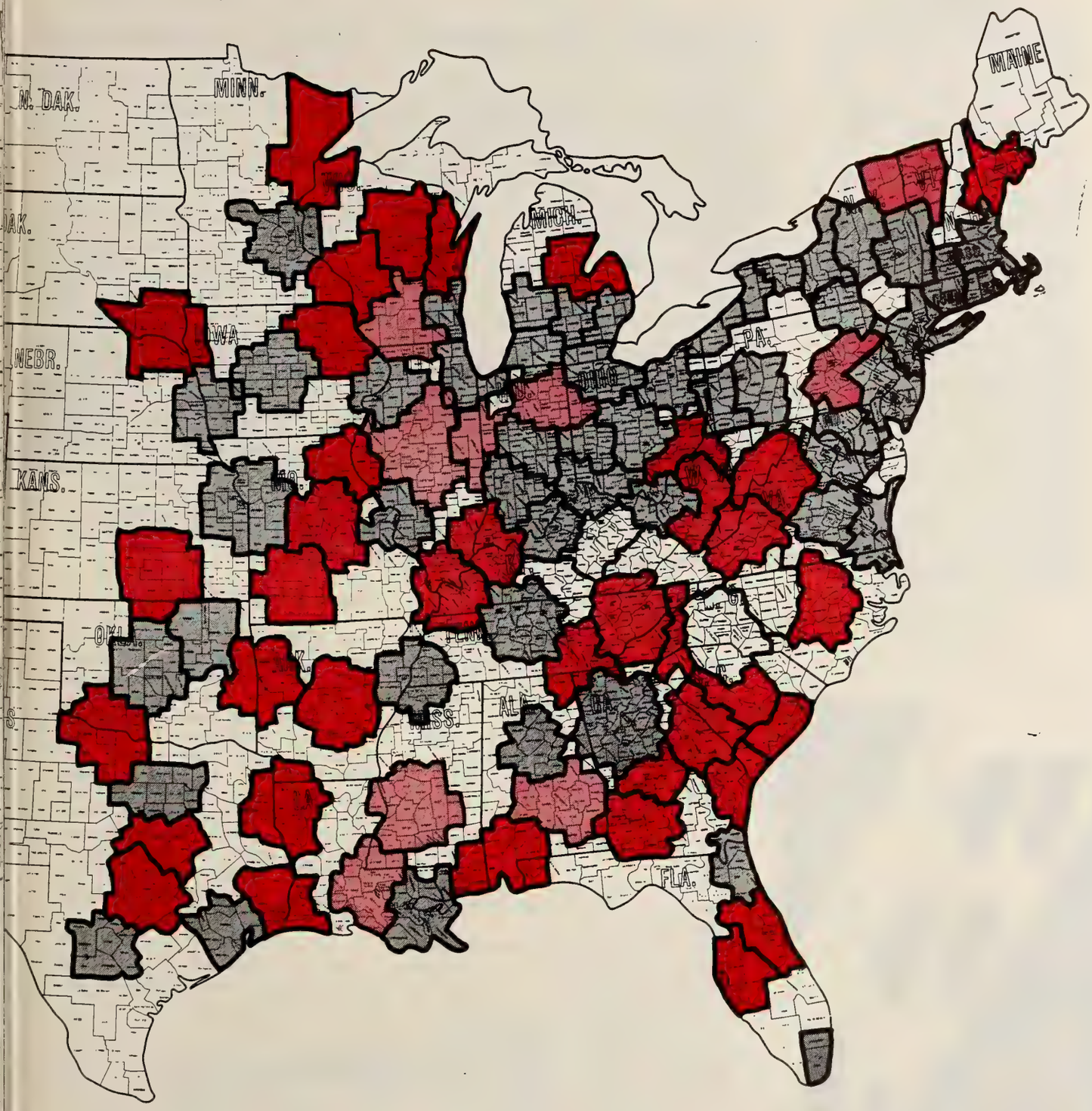


based on the foregoing information. We will assume that each of these markets will be on the cable (thereby getting live programming and assuring maximum saturation), that construction and operational expenses will be minimum and that gross income will be maximum. Actually, in order to enjoy the income figures shown, the station would have to be completely sold out the day it starts on the air. The gross hour rates shown are based on one of the major network's compensation table in relation to the number of sets in the market.

Years On Air	% Saturation	Gross Hour Rate	Gross Income	Gross Expense	Net	Cumulative Net
			250,000 Population—50 Mile Radius			
1	25%	$200	$320,000	$610,000	$—290,000	$—290,000
2	50%	300	480,000	610,000	—130,000	—420,000
3	75%	375	600,000	610,000	— 10,000	—430,000
4	80%	400	640,000	610,000	+ 30,000	—400,000
5	80%	400	640,000	610,000	+ 30,000	—370,000
6	80%	400	640,000	450,000	+190,000	—180,000
7	80%	400	640,000	450,000	+190,000	+ 10,000
			350,000 Population—50 Mile Radius			
1	25%	$250	$400,000	$610,000	$—210,000	$—210,000
2	50%	375	600,000	610,000	— 10,000	—220,000
3	75%	475	760,000	610,000	+150,000	— 70,000
4	80%	500	800,000	610,000	+190,000	+120,000

This could be worked out for any size market. As examples, a market of 300,000 would be in the black the fifth year and a market of 500,000, the third year.

From the above we feel that in order to support television as a sound investment a market must have a minimum of 350,000 population in its 50 mile radius. We fully realize that there will be cases where markets of smaller size will hold out the necessary time to be in the black where financing can be done easily. We also realize that there will be successful cases of profitable operations where new owners acquire properties after the basic equity has been written off. However, we feel that the exceptions will be few and prefer to use as a base a 350,000 population minimum. Please keep in mind,



the above tables represent maximum income, minimum expense and do not allow for possible summer drop in income.

In the map above we have shown the 112 markets that have a minimum of 350,000 population (see map caption page 78). These market areas account for 83.42% of total U. S. homes, 83.11% of population, 84.74% of retail sales, 85.69% of food sales and 85.71% of drug sales, based on *Sales Management* figures.

The table at right shows how these markets break down in the order of total homes and what 80% saturation would mean in terms of corresponding hour rates. The costs per thousands homes are also shown. Note how cost per thousand rises as market size diminishes.

No. of Markets	% Of U.S. Homes	% of U.S. Population	% of U.S. Retail Sales	% of U.S. Food Sales	% of U.S. Drug Sales	Cumulative Hour Rate*	Rate % of 112 Market Total Rate	Cost Per M Homes
10	32.53	31.65	36.14	38.60	35.64	$21,100	22.28	$1.45
20	42.88	41.93	46.93	49.20	47.53	32,325	34.13	1.69
30	50.99	49.93	55.31	57.57	55.59	42,025	44.37	1.84
40	57.26	56.46	60.84	62.85	61.23	50,325	53.13	1.97
50	62.44	61.65	66.00	67.63	66.65	57,825	61.05	2.07
60	67.04	66.15	70.44	71.85	71.24	64,850	68.46	2.16
70	71.19	70.40	73.84	75.16	75.03	71,600	75.59	2.25
80	74.93	74.43	77.12	78.28	78.11	77,975	82.32	2.33
90	78.04	77.59	79.98	81.06	80.88	83,625	88.28	2.40
100	80.72	80.40	82.40	83.43	83.34	88,975	93.93	2.46
110	83.02	82.68	84.37	85.33	85.32	93,725	98.94	2.52
112	83.42	83.11	84.74	85.69	85.71	94,725	100.00	2.54

*** Based on 80% saturation**

Now! From Diamond to Radio



A BIG LEAGUE NAME

A BIG LEAGUE SHOW!

Phil Rizzuto's Sports Caravan

a sparkling 15 minute transcribed radio series

About Phil. Everyone knows him . . . 12 years with the world champion Yankees.

About the Show. A fast-moving 52 quarter-hour sports program for twice-weekly broadcast. 26 weeks beginning mid-April through September, including a free-upon-request separate disc on which Phil will transcribe 5-second personalized lead-ins to commercials.

Production. Each transcription is double-faced, with 2 complete 15-minute shows, open-end for 1-minute commercials: open—middle—close.

Cost. Priced at incredibly low "quick-sale" rates.

For Details . . . Rates or Audition Discs Write, Wire or Phone

charles michelson, inc.
15 West 47th St., New York 36, N. Y.
Phone: Plaza 7-0695
In Hollywood—BOB REICHENBACH
6533 Hollywood Blvd., Hollywood 28, Calif.
Hollywood 9-4580

WWJ

NBC AFFILIATE IN DETROIT

Owned and Operated by
THE DETROIT NEWS

NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERY CO.



No more intricate assignment is apt to be given TV than to educate the public to buy venetian blinds containing parts made by this company.

THE CHALLENGE of selling venetian blinds in the winter is calculated to test the skill and ingenuity of even a super-salesman. Even more perplexing at this time of the year is the problem of selling venetian blinds containing specific brand-name venetian blind parts.

But Levolor-Lorentzen Inc., New York, maker of venetian blind parts, accomplished these two-fold objectives in handsome style this winter. And a substantial part of the credit, according to advertising manager Warren A. Bruce, belongs to television.

"TV has done a tremendous job," Mr. Bruce said. "It went far beyond our expectations."

The bright outlook at Levolor has been achieved by use of TV spots and a 15-minute TV film in New York, Chicago, Lancaster and Nashville. Mr. Bruce pins his faith so strongly on TV that in New York he scheduled the film, *The Levolor Short Story Theatre* over WJZ-TV New York in the time slot opposite Milton Berle and Bishop Sheen.

To understand fully the amazing selling impact achieved by TV for Levolor, Mr. Bruce pointed out, it is necessary to know the specialized problems of the trade, both in creating brand-consciousness and in marketing the product.

The Problem

"Here's the way the Levolor operation works," Mr. Bruce explained. "We make the parts, such as the slats or the wheels that make the blinds go up and down. We sell these parts to local venetian blind manufacturers. They, in turn, sell the parts to neighborhood dealers, who are the ones that must reach the consumer interested in buying a custom venetian blind. Levolor's TV program tells the consumer to insist on venetian blinds containing parts carrying the Levolor tag."

For years, according to Mr. Bruce, standard operational procedure in the industry was to advertise heavily in the so-called "shelter" publications, such as *Better Homes and Gardens* and *Home Furnishings*. But in May 1952 Levolor, through its agency, Friend, Reiss, McGlone, New York, decided to schedule a limited number of TV spots. The results were so satisfactory that the company decided upon a more ambitious undertaking—and *The Levolor Short Story Theatre* was born in October 1952. It was designed to stimulate business in traditionally sales-shy wintertime.

The Solution

"And the results were almost instantaneous," Mr. Bruce recounted. "By use of literature and counter cards promoting the program and the Levolor name, we started a chain reaction from Levolor to the manufacturer to the dealer that has resulted in increased sales all along the line. And amazingly enough, dealers report consumers are actually coming into their stores and asking for venetian blinds with parts bearing the Levolor tag."

The manufacturers have cooperated wholeheartedly by distributing counter cards and literature to dealers, who in turn have passed them along to customers. In Chicago, for instance, some 44,000 pieces of literature were made available to consumers two weeks after the TV program took to the air and five manufacturers requested 600 counter cards for their dealers.

Mr. Bruce maintains that any sound businessman knows a good thing when he sees it. Not long after Levolor took the dip in TV, he added gleefully, "Our competitors decided to get their feet wet too!"



(Photograph courtesy of American Airlines, Inc.)

"MOVING THE GOODS" IN THE Memphis Market

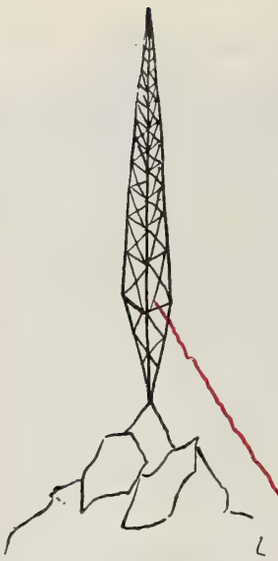
Air Express and Air Freight Service by six operating airlines over thirteen radiating lines are moving more and more goods into one of the nation's fastest growing areas. The fastest way to "move the goods" through retailers in this $2 Billion Memphis Market is to broadcast your message over WREC. You get the "better half" of both metropolitan and rural listeners at the lowest cost . . . and, a single schedule does it! Memphis No. 1 Station completely covers the 76 rich counties with quality programming that **keeps** them listening. (Ask to see the latest Standard Audit and Measurement Report and Hooper Ratings for **proof**!)

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS



Some prospective telecasters, especially those planning operations in smaller markets, are doing their best to keep community television systems out of their areas. Others welcome such systems as a means of extending coverage.

is community tv here to stay?

By Earl B. Abrams

ARE community television system operators going to unhook their coaxial cables from the mountain sides and streets of your community and silently steal away because you're going to put up a TV station?

Not so fast.

The community TV system enterprisers—small, local businessmen in the main—aren't feeling licked yet. In fact, they're quite cocky about the future of their little operations and they think they can hold on to them for some time yet—local telecasting or no local telecasting.

First, the service of providing TV programs to valley residents who normally should not expect to receive regular broadcasts has proved quite profitable. Although all of the estimated 160-odd systems in operation are not coining money, enough of them have paid off so they're not going to give up so easily.

Prime example of the successful wired TV system is that of Trans-Video Corp. in Pottsville, Pa. There the company took in $200,000 in installation fees with 1,500 subscribers signed up by the middle of last year. That number of subscribers also meant a monthly income of $5,625 at the rate of $3.75 per month each for maintenance and service. The installation fee is $135.

Entire cost of installing the mountain top antenna and running cables down the mountain side and on the streets of the Pennsylvania anthracite community was $200,000.

Rosy Future

In fact, Trans-Video is so sanguine about the future—it recently topped the 2,000-customer mark—that it is expending another $75,000 right now to transform its system from a three-channel facility to one furnishing six or seven channels.

A second reason for the optimism of closed circuit TV operators is this: The coming of a thousand or even two thousand free broadcast stations does not mean the 70-80,000 subscribers to community TV systems won't continue to desire additional signals. Basically, most of the TV-locked areas are small valley towns which may have one—or perhaps two—TV stations of their own. But, community TV men feel, local residents will want at least a choice of the four networks and will thus still be willing to pay for the extra services.

Another angle to the community TV operators' lack of depression about the future lies in the fact that it is not at all certain that a local telecaster will be able to get his pictures into every nook and cranny of his service area. This will be even more so with uhf, and in the small communities where closed circuit TV is paying off the FCC allocation largely calls for uhf TV.

There will always be a place for wired TV—in the mountain peaks and valleys of such states as Pennsylvania, West Virginia or Washington, the mountain top antenna men hold.

Martin Malarkey Jr., 35-year-old president of Trans-Video Corp. and also president of the National Community Television System Assn. and a highly successful appliance dealer in Pottsville, will be the first to admit that there is a basic conflict between a local telecaster and a community TV system operator. The wired TV service does limit the audience available to the telecaster, he acknowledges. But, he argues, "This is over-balanced by the fact that community TV systems extend the signals of other broadcasters.

Public Service Counts

"It is the service to the public that is the real criterion," he states. "If we can give the people a wider choice of TV fare, then there will always be a place for us," he continues.

In speaking to community TV operators in preparation for this article, B•T found unanimity on one point — although none wanted to be quoted. That is that there certainly will be some effect on wired TV where there are three or four local TV stations, bringing residents most or all of the network programs. Then, the leased TV men admit, the impact will be powerful and community TV operations will very possibly diminish to something more minor—if they are sustained at all.

They point to such cities as Harrisburg or Wilkes-Barre, Pa., where existing community TV systems face the threat of three free broadcast stations in each city.

A big question mark in the minds of community TV operators and of telecasters is that of booster or satellite operation to feed broadcast signals into shadowed areas beyond the reach of the direct TV signal.

Much hope is pinned on the outcome of the experiments currently being conducted by WSM-TV Nashville, which has been testing the extension of its Channel 5 signals to Lawrenceburg, Tenn., 70 miles away via a booster arrangement [B•T, Jan. 19].

An interim report indicated that fringe viewers can be fed a broadcast signal at a cost not more than $5,000 for each booster. If the booster idea works out in practice, then there might be a direct and straightforward competition to the community TV enterpreneur. For the telecaster would in a sense be providing exactly the kind of service the wired TV operator is—bringing TV signals down into the TV-barred areas—and for free!

It seems probable that the public is not going to pay for something it can get free.

There was some thought last year that the FCC would take a look at closed circuit TV systems. That doesn't seem probable at this time.

Last year, the Commission thought it had a logical case for such a study—that of J. E. Belknap & Assoc. which planned a series of microwave intercity relays to feed St. Louis and Memphis TV signals to Missouri, Kentucky and Southern Illinois towns. What made the application unique was that the same company planned to operate one of the closed circuit TV systems in its home town of Poplar Bluff, Mo.

The question that the Commission seemed to be eager to look into was whether a common carrier could also be one of its own customers. The circumstances would also per-



mit, it was thought, a general review of the community TV system and its relation to free broadcasting.

The Belknap principals, however, when informed of the Commission's interest—and why—decided not to be the guinea pigs in the situation. They amended their application so that as of now it is solely for common carrier privileges to pick up and relay among the various communities the signals of the St. Louis and Memphis TV stations.

As of this writing the Commission has not yet acted on the Belknap common carrier application.

It might be assumed that broadcasters, *in toto,* would be against community TV systems. This, however, is not the case at all.

There have been individual oppositions. Both KSD-TV St. Louis and WMCT (TV) Memphis announced they would refuse to authorize the pickup of their signals by the Belknap people. More lately, in an Asheville, N. C., imbroglio between local broadcasters and a projected community TV system, it was said that WBTV (TV) Charlotte would refuse to agree to such a pickup.

But in many, many other cases, telecasters rub their hands with glee at the idea of their signal being fed to TV-locked communities otherwise not counted in their sales areas.

The split is so pronounced—the major TV station owner welcoming this means to extend his audience and the local, potential telecaster irked with the competition—that even the NARTB, traditionally in the forefront in defense of free broadcasting, has decided to keep hands off.

Acrimony in Asheville

Latest flare-up between community TV operators and local broadcasters took place several weeks ago in Asheville, N. C. There Community TV Systems Inc., a Philadelphia outfit, sought city council authority to use the streets in stringing its wires to feed Charlotte signals to Asheville citizens.

Intensive opposition of local broadcasters—including the threat of WIZE that it might be forced to drop its construction permit for a uhf TV station if the leased TV system was approved—caused the city fathers to deny permission to use the streets for wired TV service [B•T, Dec. 29, 1952].

Great bulk of the existing 160-odd operating community TV systems are centered in the mountainous terrain of Pennsylvania and West Virginia. But California numbers almost a score, as does Texas and New England. There is even one in Montreal and in London, Ontario. Most are quite small, ranging down to 35 and 50 "connections." In income, they don't bulk large at all on a national basis, but they make a good living for a few local businessmen.

That community TV systems are living with broadcasters is apparent in the very nature of the service. All have to get permission from a TV station to pick up and deliver signals to subscribers. Some wired TV services actually operate within the service area of the station itself—in Seattle, home of KING-TV, two community TV systems operate in various sections of that hilly city. And in the rugged hills of New Hampshire, the Laconia leased TV service is partly owned by owners of WWNH Rochester, N. H.

Milton J. Shapp, president of Jerrold Electronics Corp., of Philadelphia, biggest operator in the field, states . . .

THE CASE FOR COMMUNITY TELEVISION

DURING the past several years Jerrold has installed 132 community systems in various towns throughout the United States, with more than 60,000 connections and, perhaps, 4 to 5 times that number of viewers. This considerable audience would not, to this day, have the entertainment and educational value of television if it were not for community systems. During the course of the coming year, our company alone anticipates expanding its community systems to the point where better than half a million connections will have been made, meaning a new television audience of from 2 to 3 million viewers. I am sure you will agree this past experience and future prospect qualifies us to state the case for community television systems.

Ready-Made Audience

Let us take up the various points in order: First, community television systems do not hamper but rather assist new stations going on the air. Is not the major problem of any new station, particularly in an area which has not had television before, the getting of an audience on the basis of which advertising contracts are obtained? With community TV, any new station has a ready-made audience of viewers.

In almost no case have stations on a community television network utilized all of the network possibilities if a local station is in a position to go network. Thus, the new station, at no cost to itself, is taken over the hump of an initial period of many months of building an audience by the prior existence of a livewire community TV system. If the station is not going network, then in any case it would have to depend on its capacity for local programming of sufficiently high quality to attract an audience. I think all broadcasters will agree that there are two widely different fields for attracting listeners—first, the national network shows, and then the local interest in programs of local origin. Any station able to produce programming of this quality can certainly effectively compete. Any station not able to produce such programs would certainly be rendering, at best, a very limited service to its community and, at best, would not attract a great many advertising dollars. The stimulus of reasonable competition on television as well as any other industry should not be underestimated in raising the level of the product all along the line. Community TV can only help in this regard.

Let us consider for a moment the question of set sales. It simply cannot be denied that the existence of community TV, as far as it has gone, has operated as a lever—in many cases the only lever—to open up new sales territory for the sale of receivers. Again, it appears axiomatic that the greater the number of stations—in other words, the greater variety of entertainment and education—that can be offered the public cannot help but result in a higher degree of saturation of set sales in any given area.

Next let us consider one of the major problems of the television-broadcasting industry—namely, the high cost of TV advertising. Obviously, at the stage in which the industry presently is, this is what might be called a "necessary evil." Nonetheless, from the point of view of the man who is spending the advertising dollar, in many cases the amount of coverage that TV can give him simply does not justify the expenditure required for TV advertising. He turns, instead, to other media—newspapers, magazines, etc. Community TV, stepping into this picture, provides vast additional coverage for the advertiser and for the TV stations without additional cost to either. Here, again, the economic benefits derive to all from community TV systems at a minimum cost spread among thousands, and perhaps eventually millions, of viewers. Already it has been possible to see the way ahead to reduce costs just as set manufacturers were able to reduce costs as volume went up and production methods became more familiar and simpler.

Community TV lends itself to many new developments forecast for the field. Let us take one in particular—the question of subscription television. Community systems are a "natural" for this. They provide a ready-made audience on a single connection network, which makes possible control and collections on a readily coordinated basis.

Blind Spots

Finally, let us take up the question of TV "blind spots." No matter what stations may do in the immediate period ahead, there will be "blind spots," some of them quite close to the transmitter. For example, Jerrold has a community system installed two miles from the transmitter at Johnstown, Pa., serving an area of 1,600 homes. These people would not get television from the Johnstown station without the benefit of community television.

In summary, I think it can be said, without qualification, that community TV is now and will in the future render a continuous service to the growing television industry. At this stage of the game, anything which effectively helps to increase the total television audience cannot help but benefit the industry. Of course this is presuming that the technical and physical capacity to render a much needed service is not abused. I believe that any study of the community TV systems will demonstrate that they are rendering a public service of an effective kind at a moderate price.

SPOT NEWS IS BETTER ON RADIO

Television news shows can be great, when the subject, the time and the production facilities happen to be in favorable conjunction, but for day in, day out presentation of the news, radio still turns out a better job.

By Paul W. White

SO THE gifted Ed Murrow and his able staff took a hundred grand and went to Korea around Christmas time and turned out a gut-buster.

So the networks set up almost every camera they could find on Inauguration Day and gave a nation, including its schoolchildren, a front-row view of one of democracy's finest hours.

So, too, television brought you the poignant moment when a defeated presidential candidate compared himself with a little boy who had stubbed his toe. The dramatic spectacle of a tongue of flame menacing human lives at a political convention. The dynamic picture of brawn against brawn in a goal-line stand within the Rose Bowl.

This was It. This was history-in-the-making. No other medium ever covered news-in-progress with such impact. Television was There. Everybody who watched it on the screen before his eyes was There.

It had taken only a few years for a new development in the science of communications to produce the Ultimate, or at least the near Ultimate. TV had become so technically expert and so magically revealing that all other media of information appeared wan and anemic.

Maybe.

But before hats are tossed in the air and the winner and new champion is too wildly acclaimed, let's sit on our hands for a moment.

Could be that radio, day in and day out, really does a more reliable and conscientious news job. Could be that television, except for its major triumphs, turns in a fairly lacklustre performance in telling the people what's happened.

I hazarded this opinion a couple of months ago in a luncheon speech I made in Cleveland at the annual convention of what from now on is to be known as the Radio and Television News Directors Assn.

The Luncheon Talk

No luncheon talk ever changed the course of anything. It's usually just one of the normal hazards on the chicken-a-la-king-and-green-pea circuit.

But this particular speech set off a somewhat unusual reaction. The trade press used quite a bit of it [B•T, Dec. 8, 1952]. *Newsweek* digested it for the length of a column. Requests for copies poured in and finally we printed a thousand of them and are still sending out a few every day to people who have heard of the thing by word-of-mouth.

Here and there, along the way, it's easy to see that some of those who sent for copies thought I was anti-television and pro-radio. Is that the fact? Anything but. Television pays me most of my salary and a man who bites the hand that feeds him shouldn't throw stones.

I'm simply asking that we not be blinded by TV's many virtues. Pictorial news is great when it *is* great. But more frequently it ranges from the dull to the mediocre—and even more frequently it's painfully slow and inadequate.

It's certainly no disservice to point out television's news weaknesses. The potentialities of the medium are so vast that enthusiasm is apt to get a bit out of control.

That's especially true when you realize that set ownership is as yet nowhere yet saturation, that television's geography is still restricted, that invention is almost certain to perfect new techniques in news coverage.

Even so, let's hold no obsequies yet for radio. Exactly 20 years ago this spring, you may remember, the press associations knuckled under to the publishers and denied their services to networks and individual stations. Radio would be such a terrific competitor, the press lords moaned, that newspapers would shrivel and collapse if news in quantity ever got on the kilocycles.

As a survivor of the so-called Press-Radio War, in which only the public was wounded,



Big events, like GOP convention, are TV's meat, but TV doesn't do well with ideas, Mr. White says.

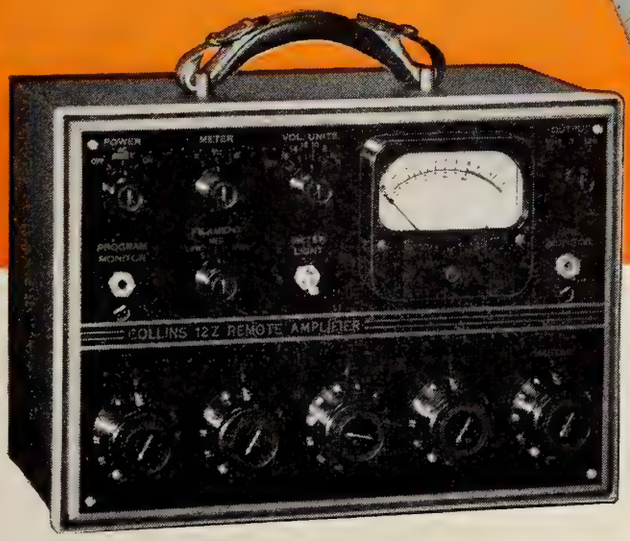
✔ SPECIFY COLLINS
for your REMOTE AMPLIFIERS

COLLINS 12Z Remote Amplifier

✔ small, lightweight for easy portability

✔ four microphone channels

✔ automatic switchover to batteries if AC power fails



12Z REMOTE AMPLIFIER SPECIFICATIONS

Input: Four channels, with individual controls and a master control.
Gain: Approximately 90 db.
Noise level: 60 db below program level or better.
Power output: 50 milliwatts (+ 17 dbm*).
Distortion: Less than 1% at typical operating levels.
Frequency response: ± 1 db 50 to 15,000 cps.
Input impedance: Choice of 30/50 or 200/250 ohms.
Output impedance: 600 ohms (150 ohms available on special order).
Weight: Approximately 40 lbs. with batteries, 28 lbs. without batteries.

Carefully engineered to fulfill every requirement during a remote pickup, the Collins 12Z Remote Amplifier is the answer to an engineer's dream! Four microphone channels allow maximum coverage of the pickup. In case of AC power failure, switchover to battery power is automatic and instantaneous. Low microphonics of the 12Z's miniature tubes minimize "ring" if the Amplifier is jarred. All microphone cables and telephone line connections terminate on the back panel out of the operator's way.

On the front panel four individual gain controls and a master control employ Daven faders for smooth cross-fades and sensitive gain control. A range switch and meter switch connect a four inch illuminated VU meter to the proper circuit for measuring either the output level in volume units or the amplifier's operating voltages.

Batteries are standard size. Battery power automatically shuts off when the front cover is locked into position on the Amplifier.

Name the remote requirement and you'll find it's engineered into the 12Z. Specify the Collins 12Z Remote Amplifier for new equipment or replacement for inadequate or outmoded equipment. It's designed to solve both the operator's and engineer's problems on all remotes.

COLLINS 212Y SINGLE CHANNEL REMOTE AMPLIFIER



212Y SPECIFICATIONS

Gain: 85 db max.
Input impedance: 30/50 ohms or 200/250 ohms.
Output impedance: 600 ohms.
Power output: 50 milliwatts (+ 17 dbm*).
Distortion: Less than 1.0% between 50-15,000 cps.
Noise level: 65 db below normal program level.
Frequency response: ± 1.0 db; 50-15,000 cps.
Weight: Approximately 10 lbs.

**dbm, 1 mw into 600 ohms*

Small size, light weight, high fidelity remote amplifier. Engineered for fast "set up" of one-microphone remote jobs, the low cost 212Y is also excellent for permanent installation at regular pickup points. At any later date, the 212Y Amplifier can be converted to a two channel remote amplifier by inserting it in a 60H mixer unit.

For dependable remote broadcast equipment, it's . . .

COLLINS

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STEER YOUR MESSAGE TO ....



West Texans WITH THE BIG 4

1 CONTRACT BUYS All FOUR at 20% Discount From Regular Rates

KRBC Abilene
5,000 Watts Day—1,000 Night

KGKL San Angelo
5,000 Watts Day—1,000 Night

KBST Big Spring
250 Watts

KTRN Wichita Falls
5,000 Watts Day—1,000 Night

CONTRACT 1 BILLING
For all Four

See Discounted Rates Under

West Texas Packaged Stations

OR CONTACT THE
John E. Pearson Co.

I can look back now on that whole disgraceful episode with some degree of detachment. How, one wonders in the light of hindsight, could the publishers ever have believed that a new and novel avenue of communication would ever slaughter an established one?

And yet we find a situation today where men of normally good judgment are saying solemnly that television is to become *the* mass medium of purveying information and that all other media must assume secondary roles.

Bust & Boom

There's a difference, though, between '33 and '53, the difference between Depression and Boom. The publishers squealed so loudly 20 years ago because their pocketbooks were hurt and they put up a formidable, if losing, battle of resistance. This year they're making money, the radio stations are making money, so let television continue its merry way unimpeded.

Thus television faces no organized hostility from its news competitors. If it falls on its own face as an avenue of instant communication it's because it scatters its own banana peels.

And that isn't exactly a fair metaphor, either. Because television's chief flaw in news coverage today is inherent in the news itself.

News so often nowadays is ideas. Ideas are hard to photograph. Not impossible to depict but difficult. Given enough time and enough money to get together a documentary, television can do the job. But in the first quick coverage, TV more often than not messes up the news by overuse of pictures in trying to explain an idea.

Examples? Plenty of them.

The Charles E. Wilson controversy, to take just one. Should a public servant own stock in a corporation with which he is almost certain to do business? That was the crucial question.

It could be recited quickly and succinctly on radio. And by an announcer on television, too, but currently that isn't the way TV works. No, the producing geniuses who guide it must have a "still" of Wilson and perhaps one of Eisenhower. Or they must drag out a tired film clip of Wilson and Eisenhower together. Or, more ingeniously, they should prepare a chart wrapped in ticker tape showing how much money Wilson would have to lose in taxes by selling his stock holdings. All of this overproduction merely clutters up the idea behind the news itself. It adds nothing; if anything, it subtracts the vital element of clarity.

Other examples? The dwindling of the NATO program. The rise of "strong man" rule in Egypt. The sad near-abandonment of the Schuman Plan. The rising Arab unrest. Budgets, treasury financing, tidelands oil, race segregation. All built on ideas and —at the moment of becoming news—far beyond the focus of any camera.

And let's face it—watching a man read the news or recite the news isn't much of a plus to understanding of that news. In a five-minute segment it's easy enough to take, but as the time grows longer, interest is apt to lag. The viewer often finds himself concentrating on the facial expressions or the mannerisms of the announcer rather than on the content of his words.

TV executives, of course, are aware of this and that's why they add newsreels and stills and all manner of other gimmicks to the news programs.

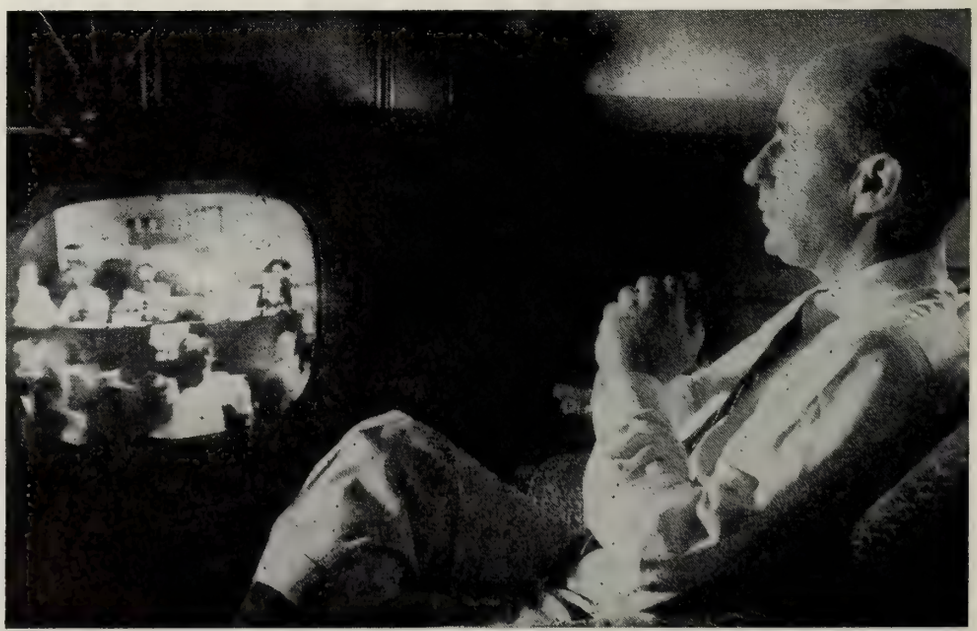
Newsreels Aren't Newsy

But the trouble is that there isn't much news in newsreels. You're looking at a news announcer and suddenly he says, "Well, highway development is an important aspect of our national life and today, in Ohio, a new freeway was opened to the public." There comes on your screen a view of rushing traffic and intricate clover leaves of engineering.

Now that announcer has as good as told you this:

"I don't have any other real news but I've got to fill out this program somehow and nearly everybody drives a car, so why not some footage on that new super-highway?"

Or it might be a beauty pageant, or the "first pictures" of a new volcano or a cute animal act or a style show aboard an ocean



AS GOOD a testimonial as any to the effectiveness of TV presentation of major public events, when time, money and facilities are available, is this picture. Adlai Stevenson, then a candidate for nomination, watches the Democratic convention in progress.



ABOUT THE AUTHOR

Now executive editor of KFMB-AM-TV San Diego, Mr. White is one of broadcasting's most respected news executives. As top news chief of CBS during the press-radio war and other grimmer conflicts like World War II, he developed or improved many basic techniques of news broadcasting.

liner. Whatever it is, it isn't news and to call it that is calculated deceit.

All of which, you understand, doesn't rob TV of its terrific immediacy in at-the-scene reporting.

But even here, TV has its problems, three of which at the moment are unsolved.

First, how many pre-set events are there to cover? The trend unfortunately is toward "exclusives" and "shut-outs" in what should be the wide-open field of sports. That may account for wrestling. Something has to account for wrestling. Then there's the matter of cost. Unless a sponsor can be found for the great public spectacles in the non-sports field, the expense of coverage is almost prohibitive.

Second, how much should the announcer talk? There's a considerable division of opinion on this. In sports, the expert wants him to shut up except when something needs to be explained. The novitiate wants it all spelled out. So, when a sports event is being covered by both radio and television, some people turn off the sound portion of their video sets and tune in just the picture and the radio version.

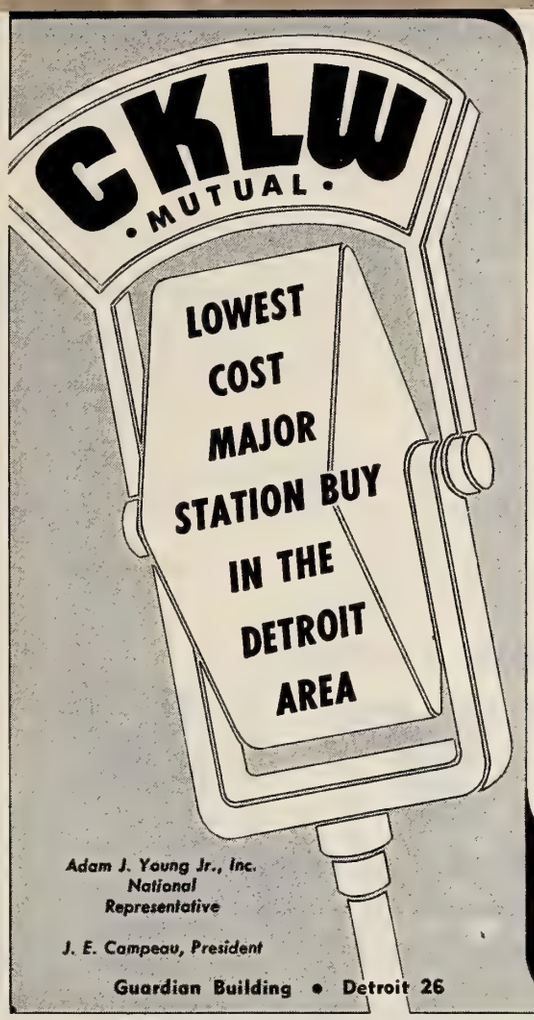
Third, how can you show two things at one time? The radio announcer can describe both offense and defense formations in a football scrimmage in the same sentence. TV is hard put to cover a punt with one camera and the safety men waiting to receive it with another—hard put, that is, without risking a choppy and unexplained effect. Then, too, there's the matter of sideshows in connection with the main event. Radio announcers handle them easily, but TV directors, wanting a choice of long, medium or close shots, usually have all their cameramen settling on the main event. And too many TV directors know a great deal about pictures and precious little about news.

This listing of some of television's news difficulties is by no means an indictment of the medium.

No, there are times when television news is good. There are times, including the Murrow visit to Korea, when it's better than good and actually superb.

But let those of us in the business not grow too ecstatic about our opportunities on the basis of the present professional record.

It's still a rugged climb to the top of the mountain.



IF your advertising budget demands low cost coverage for the **best** response in the Detroit area, CKLW is the answer for the greatest "Dollar Distance" buy in radio!

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CKLW covers a 17,000,000 population area in five important states!

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Minerva Stopwatches are relied upon by: CBS Network, NBC Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

Accuracy certified by our Western Electric Electronic Timer

Write today for new catalog



5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

☆ NON-MAGNETIC—7 JEWELS

M. DUCOMMUN CO.

Specialists in Timing Instruments • 580 Fifth Avenue, New York 19 • PLaza 7-2540

WIP MERCHANDISING STORY

THREE-fold study on the merchandising story in Philadelphia has been released in brochure form by WIP in that city. The folder presents the job that merchandising can do for prospective clients and analyzes all merchandising features offered by the four major stations who offer a merchandising plan in the city.

GLEASON REMINDER

A FUNNY-FACE kit containing a potato and equipment for various facial expressions was sent to editors to remind them of the *Jackie Gleason Show* on which Mr. Gleason takes the part of a number of characters. Program is sponsored by Schick Electric Shavers on CBS-TV, Saturday, 8-9 p.m. EST, through Kudner Agency, N. Y.

SPANISH SERIES

SERIES of 28 Spanish-language transcribed programs produced by WWRL Woodside, L. I., under title of *American Way of Life* has been ordered for rebroadcast in February by KUFN Phoenix. Designed to assist Spanish-speaking listeners to become citizens by teaching highlights of American history, series has been offered at cost by WWRL to stations throughout country.

TALENT SHOWCASE

IN an effort to showcase prospective TV talent, producer Bill Brennan will each week feature an aspiring video actress on KNXT (TV) Hollywood *Bachelor's Haven,* weekly half-hour panel program sponsored by Pearson Pharmacal Co. for Ennds. After being introduced to the viewing audience by program moderator Johnny Jacobs, she will serve as telephone girl and take incoming calls.

SYMPHONY DRIVE

FOR the third year, WGMS Washington on Feb. 8 dedicated an entire broadcast day and night to the sustaining fund campaign of the National Symphony Orchestra. All programs on that day were devoted to a telephone pledge campaign. Listeners were asked to sponsor free children's concerts during the 1953-54 season of the National Symphony. Last year's radio drive brought in $4,765 in pledges and provided for three free concerts.

'MUSIC SOAP OPERA'

ONLY "music soap opera" in the business is being aired by WHAS Louisville, Ky., according to station officials. *Our Home Town, a* daily 45-minute show, features Hoby Wolf who uses 20 different voice characterizations in developing a story line through the show, introducing pop songs along the way. Mr. Wolf portrays himself as a disc jockey working at WVIC (Voice of Indigo Creek). Other characters are a gossipy neighbor, telephone operator, druggist, butcher and grocer.

PLUG FOR THE HOUSEWIFE

MBS and the Independent Grocers Alliance will launch their second national grocery store sales promotion event, "Wife Week," starting today (Monday) and ending Saturday. Stressing the theme that "the little women should take a week's vacation from housework," the campaign will include network announcements and special programming by MBS and extensive in-store promotion in more than 5,000 IGA outlets.

NO INTERRUPTION

BELIEF that "the public is entitled to see a movie through without an interruption of entertainment" has led Youngstown Kitchen Co., L. A., to dispense with usual type of commercials during weekly 75-minute feature film on KLAC-TV Hollywood *Sunday Matinee.* Apart from sponsor identification at beginning and end of program only product "pitch" is 10-minute featurette film, used as an intermission break, in which home economist Norma Gilchrist demonstrates Youngstown Kitchens. Agency is the Tullis Co., Hollywood.

NEWS BEHIND THE NEWS

NEWS behind stories and headlines of past news events, including "scoops," are recounted by Clem Lane, city editor of the *Chicago Daily News,* in a new series, *The City Editor,* which debuted on WGN-TV Chicago Jan. 30. A veteran newspaperman, Mr. Lane discusses background and inside facts of interesting stories of other years, with Frank Babcock, WGN-TV announcer, also appearing in discussions.

BOWLING SHOW DEBUT

HALF-HOUR bowling program called *Duck Pins and Dollars* made its debut Feb. 1 on WBAL-TV Baltimore. Show is telecast from the Recreation Bowling Center and features



GOING INTO T-V?



Then Who is going to operate that wonderful new equipment?

Every Television Station must have technically trained personnel — Engineers, Program and Production Managers, Announcers, Writers and Salesmen with specialized training.

NEW COURSE FOR PROFESSIONAL PERSONNEL ONLY

Our school of Telecasting's first classes in engineering and production — with experienced instruction staff — start March 2nd in our new, completely equipped Television Studios, working on a daily schedule of actual station operation — plus four hours of class room work every night — using every piece of television equipment.

This is a highly intensive course . . . small classes . . . individual training . . . and our graduates are thoroughly competent to step into any TV job.

This new TV training program is offered by the operators of the Tennessee School of Broadcasting, established in 1949, which has trained many first class engineers and announcers for radio.

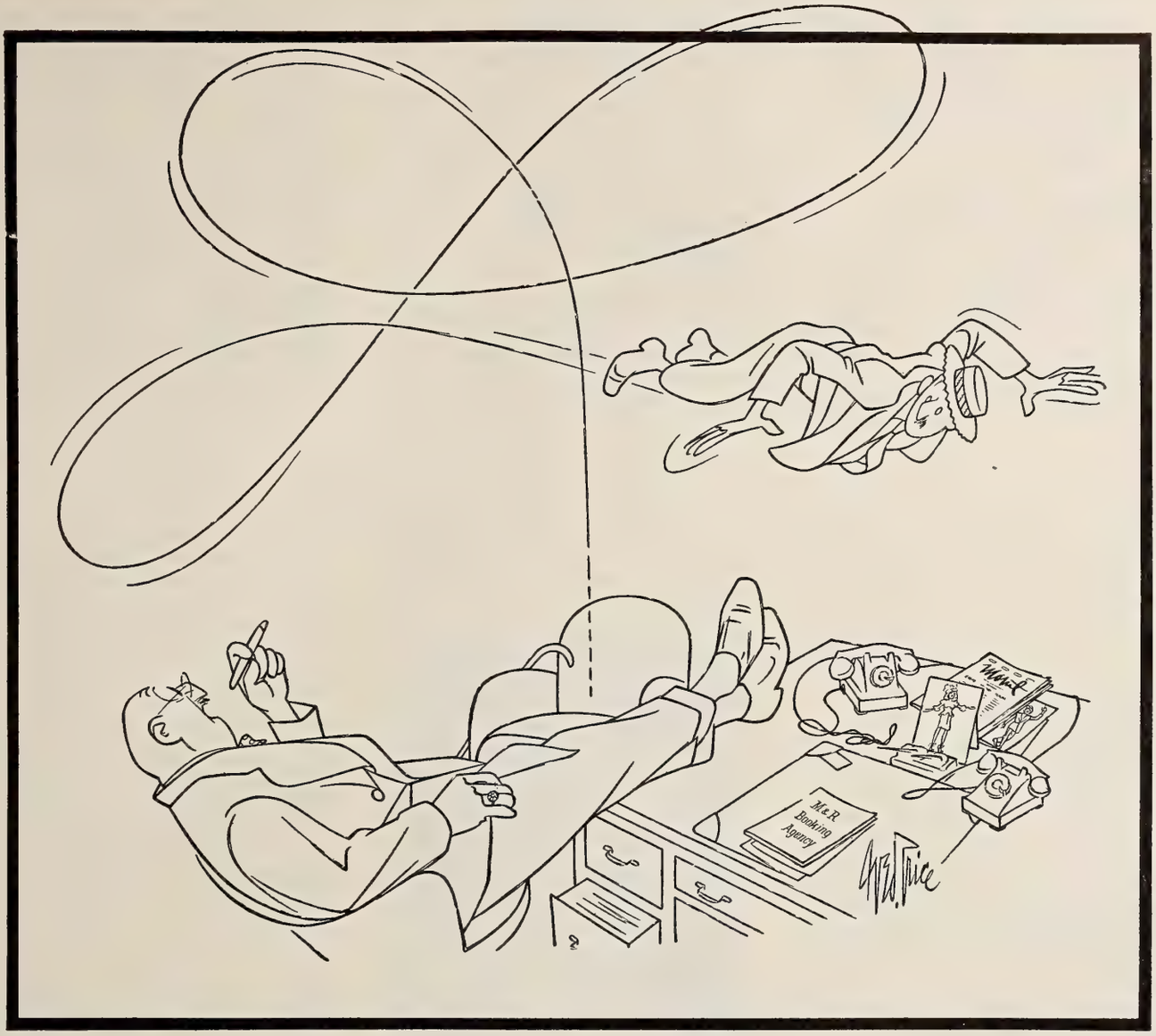
New TV classes start every six weeks — a few openings remain for classes starting March 2nd. (Those without experience are invited to write for information on elementary course starting at a later date.)

Write For Complete Details

SOUTHEASTERN RADIO AND TELEVISION INSTITUTE

1816 WEST END AVENUE

NASHVILLE, TENNESSEE



"Bird imitations...that's all you can do?"

Oddly enough, some people take extraordinary things for granted.

Like radio, for instance.

Today radio entertains, informs and sells more people in more places at lower cost than any other medium in the entire history of advertising.

Today there are 105,300,000 radio sets in the U. S. A. Virtually *every* home is a radio home—and over half of them have *two or more sets.*

The average American now spends more time with radio than with magazines, TV and newspapers combined.

No wonder advertisers invested more money in radio last year *than ever before!*

B
A
B

Broadcast Advertising Bureau, Inc.
BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY

bowling contests between amateurs for cash prizes. Each week five bowlers will compete. Two contestants will be chosen from the audience which will view the show from the Center. Other three will be selected from fans who write in to the program. Show's sponsor is Gunther Brewing Co.

RADIO SCHOOL ASSIGNMENT

GLIMPSE into a recent phase of history was afforded students in Macon, Ga., when WBML in that city presented a special broadcast of the new RCA Victor record, "Mr. President—FDR to Eisenhower." Broadcast was made available to over 4,000 students by radios set up for that purpose in their classrooms. For the students, the hour-long broadcast was part of the school day with a discussion period following the program.

'TREAT FOR TWO'

TWO-hour variety show, called *Treat for Two,* has had its premiere on WAAT Newark, N. J. Show, which is being aired nightly except Monday, features Hal Tunis who broadcasts from the Treat Bar and Restaurant in Newark. Mr. Tunis spins records, interviews customers and airs telephone chats with the radio audience.

CRIME DOCUMENTARY

NEW documentary crime series, *The People Ask Why,* was launched by WBBM Chicago Jan. 28. Program gives first-hand comments on Chicago crime situation and features newsmen Julian Bentley and John Harrington, special events director Chuck Wiley and commentator Paul Gibson. First program dealt with explosive "Kohn Report" authored by Aaron Kohn, prominent figure in the current Chicago City Council Crime Committee hearings.

PREVIEW ON TV PLANS

OUTLINE of programming, operational and promotional plans for KELO-TV Sioux Falls, S. D., was presented at a meeting of 500 distributors, dealers and servicemen from South Dakota, Minnesota, and Iowa in Sioux Falls on Jan. 14. Joe Floyd, president of KELO-AM-TV, answered questions on policy, programming, equipment, coverage area, and promotion to be used to sell TV. Promotional efforts of the station were described at length by Evans Nord, KELO-TV manager.

American Shows Hold Lead on Canada Radio

U. S. programs top list of 10 evening, 5 daytime network shows heard by Canadians. The "Edgar Bergen Show" leads the list of U. S. programs liked best.

AMERICAN programs lead the first 10 evening network radio shows heard in Canada, according to the national program rating report for December 1952 now released by Elliott-Haynes Ltd., Toronto. Of 24 shows, leaders are *Edgar Bergen Show,* rating 30.9, *Amos 'n' Andy* 29.4, *Our Miss Brooks* 28.1, *Radio Theatre* 26.8, *Great Gildersleeve* 20.2, *Your Host* 19.8 (Canadian), *Suspense* 18, *Don Wright Chorus* 17.8 (Canadian), *NHL Hockey* 17.5 (Canadian) and *Wayne & Shuster* 17.4 (Canadian).

CANADA

Of eight transcribed shows on Canadian stations in the same cities where evening network ratings are taken, two have ratings within the first 10 shows reported. These are *Take A Chance* 19.1 (Canadian), and *I Was A Communist for the FBI* 17.4.

The leading five daytime network shows in December were *Ma Perkins* 16.7, *Pepper Young's Family* 16, *Big Sister* 15.8, *Happy Gang* 14.5 (Canadian) and *Road of Life* 14.5.

Five leading evening French-language shows were *Un Homme et Son Peche* 36.2, *Radio Carabin* 29.8, *Metropole* 28.9, *Chanson de l'Escadrille* 25.9 and *Tambour Battant* 24.6.

Praise Sung of 'Unsung Hero' by Israeli Brosh

IT IS not often that word of the Armed Forces Radio Service seeps through official channels these days, and when it does it is likely to be overshadowed by the exploits of, say, the Voice of America and the BBC in Europe.

The AFRS is a comparative "unsung hero," as it were, by any overseas communications standards—particularly in Israel.

ISRAEL

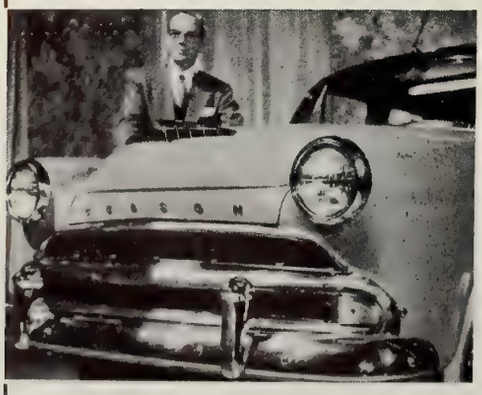
Heading up the Israeli link is Major Zvi Brosh, a broadcaster with the perspective of a man who should know whereof AFRS speaks. He has been an avid observer of BBC and American commercial broadcast techniques.

AFRS in Israel beams about 3½ hours to troops there and uses three medium wave and one shortwave transmitters. Entertainment and education are the special forte of AFRS, which operation Major Brosh directs. The U. S. Army Signal Corps set up the technical facilities, although BBC had the original hand in setting up Israeli radio and maintains a Hebrew service.

Major Brosh has been in the U. S. the past fortnight, observing the physical setups of eastern seaboard stations, including WTOP-AM-FM-TV and WRC (AM)-WNBW (TV) Washington, D. C. He arrived at perhaps the most propitious moment—inauguration week—when equipment was in high gear. He also visited BBC in London and came away with some ideas on studio production that will find their way into AFRS operation.

Major Brosh once was assistant editor of the *Jerusalem Radio Magazine* and also served in the British Navy from 1942 to 1946. He also had been assistant controller of information for BBC and served with the Palestine Broadcasting Service. He helped set up the Armed Forces Broadcasting Service of Israel (Galei Tsa-Hal) in 1950.

In addition to the BBC Hebrew service, Israel also gets programs from Belgrade and Bucharest and a half-hour program daily through the Voice of America. There are between 150,000 and 200,000 home and military receivers (most of them U. S.-made) in this comparatively new country, Major Brosh reported. He added that there are about three listeners to each set. TV is just a dream for Israel which, only four short years ago, recorded its independence as a government in the family of nations, he observed. Radio came to its geographical confines in 1934.



Again SARRA has been chosen by Cecil & Presbrey, Inc. to produce Electric Auto-Lite's series saluting automobile manufacturers of America in 2-minute TV commercials used on Suspense. In this spot, the new Hudson Jet is shown and discussed by Mr. N. K. Van Derzee, Hudson's Vice President in Charge of Sales. Other cars, all Auto-Lite users, to be similarly featured are Chrysler, De Soto, Dodge, Kaiser-Frazer, Nash, Plymouth, Studebaker and Willys.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

RCA's Brunet Optimistic For Communications Abroad

IMPORTANCE of radio communications systems as means of stimulating commercial developments and helping unification of governmental work in countries abroad has been reported by Meade Brunet, an RCA vice president and managing director of RCA International Division.

He termed the outlook for radio communications business outside the U. S. as "excellent," pointing out that many governments and industries are discovering the benefits of microwave relays and other modern forms of communcations. Mr. Brunet added that stimulus is given "not only to commerce, but to health, educational and cultural activities."

Mr. Brunet also reported that by the end of 1952, there were 16 RCA-equipped TV stations either on the air or planned for early operation in the following countries: Brazil, two; Canada, one; Cuba, four; Dominican Republic, one; Hawaii, two; Mexico, three; Venezuela, two, and Italy, one [B•T, Dec. 22, 1952].

Testimonials Asked On Why Radio Is Used

CANADIAN advertisers and agencies will be asked for testimonials on why they use radio by the Radio Station Representatives Assn., Toronto. Heading the project is Paul Mulvihill, of the station representative firm bearing his name. Committee members are Frank Phillips, Radio Times Sales Inc., and Bill Stephens, Stephens & Towndrow, both Toronto.

CANADA

Association members Jan. 29 decided to have the Canadian Assn. of Broadcasters ask its stations to back up representative firms on national rates for companies operating local branch offices, to study increase in cooperative advertising at the expense of national advertising, and to check up on agency attempts to lengthen spot announcement time. A report on summer listening is to be compiled, although only about one-half the Canadian stations answered the association's questionnaire.

A permanent advisory committee, set up by the association, includes Jack Slatter, Radio Representatives Ltd.; H. Stovin, H. N. Stovin & Co.; John Tregale, All-Canada Radio Facilities; Norm Brown, Radio Times Sales; Jim Alexander, and A. A. McDermott, Radio & Television Sales Inc.

CKFH Charges Air 'Pirating'

CHARGE made by Foster Hewitt, president of CKFH Toronto, that CKEY Toronto allegedly pirated its rinkside hockey broadcasts of Maple Leaf hockey games has been denied by Jack Cooke, CKEY's president, who added he was ready to appear in court to refute the allegation.

CANADA

Hockey commentator Hewitt said he purposely broadcast false penalties in three games and maintained that minutes later in reconstructed broadcasts by CKEY, a 5 kw station, the same plays were broadcast. Mr. Hewitt presented tape recordings to demonstrate the alleged pirating.

Charge was presented to the Canadian Broadcasting Corp. board of governors in Ottawa Jan. 23. The board also heard Clarence Campbell, National Hockey League president, say that broadcasting rights to games belong to the home club and studio.

CFCF Aids Blood Drive

MONTREAL blood donor marathon lasting 37 hours, co-ordinated and broadcast continuously by CFCF that city, resulted in what the station claims is a North American ("and probably a world") record of 2,042 pints of blood donated to the Canadian Red Cross, with the marathon stopped only because no more facilities were available to handle blood promised by some 7,000 additional pledgers.

CANADA

The mammoth marathon, held in the local Hussars Armory Jan. 11-12, "is a project that has all Canada talking and we at CFCF feel a natural pride in our part" and in "this overwhelmingly additional proof of radio's pulling power and the . . . loyalty of its listeners," said Station Manager J. A. Hammond.

After months of planning, CFCF inaugurated a week's pre-campaign publicity announcement drive. Other firms, organizations and individuals furnished food, transportation and entertainment.



INTERVIEW of first donor in Montreal's 37-hour blood donor marathon is aired by J. A. Hammond, station manager of CFCF that city. A record of 2,042 pints were donated, the station reports.

Porter Defines 'Difficult' Position of Buyer Today

AVERAGE company today, from a dollar volume view, is "hard pressed" to maintain its competitive position as an advertiser, Arthur A. Porter, manager of publicity media, Leo Burnett Co., Chicago, told the Toronto Advertising and Sales Club.

CANADA

Mr. Porter pointed out that while total advertising dollar expenditures are up 278%, the average national advertising budget today has increased only 35% over 1939.

"We believe that one approach to this problem is to select the media [or medium] that will reach the greatest numbers of your best prospects at a reasonable cost—and then sell this audience just as hard and just as frequently as you possibly can."

Mr. Porter also called for "more and better media measurement information" because of limited advertising budgets and dollars.

CBC Makes First Station Grants in Two Years

FOUR new AM stations were recommended for a license by the Canadian Broadcasting Corp. board of governors at its January meeting. These are the first stations authorized since 1951, when steel controls for construction forced a halt to station licensing. One station has been upped in power, and a new FM educational outlet has been licensed.

CANADA

New stations: New Glasgow, N. S., 250 w on 1230 kc to Hector Publishing Co. Ltd.; Kingston, Ont., 1 kw on 1380 kc to Robert S. Grant; Edmonton, Alta., 1 kw on 1080 kc to Hugh M. Sibbald; Eastview, Ont., near Ottawa, new French-language 250 w station on 1240 kc to Eastview Broadcasting Co. Ltd.

CKCW Moncton has been granted permission to increase power from 5 kw to 10 kw on 1220 kc. CFRC Kingston, Ont. has been granted an FM license for 1 kw on 91.9 mc.

CHML-FM Hamilton, Ont., moves from Ch. 231 on 94.1 mc to Ch. 221 on 92.1 mc to eliminate second harmonic interference to CBLT (TV) Toronto. CHML Hamilton, CHRC Quebec and CHLN Three Rivers have been authorized 1 kw emergency transmitters.

THE LATEST WCKY STORY

WCKY *SELLS* FOR YOU

Proof in Actual Orders sent Direct to the Station

Shows WCKY outsells all other stations.

Put your advertising on W C K Y and watch

The Sales Results.

W·C·K·Y

Chicago Educators Plan Station for Vhf Ch. 11

PAPERS will be filed this month to incorporate a non-profit organization to build and operate a noncommercial, educational TV station on Ch. 11 in Chicago, according to George Jennings, radio-TV director of the Chicago Board of Education.

Mr. Jennings said papers will be submitted to place educational television on a going basis for a number of participating institutions. About $300,000 has been committed—$150,000 each from the Ford Foundation and the Board of Education—and "$500,000 or more still is needed," according to Mr. Jennings. He added it would cost $200,000 to operate the outlet for the first year.

Money from Ford will be used to purchase equipment only, under an agreement. The Board of Education will supply funds for studios. Collection of contributions from business, civic and other groups are anticipated.

Among institutions participating in the project are the U. of Chicago, Northwestern U., Loyola, DePaul U., the Art Institute and Illinois Institute of Technology.

Series on WBKB (TV)

Illinois Institute and Loyola have been participating in a TV program series on WBKB (TV) Chicago, which offered its facilities to five universities to enable them to learn TV, a WBKB spokesman told BROADCASTING • TELECASTING.

Originated last spring by WBIK (FM), radio outlet of WBKB, *Operation New Horizons* was extended into television and now runs five days a week from 2:30-3 p.m. Subjects range from child care to anthropology.

Test Telecast

AS PART of an experiment to determine television's role in education, the New Jersey State Dept. of Education last Monday telecast the President's State of the Union message to Congress to two high school classrooms in the New Brunswick area.

The program was fed live from DuMont to the department's experimental TV studio on the Rutgers U. campus, and from there by microwave relay to New Brunswick High School and nearby Highland Park High School. Edward C. Rasp Jr., assistant coordinator of audio-visual education for the state department, said an audience of 500 students was "particularly enthusiastic."

Daily telecasts of varying lengths have been presented to high schools and three elementary schools in that area, and a two-hour evening program for adults, to aid state officials in deciding how to program proposed state-owned educational TV stations.

NCCET's Minderman Urges Wisconsin Educational TV

AN EDUCATIONAL TV system will give Wisconsin taxpayers a better investment on their tax dollar, Earl Minderman, field liaison officer for the National Citizens Committee for Educational Television, said in an address to the Farm and Home Week meeting at the U. of Wisconsin, Madison, last Wednesday.

Construction of TV stations for the state's 12 noncommercial educational channels, estimated at $3 million, would cost only a small fraction of Wisconsin's total investments in education, he said.

Praising the state's FM educational network, Mr. Minderman said it was impossible for commercial TV stations to handle the educational telecasting job.

Walker Asked to Speak

FCC Chairman Paul A. Walker has been invited to make the major address at Boston U.'s annual Founder's Day Institute on March 10. Mr. Walker has not yet accepted. Stressing the theme "The University and Its Community," the Institute will feature a guided tour of WBUR, Boston U.'s station, the university's TV studio, and other exhibits. Evening program will be devoted to the question of what part the universities of the area must play in the development of educational television, according to the university's announcement.

Buys Video Equipment

ST. LOUIS Educational TV Commission, which has applied for Ch. 9 there, has ordered $144,000 worth of equipment from RCA, contingent on FCC approval of its petition. Order includes only the "minimum" needed to take the air. If station gets a construction permit, it could begin operations in three months, a spokesman said.

"Since going on the air we have enjoyed the

BEST INCREASE IN (*) SALES

since we started handling this product"

This quote is from a letter by one of the local merchants who are using an *all-time record volume of advertising on WSYR*. These are the people who really know what keeps the cash registers ringing. You can profit by their experience.

** Name of product and copy of letter on request.*

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE NBC Affiliate

570 KC

Theatre TV Order
Questions raised by FCC requiring answer by theatre TV proponents (see story this issue under Government).

1. Assuming a common carrier, offering only a theatre television service, is eligible to use existing common carrier allocations for such a purpose, why is it not feasible for theatre television to operate on the frequencies already allocated to common carrier services?

2. Why should common carrier frequencies be allocated to a theatre television service on an exclusive or primary use basis, and what justification is there for displacing other present users of those frequencies? What would be the nature of the "special common carrier" to which reference has been made?

3. Why is it deemed feasible to share frequencies in the industrial services but not in the common carrier services?

4. Under what concept would a theatre television service be established as an industrial service? What standards of licensee eligibility (not qualifications of particular applicants) would apply to applicants for licenses in such a service? What limitations, if any, would apply with respect to the persons or customers to whom such a service would be supplied?

5. What evidence will be introduced showing the extent, if any, to which frequencies allocated for a theatre television service will be applied for, by whom such applications would be filed, and when?

6. In addition to the cost evidence so far presented, which relates to the cost of transmission facilities only, what evidence will you introduce to show all the other costs of service, e.g., costs of production, etc., which will make it possible to determine the magnitude of ultimate cost of admission to a theatre patron?

7. What percentage of the time do you estimate programs would be shown by theatre television on a day-by-day basis?

8. Is it proposed that a theatre television service will provide programs of only live events, i.e., of programs that cannot reasonably be placed on film?

DENVER TV HEARING
Conclusions of FCC Hearing Examiner James D. Cunningham in initial decision on applications for Ch. 7 in Denver. (See story this issue under Government).

CONCLUSIONS

1. In this competitive proceeding which involves the mutually exclusive applications of Aladdin Radio and Television, Inc. and Denver Television Company for the same commercial television facilities (Channel 7) in Denver, Colorado, the record discloses that both applicants meet the basic requirements imposed by statute with regard to the permittees and licensees of such facilities, viz., both are technically, legally, financially and otherwise qualified in the premises. Engineeringwise, the two proposals are in accordance with the Commission's rules governing television broadcast stations, and neither would constitute a hazard to air navigation. It is necessary to determine on a basis of comparison, therefore, which one of them has demonstrated superiority over the other and is to be preferred in the public interest.

2. In view of the foregoing findings, it is appropriate to state the bases of the action taken upon the evidence offered under the several charges and suggestions of impropriety made by each applicant against certain of the officials, stockholders and stock subscribers of the other. On the one hand, Aladdin developed considerable evidence with respect to John M. Wolfberg, president and director of Denver Television, in connection with his theatre operations, and Emmet P. Barton, one of its stock subscribers, with respect to his failure to make the required estimated tax declaration for the year 1952. Denver Television, on the other hand, made showings with respect to several of Aladdin's officers and directors, viz., Messrs. Huffman, Ricketson and Gamble, re their theatre operations and associations, and J. Elroy McCaw, re certain of the information furnished the Commission upon his radio interests.

(a) (1) With regard to John M. Wolfberg, the facts found herein have no adverse effects upon

his character qualifications as an officer and director of Denver Television, nor are they sufficient even to raise a question in this regard. In one instance, it is shown that the two persons in immediate charge of a theatre in the Wolfberg circuit had been apprehended by the police, convicted and sentenced to pay fines on charges of selling lewd photographs on the theatre premises. As supervisor of the theatre circuit involved, Wolfberg must be held to have had a degree of responsibility for the actions of the two men perpetrating the offense, but no evidence was offered that he had knowledge of, or condoned, their illicit actions or that he himself was the subject of any complaint. In calling for the resignations of the two men following their conviction in court, Wolfberg gave indication of his disapproval of their conduct. Under the circumstances here present, culpability in the matter may not reasonably be imputed to him. (2) Aladdin further developed that open gambling occurred in one of the theatres managed by Wolfberg during the televising of the recent heavyweight championship boxing match. There is no evidence that he encouraged, permitted or condoned the gambling in question; the televising of the match was not contrary to any law or ordinance; and it is not shown that the manner in which the theatre was conducted on the occasion in question was the subject of any complaint either by the law enforcement authorities or by any member of the public. It appears that theatre television was the only means then available by which the Denver area could observe the bout while it was taking place, and Wolfberg is not shown to have been a party to the arrangements between the promoters and others whereby a description or showing of the match was denied to radio and to home television in the United States. (3) With regard to the pendency of the anti-trust and conspiracy suit instituted in court only a few days before the commencement of the hearing herein by Denver, Kar-Vu Theatres, Inc., against Wolfberg and his father, et al., which has not been brought to trial, notwithstanding the seriousness of the allegations in the plaintiff's original pleading, they may not be made the basis of any adverse findings with regard to his character qualifications. The record of hearing before the Commission contains no proof in support of such allegations.

(b) Emmet P. Barton is shown not to have filed with the U. S. Bureau of Internal Revenue a statement of his estimated income tax for the year 1952. Thus, Aladdin contends that his character qualifications as a stock subscriber of Denver Television are affected thereby, for he has allegedly violated Sections 145(a) and 294(d) (1) (A) of the Internal Revenue Code (Title 26). Although the presumption arises upon the record herein that Barton may have violated the Federal statutes cited, this is indeed a weak premise upon which Aladdin suggests adverse findings upon his character qualification. It is observed, in this connection, that the gravamen of the criminal offense contemplated in Section 145(a) of the Internal Revenue Code is that the accused has willfully failed to make declaration of his estimated tax and/or to pay same, and, with regard to Section 294(d) (1) (A), penalties are provided for failure to file such estimated tax "unless such failure is shown to the satisfaction of the (Internal Revenue) Commissioner to be due to reasonable cause and not to willful neglect, * * *." Whether Barton's failure was attended by willfulness, or whether the Commissioner of Internal Revenue would find in an appropriate proceeding that there was reasonable cause or justification for his failure, are matters of conjecture, for the record is devoid of evidence upon which determinations may be made herein. Thus, the entire subject is without effect from the standpoint of Barton's character qualifications and Aladdin's contention to the contrary is rejected.

(c) (1) Frank H. Ricketson, Jr., is shown to have been a party to the establishment of an organization which licensed "Bank Night" in numerous theatres throughout the country during the five-year period next preceding 1938, when the Post Office Department denied the use of the mails to the organization involved on the ground that it was conducting a lottery, in violation of Federal law. Upon receiving notice of the action of the postal authorities, Ricketson terminated his connection with the matter forthwith. The scheme appears to have had the sanction of the state courts of Colorado at the time it was operated by Ricketson and his associates. He is not shown to have been involved in any such activity for the past fourteen years. His action in immediately accepting and abiding by the findings of the postal authorities without contest lends support to the contention that he engaged in this operation without willful purpose to violate the laws of the United States or of any state in which the scheme was licensed. (2) He is also established as having engaged in practices, prior to the year 1942, which the Supreme Court later found to involve violations of the anti-trust laws of the United States. Upon the question of whether his actions in this behalf may now be held to adversely affect his character qualifications as an officer and director of a broadcast licensee or an applicant for television broadcast facilities, Aladdin urges adherence to the Commission's uniform policy in such cases, as stated in Paramount Pictures, Inc., et al., 8 RR 135 (1952), which, in its pertinent part, is as follows: "* * * Where such activities (anti-trust) are of recent vintage, we believe they can and should be considered in determining whether the applicant has the character requisite to a broadcast licensee. However, where those activities took place in the relatively distant past and have not continued, we are of the opinion that their materiality to a determination as to the qualifications of an existing licensee is negligible. Accordingly, in general we shall not in passing upon applications of persons who are already licensees, consider any activities involving possible anti-trust violations not directly involving radio communications which occurred more than three years before the filing of said applications." As indicated, Ricketson's anti-trust violations occurred in the relatively distant past and have not been continued. Thus, it would appear that Aladdin's position in the matter should be sustained, and, in keeping with the uniform policy stated above, his character qualifications are not now found adversely affected by reason of his anti-trust violations shown upon the record herein. (3) The remaining matters urged by Denver Television concerning Ricketson are without effect. Thus, in the 1946 court proceeding involving Cinema Amusements, Inc., against Twentieth Century-Fox Film Corporation, and others, Ricketson, although identified as an employee of some of the defendant companies in the suit, is not shown to have been a party to the actions which are the basis of the suit; and it is immaterial for the purposes of the Commission's considerations, and from the standpoint of his qualifications herein, (a) that the voting rights in the stock which he owns in another theatre operating corporation are exercised by a trustee and not by him, and (b) that he will not vote as a member of the Aladdin board on proposals which may prove injurious to best interests of motion picture theatres generally, or to the theatres with which he is identified.

(d) (1) Denver Television established that more than fifteen years ago, Harry E. Huffman, while engaged in theatre operations, conducted an audience participation "give-away" scheme which was found by a court of equity to involve a lottery. There were no complaints by the law enforcement authorities and no criminal prosecutions. In view of the Commission's announced policy in Docket No. 9572, hereinafter shown, it is apparent that Huffman's action in this matter may not now be held to adversely affect his character qualifications herein, in view of his otherwise good character as shown upon the record. (2) It is further established that he also testified in behalf of Twentieth Century-Fox Film Corporation in the pending anti-trust proceedings which were instituted by Cinema Amusements, Inc., in the year 1946, *supra*, but there was no evidence of Huffman's complicity in the alleged anti-trust violations, and the nature and character of the testimony which he presented to the court was not shown upon the record herein. He is not now identified with Twentieth Century-Fox as an officer, director, stockholder or employee. Thus, there is no basis for an inference that he has engaged in conduct related to that litigation which may now be held to adversely affect his character qualifications.

(e) Theodore R. Gamble is shown to have been employed more than twenty years ago as liaison officer by the owners of two separate groups of theatres which were operated as a pool for the primary purpose of establishing the "first-run" theatres of each under common management. Whether there were monopolistic practices or anti-trust violations attending this joint operation does not appear upon the record, and there is no evidence of impropriety on the part of Gamble in connection with his services with the companies concerned.

No Attempt to Mislead

(f) The information concerning the radio interests and connections of J. Elroy McCaw was not accurately shown in the instant Aladdin application and in other reports and applications which have been filed with the Commission concerning the numerous standard broadcast stations in which he has financial interests. However, an examination of the entire record herein, with particular reference to the facts heretofore found, leads to the conclusion that there was no attempt on the part of Aladdin in its application, or on the part of McCaw and his other radio associates, to give false information concerning material matters, or unfairly to secure an advantageous position over Denver Television in this competitive proceeding. It is clear, however, that the degree of care expected of applicants and radio licensees in furnishing the Commission with complete and accurate information was not exercised by McCaw and his associates, and the carelessness revealed upon the record in this regard will not be countenanced. However, these circumstances do not furnish a basis to hold at this time that McCaw is not qualified as an officer, director and stockholder of Aladdin, and the suggestion of Denver Television in this regard is not accepted.

3. In view of the determinations hereinabove made with regard to the several persons discussed, it is appropriate to state the Commission's uniform policy which is followed in the licensing of radio broadcast stations where applicants are shown to have violated the laws of the United States, other than the Communications Act of 1934, as amended. This is reported in Vol. 1 (Part Three) RR, 91:495. In pertinent part, it is as follows: "Violations of Federal laws, whether deliberate or inadvertent, raise sufficient question regarding character to merit further examination. While this question as to character may be overcome by countervailing circumstances, nevertheless, in every case, the Commission must view with concern the unlawful conduct of any applicant who is seeking authority to operate radio facilities as a trustee for the public. This is not to say that a single violation of a Federal law or even a number of them necessarily makes the offender ineligible for a radio grant. There may be facts which are in extenuation of the violation of law, or there may be other favorable facts and considerations that outweigh the record of unlawful conduct and qualify the applicant to operate a station in the public interest. In all such cases, a matter of primary concern is whether the violation was committed inadvertently or willfully. Innocent violations are not as serious as deliberate ones. As has been suggested by parties in this proceeding, another matter of importance is whether the infraction of law is an isolated instance or whether there have been recurring offenses which establish a definite pattern of misbehavior. A single transgression of law, particularly if inadvertently committed, might raise little question with respect to qualifications, whereas a continuing and callous disregard for the laws may justify the conclusion that the applicant cannot be expected in the future to demonstrate a responsibility towards his obligations as a broadcast licensee. In this connection, the matter of time is important. There necessarily must be more concern with recent violations than with those which occurred in the remote past and have been followed by a long period of consistent adherence to law and exemplary conduct on the part of the applicant. Cases which must be viewed with most critical scrutiny are those where the applicant has been involved in violations over a long period of time and is presently engaged in illegal practices. In all such cases, a strong presumption of ineligibility is raised and a heavy burden of proof is imposed on the applicant to show he is qualified to operate a broadcast station in the public interest."

4. The further contention is made by Denver Television that a denial of the Aladdin application is compelling, due to the arrangements it has made with the Columbia Broadcasting System for a television network affiliation. This is based upon what appears to be a somewhat strained interpretation of Sections 3.658(a) and (c) of the Commission's Chain Broadcasting Regulations. For some years there was included

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

in Aladdin's standard broadcast network affiliation contract with Columbia a first refusal clause, mutually effective, with regard to future network television service, in the event Columbia should desire to extend such service into Denver and Aladdin should receive a television permit for that city. Although the clause in question is no longer in effect between the two parties, it does not appear to have been in violation of the rules cited and, moreover, it was on file with the Commission for many years, particularly in the year 1943, when the licensees of all standard broadcast stations were afforded the opportunity to amend their network agreements to comply with the then new Chain Broadcasting Regulations. Notwithstanding that the mutual first refusal clause in question was not revised for almost nine years after these regulations went into effect, the Commission is not shown upon this record to have raised any question concerning propriety of its terms. In a letter agreement signed by Aladdin and Columbia on September 30, 1952, they appear to have reduced to writing a verbal understanding that if, as, and when, Aladdin should receive a television license, it would enter into a television network affiliation contract with Columbia. Under this agreement, Aladdin is not prevented or hindered from, nor has it subjected itself to penalty for, broadcasting the programs of any other network organization. Moreover, there is nothing in the letter agreement from which a finding may be made that Aladdin is now bound, either directly or indirectly, to remain affiliated with Columbia Broadcasting System's television network for a period longer than two years after its proposed station, if authorized, goes on the air. Denver Television contends that the letter agreement is in violation of the two-year provision of the rule cited, for reason that, under its interpretation of paragraph 4 thereof, "a greater period than two years and six months may be involved because by its terms it provides that if an affiliation agreement does not commence prior to April 1, 1953, any affiliation agreement which is entered into should be at least one year in length." However, under the exact language of this paragraph, the parties have the understanding that Columbia shall be discharged of its obligation to enter into a network arrangement with Aladdin, unless the latter agrees that such arrangement "shall remain in effect for a period of at least one year from the date of commencement thereof." There is nothing here contrary to the two-year rule in question, for the restraining effects of such rule extend to the period of actual network affiliation, and it is not intended as a restriction upon applicants for television facilities, particularly those in competitive proceedings such as this, who must, of necessity, speculate with regard to the time they may expect final action upon their applications, and are seeking to secure some measure of assurance of a network service if successful in obtaining a television license. Thus, consistent with the rules in question, an applicant for television facilities may, preliminarily, arrange with a network organization to accept programs when and if its proposal for the establishment of a station is approved, provided that in such preliminary arrangements the applicant (a) does not restrict itself in any way from accepting and broadcasting the programs of another network organization, and (b) does not agree, directly or indirectly, to enter into a network contract at some indefinite future time which would involve the affiliation of its station for a period longer than two years.

5. The several areas of comparison recognized by the Commission in competitive proceedings involving qualified applicants for radio broadcast facilities are considered also in competitive cases in which television broadcast facilities are involved, viz., the applicants' local residence, their participation in public service and community affairs, and the extent to which the ownership and management of the proposed stations will be integrated. The Commission long since has adopted the view that the local residence of an applicant and his participation in the public service activities of the community proposed to be served are important factors in competitive cases, for they give assurance of a more complete and effective response to the needs and desires of such community than would be expected of a non-resident applicant or one who has been associated with the community for a relatively short period of time and has assisted in the improvement and advancement of its public institutions only in small measure or not at all; and it is far more probable that the promises and commitments made in applications contemplating a high percentage of integration of ownership in management will be carried into execution than in the case of applications not proposing any such integration or a relatively small percentage thereof. In addition, competing applicants are, of course, considered with regard to such subjects as the quality of their proposed programs, assurance of public support, operating policies, over-all plans for service, and, particularly, their demonstrated ability to execute such plans and policies by reason of the availability of adequate facilities, past experience, and a staff organization composed of qualified personnel.

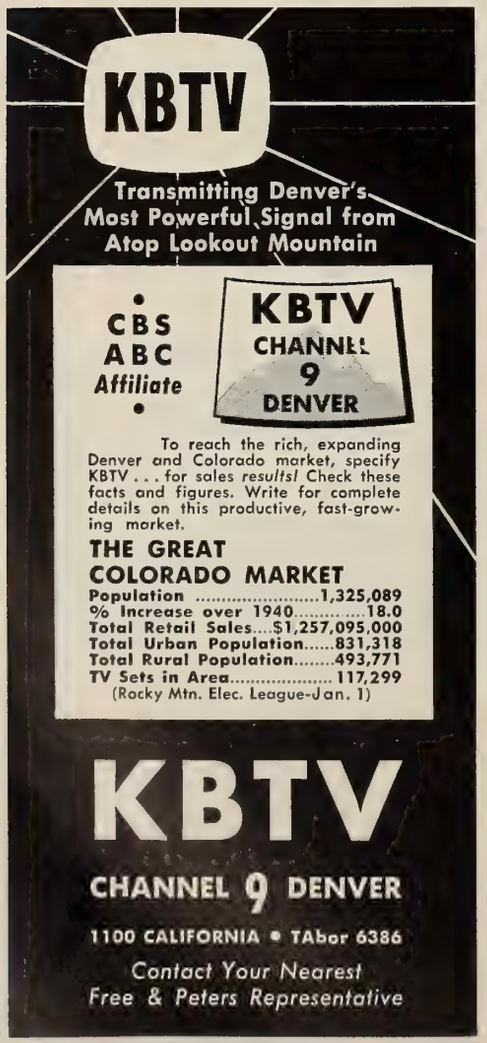
Local Ownership

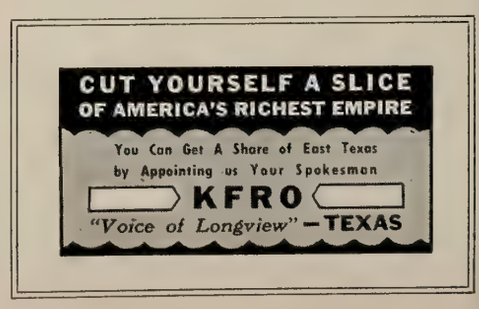
6. Within each of these areas of comparison, Aladdin is found to be the superior applicant. Clearly, it is more firmly rooted in the community proposed to be served and is more representative thereof, and the evidence of record establishes that it has the unqualified support of the public. It has a total of forty-three stockholders, and thirty-six of them, holding about fifty-eight percent of its stock, reside in Denver. Of its five directors, one of them has lived there for more than sixty years, and the other two for thirty-four years and twelve years, respectively. The record of performance of the five-man board of directors of Aladdin in the field of public service and community activity, considered as a whole, must be characterized as outstanding. On the other hand, about fifty-one percent of the stock in Denver Television will be held by residents of Denver, and two of its three directors have resided there for about seven years each. The background of experience in community activity and public service generally, which is shown in connection with those identified with Denver Television, is far less extensive than in the case of the Aladdin group, and whether the former would receive the support and cooperation of the community is largely a matter of speculation. Moreover, two of Aladdin's directors, who hold about thirty percent of its stock outstanding, will have, as their sole business occupations, the management and operation of the proposed station on a regular day-to-day basis, whereas, in the case of Denver Television, the only definite finding in this regard which can be made is that its president, who now holds about one-third of the outstanding stock which has been sold and has a subscription for more, and who has extensive duties in theatre management and has resided in Denver for only seven years with comparatively limited public service activity therein, will devote about one-half of his time each day to the proposed television station, and it appears possible that two other stockholders will devote portions of their time each day thereto. The evidence indicating that several of the remaining Denver Television stockholders are "in a position to devote time to the station on a day-to-day basis" is without evidentiary value, for no definite findings may be made on the basis of such showing as to whether they would ever take part in the station's operation on a regular basis. The two Aladdin directors mentioned, who will manage its proposed station, have had substantial experience in conducting the operations of AM and FM stations, and the record of performance of one of them as a station manager is established as outstanding. On the other hand, the Denver Television stockholders, who will divide their time between the proposed television station and their present occupations, have no background of experience in radio operations, and their previous training would not appear to qualify them in any appreciable measure to manage and operate a television station. In this connection, Aladdin, through its entire staff organization, in successfully operating AM and FM stations over a period of years, has given full recognition to the community needs of the area which it has served, and there is a firm basis in the record to find that it will continue to do so and that it will have the cooperation of the local public institutions in connection with its proposed television operation. Those with financial interests in Denver Television have not had the benefit of such experience and, for the most part, have been identified with various types of business foreign to radio or television broadcasting. The plans, proposals and policies of the two applicants with respect to the program service they would offer are in many respects similar, although Aladdin has a commitment with the Columbia Broadcasting System for its television network service and Denver Television has made no arrangement for a network affiliation, although it would be willing to obtain same. From the standpoint of their respective abilities to effectuate their plans for furnishing this service, Aladdin, again, has demonstrated superiority. Thus, it is shown to have actually selected a substantial number of trained and qualified engineers, technicians and other assistants for service in the several departments, all of them under the supervision of its board chairman and president, both of whom, as indicated, have substantial stockholdings in the corporation and are themselves experienced radio operators. In sum, Aladdin has shown itself presently equipped in each department to supply every type of service proposed in its application, and, in its effort to do so, it will have the support of many of the community leaders. Denver Television, on the other hand, will be required to rely upon employees to manage and operate its proposed station, and only one of such employees, namely, the manager, who will serve on a permanent basis, has been selected. He, as well as the engineering and technical director, whose services have been retained on a non-exclusive basis for the purpose of directing the construction and the initial operation of the proposed station, are experienced both in the fields of radio and television operation and are eminently qualified for the duties to which they have been assigned. However, the qualifications of the remaining staff members are unknown, for none of them has as yet been selected. Thus, there is no assurance as to the extent to which the plans or policies of Denver Television will be carried into execution, or whether, in its efforts to carry them out, it would receive the support of the community.

7. Such meager evidence as was introduced herein upon the issue of whether there exist substantial conflicts between the motion picture exhibition business and television broadcasting is wholly insufficient to support a finding, or the adoption of a policy at this time, that persons engaged in exhibiting motion picture film, whether on a large scale or otherwise, are unqualified as television licensees. Nor is there a sufficient basis furnished in the record to hold that persons engaged in such occupation are less qualified to become television broadcast licensees than those not so engaged. As found herein, two of Aladdin's directors and the president and a director of Denver Television have substantial theatre holdings at the present time.

Diversification Contention

8. It is contended that because of Aladdin's present radio operation, and the radio interests of its officers and directors, it would be more in the public interest to approve the application of Denver Television which does not have such interests, for there would result a diversification in the ownership of the media of mass communication. While the Commission, upon this ground, has in the past denied the applications of newspaper owners who were in competition with non-newspaper owners for the same radio facilities, it does not appear from a review of its decisions in competitive cases involving applications for television facilities, that the Commission has seen fit to apply a similar policy. The record of the proceeding herein is devoid of evidence which would indicate either that a radio licensee is disqualified to hold a television license and to furnish both radio and television service to the same community, or that the radio ownership and operation of an applicant for





television facilities are factors which, in the public interest, would require that it yield in favor of its competitor for the same television facilities who is not identified with radio broadcasting, notwithstanding that the latter may be less qualified than the former. Had the Commission desired this ground to be considered, its notice of hearing would have so indicated, Aladdin would have had the opportunity to respond thereto, and the Hearing Examiner would have directed of all parties comprehensive evidentiary showings upon the subject. Thus, the Commission could not appropriately prefer the application of Denver Television on the theory above stated.

9. In view of the foregoing, therefore, and upon consideration of the entire record of the proceeding herein, it is determined that the public interest, convenience and necessity would be served by a grant of the application of Aladdin Radio and Television, Inc., and the consequent denial of the application of Denver Television Company.

ACCORDINGLY, IT IS ORDERED, This 30th day of January, 1953, that the application of Aladdin Radio and Television, Inc., for construction permit to establish a new commercial television station in Denver, Colorado, using Channel 7 (174-180 mcs., ERP; Vis. 316 kw—Aur. 158 kw), BE, AND IT IS HEREBY, GRANTED, subject to the condition that its antenna structure shall be painted and lighted in accordance with Section 17.25 of the Commission's rules; and, IT IS FURTHER ORDERED, that the application of Denver Television Company for the same facilities, BE, AND IT IS HEREBY, DENIED.

FEDERAL COMMUNICATIONS COMMISSION.
James D. Cunningham,
Hearing Examiner.

New Grantees' Commencement Target Dates

‡On the air, operating commercially
* Educational permittee

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
WAKR-TV Akron, Ohio (49)	9/4/52 Spring 1953	..... Weed
WRTV (TV) Albany, N. Y. (*17)	7/24/52 Unknown	....
WFBG-TV Altoona, Pa. (10)	12/31/52 2/1/53	NBC H-R Reps.
KFDA-TV Amarillo, Tex. (10)	10/16/52 March	..... Branham ..
KGNC-TV Amarillo, Tex. (4)	10/9/52 March-April	..... Taylor
WPAG-TV Ann Arbor, Mich. (20)	9/25/52 3/15/53	..... McGillvra
WCEE (TV) Asbury Park, N. J. (58)	10/2/52 Late 1953	....
WISE-TV Asheville, N. C. (62)	10/30/52 Unknown	....
WPTV (TV) Ashland, Ky. (59)	8/14/52 Unknown	....
WFPG-TV Atlantic City, N. J. (46)	10/30/52 ‡12/21/52	NBC, ABC, CBS, DuM Pearson

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Location & Channel	Date Granted & Target for Start	Network Representative
Matta Entrprs., Atlantic City, N. J. (52)	1/8/53 Unknown	....
KCTV (TV) Austin, Tex. (18)	7/11/52 Unknown	....
KTBC-TV Austin, Tex. (7)	7/11/52 ‡11/27/52	CBS, ABC, NBC, DuM Taylor
KTVA (TV) Austin, Tex. (24)	8/21/52 Unknown	....
KAFY-TV Bakersfield, Calif. (29)	12/23/52 April-May	ABC, CBS, DuM, NBC Forjoe
WITH-TV Baltimore, Md. (60)	12/18/52 Unknown	....
WABI-TV, Bangor, Me. (5)	12/31/52 ‡1/31/53	..... Hollingbery
WAFB-TV Baton Rouge, La. (28)	8/14/52 ‡2/15/53	CBS, DuM NBC, ABC Adam Young
KHTV (TV) Baton Rouge, La. (40)	12/18/52 Unknown	....
WBCK-TV Battle Creek, Mich. (58)	11/20/52 August	....
WBKZ-TV Battle Creek, Mich. (64)	10/30/52 5/15/53	ABC, DuM .....
KBMT (TV) Beaumont, Tex. (31)	12/4/52 May	....
WTVI (TV) Belleville, Ill. (54)	11/20/52 5/1/53	CBS Adam Young
KVOS-TV Bellingham, Wash. (12)	1/23/53 April-June	....
WLEV-TV Bethlehem, Pa. (51)	10/30/52 Unknown	Meeker .....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Unknown	....
WQTV (TV) Binghamton, N. Y. (*46)	8/14/52 Unknown	....
WJLD-TV Birmingham, Ala. (48)	12/10/52 Unknown	....
WSGN-TV Birmingham, Ala. (42)	12/18/52 Unknown	....
KGEM-TV Boise, Idaho (9)	1/15/53 Fall, 1953	NBC Hollingbery
KIDO-TV Boise, Ida. (7)	12/23/52 7/1/53	..... Blair TV
WICC-TV Bridgeport, Conn. (43)	7/11/52 2/1/53	ABC Adam Young
WSJL (TV) Bridgeport, Conn. (49)	8/14/52 Unknown	....
Conn. Bd. of Ed., Bridgeport, Conn. (*71)	1/29/53 Unknown	....
WTVF (TV) Buffalo, N. Y. (*23)	7/24/52 Unknown	....
Buffalo - Niagara Television Corp., Buffalo, N. Y. (59)	12/23/52 Unknown	....
WBUF (TV) Buffalo, N. Y. (17)	12/18/52 4/1/53	....
KOPR-TV Butte, Mont. (4)	1/15/53 Unknown	ABC Hollingbery
WCSC-TV Charleston, S. C. (5)	10/30/52 4/1/53	..... Free & Peters
WCHV-TV Charlottesville, Va. (64)	1/29/53 Unknown	....
WOUC (TV) Chattanooga, Tenn. (49)	8/21/52 Unknown	..... McGillvra
WTVT (TV) Chattanooga, Tenn. (43)	8/21/52 Unknown	....
KFBC-TV Cheyenne, Wyo. (5)	1/23/53	....
WHFC-TV Chicago, Ill. (26)	1/8/52 Unknown	....
KKTV (TV) Colorado Springs, Col. (11)	11/28/52 ‡12/7/52	ABC, CBS DuM
KRDO-TV Colorado Springs, Col. (13)	11/20/52 April	..... McGillvra
KOMU-TV Columbia, Mo. (18)	1/15/53 July	....
WCOS-TV Columbia, S. C. (25)	9/18/52 March	..... Headley-Reed
WNOK-TV Columbia, S. C. (67)	9/18/52 April	CBS, DuM Raymer
UHF TV Co., Dallas, Tex. (23)	1/15/53 Unknown	....
WDAN-TV Danville, Ill. (24)	12/10/52 Unknown	..... Everett-McKinney
WBTM-TV Danville, Va. (24)	12/18/52 Unknown	....
WIFE (TV) Dayton, Ohio (22)	11/26/52 July	..... Headley-Reed
WTVP (TV) Decatur, Ill. (17)	11/20/52 July 1	....
KBTV (TV) Denver, Col. (9)	7/11/52 10/2/52	CBS, ABC Free & Peters
KDEN (TV) Denver, Col. (26)	7/11/52 Spring 1953	....
KFEL-TV Denver, Col. (2)	7/11/52 ‡7/18/52	NBC, DuM Blair-TV Inc.
KIRV (TV) Denver, Col. (20)	9/18/52 Unknown	....
WFTV (TV) Duluth, Minn. (38)	10/24/52 3/1/53	....
WKAR-TV East Lansing, Mich. (60)	10/16/52 September	....
WGLV (TV) Easton, Pa. (57)	12/18/52 Spring 1953	....
WTVE (TV) Elmira, N. Y. (24)	11/6/52 March	..... Forjoe
KEPO-TV El Paso, Tex. (13)	10/24/52 Early 1953	..... Avery-Knodel
KROD-TV El Paso, Tex. (4)	7/31/52 ‡12/14/52	CBS, DuM Taylor
KTSM-TV El Paso, Tex. (9)	8/14/52 ‡1/4/53	NBC Hollingbery
WSEE-TV Fall River, Mass. (46)	9/14/52 May	....
WDAY-TV Fargo, N. D. (6)	1/15/53 Unknown	NBC Free & Peters
KACY (TV) Festus, Mo. (14)	12/31/52 7/1/53	....
WTAC-TV Flint, Mich. (16)	11/20/52 Unknown	....
WCTV (TV) Flint, Mich. (28)	7/11/52 Early 1953	....
KVFD-TV Fort Dodge, Iowa (21)	1/29/53 10/1/53	..... Pearson
WFTL-TV Fort Lauderdale, Fla. 23)	7/31/52 4/1/53	..... Weed
WITV (TV) Fort Lauderdale, Fla. (17)	7/31/52 Unknown	....
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/1/53	....
WFMD-TV Frederick, Md. (62)	10/24/52 Unknown	....
KMJ-TV Fresno, Calif. (24)	9/18/52 5/1/53	..... Raymer
WTVS (TV) Gadsden, Ala. (21)	11/6/52 April	....
KGUL-TV Galveston, Tex. (11)	11/20/52 3/1/53	....
KTVR (TV) Galveston, Tex. (41)	11/20/52 Unknown	....
KFBB-TV Great Falls, Mont. (5)	1/15/53 Unknown	CBS Weed
WBAY-TV Green Bay, Wis. (2)	11/13/52	..... Weed
WCOG-TV Greensboro, N. C. (57)	11/20/52 Unknown	....
WGVL (TV) Greenville, S. C. (23)	1/23/53	....
WHP-TV Harrisburg, Pa. (55)	9/25/52 May	..... Bolling
WTPA (TV) Harrisburg, Pa. (71)	12/31/52 Unknown	....
Conn. Bd. of Ed., Hartford, Conn. (*24)	1/29/53 Unknown	....
WAZL-TV Hazleton Pa. (63)	12/18/52 Unknown	..... Meeker
WEHT (TV) Henderson, Ky. (50)	11/20/52 Unknown	....
WHYN-TV Holyoke, Mass. (55)	7/11/52 Early 1953	..... Branham
KGMB-TV Honolulu, T. H. (9)	8/7/52 ‡12/1/52	CBS, ABC, NBC Free & Peters
KONA (TV) Honolulu, T. H. (11)	10/24/52 ‡11/22/52	DuM Forjoe
KUHT (TV) Houston, Tex. (*8)	8/21/52 Unknown	....
KNUZ-TV Houston, Tex. (39)	1/8/53 July	..... Forjoe

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Location & Channel	Date Granted & Target for Start	Network Representative
Uhf TV Co., Houston, Tex. (23)	1/8/53	.....
KTVH (TV) Hutchinson, Kan. (12)	Unknown	.....
WHCU-TV Ithaca, N. Y. (20)	1/8/53	.....
U. of N. Y., Ithaca, N. Y. (*14)	11/15/53	.....
WIBM-TV Jackson, Mich. (48)	Unknown	.....
WJTV (TV) Jackson, Miss. (25)	11/20/52	.....
	‡1/15/53	CBS, ABC, NBC, DuM
WJHL-TV Johnson City, Tenn. (11)	1/29/53	Katz
WJTN-TV Jamestown, N. Y. (58)	9/1/53	.....
WARD-TV Johnstown, Pa. (56)	1/23/53	.....
WKMI-TV Kalamazoo, Mich. (36)	11/20/52	.....
KCTY (TV) Kansas City, Mo. (25)	11/26/52	Weed
WKNY-TV Kingston, N. Y. (66)	Unknown	.....
WFAM-TV Lafayette, Ind. (59)	1/23/53	.....
WTAG (TV) Lake Charles, La. (25)	5/1/53	Meeker
WONN-TV Lakeland, Fla. (16)	12/23/52	.....
KSWO-TV Lawton, Okla. (7)	5/1/53	Rambeau
WIMA-TV Lima, Ohio (35)	12/18/52	.....
WLOK-TV Lima, Ohio (73)	April-June	Adam Young
KFOR-TV Lincoln, Neb. (10)	12/31/52	.....
KOLN-TV Lincoln, Neb. (12)	Unknown	.....
KRTV (TV) Little Rock, Ark. (17)	12/4/52	.....
KETV (TV) Little Rock, Ark. (23)	March 1	Taylor
KPIK (TV) Los Angeles (22)	12/4/52	.....
KUSC-TV Los Angeles (*28)	Unknown	.....
WKLO-TV Louisville, Ky. (21)	12/4/52	.....
WLOU-TV Louisville, Ky. (41)	Unknown	.....
KCBD-TV Lubbock, Tex. (11)	11/26/53	.....
KDUB-TV Lubbock, Tex. (13)	Spring 1953	.....
WLVA-TV Lynchburg, Va. (13)	1/15/53	.....
WWOD-TV Lynchburg, Va. (16)	Unknown	.....
WKOW-TV Madison, Wis. (27)	10/9/52	ABC, NBC
Bartell Television Corp., Madison, Wis. (33)	March-April	Pearson
KSAC-TV Manhattan, Kan. (*8)	10/9/52	CBS, DuM
WMAC (TV) Massillon, Ohio (23)	‡11/13/52	Avery-Knodel
WHBQ-TV Memphis, Tenn. (13)	11/13/52	CBS, DuM
WCOC-TV Meridian, Miss. (30)	‡2/8/53	Hollingbery
WALA-TV Mobile, Ala. (10)	11/6/52	.....
WKAB-TV Mobile, Ala. (48)	Unknown	.....
KNOE-TV Monroe, La. (8)	1/8/53	.....
KFAZ (TV) Monroe, La. (43)	July	Headley-Reed
WCOV-TV Montgomery, Ala. 20)	1/23/53	.....
WLBC-TV Muncie, Ind. (49)	.....	.....
	7/24/53	.....
	Unknown	.....
	9/4/52	.....
	4/1/53	.....
	1/29/53	.....
	8/1/53	.....
	12/23/52	CBS
	Unknown	.....
	11/26/52	ABC, NBC
	‡1/4/53	Headley-Reed
	8/7/52	DuM, CBS
	‡12/30/52	Forjoe
	12/4/52	.....
	4/1/53	H-R Reps
	12/10/52	.....
	4/1/53	.....
	9/18/52	.....
	March	Taylor
	10/30/52	CBS, DuM
	3/8/53	Walker-N.Y.; Holman-Cgo.

Location & Channel	Date Granted & Target for Start	Network Representative
WTVM (TV) Muskegon, Mich. (35)	12/23/52	.....
WNAM-TV Neenah, Wis. (42)	Unknown	.....
WNBH-TV New Bedford, Mass. (28)	12/23/52	.....
WKNB-TV New Britain, Conn. (30)	Fall-1953	Clarke
WTLV (TV) New Brunswick, N. J. (*19)	7/11/52	.....
WKST-TV New Castle, Pa. (45)	Unknown	Walker
WNLC-TV New London, Conn. (26)	9/4/52	.....
WGTV (TV) New York City (*25)	February	Meeker
Regional Television Corp., Northampton, Mass. (36)	12/31/52	.....
Conn. Bd. of Ed., Norwich, Conn. (*63)	Aug. 1	.....
WOSH-TV Oshkosh, Wis. (48)	8/14/52	.....
WPFA (TV) Pensacola, Fla. (15)	Unknown	.....
WEEK-TV Peoria, Ill. (43)	1/23/53	.....
WTVH-TV Peoria, Ill. (19)	Fall-1953	.....
WIP-TV Philadelphia, Pa. (29)	1/29/53	Bolling
WTVQ (TV) Pittsubrgh, Pa. (47)	12/4/52	.....
WENS (TV) Pittsburgh, Pa. (16)	Unknown	.....
WKJF-TV Pittsburgh, Pa. (53)	1/31/53	.....
KPTV (TV) Portland, Ore. (27)	Unknown	Bolling
WEOK-TV Poughkeepsie, N. Y. (21)	12/4/52	.....
KCSJ-TV Pueblo, Col. (5)	Unknown	.....
KDZA-TV Pueblo, Col. (3)	9/4/52	.....
WETV (TV) Raleigh, N. C. (28)	Unknown	Walker
KZTV (TV) Reno, Nev. (8)	9/4/52	.....
WEEU-TV Reading, Pa. (33)	Unknown	.....
WHUM-TV Reading, Pa. (61)	12/4/52	.....
WROV-TV Roanoke, Va. (27)	Unknown	.....
WSLS-TV Roanoke, Va. (10)	12/4/52	.....
KROC-TV Rochester, Minn. (10)	Unknown	.....
WROH (TV) Rochester, N. Y. (*21)	12/4/52	.....
WTVO (TV) Rockford, Ill. (39)	Unknown	.....
KSWS-TV Roswell, N. M. (8)	12/4/52	.....
WKNX-TV Saginaw, Mich. (57)	Unknown	.....
WJON-TV St. Cloud, Minn. (7)	12/4/52	.....
KFEQ-TV St. Joseph, Mo. (2)	Unknown	.....
KSTM-TV St. Louis, Mo. (36)	12/4/52	.....
WSUN-TV St. Petersburg, Fla. (38)	Unknown	.....
L. A. Harvey, Salem, Ore. (24)	12/4/52	.....
KICU (TV) Salinas, Calif. (28)	Unknown	.....
KGKL-TV San Angelo, Tex. (3)	12/4/52	.....
KTXL-TV San Angelo, Tex. (8)	Unknown	.....
KITO-TV San Bernardino, Calif. (18)	12/4/52	.....
WKAQ-TV San Juan, P. R. (2)	Unknown	.....
WLEC-TV Sandusky, Ohio (42)	12/4/52	.....
	12/4/52	.....
	12/4/52	.....

ACTIONS OF THE FCC

January 29 through February 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)

FCC Broadcast Station Authorizations as of Dec. 31, 1952*

	AM	FM	TV
Licensed (on air)	2,371	576	98
CPs on air	20	40	31
Total on air	2,391	616	129
CPs not on air	133	14	144
Total authorized	2,624	630	273
Applications in hearing	162	4	65
New station requests	251	12	812
Facilities change requests	190	27	50
Total applications pending	943	196	925
Licenses deleted in Dec.	1	10	0
CPs deleted in Dec.	1	2	0

*Does not include noncommercial educational FM and TV stations.

* * *

AM and FM summary through February 4

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,390	2,370	170	259	162
FM	614	575	53	10	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	64	142	206
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	123	10	133

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	697	328	574	450	1,025[1]
Educational	19	...	5	14	19
Total	716	328	579	464	1,044[2]

[1] One applicant did not specify channel.
[2] Includes 220 already granted.

* * *

Processing on city priority Gr. A-2 line has extended to city No. 202.
Processing on city priority Gr. B line has extended to city No. 188.

New TV Stations . . .

Actions by FCC

Bridgeport, Conn. — State of Connecticut, State Board of Education. Granted uhf Ch. *71 (812-818 mc); ERP 220 kw visual, 110 kw aural; antenna height above average terrain 610 ft., above ground 492 ft. Engineering condition. Comr. Rosel Hyde voted to defer action; Comr. E. M. Webster favored letter requesting additional information. Estimated construction cost $328,640. Operating cost not estimated. Post office address % Commissioner of Public Works, State Office Bldg., Hartford 15, Conn. Studio location Bullard Havens Technical School. Transmitter location 2.8 mi. NW of Redding, Conn., in Israel Putnam Memorial State Park. Geographic coordinates 41° 21′ 31″ N. Lat., 73° 22′ 48.5″ W. Long. Transmitter and antenna GE. Legal counsel Attorney General, State of Connecticut, Hartford, Conn. Consulting engineer Craven, Lohnes & Culver, Washington. City priority status not applicable to noncommercial, educational applications. Granted Jan. 29.

Hartford, Conn. — State of Connecticut, Board of Education. Granted uhf Ch. *24 (530-536 mc); ERP 235 kw visual, 120 kw aural; antenna height above average terrain 780 ft., above ground 99 ft. Engineering condition. Comr. Rosel Hyde voted to defer action; Comr. E. M. Webster favored latter requesting additional information. Estimated construction cost $514,440. Operating cost not estimated. Post office address % Commissioner of Public Works, State Office Bldg., Hartford 15, Conn. Studio location State Office Bldg., 165 Capitol Ave., Hartford. Transmitter location 2.7 mi. NW of Meriden in West Peak State Park. Geographic coordinates 41° 33′ 33″ N. Lat., 72° 50′ 35″ W. Long. Transmitter and antenna GE. Legal counsel Attorney General, State of Connecticut, Hartford, Conn. Consulting engineer Craven, Lohnes & Culver, Washington. City priority status not applicable to noncommercial, educational applications. Granted Jan. 29.

Norwich, Conn.—State of Connecticut, State Board of Education, uhf Ch. *63 (764-770 mc); ERP 215 kw visual, 110 kw aural; antenna height above average terrain 590 ft., above ground 520 ft. Engineering condition. Comr. Rosel Hyde voted to defer action; Comr. E. M. Webster favored letter requesting additional information. Estimated construction cost $328,640. Operating cost not estimated. Post office address % Commissioner of Public Works, State Office Bldg., Hartford 15, Conn. Studio location Norwich Regional Technical School. Transmitter location 1.3 mi. WSW of Baltic. Geographic coordinates 41° 36′ 37″ N. Lat., 72° 06′ 27″ W. Long. Transmitter and antenna GE. Legal counsel Attorney General, State of Connecticut, Hartford, Conn. Consulting engineer Craven, Lohnes & Culver, Washington. City priority status not applicable to noncommercial, educational applications. Granted Jan. 29.

Fort Dodge, Iowa—Northwest Television Co. (KVFD). Granted uhf Ch. 21 (512-518 mc); ERP 23 kw visual, 12.5 kw aural; antenna height above average terrain 510 ft., above ground 531 ft. Engineering conditions. Estimated construction cost $240,284, first year operating cost $172,500, revenue $175,000. Post office address 912 1st Avenue South, Fort Dodge, Iowa. Studio and transmitter location near U. S. Highways 169 and 20 Southwest of Fort Dodge, Iowa. Geographic coordinates 42° 29′ 16″ N. Lat., 94° 12′ 9″ W. Long. Transmitter and antenna GE. Legal counsel Fisher, Wayland, Duval & Southmayd, Washington. Consulting engineer Everett L. Dillard, Washington. Principals include President and Director **Edward Breen** 9% (20% with wife Elizabeth Breen), Vice President and Director **George Haire** (2%), Treasurer-Director **Allen R. Loomis II** (0.2%), Secretary-Director **L. V. Greer** (0.2%). (BPCT-1234.) City priority status: Gr. A-2, No. 202. Granted Jan. 29.

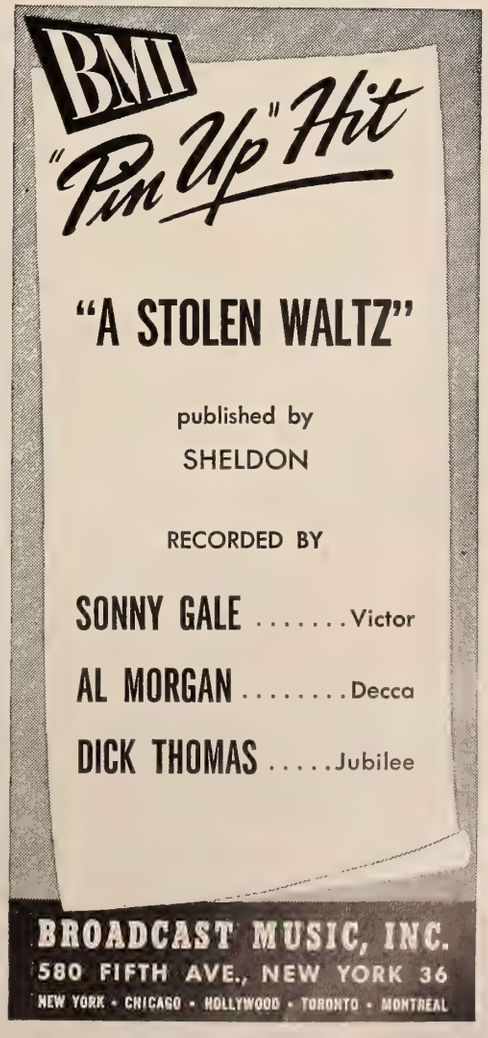
Roswell, N. M.—John A. Barnett (KSWS). Granted vhf Ch. 8 (180-186 mc); ERP 110 kw visual, 55 kw aural; antenna height above average terrain 900 ft., above ground 783 ft. Estimated construction cost $314,722, first year operating cost $100,000, revenue $110,000. Post office address Box 670, Roswell, N. M. Studio location 1719 West 2nd St., Roswell. Transmitter location on Comanche Hill. Geographic coordinates 33° 24′ 05″ N. Lat., 104° 22′ 45″ W. Long. Transmitter and antenna RCA. Legal counsel A. L. Stein, Washington. Consulting engineer Gautney & Ray, Washington. Sole owner is **John A. Barnett,** licensee of KSWS, oil producer in Midland and Upton counties, Tex., and a consulting geologist. (BPCT-888.) City priority status: Gr. A-2, No. 199. Granted Jan. 29.

Salem, Ore.—Lawrence A. Harvey. Granted uhf Ch. 24 (530-536 mc); ERP 105 kw visual, 56 kw aural; antenna height above average terrain 990 ft., above ground 223 ft. Estimated construction cost $295,300, first year operating cost $225,000, revenue $285,000. Post office address 19200 South Western Ave., Torrance, Calif. Studio location to be determined. Transmitter location 4.8 mi. NW of Salem, atop the Eola Hills. Geographic coordinates 44° 58′ 36″ N. Lat., 123° 08′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Prichard & Brenner, Beverly Hills, Calif. Consulting engineer Harry R. Lubcke, Hollywood, Calif., Los Angeles attorney. Sole owner of applicant is **Lawrence A. Harvey,** executive vice president and 33⅓% owner of Harvey Machine Co. (mfrs. of aluminum extrusions), Los Angeles, owner of various parcels of real estate, and applicant for new TV station in Los Angeles. (BPCT-1458.) City priority status: Gr. A-2, No. 99. Granted Jan. 29.

Greenville, S. C.—Greenville Television Co. Granted uhf Ch. 23 (524-530 mc); ERP 22 kw visual, 11 kw aural; antenna height above average terrain 1,140 ft., above ground 149 ft. Estimated construction cost $177,991, first year operating cost $200,000, revenue $220,000. Post office address Calhoun Towers, Greenville, S. C. Studio location Calhoun Towers. Transmitter location peak of Paris Mtn., 4 mi. north of Greenville. Geographic coordinates 34° 56′ 27″ N. Lat., 82° 24′ 33″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include partners **Robert M. Caine** (15%), real estate, mortgage loan and general insurance; **Edgar M. Norris** (10%), investment firm owner; **Calvin F. Teague** (10%), real estate and apartment operation; **Vivian M. Manning** (10%), stocks and bonds broker-dealer; **Hugh Kerr Aiken** (10%), paint mfr.; and, **Keitt Hane Smith, Joseph I. Converse, Camille M. Manning, W. W. Pate, M. B. Crigler, E. E. Scott, R. Boykin Curry Jr., Burnett R. Maybank Jr.** and **Wesley M. Walker,** each 5% interest (all are Greenville residents except Mr. Curry, who is Greenwood, S. C., resident). (BPCT-1354.) City priority status: Gr. A-2, No. 68. Granted Jan. 23.

Johnson City, Tenn.—WJHL Inc. (WJHL). Granted vhf Ch. 11 (198-204 mc); ERP 105 kw visual, 54 kw aural; antenna height above average terrain 720 ft., above ground 630 ft. Engineering condition. Estimated construction cost $231,086, first year operating cost $102,000, revenue $96,500. Post office address 145 West Main St., Johnson City. Studio and transmitter location 143 West Main St. Geographic coordinates 36° 19′ 26″ N. Lat., 85° 20′ 36″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer O. K. Garland, Johnson City, Tenn. Principals include President **W. H. Lancaster Sr.** (19.38%), general manager of WJHL; 1st Vice President **W. H. Lancaster Jr.** (4%), commercial manager of WJHL; 2d Vice President (Mrs.) **Harriet B. Campbell;** Secretary-Treasurer **T. F. Dooley** (0.4%); (Mrs.) **Evelyn Lancaster** (22.2%), (wife of W. H. Lancaster Sr.); (Mrs.) **Edna Dooley** (8.53%) (wife of T. F. Dooley) and Estate of **S. H. Campbell Sr.** (31.44%). (BPCT-845.) City priority status: Gr. A-2, No. 185. Granted Jan. 29.

Memphis, Tenn.—Harding College (WHBQ). Granted vhf Ch. 13 (210-216 mc); ERP 240 kw visual, 120 kw aural; antenna height above average terrain 500 ft., above ground 533 ft. Engineering condition. Estimated construction cost $445,092, first year operating cost $400,000, revenue $465,000. Post office address Gayoso Hotel, Memphis, Tenn. Studio location Hotel Chisca, Main and Vance Aves., Memphis. Transmitter



location 2641 Summer Ave., Memphis. Geographic coordinates 35° 08′ 58″ N. Lat., 89° 58′ 11″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President of the Board and Trustee **C. L. Ganus**, owner of Finest Foods Inc. (restaurant), New Orleans; Vice President of the Board and Trustee **Dr. L. M. Graves**, physician head of Memphis Health Dept., and Secretary-Treasurer of the Board and Trustee **W. O. Beeman**, associated with Murrray Co. (industrial management), Memphis. Applicant is non-profit educational institution; no stock authorized or issued. (BPCT-563.) City priority status: Gr. B-4, No. 188. Granted Jan. 29.

Temple, Tex.—Bell Pub. Co. (KTEM). Granted vhf Ch. 6 (82-88 mc); ERP 13 kw visual, 6.5 kw aural; antenna height above average terrain 460 ft., above ground 403 ft. Engineering conditions. Estimated construction cost $164,807. first year operating cost $150,000, revenue $175,000. Post office address P. O. Box 419. Temple, Tex. Studio location 119 West Avenue A. Transmitter location North First St. and city limits. Geographic coordinates 31° 07′ 27″ N. Lat., 97° 19′ 52″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **Frank W. Mayborn** (95%), who also is president and controlling stockholder of WMAK Nashville, Tenn., and Secretary-Treasurer **C. A. Schulz** (5%). (BPCT-1426.) City priority status: Gr. A-2, No. 200. Granted Jan. 29.

Tyler, Tex.—Jacob A. Newborn Jr. Granted uhf Ch. 19 (500-506 mc); ERP 2.4 kw visual, 1.3 kw aural; antenna height above average terrain 350 ft., above ground 308 ft. Engineering conditions. Estimated construction cost $110.000, first year operating cost $98,400, revenue $133,000. Post office address P. O. Box 1572, Beaumont, Tex. Transmitter location Peoples National Bank Bldg. Geographic coordinates 32° 21′ 03″ N. Lat., 95° 18′ 07″ W. Long. Transmitter and antenna GE. Sole owner of applicant is **Jacob A. Newborn Jr.**, who owns laundry and real estate, is 10% owner of KBMT (TV) Beaumont, Tex., and applicant for new TV station at Minden, La., and Alexandria, La. (BPCT-1422.) City priority status: Gr. A-2, No. 109. Granted Jan. 29.

Charlottesville, Va. — Barham & Barham (WCHV). Granted uhf Ch. 64 (770-776 mc); ERP 120 kw visual, 66 kw aural; antenna height above average terrain 780 ft., above ground 97 ft. Estimated construction cost $165,000, first year operating cost $94,350, revenue $91,800. Post office address % Charles Barham Jr., P. O. Box 631, Charlottesville, Va. Studio and transmitter location top of Patterson Mtn., 2½ mi. SE of Charlottesville. Geographic coordinates 38° 00′ 03″ N. Lat., 78° 27′ 48″ W. Long. Transmitter DuMont, antenna RCA, studio equipment DuMont. Consulting engineer A. D. Ring & Co., Washington. Principals include equal (50%) partners **Charles Barham** and **Emma Lou Barham.** (BPCT-1315.) City priority status: Gr. A-2, No. 196. Granted Jan. 29.

Passed-Over TV Applications

FOLLOWING are additional mutually exclusive applications for new TV stations which have been passed in FCC processing pursuant to Commission action of Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of such applications for time being in order to expedite processing of uncontested TV applications.

GROUP A

Location	Ch.	Applicants	File No. (BPCT—)
Orlando, Fla.	18	Central Fla. Pub. Co.	1402
		Orange TV Enterprises	1459
Alexandria, La.	62	Jacob A. Newborn Jr.	1464
		Barnet Breznor	
Hattiesburg, Miss.	9	Miss. Electronics Co.	1495
		Hattiesburg TV Co.	1545
Mason City, Iowa	3	Lee Radio Inc.	1230
		Twin States TV Co.	1232
Sharon, Pa.	39	Leonard J. Shafitz	1509
		Sharon Herald Bcstg. Co.	Tend.

GROUP B

Portsmouth, Ohio	30	Woodruff Inc.	1430
		Brush-Moore Newspapers Inc.	1449
Akron, Ohio	61	Matta Enterprises	1500
		Allen T. Simmons	1501
Indianapolis, Ind.	8	Universal Bcstg. Co.	110
		TV Indianapolis Inc.	Tend.
		Crosley Bcstg. Corp.	Tend.
Indianapolis, Ind.	13	Indianapolis Bcstg. Inc.	281
		WIBC Inc.	328
		Mid-West TV Corp.	Tend.
Memphis, Tenn.	3	WRFC Bcstg. Service	452
		WMPS Inc.	514
Atlanta, Ga.	36	Robert W. Rounsaville	1513
		Ga. Institute of Technology	Tend.

New AM Stations . . .

Applications

Decatur, Ala.—J. B. Falt Jr., 1490 kc, 250 w fulltime; antenna 150 ft. Estimated construction cost $11,785, first year operating cost $26,400, revenue $32,000. **J. B. Falt Jr.,** sole owner of applicant, is president, general manager and 60% owner of WFUN Huntsville, Ala., and president and ⅔ owner of Pulaski Development Co. (FHA subdivision), Huntsville, Ala. P. O. address: P. O. Box 405, Huntsville, Ala. Filed Feb. 3.

Delray Beach, Fla.—Delroy Bcstrs., 1420 kc, 500 w daytime; antenna 200 ft. Estimated construction cost $14,550, first year operating cost $27,000, revenue $39,500. **Robert G. Misenheimer,** sole owner of Delray Bcstrs., is commercial manager of WNCA Siler City, N. C. P. O. address: 2006 James St. Durham, N. C. Filed Jan. 5.

Winter Park, Fla.—Orange County Bcstrs. Inc., 1260 kc, 1 kw daytime; antenna 200 ft. Estimated construction cost $18,555, first year operating cost $43,260, revenue $54,000. Principals include President **Charles Wolf** (58%), general manager of Bowling Centers of Florida Inc., Jacksonville, Fla.; Vice President and Treasurer **Arthur C. Erickson** (40%), announcer-engineer for WROD Daytona Beach, Fla., and Secretary **Richard C. Fellows** (2%), program director and announcer-engineer for WROD. P. O. address: 1113 South Ridgewood Ave., Daytona Beach, Fla. Filed Jan. 5.

Abbeville, S. C.—Abbeville Bcstg. Co., 1300 kc, 1 kw daytime; antenna 200 ft. Estimated construction cost $14,275, first year operating cost $24,000, revenue $36,000. General partners are **T. Lamar Simmons** (50%), 25% owner of Erwin Supply Co. (wholesale merchants), Erwin, N. C., sales agent for Richmond Hardware Co., Richmond, Va., and owner of Cruise-In Theatre, Lillington, N. C., and **M. T. Pack** (50%), manager of WFVG Fuquay Springs, N. C. P. O. address: P. O. Box 421, Fuquay Springs, N. C. Consulting engineer: R. L. Easley. Filed Feb. 3.

Corpus Christi, Tex.—International Radio Co., 1150 kc, 1 kw daytime; antenna 210 ft. Estimated construction cost $38,496, first year operating cost $72,000, revenue $79,000. General partners are **Aroldo O. Lerma** (20%), owner of Lerma's Pharmacy, Corpus Christi; **Gaberiel Lozano** (20%), 50% owner of Southwestern Beverage Co. (beer distributor); **Hector de Peña** (20%), Corpus Christi attorney, now serving as assistant county attorney of Nueces County, Tex.; **Dr. Hector P. Garcia** (20%), Corpus Christi physician and surgeon, and **Dr. José A. Garcia** (20%), Corpus Christi physician and surgeon. Messrs. Lerma and Lozano each hold 10% interest in Coastal Bend Television Co., applicant for new TV station on uhf Ch. 22, Corpus Christi, Tex. (BPCT-1066), a mutually-exclusive application with that of A. L. Hunt (BPCT-1032). P. O. address: 3022 Morgan St., Corpus Christi, Tex. Filed Jan. 26.

Killeen, Tex.—KFHT Bcstg. Co., 1050 kc, 250 w daytime; antenna 240 ft. Estimated construction cost $11,750, first year operating cost $16,500, revenue $22,000. Principals include General Managing Partner **Cecil B. Davis** (⅓), owner of Southwest Publishing Co., Oklahoma City, Okla.; General Partner (**Mrs.**) **Essie A. Davis** (⅓), 35% owner of Coronado Theatre, Oklahoma City, and General Counsel **Loyd Benefield** (⅓), partner in Oklahoma City law firm of Savage, Gibson & Benefield, managing partner and ⅓ owner of WLB Oil Co., Oklahoma City. P. O. address: 5913 N. W. 42nd St., Oklahoma City, Okla. Resubmitted Feb. 3 (first filed Dec. 31, 1952, but later returned).

Staunton, Va.—American Home Bcstg. Co., 900 kw, 1 kw daytime; antenna 245 ft. Estimated construction cost $22,814, first year operating cost $21,780, revenue $41,754. Principals include President **Carl W. Fleming** (25%), farming, poultry and livestock, Mt. Jackson, Va.; Vice President **Williard F. Ganoe** (25%), manufacturer of hardwoods, Franklin, W. Va.; Treasurer **Charles E. Heatwole** (25%), farming and custom machine work, Hinton, Va., and General Manager-Program Director **Lloyd Gochenour** (25%), pastor of The Peoples Church, Harrisonburg, Va., and director of Shenandoah Valley Gospel Asso. Inc., Harrisonburg. P. O. address: P. O. Box 209, Harrisonburg, Va. Filed Jan. 5.

Edmonds, Wash.—King's Inc., 630 kc, 1 kw daytime; antenna 300 ft. Estimated construction cost $28,457, first year operating cost $30,000, revenue $30,000. Principals include President **A. B. Mike Martin,** president of King's Inc. (Christian charitable organization); Vice President **Axel P. Fredeen,** owner of Strom-Fredeen Floor Co., Seattle; Secretary **Edgar Atkinson,** Minister of Gospel, and Treasurer **Dr. C. Dorr Demaray,** Minister of Gospel. **King's Inc.** is sole owner of applicant; each board member has one vote. P. O. address: P. O. Box 7098, Richmond Highlands, Seattle 33, Wash. Filed Feb. 3.

Existing AM Stations . . .

Applications

WXOK Baton Rouge, La.—Capital City Bcstg. Co., request mod. CP to change from 1260 kc, 1 kw daytime, to 540 kc, 1 kw daytime, antenna height 315 ft. Estimated cost of change not indicated. Applicant states it was to have completed construction on 1260 kc, as authorized under CP, last week, and that request for mod. CP will not delay 1260 kc start. Filed Feb. 3.

New FM Stations . . .

Applications

Golden, Col.—Evert A. Bancker Jr., 98.9 mc. (Ch. 255), ERP 2.5 kw; antenna height above average terrain 580 ft., above ground 60 ft. Estimated construction cost $1,650 (major items of equipment already on hand), first year operating cost $12,000, revenue $10,000. **Evert A. Bancker Jr.,** sole owner of applicant, is a student. P. O. address: P. O. Box 364, Route 3, Golden, Col. (BPH-1834). Filed Jan. 28.

Hearing Cases . . .

Actions by FCC

Aladdin Radio & Television Inc. and **Denver Television Co., Denver, Col.**—Hearing Examiner James D. Cunningham issued initial decision looking toward *grant* of **Aladdin Radio & Television Inc.** application (BPCT-426) for new TV station on vhf Ch. 7, ERP 316 kw visual, 158 kw aural, and *denial* of mutually exclusive application of **Denver Television Co.** (BPCT-951). (Docket 9041, 10240.) Initial decision Feb. 2.

Storer Bcstg. Co., Miami, Fla., and Wheeling, W. Va.-Steubenville, Ohio—Commission stated it would withhold any further action on applications for new TV stations in conflict with those of Storer for vhf Ch. 10 in Miami (BPCT-228) and vhf Ch. 9 in Wheeling-Steubenville (BPCT-360) for period of 30 days during which Storer may elect which of its two applications it desires Commission to consider. Storer now owns or controls four TV stations; under FCC rules no

West Coast
1000 Watt Network Station
$125,000.00

Profitable network affiliate in a very desirable market that has retail sales in excess of $80,000,000.00. Excellent plant. Liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

person can own or control more than five commercial TV stations. Memorandum opinion and order Jan. 30.

Brush-Moore Newspapers Inc. and Stark Bcstg. Corp., Canton, Ohio—Commission denied joint petition requesting (1) waiver of one-year waiting period contained in Sec. 3.609 of TV rules, and (2) amendment of TV table of assignments to provide an additional uhf TV channel for Canton. Comr. Rosel Hyde issued dissenting statement, Comr. George Sterling issued concurring opinion and Comr. Eugene Merrill concurred in part. Memorandum opinion and order Jan. 28.

Hearing Calendar . . .

Hearings in Progress

Flint, Mich.—New TV, vhf Ch. 12. Examiner Benito Gaguine.

Denver, Col.—New TV, vhf Ch. 4. Further hearing. Examiner James Cunningham.

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

Sacramento, Calif.—New TV, vhf Ch. 10. Examiner Thomas H. Donohue.

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper.

Theatre Television; Allocation of Frequencies—Before Commission *en banc* on Mondays and Tuesdays only.

Wichita, Kan.—New TV, vhf Ch. 3. Examiner Hugh B. Hutchison.

February 9

Portland, Ore.—New TV, uhf Ch. 21. Further hearing. Examiner Elizabeth C. Smith.

February 10

Wichita, Kan.—New TV, vhf Ch. 10. Examiner Hugh B. Hutchison.

February 11

KOB Albuquerque, N. M.—Extension of SSA on 770 kc. Examiner James Cunningham.

February 17

Duluth-Superior—New TV, vhf Ch. 3. Examiner Herbert Sharfman.

February 18

Canton, Ohio—New TV, uhf Ch. 29. Examiner Fanney N. Litvin.

Azalea Bcstg. Co., Mobile, Ala.—New AM, 1340 kc, 250 w, unlimited. Examiner William Butts. Docket 9964.

John W. Blake and Charles R. Wolfe, partners, and High Lite Bcstg. Co., Killeen, Tex.—Both seeking new AM, 1050 kc, 250 w day. Examiner not designated. Dockets 10122, 10123.

February 24

William O. Barry, Lebanon, Tenn.—New AM, 1340 kc, 100 w, unlimited. Examiner not designated. Docket 10375.

February 25

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie Neal Huntting.

March 16

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith.

March 25

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion. Docket 10089.

April 15

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith.

Continued Without Date

Duluth-Superior—New TV, vhf Ch. 6. Examiner Herbert Sharfman.

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William Butts.

Sacramento, Calif.—New TV, separate hearings for vhf Ch. 3, uhf Ch. 40 and uhf Ch. 46.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Lancaster, Pa.—New TV, vhf Ch. 8. WGAL-TV and Peoples Bcstg. Co. (WLAN). Examiner J. D. Bond.

New Petitions . . .

January 29

WGAL-TV and Peoples Bcstg. Co. (WLAN), Lancaster, Pa. New TV, vhf Ch. 8 (Dockets 10366, 10365; BPCT-910, 654)—Opposition filed by NBC, licensee WNBW (TV) Washington and WNBT (TV) New York, to petition of Peoples on Jan. 19 for reconsideration and change of issues in comparative hearing set by FCC. NBC asks that Peoples petition be dismissed on ground Peoples is not a "person aggrieved" within meaning of Sec. 5(d) of Communications Act. NBC noted vhf Ch. 4 was deleted from Lancaster and is no longer being used there.

John H. Poole tr/as John Poole Bcstg. Co. (KBIG), Avalon, Calif. New AM permittee, 740 kc.—Petition filed by CBS of Calif. Inc., licensee KCBS San Francisco (740 kc), supplementing its interference protest of Dec. 12, 1952, which asked that hearing be designated for KBIG's application for license. Supplemental petition asks that (1) KBIG program test authority be revoked, or (2) KBIG be permitted to continue operation "only at such reduced power as will afford adequate protection to KCBS." Interference protest also filed against KBIG on Jan. 30 by KMPC Los Angeles (710 kc) requesting that FCC: (1) designate KBIG license application for hearing; (2) revoke program test authority or order power to be reduced to eliminate overlap of 25 mv/m contours, and (3) require KBIG to adjust directional antenna to eliminate overlap cited.

St. Joseph Valley Bcstg. Corp. (WJVA), South Bend, Inc. License renewal and transfer of control (Dockts 9692 and 10065; BR-1877, BTC-897)—Opposition filed by Chief, FCC Broadcast Bureau, to motion of WJVA on Jan. 22 to strike exceptions of Chief of Broadcast Bureau filed Jan. 15 to initial decision of Dec. 19, 1952, proposing to grant renewal and transfer.

January 30

Versluis Radio and Television Corp., Muskegon, Mich. Permittee new TV station (BPCT-1208)—Motion filed to dismiss protest of grant submitted to FCC Jan. 22 by Music Bcstg. Corp. (WGRD), Grand Rapids, Mich., citing alleged economic injury [B•T, Jan. 26]. Versluis contends Music is not party in interest within meaning of Communications Act, hence has no standing. Versluis also notes *Saunders* case dealt with AM stations, not AM and TV, and asserts FCC found its TV application in proper form since no additional information or explanation was requested before grant.

KGAL Lebanon, Ore. Permittee to change from 930 kc 1 kw day to 920 kc 1 kw fulltime directional (BP-8223)—Interference protest filed by KXLY Spokane (920 kc) asking that grant be reconsidered and set for hearing.

February 2

Alvin E. O'Konski (WOSA, formerly WLIN), Merrill, Wis. Permittee to move to Wausau and increase power from 1 kw to 5 kw on 550 kc fulltime (BP-8239)—Protest of conditional grant of Jan. 2 and request for hearing filed by WSAU Wausau. WSAU alleges misrepresentations on part of O'Konski, concerning construction prior to receipt of CP, in his request for conditional grant.

Leonard J. Schafitz and Sharon Herald Bcstg. Co., Sharon, Pa. New TV, uhf Ch. 39 (BPCT-1509, 1549)—Petition by Schafitz for immediate consideration of his application and for dismissal of competitive bid of Sharon Herald on ground latter is defective.

February 3

Sacramento Bcstrs. Inc., et al, Sacramento, Calif. New TV, vhf Ch. 3 (Dockets 9012, BPCT-411 et al.)—Petition by KCRA to amend its application to correct clerical errors and certain minor omissions in estimated cost of construction figures.

February 4

TV Reallocation Proceeding (Docket 8736 et al) and Hearst Radio Inc., Milwaukee. New TV, application for vhf Ch. 10 (Docket 8955, BPCT-383)—Request by Joint Committee on Educational Television for permission to participate in oral argument set Feb. 16 on status of prefreeze application of Hearst for Ch. 10, reserved by Sixth Report for noncommercial educational use by Sixth Report and Order.

Routine Roundup . . .

January 28 Applications

ACCEPTED FOR FILING

Change Transmitter Location

KVLC Little Rock, Ark., Southwestern Bcstg. Co.—License for CP (BP-8451), which authorized change in trans. location and installation of new ant. and ground system (BL-4889).

License for CP

KVSM San Mateo, Calif., Hugh H. Smith—License for CP (BP-8367), which authorized increase in power and installation of new trans. (BL-4894).

Extension of Completion Date

WICC Bridgeport, Conn., Bridgeport Bcstg. Co.—Mod. CP (BP-8453), which authorized new trans., for extension of completion date (BMP-6114).

License for CP

WCEH Hawkinsville, Ga., Tri-County Bcstg. Co.—License for CP (BP-8116), which authorized new AM (BL-4881).

Install Center Tower

WOC Davenport, Iowa, Tri-City Bcstg. Co.—CP to install new center tower (increase height) and mount TV ant. on top.

Change Name

WAAB Worcester, Mass., Olin Corp.—Mod. license to change name to WAAB Inc.

License for CP

KRMS Osage Beach, Mo., Robert M. Smith—License for CP (BP-7201), as mod., which authorized new AM (BL-4885).

KNBR North Platte, Neb., John Townsend—License for CP (BP-7201), as mod., which authorized new AM (BL-4882).

KLEA Livingston, N. M., Prosperity Land Bcstg. Co.—License for CP (BP-8222), as mod., which authorized new AM (BL-4877).

WCHN Norwich, N. Y., Radio Norwich Inc.—License for CP (BP-8011), as mod., which authorized new AM (BL-4880).

KWHP Cushing, Okla., Cimarron Bcstrs.—License for CP (BP-6819), as mod., which authorized new AM (BL-4886).

KEXX San Antonio, Tex., Manuel D. Leal—

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License for CP (BP-8050), as mod., which authorized new AM (BL-4879).

License Renewals

Following stations request renewal of license:

WBRC Birmingham, Ala., Birmingham Bcstg. Co. (BR-421); **KARK Little Rock, Ark.**, Arkansas Radio & Equipment Co. (BR-739); **KBOL Boulder, Col.**, Boulder Radio KBOL Inc. (BR-1460); **KFEL Denver, Col.**, Eugene P. O'Fallon Inc. (BR-107); **WDEL Wilmington, Del.**, WDEL Inc. (BR-141); **WTAD Quincy, Ill.**, Lee Bcstg. Inc. (BR-596); **KDLM Detroit Lakes, Mich.**, Detroit Lakes Bcstg. Corp (BR-2653); **WFNS Burlington, N. C.**, Burlington-Graham Bcstg. Co. (BR-1480); **WKY Oklahoma City**, WKY Radiophone Co. (BR-468); **WTMA Charleston, S. C.**, Atlantic Coast Bcstg. Co. (BR-1001); **KSEL Lubbock, Tex.**, Lubbock Bcstg. Co. (BR-1388); **KJBC Midland, Tex.**, Jack Cecil (BR-2491); **KFRD Rosenberg, Tex.**, Fort Bend Bcstg. Co. (BR-2279); **WDBJ Roanoke, Va.**, Times-World Corp. (BR-387).

January 29 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner J. D. Bond

Peoples Bcstg. Co., Lancaster, Pa.—Granted in part motion for continuance of hearing from Feb. 2, 1953 to date thirty days after commission action on movant's "motion to enlarge and change issues," filed Jan. 16, 1953, which is pending before commission; hearing continued until such date as shall be fixed by further order.

By Hearing Examiner Elizabeth C. Smith

Portland Television Inc., Portland, Ore.—Granted petition to amend application for CP for new TV station (Ch. 8) (Docket 10245; BPCT-956) to show (1) reduction in height of supporting tower from 649 ft. to 500 ft. and other changes resulting from such reduction of tower height, including reduction in certain of financial items shown in sec. III, page 1; and (2) certain minor changes in estimated cost of operation and estimated revenues for first year.

North Pacific Television Inc., Portland, Ore.—Granted petition to amend application for CP for new TV station (Ch. 8) (Docket 10319; BPCT-1138) to show (a) revised ant. power gain of 11.04 db and revised transmitter operating power to reflect such revised power gain; (b) revised minimum field intensity of 97 db over Portland; (c) revised distances to the Grade A and Grade B contours on present eight radials; and (d) change in operating power constants of aural trans. from 25 kw to 30 kw.

BY COMMISSION EN BANC

Change DA Pattern

WSLS Roanoke, Va., Roanoke Bcstg. Corp.—Granted CP to make changes in DA for D operation; engineering conditions (BP-8272).

Change Station Designation

WNPT Northport, Ala., West Alabama Bcstg. Co. Inc.—Granted mod. license to change station designation from Northport to Tuscaloosa, Ala. (BML-1531). No move of studio or transmitter involved.

Advised of Hearing

Lebanon-Springfield Bcstg. Co., Lebanon, Ky.—Is being advised that application (BP-8519) for new AM on 1470 kc 1 kw D, indicates necessity of hearing because of engineering considerations including interference to WLCK Campbellsville, Ky.

WOKY Milwaukee, Wis., Bartell Bcsters. Inc.—Is being advised that application (BMP-5948) for mod. CP to extend time for increasing power on 920 kc to 5 kw-LS and continue 1 kw night (BP-7959) involves considerations which indicate necessity of a hearing.

Granted Extension of SSA

Commission granted extensions of SSA to following stations, on temporary basis, for period of 60 days ending April 1, 1953:

WNYC New York City, City of New York Municipal Bcstg. System—For use of 830 kc, 1 kw, to operate additional hours from 6 a.m. (EST) to sunrise New York City and from sunset Minneapolis to 10 p.m. (EST).

KFAR Fairbanks, Alaska, Midnight Sun Bcstg. Co.—For use of 660 kc, 10 kw, U.

KWBU Corpus Christi, Tex., The Baptist General Convention of Texas—For use of 1030 kc, 50 kw, from local sunrise Boston, Mass., to local sunset Corpus Christi.

WOI Ames, Iowa, Iowa State College of Agriculture and Mechanic Arts—For use of 640 kc, 1 kw, from 6 a.m. to local sunrise (CST).

Renewal of License

Following stations granted renewal of licenses on regular basis:

KBOA Kennett, Mo.; KCMO Kansas City, Mo.; KDEC Decorah, Iowa; KFEQ St. Joseph, Mo.; KFMO Flat River Mo.; KFUO Clayton, Mo.; KICD Spencer, Iowa; KIOA Des Moines, Iowa; KNEM Nevada, Mo.; KSTL St. Louis, Mo.; KWOS Jefferson City, Mo.; KWRE Warrenton, Mo.; KBIZ Ottumwa, Iowa; KBOE Oskaloosa, Iowa; KBOK Waterloo, Iowa; KFAL Fulton, Mo.; KWLC Decorah, Iowa; KWPC Muscatine, Iowa; WOI Ames, Iowa; KXIC Iowa City, Iowa; WEW St. Louis, Mo.; WHB Kansas City, Mo.; KDRO Sedalia, Mo.; KJAM Vernal, Utah; KNOG Nogales, Ariz.; KSEK Pittsburg, Kan.; WHED Washington, N. C.; WKIC Hazard, Ky.; WTSB Lumberton, N. C.; WSTA St. Thomas Island, V. I.; KCLS Flagstaff, Ariz.; KPST Preston, Ida.; WEPM Martinsburg, W. Va.; WGAU Athens, Ga.; KIMO Independence, Mo.; KWOC Poplar Bluff, Mo.; WBIW Bedford, Ind.; WSOO Sault Ste. Marie, Mich.; KRNT Des Moines, Iowa; KCRT Trinidad, Col.; KURV Edinburg, Tex.; WBHB Fitzgerald, Ga.; WCHI-FM Chicago Heights, Ill.; KRNT-FM Des Moines, Iowa; KWPM-FM West Plains, Mo.; KXEL-FM Waterloo, Iowa; WDBQ-FM Dubuque, Iowa; WHO-FM Des Moines, Iowa; WOC-FM Davenport, Iowa; KWOC-FM Poplar Bluff, Mo.

January 30 Applications

ACCEPTED FOR FILING

License for CP

KRCH Hot Springs, Ark., Hot Springs Bcstg. Co.—License for CP (BP-8198), as mod., which authorized new AM (BL-4891).

KBIG Avalon, Calif., John Poole Bcstg. Co.—License for CP (BP-7569), which authorized new AM (BL-4897).

WTRP La Grange, Ga., Chattahoochee Bcstg. Co. Ltd.—License for CP (BP-8135), as mod., which authorized new AM (BL-4893).

WBRN Big Rapids, Mich., Paul A. Brandt—License for CP (BP-8267), as mod., which authorized new AM (BL-4895).

License Renewal

KXLJ Helena, Mont., The Peoples Forum of the Air—Requests renewal of broadcast license (BR-941).

February 2 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KTKN Ketchikan, Alaska, Alaska Bcstg. Co. (BR-1193); KNAE Jonesboro, Ark., Radio Jonesboro Inc. (BR-2512); KGHI Little Rock, Ark., KGHI Bcstg. Service (BR-729); WGTA Summerville, Ga., Tri-State Bcstg. Co. (BR-2502); KSEI Pocatello, Ida, Radio Service Corp. (BR-123); WSUI Iowa City, Iowa, State U. of Iowa (BR-524); WAVE Louisville, Ky., WAVE Inc. (BR-308); WFMD Frederick, Md., The Monocacy Bcstg. Co. (BR-875); WBCK Battle Creek, Mich., Michigan Bcstg. Co. (BR-2045); KNEB Scottsbluff, Neb., Platte Valley Bcstg. Corp. (BR-1867); WAAT Newark, N. J., Bremer Bcstg. Corp. (BR-172); WRUN Utica, N. Y., Rome Sentinel Co. (BR-2307); KFJI Klamath Falls, Ore., KFJI Bcstg. (BR-24); WNCC Barnesboro, Pa., North Cambria Bcstrs. Inc. (BR-2590); WCNR Bloomsburg, Pa., Columbia-Montour Bcstg. Corp. (BR-1654); WCAE Pittsburgh, Pa., WCAE Inc. (BR-386); WAPO Chattanooga, Tenn., WAPO Bcstg. Service Inc. (BR-902); WKNA Charleston, W. Va., Joe L. Smith Jr. Inc. (BR-1432).

APPLICATIONS RETURNED

License for CP

KCHE Cherokee, Iowa, Cherokee Bcstg. Co.—License for CP (BP-8131), as mod., which authorized new AM.

February 3 Decisions

BY BROADCAST BUREAU

Modification of CP

WLAF La Follette, Tenn., La Follette Bcstg. Co. Inc.—Granted mod. CP for approval of ant. trans. and studio location; make changes in ant. system and change type trans. (BMP-6028).

WGSW Greenwood, S. C., Radio Greenwood Inc.—Granted mod. CP to change type trans. (BMP-6007).

WKMT Kings Mountain, N. C., Southern Radiocasting Co.—Granted mod. CP for approval of ant. trans. and main studio location and change type trans. (BMP-5953).

Knoxville Ra-Tel Inc., Knoxville, Tenn.—Granted mod. CP for approval of ant. trans. location, specify studio location, and change type trans. (BMP-6106).

WAVE-TV Louisville, Ky., WAVE Inc.—Granted mod. CP for extension of completion date to Sept. 11, 1953 (BMPCT-965).

WHAS-TV Louisville, Ky., WHAS Inc.—Granted mod. CP to change type trans. and amplifier and make other equipment changes (BMPCT-969).

Application Dismissed

WFLY (FM) Troy, N. Y., The Troy Record Co.—Dismissed application for FM broadcast STL station to be operated at Troy, N. Y., in conjunction with WFLY (FM) for failure to prosecute same (BPST-78).

WIPR San Juan, P. R., Dept. of Education of Puerto Rico—Dismissed application (BPST-86) for CP for new standard broadcast STL station, to be used with WIPR San Juan for failure to prosecute same.

Granted CP

WPAG Ann Arbor, Mich., Washtenaw Bcstg. Co. Inc.—Granted CP to mount TV ant. on top

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Help Wanted

Managerial

Manager. Florida television applicant seeking outstanding young executive assistant to general manager, who can with several months training, assume managerial duties of 5 kw AM operation. Must be creative and public service minded, as well as possessing ability to direct sales, programming and engineering departments. Please write fully and enclose photograph in first letter. Your application will be kept in absolute confidence, Box 726S, B•T.

General manager. If you have a record of successful management and sales in a small market here's an opportunity for you to qualify for similar position in large metropolitan market. Box 750S, B•T.

Salesmen

Radio salesman—Good opportunity for young, energetic man or woman in Ohio city of 100,000. Send qualifications and references to Box 588S, B•T.

Salesman. $50. weekly salary plus 10% commission. Must be experienced. Southeast area, lucrative market. Good for $10,000. Box 685S, B•T.

Sales manager wanted. Unusual opportunity for aggressive sales manager with good past record to obtain promotion in metropolitan market. Box 751S, B•T.

Local salesman for 5000 watt fulltime Mutual affiliate. Top station in excellent market. Write full details with photo to: Manager, KWHN, Fort Smith, Arkansas.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer-engineer, $300. Photo, qualifications only, first letter. Box 597S, B•T.

Announcer. One who is also interested in part-time selling. Net affiliate in small east Tennessee town. $65 week to start. Write details and send audition to Box 625S, B•T.

Regional Minnesota station wants sports announcer. Good salary. Chance to earn extra money selling radio time. Box 688S, B•T.

Staff announcer, emphasis news and spots. Unusual opportunity metropolitan Detroit area. Send details, audition to Box 727S, B•T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

AM-TV station in southeastern market of 100,000 has opening for qualified announcer. Salary open. Prefer applicants from this region only. Complete information, photo and tape or disc to Box 732S, B•T. All applications will be acknowledged.

Announcer-engineer with first phone. Growing 250 Mutual affiliate, in beautiful south central Florida. Send resume and audition. Box 737S, B•T.

Announcer with first class ticket. Good working conditions. 1000 watt daytime independent in Pennsylvania. Permanent. $75.00. Forty hours with time and a half. Regular increases. Desire a man strong on news and sports. Box 742S, B•T.

Northern Ohio radio-TV station needs experienced DJ-showman for morning show. Send preliminary disc, experience and references to Box 753S, B•T.

Versatile announcer for Michigan station. Must be capable gathering local news and covering special events plus general announcing duties. Good conditions, excellent future. Send audition, photo, complete resume. Box 756S, B•T.

Help Wanted—(Cont'd.)

Wanted: Experienced announcer. Starting pay is good. Network station. Radio Station KLIC, Monroe, Louisiana.

Wanted: Engineer-announcer. West Texas station. Good salary plus commission on profits. Address Box 941, Amarillo, Texas.

Immediate opening combo man with first class license, good on news, wire or call KBLI, Blackfoot, Idaho.

Want sober combo, first phone. $250. KEVT, Kerrville, Texas.

Newsman, 1000 watt farm station. Our man moving into big station. Position news, some staff. News department all yours. Send tape, picture, other data to KMMO, Marshall, Missouri.

Pay good, if the announcer is good. Send photo, tape or disc. Program Director, KSCB, Liberal, Kansas.

$300.00 per month to good combination man. ABC station, 37 hour week, 1½ all over 40. WGYV, Greenville, Alabama.

Staff announcer, strong on music shows but must be versatile. Contact Program Director, WJAC, Johnstown, Pa.

Immediate opening announcer and announcer-engineer. Floaters and drifters need not apply, give full details. Apply today, salary open. WMJM, Cordele, Ga.

Announcer with ad-lib experience, read news, hillbilly and colored disc jockey shows. Announcing must be good. Joe Phillips, WSSO, Starkville, Mississippi. Home of Mississippi State College.

Combination announcer - engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Wanted: Experienced announcer. Starting pay is good. Network station. Radio Station KLIC, Monroe, Louisiana.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, B•T.

First class radio engineer wanted. $75.00 weekly. 1000 watt station near Atlanta, Georgia. Box 566S, B•T.

Network affiliate needs engineers for transmitter watch, 44 hour week—$60 to $80 a week dependent upon experience. Box 626S, B•T.

Virginia kw needs engineer. State minimum salary expected. Box 639S, B•T.

First class engineer wanted by well-established Massachusetts station. Good working conditions. State salary requirements and references. Box 747S, B•T.

1st class experienced engineer capable assuming chief engineer duties 250 watt Ohio daytime station. Good working conditions and salary. Box 776S, B•T.

Wanted—Transmitter engineer with car, 5000 watt regional station with television application on file. Radio Station KJAY, Topeka, Kansas.

A maintenance engineer-announcer and a good announcer with ticket. $91.50 per week, contact Jim Duncan, KSIL, Silver City, New Mexico.

Combo, first class phone with pleasant voice. 250 ABC affiliate, delightful climate. KTRC, Santa Fe, New Mexico.

First class operator. Transmitter work. Union. Experience not necessary. Permanent. 40 hour week, 1½ overtime. WAOV, Vincennes, Indiana.

Immediate opening for first phone operator. WASA, Havre de Grace, Md.

Immediate opening first phone engineer. Beginner considered. WMDN, Midland, Michigan.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Help Wanted—(Cont'd.)

First class phone licensee. No experience needed. Car necessary. Contact Chief Engineer, WTNS, Coshocton, Ohio.

Production-Programming, Others

Program director-announcer. Southwest major network station with a TV hearing in its lap is in need of a man that can do an early morning program (6:30 to 8:00) and serve out his working day as program director for balance of staff. Must have friendly delivery and really like people and do a morning show that's more than a DJ show or the usual time and temperature deal. Send details in first letter. Prefer man from southwest or that has some knowledge of agriculture. Give salary requirements. Write Box 662S, B•T.

Forward looking continuity director for progressive 5000 watt midwest station. Must be experienced radio writer with original selling ideas. Attractive salary, vacation plan. Promote-from-within policy. Give full details, experience, availability, sample commercials. Box 754S, B•T.

Copywriter. Well established midwest net affiliate. Small market. Best working conditions. 40 hour week. Send complete information including expected salary. Box 773S, B•T.

Copywriter, man or woman, for independent station. Send sample continuity, details, salary to WPIC, P. O. Box 541, Sharon, Pa.

TELEVISION

Salesmen

TV topflight account executive for new St. Louis, Mo., U.H.F. station on air May. Guaranty and liberal commission arrangement assures income of well over $10,000 per year—man we are looking for is presently in TV sales and is interested in moving up the ladder in that he will step in as local sales manager within a few months, after proving his abilities. Write complete qualifications in reply, will be treated in strict confidence. WTVI, Signal Hill Telecasting Corp., Room 1939, Boatmen's Bank Bldg., St. Louis 2, Mo.

Production, Programming, Others

Southern TV station needs assistant to promotion director. Duties will include copy, layout, merchandising (art ability very helpful). Good opportunity in rapidly expanding operation. Experience will be important consideration. Send resume, salary requirements and photo. Box 677S, B•T.

Wanted: Production director, film technician and chief announcer for new TV station in southwest. Write giving complete experience, qualifications and salary expected. Box 766S, B•T.

Situations Wanted

Managerial

Successful manager of local station seeking new, permanent opportunity. Box 601S, B•T.

Top manager now available. Outstanding record in management and sales. Absolutely guarantee results. Twenty years experience. 250 or 5000 watt operation. Finest reference. No absentee ownership worries. Western states or coast area preferred. Write or wire Box 713S, B•T.

Sales manager. Young aggressive. Ten-year record of successful achievement. Radio or TV. Box 757S, B•T.

Salesmen

Topflight salesman - salesmanager has reached peak billing in small market stations, desires to move into station with TV future. Family man. 7 years successful radio. Previous newspaper background. Guarantee results. Box 723S, B•T.

Radio or TV. Texan—Account executive 4-A agency, early thirties, single, BBA, good health, no reserve liability. Solid background: Newspaper reporter, radio salesman-writer, agency AE. Knows advertising and selling from viewpoint of station, agency and advertiser. He sells 'em so they stay sold; no blue sky. Interested only in lifetime opportunity; no objection to small town. Available April 1. Box 743S, B•T.

Announcers

Sportscaster. Experienced, employed. Seeks position year-round sports station, TV plans, major market. TV trained. Baseball a must. Air tapes, references. Box 648S, B•T.

Announcer-engineer, some New York experience. Resume, disc or tape on request. Versatile, veteran, single. Conscientious, dependable, sober. Try me! Box 655S, B•T.

Experienced hillbilly-disc jockey, employed now, want advancement. Sober, family, will send tape. Box 661S, B•T.

Situations Wanted—(Cont'd.)

Announcer, married, experienced, good appearance, operate board, colorful voice. Versatile. Box 689S, B•T.

Announcer-newsman, with network affiliate, top-flight newscaster, writing background, production skills, special events experience, university degrees radio and TV, single, young, looking for top-ladder position. Box 694S, B•T.

Versatile announcer, excellent references, progressive station, preferably south. Box 710S, B•T.

Young man, single, 22, draft exempt, just graduated college, B.A. in speech-radio, N.Y.C. resident. Desires to enter field of radio, preferably in N.Y. state. Some spot announcing experience. Quick to learn, will do anything. Box 722S, B•T.

Announcer. 5 years experience — music, news, sports, play-by-play. Personality. Box 728S, B•T.

Newscaster. Interesting delivery. Impressive record, references. Local, regional, network experience. Box 731S, B•T.

Announcer, DJ, 5 years, 4-F, good voice. Available immediately. Box 735S, B•T.

Announcer: 2 years experience all phases radio, news specialty, DJ, continuity, promotion, some programming, consider television, college graduate. Box 739S, B•T.

Announcer and/or writer. 3½ years indie experience. Staff, DJ, news, control board. East preferred. Married, 1 child. Box 741S, B•T.

Announcer. Veteran, nine years, married, concientious. Desires position in progressive station. Particulars on request. Box 749S, B•T.

Announcer, friendly, authoritative delivery. News, DJ, board, copywriting. Extensive experience all phases. Presently employed top market. Interested programming, promotion, ideas. Prefer N.Y.C., New Jersey vicinity. Consider all. Box 752, B•T.

6 years experience, staff, local news, baseball, deejay, emcee. Currently employed 5 kw net affiliate in major 7 station market. Desire east. Box 758S, B•T.

Sportscaster-DJ, experienced in play-by-play. College, draft exempt, young, ambitious. Prefer eastern U.S. Box 761S, B•T.

Announcer, good voice, reliable, newscasting, musical programs, commercials, station operations. Box 762S, B•T.

General staff news, commercials, DJ. Very sports-minded. Prefer midwest job. Disc, photo, data available. Box 763S, B•T.

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

Experienced sportscaster available for baseball play-by-play for 1953 season. Tape, photo, references available. Box 769S, B•T.

Single young man. Strong desire for announcing career. Desires to learn. Money no object. Strong on DJ. Free to travel. Box 778S, B•T.

Disc jockey and news. Graduate SRT Chicago. All phases of announcing, turntable and board control. Photo and disc on request. Harry F. Carlson, 3502 S. 55th Court, Cicero, Illinois.

Announcer, DJ, news, board man. Pathfinder graduate. No drinker, smoker, or floater. Florida or New York. Dick David, 5101 8th Street, N. W., Washington, D. C.

Journeyman-announcer—top experience, superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Announcer, 26, married, vet. Available, some experience, NBC training, versatile, contact immediately. Pete Franklin, 97 Baldwin Road, Hempstead, L. I., New York.

Announcer, versatile. Strong on news, commercials, DJ, specialist in play-by-play sports. Ronald McKelvey, Toms River, N. J.

Staff announcer, experienced. Good board man. Young, versatile. Single, have car, draft exempt. Gordon Pell, 1360 Peabody St., N.W., Wash. 11, D. C., TA-9-6187.

Announcer-engineer. Have first class ticket. Staff work. Reliable and dependable. Strachocki, 737 11th Street, N. W., Washington, D. C., Metropolitan 8-5255.

Woman announcer-engineer, 1st phone. College and technical school graduate. Prefer west. Single, veteran, available now, resume, disc. Martha Jane Warner, 2106 Rockledge Road, Hollywood 28, California.

Situations Wanted—(Cont'd.)

Technical

12 years experience AM-FM chief engineer wants combination job. Minimum salary — $350 per month. Box 363S, B•T.

Chief engineer or engineer: Experienced with directionals, also high frequency, high powered stations. Can build station from C. P. Available immediately. All inquiries answered confidentially. Prefer southeast. Box 476S, B•T.

First phone with two years experience. Desire something permanent. Box 637S, B•T.

Engineer, first class. 2 years experience studio and transmitter. N.Y.C. area preferred. Box 724S, B•T.

First phone, class-A-amateur. Single, age 28, new car, radio schooling. Little experience on 2nd class. State salary, hours and specify job. Box 734S, B•T.

Engineer, 1st phone, some experience, single, veteran, east preferred. Box 740S, B•T.

Available immediately. First phone. Twenty months experience. Prefers eastern states. Box 746S, B•T.

Chief engineer or engineer: 14 years experience 100 watt to 50 kw including directionals. TV training. Prefer midwest or south. Box 748S, B•T.

Engineer-announcer. First phone, good voice news and commercials. Interested permanent position only. Mature. Experience. Box 772S, B•T.

Available immediately. Eight years transmitter-studio-remotes. Single, 28, car. $75.00. Permanent. Mr. Engineer, 206 Furman St., Syracuse 5, New York, 75-8913.

First phone, radio/TV technical grad. Veteran, married, desires position broadcast field. No broadcasting experience. L. J. Gaynor, 956 East 172nd St., New York 60, N. Y.

Transmitter engineer available immediately. 5 years broadcast service. Veteran, 27, prefers Texas or Gulf Coast. H. R. Poole, 4711 Cedarhill, Houston, Texas.

Situations Wanted—(Cont'd.)

Production-Programming, Others

Continuity writer. Male. Single. Accurate, rapid Excellent references. South preferred. Box 674S, B•T.

Stable young program director with 5 years radio and television seeks employment in warm climate due to ill health of children. Also experienced as news editor. Box 767S, B•T.

Successful program man in major California radio-TV operation desires executive position in smaller west coast station. Box 770S, B•T.

News-writer, editor; photographer still, movie; 27 years news business; tape; sports, ad lib; sober; pleasant appearance. Prefer south; salary open. Interview. 30-days notice. Ruston Marshall, Route 1, Bloomingdale, Ohio. Phone Steubenville 4-2830.

TELEVISION

Managerial

Going into TV? Do it the easy way with mature managerial assistance. For year and half thru mill of helping set up successful TV operation, all phases of sales, traffic, promotion, copy, programming. Several more years radio, advertising, sales promotion. Presently employed—want better opportunity. Box 736S, B•T.

Sales manager. 7 years television, film, radio experience, particularly time sales. 4 years sales experience otherwise. Now local sales manager television station in large western city. Desire similar position, preferably in new medium market television station Pacific, west, or midwest. Box 744S, B•T.

Rare combination of engineering and management ability seeks position with TV grantee or applicant. Background includes the construction of 21 broadcasting stations, national sales and advertising management with leading manufacturer of broadcast station equipment. Well acquainted with agencies and sources of program material including motion picture producers. Familiar with current FCC procedure. Salary secondary to long range opportunity with progressive organization. Box 780S, B•T.

A pitch for one of the top radio-TV executives in the business

by

the Vice President in charge of radio-TV of one of the top advertising agencies.

HIS EXPERIENCE INCLUDES MAJOR EXECUTIVE POSTS IN NETWORK AND GROUP STATION OPERATION.

He knows—*the advertiser-agency point of view*
the station's requirements
the network's problems
station operation
national representation

A competent administrator. A good organizer. A sharp man with the pencil, he knows how to do business with top level management and small local advertisers.

He is widely known and respected in the trade and generates loyalty among his associates.

We think "it's time for a change". His present connection does not utilize his abilities.

All replies will be kept in strict confidence.

BOX 768S, B•T.

Situations Wanted (Cont'd.)

Announcers

Producer-writer-announcer. Five years network. College graduate. Kinescopes available. Box 644S, B•T.

Technical

Wanted, position with larger station with TV CP. Presently employed as chief of 1 kw DA night. Good record and references. Box 755S, B•T.

Engineer with experience gained in establishment of 21 successful broadcasting stations seeks position with TV grantee or applicant to administer operations from construction permit to going business. Salary secondary to opportunity for accomplishment with progressive organization. Box 781S, B•T.

Production, Programming, Others

Experienced TV film technician, formerly with medium sized midwestern station, capable of heading department. Best references. Box 360S, B•T.

I'm looking for a western TV or radio operation with a need. Let me fill it. Currently doing successful job in major California radio-TV station. Box 771S, B•T.

TV applicants: Family man, early 30's, interested in supervisory position with new station. Several years experience all phases TV production. Currently in industry. Write Box 774S, B•T.

For Sale

Stations

Losing our manager and wish to retire from broadcasting. Buy our unlimited local station in northwestern agricultural region. Good price and terms. Box 635S, B•T.

Midwest: 5 kw. Good volume. Excellent profit. Indie. Box 721S, B•T.

Southern California independent. Fulltime in fast growing area. One station town. Profitable now. Excellent future. Box 759S, B•T.

Midwestern 500 watt daytime indie in market of 150,000. Terms. Box 777S, B•T.

Equipment, etc.

Federal 101-C field intensity meter at your price. Used, recently factory recalibrated. All inquiries answered. Box 720S, B•T.

Towers-no-steal-just a good buy. Two Stainless Inc. 140 ft. tubular steel uniform cross-section guyed towers, 15 in. across face. Present use-support of 2 microwave passive reflectors. 3 years old. Purchaser dismantles and ships from Milford, Michigan site. Contact C. E. Wallace, Chief Engineer, WJIM-TV, Lansing, Mich.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Co., 1600 Broadway, New York 19, N. Y.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Stations

Cash for CP or small station, by experienced radio man. Confidential. Details first letter. Box 779S, B•T.

Equipment, etc.

Wanted, transmitter 250 watt or 1 kw. State price, condition and full details in first letter. Box 654S, B•T.

Wanted: 1 kw AM transmitter, frequency monitor, limiter amplifier and tower. Single or altogether. Box 664S, B•T.

FM transmitter, operating condition. State power, specifications, purchase date, hours logged, price. Box 738S, B•T.

#10 copper wire, Wincharger type 300 or similar tower, ground screen, tuning unit, phase monitor, coax, modulation monitor, limiter, sampling loops. Lloyd McKinney, WACL, Waycross, Georgia.

Used, serviceable Cook-Fairchild-Van Epps or Presto 1D cutter head. WCFM, 1120 Connecticut Ave., N. W., Washington 6, D. C.

Wanted to Buy—(Cont'd.)

Used Magnecorder PT6-J amplifier, PT-6AH recorder. State price and condition. WSIC, Box 1189, Statesville, N. C.

Two guyed, 300 ft. towers in good condition and capable of dismantling. Rush description and price to Carl H. Butman, 892 Nat'l Press Bldg., Wash., D. C.

FM transmitter, frequency and modulation monitor, coax line and antenna system. Power 250 to 10,000 watts. State full details, both technical and financing. Garden of the Gods Broadcasting Company, Manitou Springs, Colorado.

Miscellaneous

Free. 30 sure-fire radio gags to introduce new $1 week joke service. Box 593S, B•T.

To all former Transradio staff editors and correspondents! A Brazilian editor and publisher, interested in the Transradio Press Service, Inc. reorganization, wish contact urgently with all former TP staff editors and correspondents, in United States and foreign areas. Please write by air mail to: Louis Barreiros, Lins N.O.B., S. Paulo, Brazil.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Rambling Reflections, informal chats and poetry. $3 to $6 weekly. Experienced author. Nordberg Script Service, 154B, Pioneer Village, Denver, Colo.

Help Wanted

Managerial

ARE YOU THIS MAN?

To a sales-minded manager, who wants to operate a station on his own, opportunity is knocking. No bed of roses but the tough job of bringing a station from low point to a volume it has proved it can produce. Location upstate New York. Salary: whatever you can earn. Stock available if desired. Box 775S, B•T.

Salesmen

EARN $10,000 OR MORE in '53

Liberal commissions paid by Top Radio ET & TV Film Producer. Exclusive territories granted to "live wires." Write Box 495S, BROADCASTING • TELECASTING.

SALESMAN

1000 watt news, music, sports station in northeast has opening for good local salesman with chance for advancement. Salary plus commission, with bonus incentive commission. Producer will make money. Car essential. Box 725S, B•T.

SALES ENGINEER } *RADIO & TV BROADCAST EQUIPMENT*

Sales engineer with administrative ability to manage New York City sales office for prominent radio & TV equipment manufacturer. Responsible career position for aggressive, top caliber man. Remuneration high. Replies confidential. Box 760S, B•T.

Situations Wanted

TELEVISION

Production-Programming, Others

TV TRAFFIC CONSULTANT

Will set up and organize complete traffic department for new stations.
Five years experience at television stations in two major markets as coordinator of facilities and traffic manager. Box 745S, B•T.

Situations Wanted (Cont'd)

Announcers

TELEVISION NEWS

THIS MAN is an expert in the gathering, writing and presentation of news on television and radio.

He has a long and successful record of top sponsorship.

He has an outstanding background, an excellent military record, an on-the-scenes mature understanding of national and international events.

He has had extensive station experience in *all* types of programming.

And what's more important, he is not too expensive for your station.

BOX 765S, B•T

For Sale

Stations

AVAILABLE

MIDWEST LOCAL | MAJOR NETWORK

OLD ESTABLISHED

Annual Net profit before Taxes $60,000. Replacement cost of Real Estate & Equipment $250,000. No TV—TV application on file. Illness of owner and favorable tax picture compels immediate sale at $125,000. $75,000 cash will handle. No Barter —Only financially qualified inquiries will be answered. Box 733S, B•T.

Equipment, etc

MICRO-WAVE EQUIPMENT

FOR SALE

IMMEDIATE DELIVERY:

NEW, NEVER BEEN USED, GENERAL ELECTRIC TYPE TL-1 MICRO-WAVE LINK, 2000 MC BAND, TRANSMITTER CONTROL UNIT AND RECEIVER MOUNTED IN G.E. CABINET RACKS. INCLUDES TWO SIX FOOT PERFORATED PARABOLAS AND ONE SET OF TUBES. ARRANGED FOR FIXED OR STL OPERATION. CONTROL UNIT CAN BE MOUNTED IN CASES FOR PORTABLE OPERATION. $14,000 F.O.B. FORT WORTH. WRITE OR CALL R. C. STINSON, WBAP-TV, 3900 BARNETT, FORT WORTH, TEXAS. PHONE: LOCKWOOD 1981.

For Sale—(Cont'd)

ANTENNA • LINES FITTINGS

We are making changes in television transmitting equipment for an impending power increase. As a result, we will have the following available at our studio site, 500 E. Britton Rd., Oklahoma City, on or about June 1, 1953:

One	TF-5A 5-Bay Antenna for Channels 4, 5 & 6, less deicers	$15,000.00
Two	Extra sections feed lines for above ea.	90.00
2,000'	3⅛" 51.5 ohm Teflon insulated transmission line per ft.	4.00
Eight	90° Elbows, long sweep ea.	25.00
Four	Reducers, 3⅛" to 1⅝" ea.	15.00
Three	90° Elbows, 72 ohm-non gas type ea.	30.00

For additional information, contact our Chief Engineer, H. J. Lovell, at WKY-TV.

WKY RADIOPHONE COMPANY

OKLAHOMA CITY, OKLAHOMA

Miscellaneous

For the best in Complete Erection of Tower ■ Antenna ■ Lights ■ Co-Ax Cable

Write • Call • Wire

J. M. HAMILTON & COMPANY

Painting ■ Erection Maintenance

YEARS OF EXPERIENCE

Box 2432, Tel 4-2115, Gastonia, N. C.

GET READY NOW FOR THIS SUMMER'S WORK

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N. W., Washington, D. C.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants

708 Bond Bldg., Washington 5, D. C.

of AM tower and make correction in coordinates only (BP-8717).

Extension of Completion Date

KSIS Sedalia, Mo., Yates Bcstg. Co.—Granted mod. CP for extension of commencement and completion dates to March 31 and Sept. 30, 1953, respectively (BMP-6111).

WBRY Waterbury, Conn., American-Republican Inc.—Granted mod. CP for extension of completion date to 6-1-53; conditions (BMP-6109).

WCAR Detroit, Mich., WCAR Inc.—Granted mod. of CP for extension of completion date to 8-11-53 (BMP-6103).

KDEF Albuquerque, New M., Frank Quinn—Granted mod. CP for extension of completion date to 5-1-53 (BMP-6099).

WEWS Cleveland, Ohio, Scripps-Howard Radio Inc.—Granted mod. CP for extension of completion date to 7-1-53 (BMPCT-958).

February 3 Applications

ACCEPTED FOR FILING

Extension of Completion Date

KJEF Jennings, La., Jennings Bcstg. Co.—Mod. CP (BMP-5313), which authorized change in hours of operation and installation of DA-N, for extension of completion date (BMP-6115).

Modification of CP

KBVL Boonville, Mo., William R. Tedrick—Mod. CP (BP-8417), which authorized new AM, for approval of ant., trans. and studio location (BMP-6117).

WLON Lincolnton, N. C., Lincoln County Bcstg. Co.—Mod. CP (BP-8693), which authorized new AM, for approval of ant., trans. and studio location and change type trans. (BMP-6116).

License Renewals

Following stations request renewal of license: **KIUP Durango, Col.,** San Juan Bcstg. Co. (BR-873); **KDHL Fairbault, Minn.,** KDHL Bcstg. Co. (BR-2105).

Following stations request renewal of license: **KFSA Ft. Smith, Ark.,** Southwestern Pub. Co. (BR-1503); **KRKD Los Angeles,** Radio Bcstrs. Inc. (BR-9); **KFXJ Grand Junction, Col.,** Western Slope Bcstg. Co. (BR-112); **WJAX Jacksonville, Fla.,** City of Jacksonville (BR-429); **WBEN Buffalo,** WBEN Inc. (BR-236); **WEAV Plattsburg, N. Y.,** Plattsburg Bcstg. Corp. (BR-839); **WIBX Utica, N. Y.,** WIBX Inc. (BR-269); **KOIN Portland, Ore.,** Mt. Hood Radio & Television Bcstg. Corp. (BR-94); **WJAR Providence, R. I.,** The Outlet Co. (BR-158); **WJHL Johnson City, Tenn.,** WJHL Inc. (BR-988); **WSIX Nashville, Tenn.,** WSIX Bcstg. Station (BR-484); **KALL Salt Lake City,** Salt Lake City Bcstg. Co. (BR-1227); **KREM Spokane,** Louis Wasmer (BR-1429); **WMMM Fairmont, W. Va.,** Storer Bcstg. Co. (BR-749); **WLBH-FM Mattoon, Ill.,** Mattoon Bcstg. Co. (BRH-607); **KWPM-FM West Plains, Mo.,** Robert F. Neathery (BRH-707).

APPLICATIONS RETURNED

Change Transmitter Type

WWAB Ozark, Ala., Ozark Bcstg. Corp.—Mod. CP (BP-8236), which authorized new AM, to change type trans.

License for CP

WAKE Greenville, S. C., Piedmont Bcstg. Co.—License for CP (BP-8295), which authorized change in ant. system.

February 4 Decisions

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

WLEA Hornell, N. Y., Hornell Bcstg. Corp.—Granted petition for extension of time to March 2, 1953, to file exceptions to initial decision in re its application (Docket 10061) and that of the W. H. Greenhow Co. (WWHG), Hornell, N. Y. (Docket 10060).

By Hearing Examiner H. Gifford Irion

WBMD Baltimore, Md., Key Bcstg. Corp.—Granted motion for continuance of hearing from Feb. 18 to March 25, 1953, re application of James M. Tisdale (WVCH), Chester, Pa. (Docket 10089).

By Hearing Examiner Herbert Sharfman

Chief, Safety & Special Radio Services Bureau—Granted petition to extent that time for filing proposed findings of fact and conclusions in matter of Dr. Eugene Rodin, application for license to operate special emergency radio station (Docket 10175) is extended to Feb. 16, 1953.

Superior, Wis., Head of the Lakes Bcstg. Co.—Granted petition to amend application for CP for new TV (Docket 10289; BPCT-621) by proposing new tower, corollary changes in engineering and financial data, and changes with respect to programming and staff.

By Hearing Examiner James D. Cunningham

Denver, Col., Denver Television Co.—Granted petition to reopen record of hearing in matter of application and that of Aladdin Radio & Television Inc. (Docket 9041; BPCT-426; Docket 10240, BPCT-951) for commercial television CP's to correct exhibit; supplemental motion to correct official transcript of proceedings was also granted, and record was then closed.

By Hearing Examiner Fanney N. Litvin

Fort Wayne, Ind., Northeastern Indiana Bcstg. Co.—Granted corrected motion for correction of transcript of testimony re application (Docket 10299) and that of News Sentinel Bcstg. Co., (Docket 10300) in various respects.

By Hearing Examiner William G. Butts

United States Army, Alaska Communication System—Dismissed motion of Jan. 21, 1953, to amend paragraph four of petition of Aug. 15, 1952, to intervene in Docket 10230 (in matter of Arctic Telephone & Telegraph Co. application for modification of CP to change location of fixed public point-to-point telephone station from Fourth of July Creek, Alaska, to Anchorage, Alaska, to add frequencies and to increase maximum power) by listing names of three additional persons with knowledge of facts set forth in petition who will appear and testify at hearing since amendment of petition to list such witnesses is unnecessary.

February 4 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license: KXRA Alexandria, Minn., Alexandria Bcstg. Corp. (BR-2388); KTRF Thief River Falls, Minn., Henry K. Arneson (BR-1528); KRRV Sherman, Tex., Red River Valley Bcstg. Corp. (BR-893); WBRW Welch, W. Va., McDowell Service Co. (BR-1086).

Upcoming Events

Feb. 9-10: BMI Board, Bellevue-Biltmore Hotel, Belleair, Fla.

Feb. 11: Radio seminar, Advertising Club of Washington, D. C., Washington Gas & Light Co. auditorium.

Feb. 12-14: Annual Convention, Southwest Assn. of Advertising Agencies, Texas Hotel, Fort Worth.

Feb. 16-17: Advertising Federation of America, New England District annual meetings, Springfield, Mass.

Feb. 27-28: Third annual Regional TV Seminar (for TV-minded college students), WAAM (TV) and Johns Hopkins U., Baltimore.

March 6: Eighth annual Michigan State Radio & TV conference, Michigan State College, East Lansing.

March 15-16: Arkansas Broadcasters Assn., annual spring membership meeting, Marion Hotel, Little Rock.

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 28-May 2: First national television news seminar, co-sponsored Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 29-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.

April 30-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.

Sept. 1-3: International Sight and Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 28-30: National Electronics Ninth Annual Conference, Hotel Sherman, Chicago.

Small-Market TV

AS EXEMPLIFIED by the article beginning on page 77 of this issue, the thinking among national advertisers and their agencies, and therefore by networks, seems to be that the U. S. television system will, for the most part, be confined to no more than 125 markets.

Indeed, it is the view of John B. Crandall, media director of Sherman & Marquette and author of the article in this issue, that television will be a sound investment in only 112 market areas that have a minimum population of 350,000 each. It will be the exceptional TV station that thrives in a smaller community, Mr. Crandall believes.

Last summer Sidney W. Dean Jr., vice president and director of marketing services, McCann-Erickson, New York, predicted that national advertisers would be interested in buying TV in 125 primary markets. TV elsewhere, he said, would "provide important frontier opportunities to local and some regional advertisers, but [its] value to national advertisers will be impaired by the naturally higher costs of the added unduplicated markets."

Though none, of course, has officially announced its plans, the national TV networks are known to be planning similarly about the size and number of affiliated markets. Plainly, "big money" television is not going to approach the coverage of radio, unless all these experts are wrong.

The implication here is obvious. Certainly, stations are going to be built in markets smaller than those deemed minimum by the big TV advertisers and their agencies. These stations perforce will have to depend chiefly on local sources of revenue.

As with most other problems of television, the survival of smaller-market stations turns on the question of costs. Of necessity, these stations must exercise the utmost ingenuity to present attractive advertising vehicles at prices which local businesses can afford. If they manage that, they may also attract national and regional accounts which are anxious to cover more of America than the 80-odd per cent Mr. Crandall envisions but which are unwilling to bear heavy additional expense to do so.

The experience of radio broadcasters is useful as an example. As was shown in an article two weeks ago in this publication, the independent radio stations, in both large and small markets, are in sounder financial shape today than they were before television competition—because, as a group, they have been ingenious in figuring out ways to get advertising results at comparatively low cost.

Television's technical requirements will always make it more expensive than radio, but certainly costs can be reduced if telecasters ask more of their talents and less of their purses.



". . . And under no circumstances must we allow Congress to be televised . . . as sponsors, the taxpayers may get the idea they can dictate to us . . ."

Reprinted by permission of George Lichty and the Chicago Sun-Times Syndicate

Faster TV Decisions

FASTER TV decisions—as well as expediting of all broadcast cases which must go through competitive hearing — will result from the FCC's revisions of its rules to simplify hearing issues and procedures.

FCC Vice Chairman Rosel H. Hyde, members of the Commission staff and representatives of the Federal Communications Bar Assn. have done a commendable job in working out the changes. But since rules, like laws, are effective only if those concerned obey the spirit of the rule as well as its letter, the success of the amendments rests with the applicant and his legal counsel.

Much administrative red tape has been cut. FCC staff lawyers no longer control issues. The hearing examiner and counsel for the participants are given authority to consider and pin-point only "essential" issues aside from the pertinent inquiry called for by the Commission itself. Generally, legal, engineering and financial qualifications—the "minimum" requirements — are cleared by the Commission before the hearing is set, thus paring down the amount of heretofore almost endless technical detail in the record.

The big TV hearing backlog looks less formidable now that issues are cut to the bone. Requiring all cards on the table at the formal conference will speed the hearing. We hope FCC will handle the MacFarland Act requirements and other preliminaries in the extra 10 days it has given itself by extending to 30 days the deadline for applications prior to date of hearing.

Upcoming procedural changes relate to continuances of hearings and application amendments. We trust these will be as effective as those now accomplished.

Fairer and Warmer

THESE DAYS the talk about broadcasting is as commonplace as conversation about the weather. The difference is quite a few somebodies propose to do something about broadcasting.

President Eisenhower plans to take to the air with a regular report to the people. Congress, having apparently overcome its fear of direct broadcasts of committee proceedings, has before it legislation to permit radio-TV broadcasts of floor debates.

The National Press Club has its first "radio President" in the distinguished personage of Ted Koop, CBS Radio Washington news and special events director. Jim Hagerty, White House "press" secretary, will have an "associate" in charge of radio and TV.

It's the White House angle that has been Page 1 news (on the air, too). Those who envisage President Ike subjecting himself to the cross-fire of Washington's hard-shelled journalistic corps at regular "air" news conferences expect too much.

President Ike liked the reaction to his question-and-answer stints used during the campaign. An unseen announcer would ask a question (hand-picked, of course) and Ike had a prompt, off-the-cuff response. We should expect some variation of that technique in the White House reports.

To us, the most pleasing aspect of these developments is that there's hardly a murmur of opposition from the "press." A few short months ago (before the Presidential campaigns) any inkling of scheduled pick-ups from the White House or Congress, would have evoked sharp criticism from many of our printed page contemporaries.

FEEL THE "PULSE"



OF THE HEART OF AMERICA!

Late last year (November 5-11 and December 1-7, 1952), The Pulse, Inc., made its first Kansas City radio listener survey. The results, like those of all previous Kansas City surveys, are phenomenally "KMBC-ish"——! Here's what we mean—

9 of the top 11 nighttime programs are on KMBC!

9 of the top 10 five-a-week daytime programs are on KMBC!

For years this picture of KMBC dominance in the Kansas City primary trade area has been a well established fact. The new Pulse of Kansas City shows the same wide margin of superiority. More important, the superiority exists hour after hour, day in and day out. Yes indeed, the Pulse-beat in the Heart of America is KMBC—listener preference that means more impacts and more sales per advertising dollar.

Any Free & Peters colonel or member of the KMBC-KFRM sales staff has the entire Pulse story, and a lot of other information of utmost interest to you.

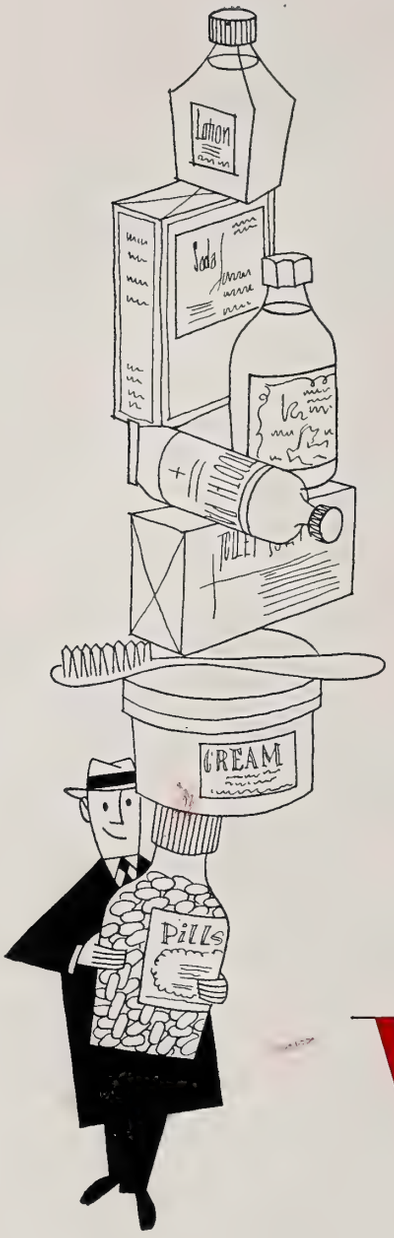
WRITE, WIRE OR PHONE your nearest Free & Peters office or KMBC-KFRM at Kansas City. Sell the whole Heart of America, wholeheartedly with . . .



The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



more than 10% of the nation's drug sales takes place in WJR's primary coverage area!

WJR MARKET DATA

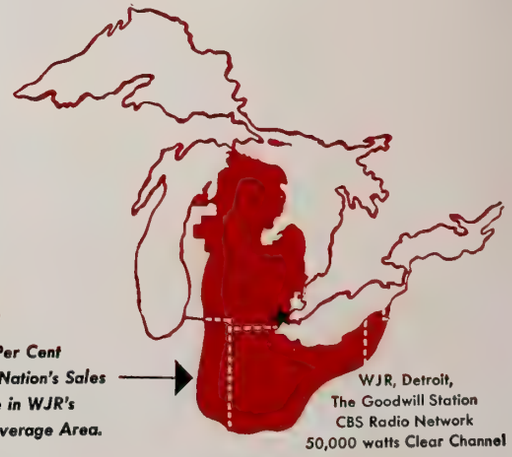
		% of total U.S. market
Population	12,601,300	8.3
Radio Homes	3,785,540	8.6
Farm Radio Homes	328,990	5.9
DRUG SALES	**$ 464,447,000**	**10.3**
Food Sales	$ 3,266,766,000	9.4
Retail Sales	$13,613,431,000	9.3
Filling Station Sales	$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2

In this rich market area, 10.3% of the national drug sales are made. This area is thoroughly covered by *one single influential voice.* That voice is WJR, which effectively and economically covers all this vast market area, day in and day out. Increase your sales in this vital 137 county area. Use WJR, the Great Voice of the Great Lakes.

For more detailed information, contact WJR or your Christal representative today!

WJR

the great voice of the great lakes



Almost 10 Per Cent Of All the Nation's Sales Takes Place in WJR's Primary Coverage Area.

WJR, Detroit,
The Goodwill Station
CBS Radio Network
50,000 watts Clear Channel



WJR, Fisher Building, Detroit 2, Michigan
WJR Eastern Office: 665 Fifth Avenue, New York 22
Represented Nationally by the Henry I. Christal Company
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.

FEBRUARY 16, 1953 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

Paramount Decision; ABC, CBS, DuMont Plans
Pages 27-36

Soap, Detergent Battle Benefits Radio, TV
Page 36

Merged AM Applicants Get TV; 15 Other CPs
Pages 52 & 55

Two New TV's Start Operation in Black
Page 58

FEATURE SECTION
Starts on page 75

22ND year

THE NEWSWEEKLY OF RADIO AND TV

RADIO—10.4 HOURS

Television — 2.6 hrs. per day

Daily Newspapers — 1.2 hrs. per day

Magazines — 0.79 hrs. per day

Weekly Newspapers — 0.17 hrs. per day

Iowa's 806,000 families spend more than TWICE as much time with RADIO as with all other media COMBINED!

and WHO continues to be Iowa's BEST ADVERTISING BUY!

Send for the FACTS TODAY

These facts are taken from the 1952 Iowa Radio-Television Audience Survey conducted by Dr. F. L. Whan of Wichita University, and his staff. The new Survey again proves that radio is by all odds Iowa's best advertising value . . . *and that WHO continues to be Iowa's best advertising buy!*

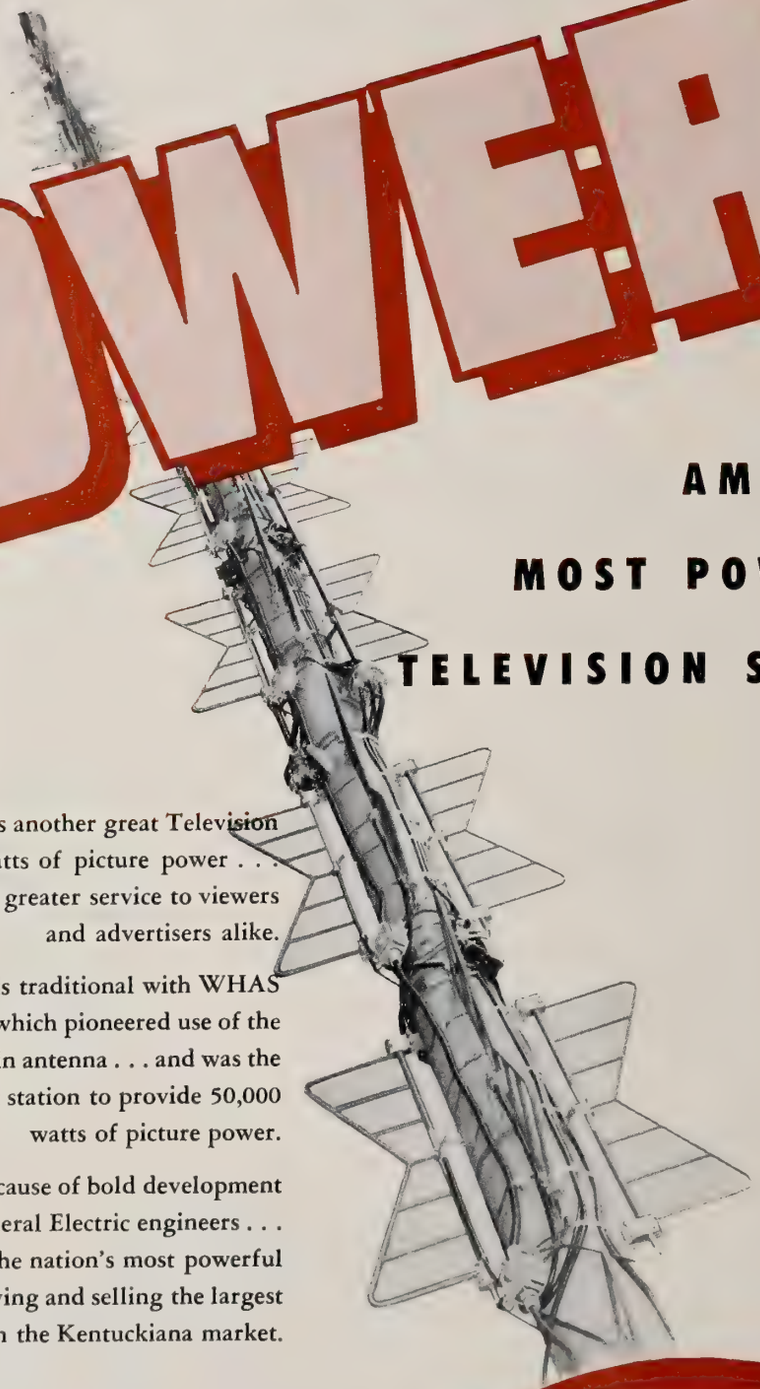
WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

NOW...316,000 WATTS...

POWER!



AMERICA'S MOST POWERFUL TELEVISION STATION

WHAS now achieves another great Television *FIRST* . . . 316,000 watts of picture power . . . 316,000 watts of greater service to viewers and advertisers alike.

This leadership is traditional with WHAS Television . . . which pioneered use of the 12-bay high gain antenna . . . and was the nation's first station to provide 50,000 watts of picture power.

First again . . . because of bold development work with General Electric engineers . . . WHAS becomes the nation's most powerful television station . . . serving and selling the largest number of viewers in the Kentuckiana market.

Basic CBS
Channel 11

WHAS-TV
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco

TOP LOCAL PROGRAMMING

ABC • CBS • NBC • DUMONT

4 *Great years of telecasting*
Great expansion programs..

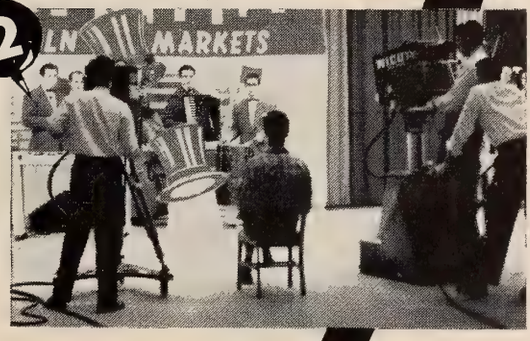
that's WICU-TV
the ERIE DISPATCH station

1



Hi-Lites of News and Sports starring Bob Lundquist, a daily 15-minute program. Erie folks watch and listen when Bob performs.

2



SERVED AND SOLD

The Tune Toppers play music the way you like to hear it. Starring outstanding area talent, this program, now in its third year, boasts terrific success stories.

3



Let's Go Dancing, starring Ollie Brown and his Ranch Boys. This popular program has been televised for more than four years over WICU-TV.

4



The Woman's Page of the Air, starring Mary Lois Traphagen 30 minutes a day, Monday thru Friday, presents helpful cooking hints, latest fashions and interviews. A fresh, wholesome approach, this TV show is open for participation—ask about the results obtained by other advertisers!



★ RADIO
★ TV
★ NEWSPAPER

EDWARD LAMB Enterprises INC.

New York Office—Hotel Barclay —Home Office—500 Security Bldg., Toledo, Ohio

National Representatives: WIKK—H-R Co. WICU-TV, WTOD—Headley-Reed Co. ERIE DISPATCH —Reynolds-Fitzgerald
WHOO—Avery-Knodel, Inc. WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL-TV
LANCASTER, PA.*



MR. CHANNEL 8

symbol of WGAL-TV's increased power, gives advertisers larger coverage, bigger audience, greater sales potential in WGAL-TV's rich Pennsylvania market area through network and locally-produced programs.

* rich market includes Harrisburg, York, Lancaster, Reading, Lebanon.



NOW— the Ford Motor Company, long-time sponsor of WGAL-TV's World News, benefits from this great new Channel 8 power increase. Many other national advertisers using WGAL-TV locally produced shows also see their profit view enlarged. Among them:

BALLANTINE	R.C.A.
ANACIN	NESTLE
SINCLAIR OIL	TYDOL GASOLINE
PYREX	INTERNATIONAL HARVESTER
ROPER RANGES	HAMILTON WATCH

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

WGAL
AM TV FM
A Steinman Station
Clair R. McCollough, Pres.

closed circuit

BAB has hit jackpot which will benefit entire radio industry. After hitting hard at department stores for fair shake in competition with newspapers, Bureau has go-ahead from large chain of department stores which has agreed to use half its total budget for radio. Details of proposed $400,000 campaign will be ready for release some time in March. Previously only sporadic radio was bought, with bulk going to black-and-white.

★ ★ ★

BROADCAST MUSIC INC. enjoying another good year, expected again to give discount to its broadcaster licensees. BMI management won plaudits of its board of directors at annual meeting last week at Belleair, Fla., for its steady progress. Next project expected to be in serious music field through its subsidiary, Associated Music Publishers, headed by Charles Wall, who also serves as vice president-treasurer of BMI.

★ ★ ★

PLAN OF NARTB TV Code Review Board to advise President Eisenhower of its work at personal interview has hit snag—but not at White House. NARTB Radio Board, evidently figuring that visit was prerogative of full board, took exception, with result that code group's request for engagement was withdrawn following Belleair, Fla., NARTB board meeting fortnight ago. Now TV Code Board, on ground that it's autonomous, plans to reinstate request. Its members are John Fetzer, chairman; J. Leonard Reinsch, vice chairman, E. K. Jett, Walter J. Damm and Mrs. A. Scott Bullitt.

★ ★ ★

WHAT WITH CBS' H. Leslie Atlass taking over former WBKB (TV) as part of ABC-United Paramount merger—and new local TV shows being showcased for eventual network origination—there's rosy glow of optimism over future of Chicago television these days. It's agreed that under Mr. Atlass' wing, WBKB (WBBM-TV) will emphasize local public service programming, with accent on showmanship. And, of course, new United Paramount money and blood is expected to hypo ABC Chicago programming on old WENR-TV.

★ ★ ★

EXPERIMENT that may pave way for settlement of vexatious baseball-TV minor league problem launched in Atlanta, where Southern Association club will seek to pre-sell blocks of season tickets premised on telecasting of games over WSB-TV. Club, station and *Atlanta Journal* and *Constitution*, which own WSB properties, working together with Junior Chamber in project to pre-sell 25-30,000 four-ticket books at $5, good for any games, with telecasts as bait. If club breaks even on tickets, concessions will make money and precedent will be established for other ball clubs. Idea gleaned from Baltimore professional football project where sufficient advance sales were made to underwrite acquisition of Dallas franchise.

WITHDRAWAL of portion of principals from WMSC Columbia, S. C., to join WIS owners in WIS-TV Corp., granted Ch. 10 there last week, hailed in some quarters as practical solution to FCC concern over dual AM station tie-ups inherent in "marriage" TV bids. FCC, however, granted Ch. 47 to Macon merger group, but only after WBML and WNEX reduced respective holdings to 45% and brought in third independent party with 10% balance of control.

★ ★ ★

RISING INDIGNATION evident among telecasters over free plugs being given consumer magazines, thus building newsstand circulation, which publishers use to belay TV competition. It works this way: Magazine runs glowing article on TV programs, or gives it award. Advertiser reciprocates by giving magazine generous mention or perhaps shoves in commercial covering presentation of award. Affiliates' ire rising to point where action banning such free rides may be taken at NARTB convention.

★ ★ ★

ALL-INDUSTRY push to persuade Congress to delete no censorship provisions of Sec. 315 of Communications Act (which forbids broadcasters censoring political candidates' speeches on air) due to get underway this week. NARTB board at Florida session approved Government Relations Director Ralph Hardy's outline of basic broadcasters' position—which has an ultimate goal elimination of Sec. 315 entirely. Since this appears impossible in near future, campaign in this Congress will be for authority to delete libel and slander from politicos' broadcasts so broadcaster won't be "in between" on libel laws—forbidden by FCC to eliminate defamation, but liable to damage suits under state laws.

★ ★ ★

SEN. CHARLES W. TOBEY (R-N.H.), chairman of Senate Interstate & Foreign Commerce Committee, may proceed slowly on legislation to dehorn broadcasters from dilemma of political libel. Senator feels that, while his group has jurisdiction over Communications Act, matter generally might better be pursued by Senate Judiciary Committee as part of overall political problem. Sen. Tobey agrees that problem is "vexsome" for radio-TV broadcasters but seems lukewarm to taking any specific action.

★ ★ ★

MEETING of FCC officials with House Interstate & Foreign Commerce Committee Feb. 19-20, is no probe but get-together aimed at acquainting new members with work of agency, give all members opportunity to ask questions. That's not to say some searching questions won't be asked. Among those understood to be in minds of some of New Jersey Rep. Charles A. Wolverton's committee are: "Strike" applications [B•T, Feb. 9], results of McFarland Act, educational TV, color TV, length of TV hearings.

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ABC-United Paramount decision issued by FCC:

What it will mean to ABC operations. *Page 27.*

Principal points in FCC decision. *Page 28.*

Sen. Tobey says decision violates U. S. anti-trust laws. *Page 30.*

Zenith may take the decision to court. *Page 30.*

The decision summarized. *Page 33.*

FCC finds Paramount Pictures controls DuMont. *Page 35.*

ADVERTISERS & AGENCIES

Soaps vs. detergents battle for sales is a bonanza for radio and television. *Page 36.*

Radio is today's bargain buy among media, Washington Ad Club is told. *Page 38.*

FACTS & FIGURES

Think old movies are dull on television? 99% of the TV audience disagrees with you. *Page 42.*

FILM

Howard Hughes regains controlling interest in RKO Radio Pictures. *Page 46.*

PROGRAM SERVICES

BMI this year will merge its program clinics with BAB sales clinics, to save time and travel for broadcasters. *Page 48.*

GOVERNMENT

FCC grants 17 more TV stations. *Page 52.*

Merged TV applications of rival AM broadcasters in two cities are granted by FCC. *Page 55.*

STATIONS

Two post-freeze TV stations, one of them uhf, report they're in the black within a month after starting operation. *Page 58.*

Here's how WHAS-TV stepped up its visual signal power to 316 kw. *Page 64.*

FEATURES

Taped television: What it will cost, how it will work, how much it will save. *Page 77.*

The secrets of producing musical commercials that sell. *Page 80.*

Intricacies of the new copyright laws explained. *Page 84.*

UPCOMING

Feb. 16-17: Advertising Federation of America, New England District Meeting, Springfield, Mass.

Feb. 26-27: ABC Radio and Television Affiliates Advisory Boards Meeting, New York.

Feb. 27-28: Third Annual Regional TV Seminar (for TV-minded college students), WAAM (TV) and Johns Hopkins U., Baltimore.

(For other Upcomings, see page 121)

Any Advertiser

CAN

and most advertisers

SHOULD

use

SPOT RADIO



REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

IS YOUR ADVERTISING ALL BONE AND MUSCLE?

1. Are you cutting down in low profit areas?

2. Are you concentrating your ad dollars in major markets?

3. Are you backing up your salesmen market by market?

4. Are you exploring ways to redevelop old markets?

5. Are you able to pinpoint your advertising dollars in true proportion to sales potential?

If you're not, there's <u>one</u> way to be sure. Use Spot Radio on any of these great stations.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WFAA*	Dallas / Ft. Worth	NBC / ABC
KOA	Denver	NBC
KSO	Des Moines	ABC
KARM	Fresno	ABC
KPRC*	Houston	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KECA	Los Angeles	ABC
KSTP	Minneapolis / St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	ABC
WJZ	New York	ABC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KGO	San Francisco	ABC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

*Also represented as key stations of the

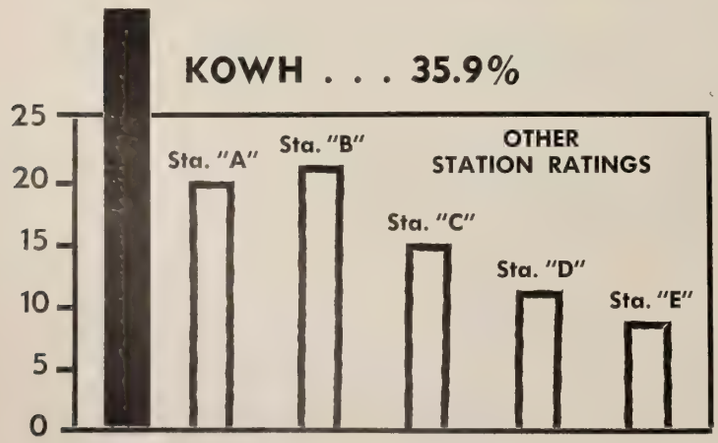
TEXAS QUALITY NETWORK

All It Took was a Repeater. . .



. . . Just issued to frontier troops, to foil an Indian massacre. One column, threatened with annihilation and outnumbered four to one by savage Sioux, took a stand on a sandbar behind a dead-horse barricade. New repeater rifles provided the firepower to repulse the attackers until relief arrived three days later.

KOWH features a repeater action too—the kind that uses your sales-ammunition to the best advantage in the Omaha, Council Bluffs area. Draw a bead on the below Hooper, averaged for the 15 month period from October, 1951, thru January, 1953. *15 consecutive reports have shown KOWH in first place!*



- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Jan., 1953)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (Hooper, Jan., 1953)

Kowh

OMAHA

AIMS

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

General Mills Studying New 'Package Deal'

GENERAL MILLS, Minneapolis, "considering one or two plans" for saturation radio-TV spot campaign similar to package deal evolved last year with number of stations. Campaign will be over longer period of time, Lowry Crites, firm's radio-TV media director, disclosed Friday. He said plan would be announced within week or ten days.

Mr. Crites said company is thinking along lines of advertising many different products in summer drive.

He told B•T company feels stations will be receptive to General Mills package deal. Last year, 455 announcements were aired over 13-week period, with four-fifths of schedule in Class A time and overall rate based on one-half of each station's one-time rate. Mr. Crites said new package blueprint, when finally evolved, would "not necessarily" follow this formula, but indicated there would be similarity.

It was understood General Mills had reasonable assurances from stations in 1952 they would be receptive to similar plan this year. There is "evidence" that "great many" stations would be interested again, an official of Knox Reeves advertising, GM agency, said.

Pattern will depend partly on company's decision with respect to network radio.

Once plan is announced, company officials plan to deal directly with stations, touring country sometime early in March.

DuMONT STATEMENT

DR. ALLEN B. DuMONT, president Allen B. DuMont Labs, said Friday that AB-PT decision means two things for DuMont: First, "We now have permanent instead of temporary licenses for our stations"; second, "we can have only one more station instead of two, or perhaps if Paramount files for it they will get the additional license." Dr. DuMont pointed out that FCC decision, in stating that Paramount had control of DuMont, used the word in limited and unusual sense to mean negative rather than positive control. All Paramount can do to exercise this control, he said, is to block an attempt of DuMont faction to amend the corporation's charter, which he described as unlikely (story page 27).

• BUSINESS BRIEFLY

FORD TRUCK DRIVE • Ford Motor Trucks through J. Walter Thompson Co., N. Y., lining up radio and TV spot campaign to promote its 1953 model in about 240 radio and 20 TV markets for about two weeks early in March. Ford usually expands its spot buys district by district.

NEW C-P-P PRODUCT • Colgate-Palmolive-Peet coming out with new product, Lustre Creme Home Permanent, and planning test TV spot campaign to start in late February in from three to six markets. Agency: Lennen & Newell, N. Y.

RADIO FOR LINCOLN • Lincoln Mercury cars placing district by district varied radio spot campaign starting Feb. 23. Length of contract extends three, four and ten weeks in different districts. Agency: Kenyon & Eckhardt.

BENDIX ON *TODAY* • Bendix Home Appliance Div. of Avco Mfg. Co., South Bend, Ind., buying 13 participations on NBC-TV's *Today* for six-week period. Local dealers-distributors being supplied radio-TV commercials for use on co-op basis. Campaign may go national in March. Firm will advertise its new Duomatic washer-dryer, introduced last January. Agency: Earle Ludgin, Chicago.

ICE-MAKER SPOTS • Servel Inc., Evansville, Ind., preparing four-week spot announcement campaign for its new automatic ice-maker refrigerator to start March 30 in about 100 radio-TV markets. Agency: Hicks & Greist, N. Y.

SPOTS FOR NASH • Nash cars through Geyer Inc., N. Y., preparing two-day TV and three-day radio spot schedule starting March 5 in more than 100 radio and TV markets.

SOUTHERN CAMPAIGN • Hood Chemical, through Hilton & Riggio, N. Y., placing quarter-hour transcribed show plus spots in about dozen radio markets, mostly in South, starting April 1 for 13 weeks, to promote bleaches, starches.

KIX ON NBC-TV • General Mills, Minneapolis, will advertise its Kix corn cereal when it begins once-a-week sponsorship of *Ding Dong School* on NBC-TV March 6.

FOUR NARTB DIRECTORS ELECTED BY DEFAULT

FOUR district directors who will serve on NARTB Radio Board for two-year terms starting at Los Angeles spring convention were elected without opposition when nominations closed Friday, according to C. E. Arney Jr., NARTB secretary-treasurer.

New directors are:

DISTRICT 7 (Ohio, Ky.)—F. Ernest Lackey, WHOP-AM-FM Hopkinsville, Ky.

DISTRICT 9 (Ill., Wis.)—Hugh K. Boice Jr., WEMP-AM-FM Milwaukee, Wis.

DISTRICT 13 (Texas)—Kenyon Brown, KWFT Wichita Falls, Tex. (incumbent).

DISTRICT 17 (Wash., Ore., Alaska)—R. M. Brown, KPOJ-AM-FM Portland, Ore.

Final ballots for all nine odd-numbered directorships as well as at-large vacancies (large, medium, small and FM stations, one each) to be mailed to eligible station representatives Feb. 27.

Wide-open contests indicated in at-large categories, with seven candidates for large stations, 25 for medium, 17 for small and 15 for FM.

Full list of nominees, in addition to four uncontested districts, follows:

DISTRICT 1 (New England) — Herbert L. Krueger, WTAG-AM-FM Worcester, Mass.; William B. McGrath, WHDH Boston (incumbent).

DISTRICT 3 (Del., Pa., Md., W. Va.)—Victor C. Diehm, WAZL-AM-FM Hazleton, Pa.; George H. Clinton, WPAR-AM-FM Parkersburg, W. Va.; George D. Coleman, WGBI-AM-FM Scranton, Pa. (former director).

DISTRICT 5 (Ala., Fla., Ga., P. R.)—John Fulton, WGST-AM-FM Atlanta; James W. Woodruff Jr., WRBL-AM-FM Columbus, Ga.

DISTRICT 11 (Minn., N. D., S. D.)—Harry W. Linder, KWLM Willmar, Minn. (incumbent); John F. Meagher, KYSM Mankato, Minn. (former director).

DISTRICT 15 (No. Calif., Nev., T. H.)—Paul R. Bartlett, KFRE-KRFM (FM) Fresno, Calif; William D. Pabst, KFRC San Francisco; William B. Smullin, KIEM Eureka, Calif. (former director; author of by-laws amendment limiting directors to two consecutive terms).

LARGE STATIONS—Otto P. Brandt, KING Seattle; Martin Campbell, WFAA Dallas; John H. DeWitt Jr., WSM Nashville; Robert B. Hanna Jr., WGY-WGFM (FM) Schenectady; John F. Patt, WGAR Cleveland; Victor A. Sholis, WHAS Louisville; W. H. Summerville; WWL New Orleans.

MEDIUM STATIONS—Joseph K. Close, WKNE Keene, N. H.; Roy Dabadie, WJBO Baton Rouge La.; Robert Dillon, KRNT Des Moines; John Esau, KTUL Tulsa; George J. Higgins, KMBC Kansas City; Rex Howell, KFXJ Grand Junction, Colo.; J. Frank Jarman, WDNC Durham, N. C.; Ray P. Jordan, WDBJ Roanoke; Herbert L. Kruger, WTAG-AM-FM Worcester, Mass.; C. Howard Lane, KOIN Portland, Ore.; Nathan Lord, WAVE Louisville; William B. Quarton, WMT Cedar Rapids; James D. Russell, KVOR Colorado Springs, Col.; G. Richard Shafto, WIST-AM-FM Charlotte, N. C.; Henry W. Slavick, WMC Memphis; Calvin J. Smith, KFAC-AM-FM Los Angeles; William B. Smullin, KIEM-KRED (FM) Eureka, Calif.; C. L. Thomas, KXOK St. Louis; Owen F. Uridge, WQAM Miami; Walter E. Wagstaff, KIDO Boise, Idaho; William E. Ware, KSTL St. Louis; Gunnar O. Wiig, WHEC Rochester; R. B. Williams, KVOA Tucson, Ariz.; James W. Woodruff Jr., WRBL-AM-FM Columbus, Ga.; Karl O. Wyler, KTSM El Paso.

SMALL STATIONS—John Alexander, KODY North Platte, Neb.; Matthew H. Bonebrake, KOCY Oklahoma City; Edward Breen. KVFD Fort Dodge, Ia.; Victor C. Diehm, WAZL-AM-FM Hazleton, Pa.; Fred Fletcher, WRAL-AM-FM Raleigh, N. C.; E. J. Gluck, WSOC-AM-FM Charlotte; Simon Goldman, WJTN-AM-FM Jamestown, N. Y.; Bill Hoover, KADA Ada, Okla.; Edgar Kobak, WTWA Thomson, Ga.; Ben A. Laird, WDUZ Green Bay, Wis.; J. R. Livesay, WLBH Mattoon, Ill.; Bob McRaney, WCBI Columbus, Miss.; Robert T. Mason, WMRN Marion, Ohio; John F. Meagher, KYSM-AM-FM Mankato, Minn.; J. Perry Sheftall, WJZM Clarksville, Tenn.; Gene Trace, WBBW Youngstown, Ohio; Charles C. Warren, WCMI Ashland, Ky.

FM STATIONS—Paul R. Bartlett, KFRE-KRFM (FM) Fresno, Calif.; Victor C. Diehm, WAZL-AM-FM Hazleton, Pa.; Everett Dillard, WASH (FM) Washington; Fred Fletcher, WRAL-AM-FM Raleigh, N. C.; Robert W. Ferguson, WTRF-FM Bellaire, Ohio; E. J. Gluck, WSOC-AM-FM Charlotte, N. C.; Simon Goldman, WJTN-AM-FM Jamestown, N. Y.; Robert B. Hanna Jr., WGY-WGFM (FM) Schenectady, N. Y.; Ted Leitzell, WRFM (FM) Chicago; Merrill Lindsay, WSOY-FM Decatur, Ill.; G. Richard Shafto, WIST-AM-FM Charlotte, N. C.; Calvin J. Smith, KFAC-AM-FM Los Angeles; Wallace E. Stone, WMIT (FM) Clingman's Peak, N. C.; Ben Strouse, WWDC-AM-FM Washington (incumbent); Edward A. Wheeler, WEAW (FM) Evanston, Ill.

Twelve nominees were named for directorships in more than one category. They have 10 days to decide in which one category they will run. Those in two or more groups are Messrs. Bartlett, Diehm, Fletcher, Gluck, Goldman, Hanna, Krueger, Meagher, Shafto, Smith, Smullin and Woodruff.



KING OF THE DISC JOCKEYS

IN ATLANTA, GA.

JON FARMER

Who is the most popular disc jockey in Atlanta?

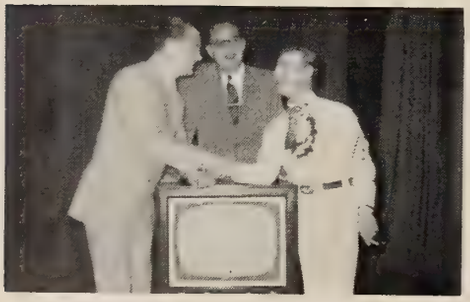
That was the question *Hank Snow*, the *Singing Ranger*, and the local distributor of RCA recordings wanted to know.

30,000 radio listeners supplied the answer by voting on 27 disc jockeys from 14 stations within a radius of 40 miles of Atlanta.

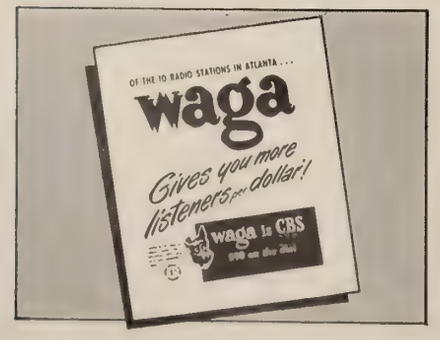
The winner and champion disc jockey—our own *Jon Farmer!*

Local and national advertisers alike are using Jon Farmer to boost their sales in Atlanta—the nation's 29th market in total retail sales.

Let us tell you how WAGA and Atlanta's most popular disc jockey can team together to build sales for you.



Jon Farmer receives 21-inch TV set from Hank Snow, Victor recording star, and Sam Wallace of the Yancey Company.



WRITE FOR THIS FOLDER which shows that of the 10 radio stations in Atlanta, WAGA gives you more listeners per radio dollar.



waga

CBS radio in Atlanta, Ga.

Represented nationally by the KATZ AGENCY, Inc.
TOM HARKER, National Sales Director, 488 Madison Ave., New York 22
BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

at deadline

KWTO Power Boost Set Aside; Other Actions

POWER BOOST from 1 kw to 5 kw at night for KWTO Springfield, Mo., was set aside by FCC Friday and scheduled for further hearing before Examiner J. D. Bond at date to be specified. Action was in accord with mandate of U. S. Court of Appeals for District of Columbia which ruled Commission erred in not heeding interference claims of KFDM Beaumont, Tex. KWTO is assigned 5 kw day, 1 kw night on 560 kc, directional. FCC made WIND Chicago, KLZ Denver and KFDM parties to hearing.

WSMB to Amend TV Bid

WSMB New Orleans, one of several properties involved in last week's Paramount decision by FCC (see story page 27), is amending its TV bid from Ch. 20 to Ch. 32. Ch. 32 newly available as result of finalizing of Commission order to substitute Ch. 69 for Ch. 39 at Bogalusa, La. FCC corrected sub-standard spacing.

Television Actions

FCC Broadcast Bureau late last week took following television actions:

WBRC-TV Birmingham, Ala., granted special temporary authorization for commercial operation, except for use of DuMont series 1000 and 2000 transmitter. Transmitter output 5 kw visual, 2.5 kw aural; to June 17.

KOLN-TV Lincoln, Neb., granted STA for commercial operation to Aug. 11.

WCCO-TV Minneapolis, Minn., granted STA for commercial operation, transmitter output 17.5 kw visual, 8.9 aural; to Aug. 4.

WTVJ (TV) Miami, Fla., granted extension of STA with facilities in current license except for 5 kw visual and 2.5 kw aural; to Aug. 1.

WKNB-TV New Britain, Conn., granted STA for commercial operation except RCA TTU-1B trans. 1 kw visual, 0.6 kw aural; from Feb. 6 to June 30.

WLVA-TV Lynchburg, Va., granted STA for commercial operation to July 17.

WCBS-TV New York, granted change to ERP 43 kw visual, 22 kw aural, antenna height above average terrain 1290 ft.

WGLV (TV) Easton, Pa., granted change to ERP 83 kw visual, 44 kw aural, antenna 1060 ft.

Three TV Applications

Late Friday, three new TV applications were filed with FCC. They are:

Sheboygan, Wis.—Television of Sheboygan Inc., uhf Ch. 59, ERP 20 kw visual, antenna 340 ft. above average terrain. Construction $175,000, operating $140,000, revenue $130,000. Owner of applicant is Press Publishing Co., owner of WHBL-AM-FM Sheboygan.

Fresno, Calif.—R. M. Schuler, L. E. Chenault, Bert Williamson, and L. H. Todd, uhf Ch. 47, ERP 103 kw visual, antenna, 2,314 ft. Construction $318,770, operating $300,000, revenue $375,000. Messrs. Schuler, Chenault and Williamson have interests in KYNO Fresno; Mr. Chenault also holds interest in KTVU (TV) Stockton, Calif.

Norfolk, Va.—Beachview Bcstg. Corp., vhf Ch. 10, ERP 316 visual, antenna 383 ft. Construction $642,825, operating $750,000, revenue $642,825. Principals include president and treasurer **Dudley Cooper** (50%),, Norfolk real estate; secretary **Irving M. Kipnes** (50%), account executive for ad agency Cohen & Miller, Washington, D. C.

WTVI (TV) on DuMont

WTVI (TV) Belleville, Ill., near St. Louis, signed as DuMont TV network affiliate replacing KSD-TV St. Louis in DuMont lineup, Elmore B. Lyford, network's station relations director, announced Friday. WTVI, owned by Signal Hill Telecasting Corp. and assigned uhf Ch. 54 with 220 kw ERP, is slated to start operations May 15.

COVERAGE REPORTS

WARD DORRELL of John Blair & Co. appointed chairman of Station Representatives Assn. committee to study and evaluate findings of Nielsen coverage studies and Standard Audience Measurement Services. Other committee members: Louis Moore, Robert Meeker Assoc.; Jones Scovern, Free & Peters; Daniel Denenholz, Katz Agency; Russ Walker, John E. Pearson Co.

New York Research Panel Becomes Battle Royal

WHAT was scheduled as panel discussion of broadcast audience rating services, with spokesmen for Hooper, Pulse, American Research Bureau and Nielsen explaining "why we do what we do," was turned into free-for-all, no-holds-barred battle royal by first speaker, C. E. Hooper, who devoted his allotted 20 minutes to pointing out shortcomings of other services. Meeting held Thursday night in New York by Radio Television Executives Society.

Mr. Hooper's bitterest attack was aimed at Pulse, whose roster-recall method he termed "unparalleled in inaccuracy" and "worse than worthless." He quoted Pulse ratings for four programs on WOAI-TV San Antonio, which, he declared, were never telecast. Sydney Roslow, director of Pulse, explained that its rosters are prepared from station logs, which sometimes are wrong, but he said that if Mr. Hooper could find so few errors in the thousands of station quarter-hours rated by Pulse each month, Pulse's overall record must be remarkably high.

Explaining their systems to society were: Dr. Roslow, house-to-house interviews; Mr. Hooper, telephone coincidental plus diaries; James Seiler, American Research Bureau, diaries; T. R. Shearer, A. C. Nielsen Co., Audimeters.

CAAB Praises Akerberg

ASSIGNMENT of Herbert V. Akerberg as full-time CBS-TV station relations vice president received plaudits of CBS-TV Affiliates Advisory Board Friday in resolution expressing its pleasure at Mr. Akerberg's appointment and commending "the CBS Television Division for thus making it possible for Mr. Akerberg to devote his full and unique abilities and energies to CBS Television station relations thereby assuring the sound growth of the network and its affiliates" (see story page 72).

CBS Joins ARF

CBS Television has joined Advertising Research Foundation, ARF reported Friday. Other new members: N. W. Ayer & Son, Grey Adv., Industrial Tape Corp., Meldrum & Fewsmith and Philip Morris & Co. CBS Radio has been ARF member for more than year, one of first to join after media were permitted to become members.

Buy 600 Feature Movies

MORE THAN 600 feature-length motion pictures purchased by WKRC-TV Cincinnati, U. A. Latham, general manager, announced Friday. Purchase price of films not disclosed.

PEOPLE

GEORGE ARKEDIS, Central Network sales manager, CBS-TV, to WBBM-TV Chicago as sales manager.

GEORGE KLAYEK, account executive, CBS-TV, N. Y., new Central Network sales manager effective today (Monday).

EDWIN J. SHERWOOD, TV promotion manager, Admiral Corp., Chicago, joins Kling Studios Inc., same city, as coordinator of TV production and sales. **FRED NILES** continues in overall charge of all TV-motion picture activities. Mr. Sherwood was associated with many Admiral TV programs and originated commercial policy of firm during political conventions.

CARL TILLMANNS, in charge of radio station sales and services for C. E. Hooper Inc., to Paul H. Raymer Co., N. Y., station representatives, as manager of sales research and promotion, succeeding **MARK FINLEY,** who has been appointed promotion and public relations manager for *Boston Post.*

LANN B. SMITH, senior art director of Hirshon-Garfield, N. Y., named vice president. He has been with agency 20 years.

Funeral services for **RAYMOND KNIGHT,** veteran radio and television writer-director-producer, were to be held Saturday at Walter B. Cooke funeral home, New York. Mr. Knight, said to have created more than 100 programs during his 25-year career, died Thursday in Columbus Hospital, N. Y., at 54.

Drive to Support Sports Events Planned

PROGRAM designed to encourage public support of sports events submitted to radio-TV set manufacturers by Dan D. Halpin, Allen B. DuMont Labs., chairman of Sports Promotion Subcommittee of Radio-Television Mfrs. Assn. Ten-point program advocates:

Boost attendance at televised sports in advertising material; display local team schedules in store windows; sell tickets for events; mention "see-the-game-in-person" on broadcasts; sell TV sets to sports celebrities and invite them to make personal appearances; avoid advertising which suggests patrons stay home to see games on TV; offer to cooperate with local sports officials; offer tickets to games in local newspaper contests; cooperate with dealer groups to encourage telecasting of sports events.

Basford Changes

BOARD of directors of G. M. Basford Co. announced three executive changes: Henry C. Silldorff, with agency since 1932 and president since 1947, becomes board chairman; Fred E. Adams, executive vice president who joined firm in 1942, becomes president, and Roger L. Wensley was named chairman of executive committee. G. M. Basford is one of leading industrial advertising agencies, handling more than 50 accounts.

SAG Near Agreement

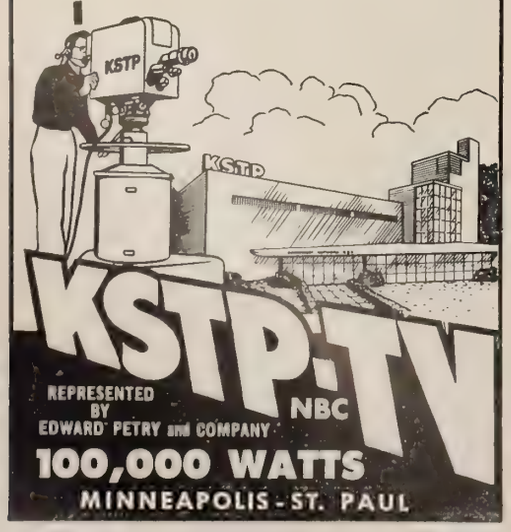
EARLY settlement of Screen Actors Guild strike against producers of TV filmed commercials indicated Friday as spokesman for producers acknowledged that basic agreement on "most issues" has been reached. Holding up final agreement, he said, was decision from advertising agencies on their attitude toward proposals. It was felt that settlement may be reached by end of this week.

IN THE
Upper Midwest...

KSTP-TV
Now
Reaches
Over a
Million
People
Regularly

With Its
New
100,000
Watts!

– N B C –



index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

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Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE

John P. Cosgrove, *Manager;* Sheila Byrne, Elwood M. Slee, *Subscription Manager;* Betty Jacobs, James Stober.

BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston.

BUSINESS: S. J. Paul, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Advertising Representative.*
Jane Pinkerton, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

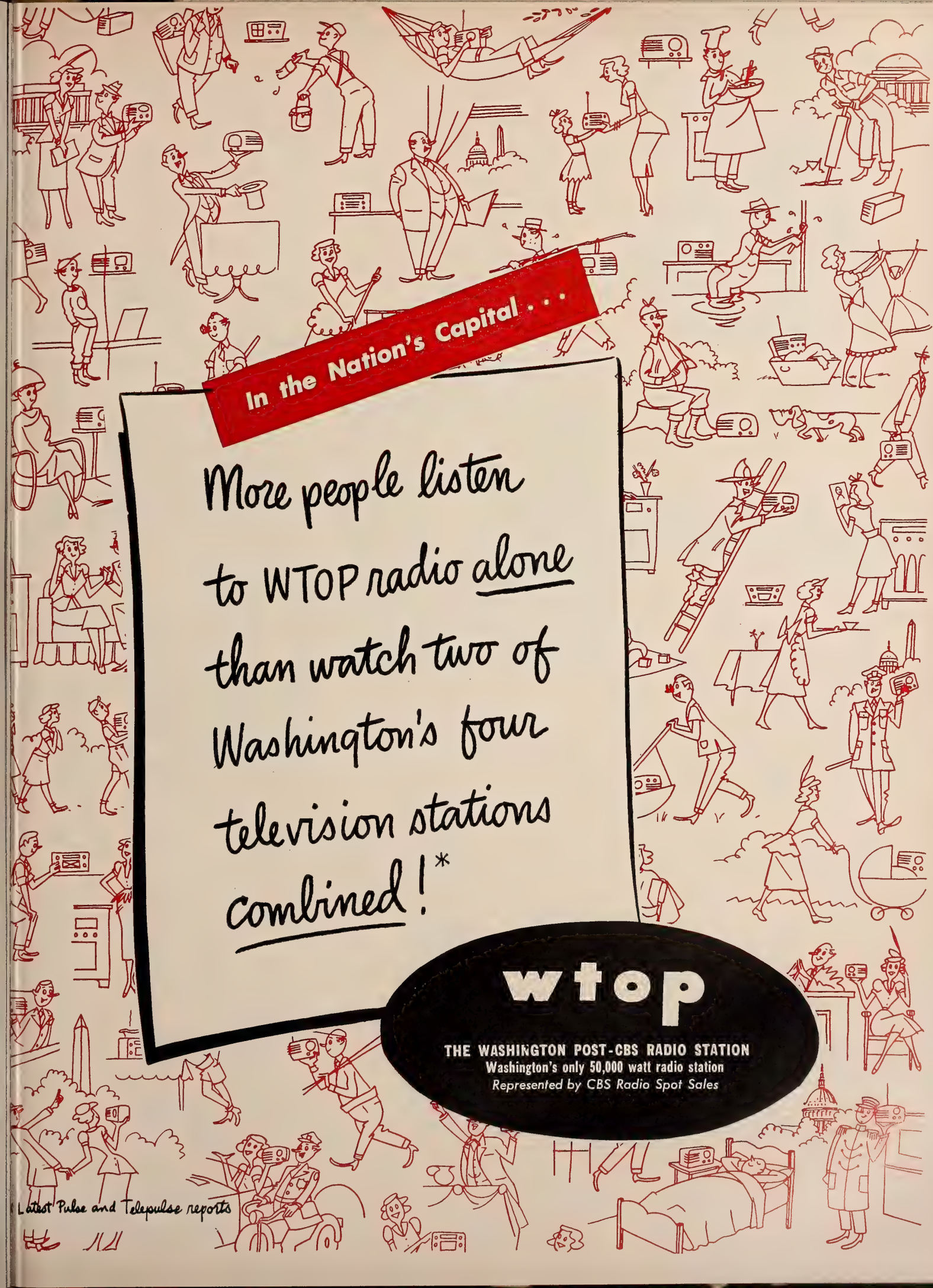
Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

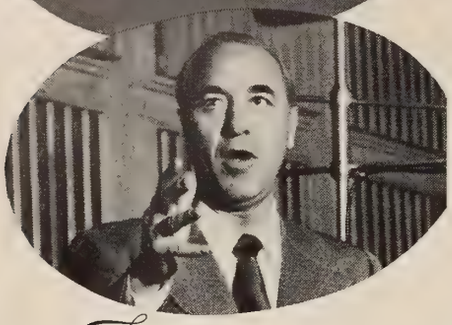
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.


In the Nation's Capital . . .
More people listen to WTOP radio alone than watch two of Washington's four television stations combined!*
wtop
THE WASHINGTON POST-CBS RADIO STATION
Washington's only 50,000 watt radio station
Represented by CBS Radio Spot Sales
*Latest Pulse and Telepulse reports

Station Sales hit a high note with...



The WAYNE KING Serenade

...on RCA

Thesaurus show*

Looking for increased sponsor sales? High ratings? Big mail response? Better look into this *Thesaurus* success story.

From all parts of the country we've been getting comments like these: "Volume of sales tripled" — WESA (Charleroi, Pa.). "Business increase of 11% traceable to show"—KSUM (Fairmont, Minn.). "Most successful program ever used" — WPAR (Parkersburg, W. Va.).

KRLD (Dallas, Tex.) leads 16 competing stations with a Pulse rating of 25%; WMT (Cedar Rapids, Iowa) reports a Hooper of 27.7; KUJ (Walla Walla, Wash.) a Nielsen of 43.6; KYSM (Mankato, Minn.) a Nielsen of 34.5...

There's lots more to this story: many other *Thesaurus* shows, too, have had similar outstanding sales success. Why not add your name to the growing list? Mail coupon today.

Thesaurus Success Story #1

recorded program services

TMKS ®

Radio Corporation of America, RCA Victor Division
New York, Chicago, Hollywood, Atlanta, Dallas

RCA Recorded Program Services, Dept. B-20
630 Fifth Avenue, New York 20, N. Y.

Rush me audition disc and complete information, including the amazingly low rate, for the Wayne King Serenade—one of more than 30 *Thesaurus* "Big-name shows for small-budget sponsors."

NAME ..... TITLE .....

STATION OR AGENCY .....

ADDRESS .....

.....

I'M THE LAW

Mon. 8-8:30 p.m. on DuMont's owned stations.
Producer: Jean Yarborough.
Director: George Archainbound.
Writers: David Victor, Jackson Gillis.
Cast: George Raft, Rochelle Hudson, others.

THOUGH there appeared to be no urgent need to expand the volume of crime programs on television, DuMont may be excused for entering this new one on the grounds of social service. In *I'm the Law* Rochelle Hudson has been given a job, and George Raft has been rehabilitated. As Lieutenant Kirby, Mr. Raft has turned to upholding the law rather than flouting it.

He is not finding the transformation easy. What little store of theatrical mannerisms he



GEORGE RAFT
A case of social service

was able to lay aside in his movie career is suited more to villain than to hero. Deprived here of the use of the gangster's smirk and the killer's threatening hiss, Mr. Raft is virtually without resources.

Whether Miss Hudson will bear up better than Mr. Raft in this series cannot be decided on the basis of the first show. Her role, in a lackluster script, was that of a girl sharpshooter, most of whose appearances on camera were associated with her work. It was not a challenging assignment, but she carried it out competently, flinching only occasionally when the pistol went off.

Neither Mr. Raft nor Miss Hudson is headed for new stardom in this one.

* * *

DING DONG SCHOOL

Mon.-Fri. 9-9:30 a.m. CST on NBC-TV
Sponsor: Scott Paper Co. (Thurs.); General Mills (Fri.) effective March 6.
Agencies: J. Walter Thompson Co. and Tatham-Laird Inc., respectively.
Producer & Director: Reinald Werrenrath Jr.
Supervision: Judith Waller.
Technical Director: John Natale.

WHILE the school bell is the traditional symbol of American education, one of NBC-TV's newest originations, *Ding Dong School*, defies the traditions of accepted TV children's programming patterns.

With the advent of partial sponsorship, this relatively unheralded program for pre-school children has had network executives thinking in terms of a valuable commercial property. Certainly the program has commanded an appreciable audience since it first went on the air in Chicago last October and went network less than two months ago.

It should be reported at the outset that *Ding Dong* won't ring any bells as a vehicle of entertainment.

But, in its quiet, unassuming way—and devoid of frills, elaborate settings and fancy camera tricks—the program serves a worthwhile educational purpose that is likely to endear it warmly to mothers everywhere.

The format is simple. Dr. Frances Horwich ("Miss Frances") sits in a studio and talks directly to the kiddies at home. On the morning of this review she showed off gifts made and sent in by the children for Valentine's Day, demonstrated a stop-light gadget, displayed scrapbooks of famous nursery characters (Humpty-Dumpty, Jack & Jill, Bo Peep) and otherwise entertained televiewing tots.

"Good morning—did you have breakfast—oh, you're just finishing breakfast," she asks in opening the program. Suzie, a doll, gets a ride in a swing ("Daddy ever swing you? . . .



FRANCES HORWICH
Ding Dong rings the bell

Oh, you're too big now—too heavy, you say"). Miss Frances shows a home-made traffic light ("This is green. . . . You can't tell here . . . but it's green when you're outside"). The last five minutes are devoted to mother, and the tempo of the show perks up to adult level.

All this seems quite easy for Miss Frances—for she is, in fact, a teacher and a leading authority on childhood and primary education.

Ding Dong Shool is far from imaginative or fast-moving, and its pace drags for an adult. But for its juvenile audience it does maintain as close an actor-viewer relationship as seems humanly possible.

* * *

STATE OF THE NATION

Sun., 4-4:30 p.m. on CBS-TV.
Host: Eric Sevareid.
Producer: Charles von Fremd.
Assistant Producer: Larry Warick.
Director: Charles Hill.
Cast: Mr. Sevareid, Secretary of Treasury George M. Humphrey and other Treasury Dept. officials.

THE AUDIENCE of *State of the Nation*, CBS-TV Sunday afternoon half-hour series, is really a visiting delegation, touring the headquarters

of our federal government under the expert guidance of Eric Sevareid, Washington correspondent for CBS-TV.

Each week Mr. Sevareid takes his party of eager sight-seers to call on a different government department, whose function, structure and mode of operation are presented through a combination of views of the department's activities and interviews with its key personnel, all filmed in advance of the Sunday telecast.

The Treasury Dept. was visited by the program on Feb. 8. The cameras started with a long shot of the Treasury Building in Washington, then worked into the office of the new Secretary, George M. Humphrey, who called upon each of top assistants to explain the duties and operations of his particular division of Treasury activities. As this department's activities include such farflung functions as those of the Secret Service and Coast Guard, minting our coins and engraving our paper money, controlling narcotics and collecting taxes, the video visitors were led rapidly from section to section without lingering very long at any one. This technique certainly insures the program against becoming boring, but there were several times that this reviewer wished it would slow up and explain things a bit more fully.



ERIC SEVAREID
Guided tours weekly

High spot of the Treasury tour came near the end, when Secretary Humphrey outlined his objectives for establishing a proper financial climate for the nation. He called first for "sound and stable dollars," for not spending "more than we earn" and for "paying a little on our debts from time to time" and doing other things "to keep our credit good." After this, he said, we can "slowly but surely reduce our tax burden."

Finally, the Secretary declared, the Treasury will strive to preserve for the young the great American opportunity "to advance and improve themselves through their own hard work and endeavors."

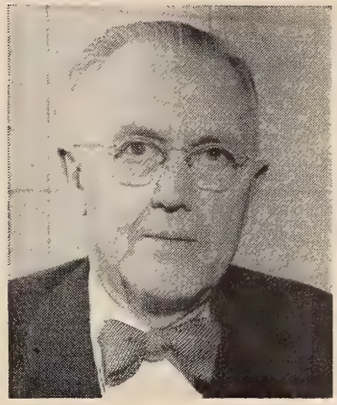
Produced by the CBS-TV Department of Public Affairs, *State of the Nation* is frankly an educational, public service type of telecast which makes every effort to be interesting and informative and none at all to be entertaining. High school and college students should find it an excellent auxiliary to their tests in political science and their parents could also profit from viewing these well-produced video visits to those who manage our nation's affairs.

But for one whose classroom years are far behind, the pace of the Treasury episode of *State of the Nation* was somewhat breathtaking. A little less information, delivered a little more slowly, would have been more comfortably received and more surely retained.

Mr. Adam Reinemund

Buchanan-Thomas Adv. Co.

Omaha, Neb.



Dere Adam:

It seems like I keep a Tidy House around this here place but its sure a job with all th' comin' and goin' thet our people are doin'. Our generul managir is prezident of th' Charleston Symphony, our pgm. dir. is prez of th' Kanawha Players, and our Public Affairs dir. is prez. of th' Open Forum. We even got a guy who is prez. of his church choir. Thet just goes to show how bizy our people are in th' woik of this here community. Evrybody expects big things of us I guess because we got 5,000 on 580 and most evrybody knows WCHS can git things done. Th' boss sez we got more W. Va. listenurs then any othur stashun which seems to prove thet sich work rilly pays dividends. Well, I gotta go now and Shina-Dish up in th' lunchroom on th' third floor.

Yrs., for Tidy House,



algy.

CBS
5,000 watts
580 KC
WCHS
Charleston, W. Va.
Represented by The Branham Company

American Broadcasting And United Merge

ABC AMERICAN BROADCASTING COMPANY

Company

Paramount Theatres

The BIG Radio-TV news story... and what it means to you

The most important news in the television and radio industry in years has been announced. The long-planned union of ABC and United Paramount Theatres has been approved by the Federal Communications Commission, and the two organizations are now one company.

The event is of far more significance than any statistics of the corporate merger. The new company will be impressively stronger and more flexible, and possess a greater potential for growth.

The combination is a "natural" if ever there was one. United Paramount's great history of showmanship and superb experience discovering and developing new talent will now be available to the American Broadcasting Company.

But the really great thing about the news is the tremendous promise the merger holds for the radio and television audience.

New programs will be developed. New stars will be attracted. New techniques will be introduced. New facilities will be developed. Not tomorrow, of course. Not next week, or next month. But ABC intends to be a leader in radio and television, and it intends to grow like an oak, not a mushroom.

The future began yesterday. So keep your eyes and ears on the *new* ABC.



A DIVISION OF AMERICAN BROADCASTING—PARAMOUNT THEATRES, INC.

FLASH!

WAVE-TV

OFFERS HOME-COOKING PROGRAM!

A few topnotch spot participations are now available on "FLAVOR TO TASTE"—WAVE-TV's tremendously popular home-cooking TV program!

FORMAT: Now in its fourth year, "FLAVOR TO TASTE" is telecast from WAVE-TV's modern, well-equipped kitchen. Conducted by charming Shirley Marshall with how-to-do-it emphasis on simple recipes, and attractive, economical menus.

SHIRLEY MARSHALL: Personable, pleasant — Louisville's top "cooking expert". College degree in home economics, and a well-known instructor on the subject.

AUDIENCE: Big, loyal, enthusiastic. A single mention of one day's menu drew 456 requests!

TIME: 12 noon to 12:30, Monday, Wednesday, Thursday and Friday — a mouth-watering time slot!

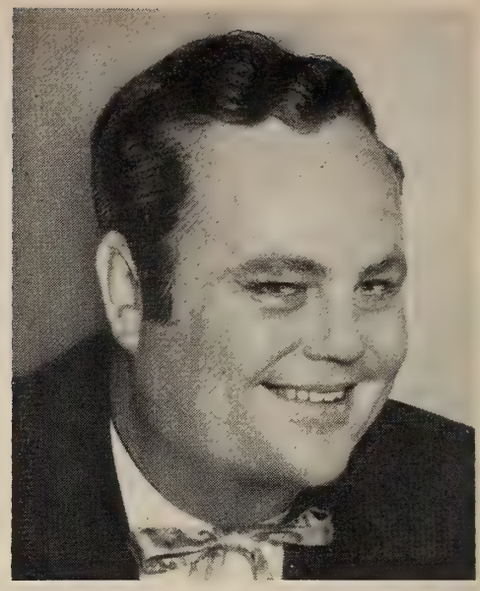
CHECK WITH: F & P!

WAVE-TV
FIRST IN KENTUCKY
Channel 5

NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY
FREE & PETERS, Inc.
Exclusive National Representatives

our respects

to E. D. RIVERS JR.



IN A SHORT six years, E. D. (Dee) Rivers Jr. has enlarged his broadcast interests from a single 10 kw operation to four southern stations. He believes his personal philosophy has been translated successfully into his radio enterprises, filling a long-standing need for the Negro, farm element and the church to have "an unlimited voice in progressive southern radio."

Mr. Rivers goes beyond the three Rs to add three of his own, "Race, Rural and Religion," which have been a part of his convictions since childhood. Long a believer in more opportunity for the Negro and the underprivileged, regardless of color or religion, Mr. Rivers has premised his commercial broadcast operations on his three Rs.

Educated to a social consciousness at an early age, Eurith Dickinson Rivers Jr. was born at Mineral Springs, Ark., May 12, 1915. Son of a former Georgia governor, he has lived in the southern part of Georgia nearly all his life.

When a high school student, young Mr. Rivers decided on law as the means for him to carry out some of his ideas for personal and civic betterment, and enrolled in night law school. He was admitted to the bar when 16, a feat in any state, and particularly unusual in Georgia.

In 1937, after he was appointed attorney for the state welfare board, he helped institute Georgia's first social security legislation. For two years, as chairman of the state industrial board on which he served in a judicial capacity, he offered unlimited legal service to Negroes without charge. Spending much of his own time in back woods visits to impoverished families, he would often rescue, with legal advice, persons who literally had sold their pots and pans to pay the rent.

Action in Public Service

Interested in all kinds of public service, he was active in Woodmen of the World, the Masonic Order, Shriners, Baptist Church and Elks. Shortly before taking on his first broadcast assignment, Mr. Rivers served in a liaison capacity on the state building program between state and federal governments. One of the major projects was getting federal aid for a state hospital open to patients of any race.

His radio career began in 1940 as an announcer-engineer at WGOV Valdosta, Ga., the station he now owns. Working during wartime manpower shortages, he handled a 12-hour shift, 7 a.m.-7 p.m., for 16 months.

Later he enlisted in the Navy. As a first class seaman, he was termed a "legal eagle" by his colleagues, who sought his advice on legal and insurance matters. As assistant to the district legal officer, he at one time recovered more than $80,000 in excess rental charges through the Office of Price Administration and federal courts for his buddies.

In 1946 he returned to WGOV, decided he liked the management side and a year later put WEAS Decatur on the air. It started as a 10 kw daytimer, and a 50 kw power increase application now is pending. Since then he has acquired three other broadcast properties—WGOV-AM-FM, WJIV Savannah, and KWEN West Memphis, Ark.—all of which have applied for TV channels. Mr. Rivers' father owns WLBS Birmingham, Ala., WOBS Jacksonville, Fla., WMIE Miami, Fla., and has a minority interest in WGAA Cedartown, Ga.

Initial Station Success

WEAS, his initial station success, was one of the first in the South to attempt "all-out" aid to the Negro. In Mr. Rivers' blueprint for his radio and television future, "hitherto neglected segments of our listeners must be satisfied in a fair, unprejudiced and non-segregated manner".

His program schedules follow his three-R philosophy, and among the firsts claimed by Mr. Rivers are an all-Negro college football game broadcast, an all-Negro baseball game, and a concentrated program aimed at combatting Negro juvenile delinquency. In recognition of a decline in crime among Negroes of the area, he was cited by Negro civic and educational leaders of Atlanta-Decatur in 1948. He is one of the first station owners to employ full-time Negro marketing and public relations specialists.

Married to the former Marie Bie, Mr. Rivers lives with his family in Atlanta. Two daughters are Jan, 18, and Dee, 12. His hobbies, apart from family and station operation, are hunting, fishing and supervision of STARS (Southern Television and Radio Sales Inc.), a representative firm handling regional and national business for more than 100 southern stations.

As for the future, "It is my desire to give, not an imaginary, but a real public service to those people who need radio the most and who feel they are somewhat neglected," Mr. Rivers says. "I also want to help raise the educational and economic conditions, as well as the general moral uplifting of all people, regardless of race, creed or color."



All Right...
Let's Talk TV "Ratings"

ADVERTISEMENTS about TV shows aimed at women buyers usually talk audience loyalty, ability to sell, knowledge of the viewers —and skip over the part about how many people are looking.

All right, let's talk "ratings":

Current ARB survey for WPTZ's "Let Skinner Do It" shows a high of 11.0. In terms of viewers that means 195,000 people watching at a given time. In terms of money it's 69c for every thousand viewers watching . . . 14 viewers for every penny spent!

Now let's talk "ability to sell":

A short while ago one of the nation's largest manufacturers of a kitchen cleanser ran a test here in Philadelphia. He used the best known women's shows on three radio stations and two television stations, including "Let Skinner Do It." Each show used one announcement, and one only, asking the viewers to send in a box top for a premium.

"Let Skinner Do It" *pulled more returns than all other Philadelphia shows—radio and television put together!*

Whether it's a vacuum cleaner or a cake mix, a tissue or a tangerine, if it's bought mainly by women, "Let Skinner Do It" can sell it for you in Philadelphia.

For the full story on this great program, give us a call here at WPTZ, or see your nearest NBC Spot Sales representative.

WPTZ

NBC-TV AFFILIATE

1600 Architects Building, Phila. 3, Pa.
Phone LOcust 4-5500 or NBC Spot Sales



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

In the
QUAD-CITIES
are nearly
¼ MILLION PEOPLE
+
If your schedule covers the 100 leading markets by Population—the Quad-Cities is 82nd on your list — and WHBF radio is the media.



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

OPEN MIKE

Rust Removing

EDITOR:

. . . . My hands are red from clapping, and my throat raw from shouting "Bravo" to the story, "Removing the Rust from Radio Programming," by Elmo Ellis [B•T Feb. 2]. To my mind, this is one of the best stories on programming I've had the pleasure of reading in many a day. My bouquet to that man for daring to be different, and to his superiors for backing him.

From my experience, too many managers make too many program directors flunkies, doing copy, special events, odd shows on the air, and too few managers get behind too few program directors, and allow too few changes, which would "make" so many radio stations big again. . . .

Jack D. Funk
Program Director
WSMI Litchfield, Ill.

Fortune's Fumble

EDITOR:

February *Fortune Magazine* has an article on government subsidized direct mail advertising.

Included among the many glib comments and statements of alleged facts is this . . . "Newspapers deliver audiences at only a few cents per thousand; radio at about $1.50."

What do they smoke to be able to conjure up dreams like that?

Robert W. Ferguson
Executive Vice President
WTRF-AM-FM Bellaire, Ohio

Which Came First

EDITOR:

WCHS is a fine radio station and no doubt has been "first" in a number of instances, BUT, the broadcasting of naturalization proceedings in the U. S. Court [B•T, Jan. 26] was first done in West Virginia by WHIS, last June—just ask the Hon. Ben Moore, Justice U. S. Court. To top it off, we sent a recording to each of the successful applicants.

P. T. Flanagan, Manager
WHIS Bluefield, W. Va.

Yearbook

EDITOR:

W. J. Scripps Assocs. do not give legal service for clients. Legal help was listed as a service supplied in your BROADCASTING YEARBOOK page 485 . . .

L. W. Minge
W. J. Scripps Assocs.
Birmingham, Mich.

Declaration of Independence

EDITOR:

In the Jan. 26 issue of BROADCASTING • TELECASTING, my attention was called to the J. Walter Thompson Co. TV set count article. The report says: ". . . Since most television stations have an effective coverage radius of 60 miles or greater from the transmitter, the television advertiser is able to reach far beyond the transmitting markets." Reference is then made to a market like Bridgeport, pointing out the high ratio of television households despite the absence of transmitters.

This is particularly interesting in the light of the fact that a recent study into the quality of standards of reception of out-of-town television channels in the Bridgeport area points up a fundamental premise. Because of the weak

Most local advertisers use Kite because most local people listen to Kite!

★ Kite carries more local programs than any other station in the market (radio OR TV) for department stores, for appliance dealers, for automotive, and for food accounts!

NON-DIRECTIONAL
NON-NETWORK
NON-SOAP OPERA
NON-DOUBLE SPOT
KITE
A KILOWATT
IN SAN ANTONIO
just old fashioned radio: the kind people believe in
rep. John E. Pearson



it's **best** to be in the....
MIDDLE
...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.
JACKSON, MISSISSIPPI



Weed and Company, National Representatives

television signal received in this area from even the major broadcasters, Bridgeport cannot be considered an adjunct of New York, and for television should be defined as a non-contiguous, distinct, and independent market.

Jay Hoffer
Sales Promotional Director
WICC-AM-TV Bridgeport, Conn.

Operator Rules

EDITOR:

Headline; Feb. 2 issue B•T, page 58, "NARTB CONVENTION: 'GOLD RUSH'." The article goes on to herald the Los Angeles confab. For comparison we find a story on page 54 of the same issue of B•T heralding the FCC decision to relax operator license rules and condoning transmitter remote operation. While the NARTB goes on a "Gold Rush" there will be hundreds of licensed operators going to the poor house. We, who are about to perish economically, salute the NARTB, FCC conspiracy in recognition of all the years of service and development in the broadcasting field, individually and collectively. . . .

Willard M. Davis
Pasadena, Calif.

EDITOR:

The super logic displayed by the FCC in the operator decision should revolutionize all concepts of science and technology. Surely such fields as medicine and aviation are sufficiently advanced so that hospital janitors are qualified to write prescriptions and perform surgery, and airline ticket clerks to fly DC 6's. . . .

Lewis C. Sherlock
Denver, Colo.

S. for Shelly

EDITOR:

I am much obliged to you for your reference in the Feb. 2 issue to my recent assignment to the job of eastern radio manager for NBC Spot Sales. The handsome photo of George M. Dietrich of ABC which accompanied it, however, must certainly have startled George and confused many of our mutual acquaintances.

Although it is not likely to win you any awards, the publication in your next issue of the enclosed photo might clear up the uncer-



tainty among your readers as to which George Dietrich works for NBC. It is George S. (for Shelly) Dietrich.

George Shelly Dietrich
Eastern Radio Manager
NBC Spot Sales
New York

Chalk up another FIRST for FLINT

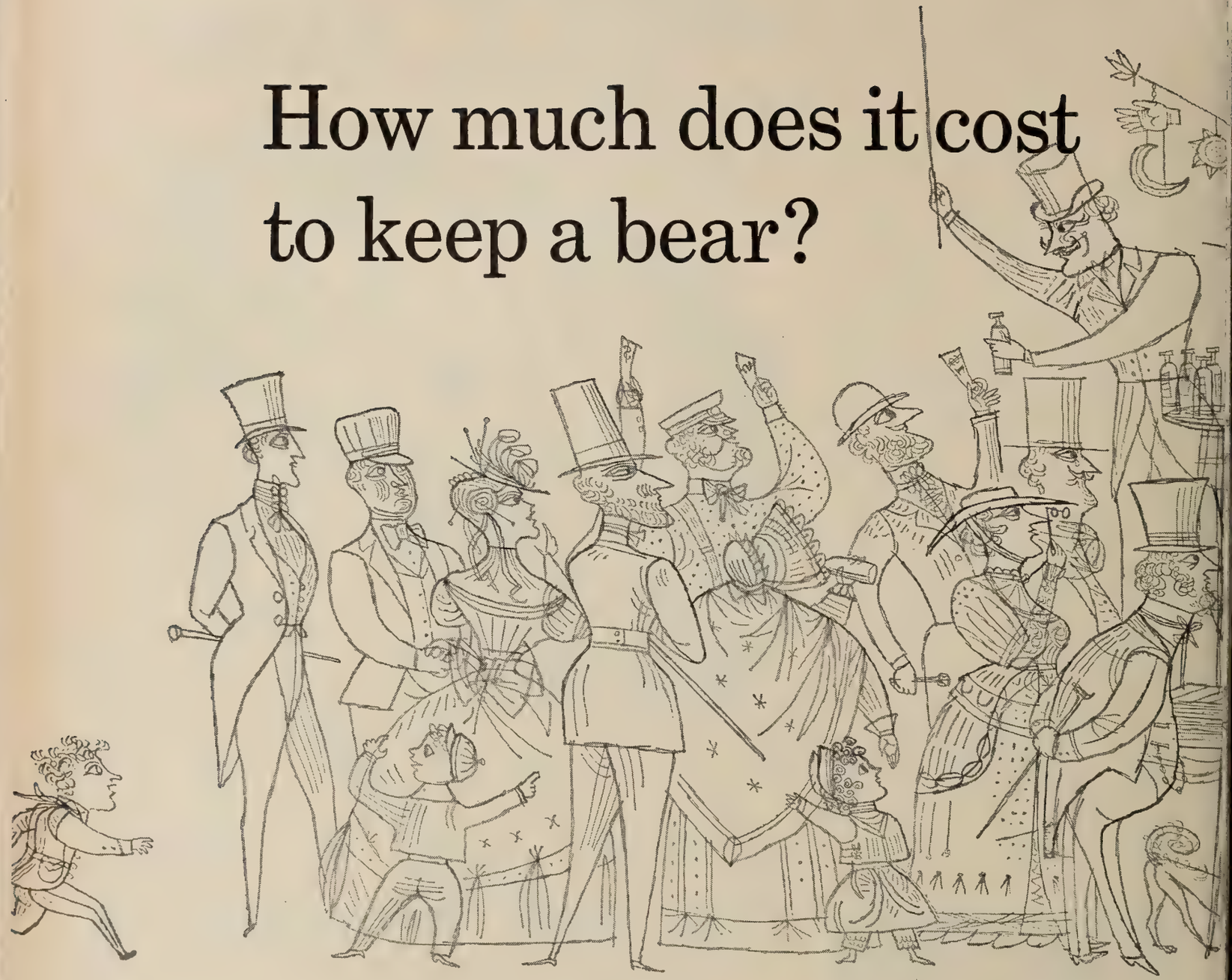


NBC — America's "First Network" is moving to WFDF—Flint's First Station, on March 15th. This great combination—in the world's largest General Motors' Plant City, Flint, Michigan can mean another "First" for YOU—FIRST IN SALES. Sell your product over WFDF, NBC in Flint!

WFDF 910 KILOCYCLES FLINT, MICHIGAN

REPRESENTED BY THE KATZ AGENCY

How much does it cost to keep a bear?



IF he draws a big enough crowd, a bear can earn every last berry you feed him. And the trick with a bear—or with any kind of entertainment, in person, in print, or on the air—is always the same: *to find a balance between how much an attraction costs and how much it attracts.* A way that is gaining new conviction among America's leading advertisers is network radio. For it continues to draw more people at less cost, prospect for prospect, than any other medium. It permits a rounded advertising program, with



frequency that keeps impressions fresh. And it leaves ample funds for merchandising and dealer promotion. In radio, the costs of attractions, for the numbers they attract, are lowest on CBS Radio. It has more of the traffic-building top shows than all other networks combined... and its sponsors invest 24 to 178 per cent more than on the other networks. So draw the crowds on CBS Radio—where entertainment is like a bear that performs on a birdlike appetite.

CBS RADIO NETWORK

Where America Listens Most

multiply by nine . . . .

The city of Charlotte is only 1/9th of the Charlotte Market . . . . Close-ringed by nine satellite cities, Charlotte is the hub of an integrated industrial area . . . . Over 1,000,000 people live within a 60-mile radius of the "Capitol of the Carolinas." That's why — for example — Charlotte, 71st in the nation in city population, is 38th in wholesale sales . . . . For coverage to match the market, you must buy the Jefferson Standard stations, WBT and WBTV.



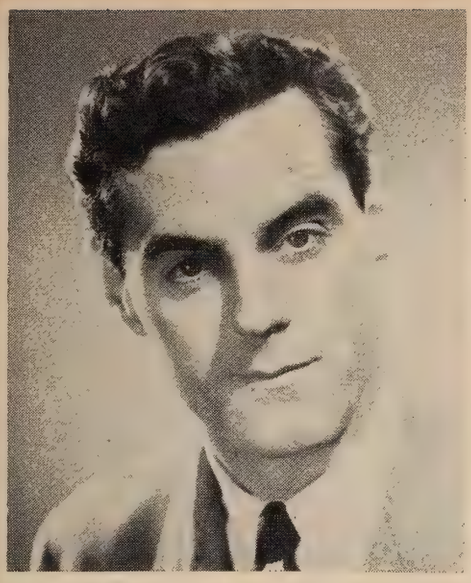


The CHARLOTTE *Market*

UNIFIED BY WBT AND WBTV

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Spot Sales



on all accounts

ARTHUR DURAM, director of radio and television, Fuller & Smith & Ross, New York, is a man whose past is exceeded only by the promise of his future. A gentleman and an actor, Mr. Duram also has been variously a sportscaster, a salesman, a promotion expert and a market research analyst. "And through it all," a colleague observed, "Art has never flubbed a job or lost a friend."

Acknowledgedly one of the most respected men in the field, Mr. Duram began his career in 1933—just out of the U. of Illinois—as a sports announcer for a station, then called WCBS in Springfield, Ill. Two years later he moved to Des Moines and WOC Davenport in a similar post.

After three years in Davenport he returned to his home town, Chicago, to work in radio daytime serials as an actor. In the summer of the year of his return, he went East to join a summer theatre and remained on the seaboard, forsaking acting in 1940 to join the sales staff of WHN New York. There he remained until 1942, when he enlisted in the Army Air Force.

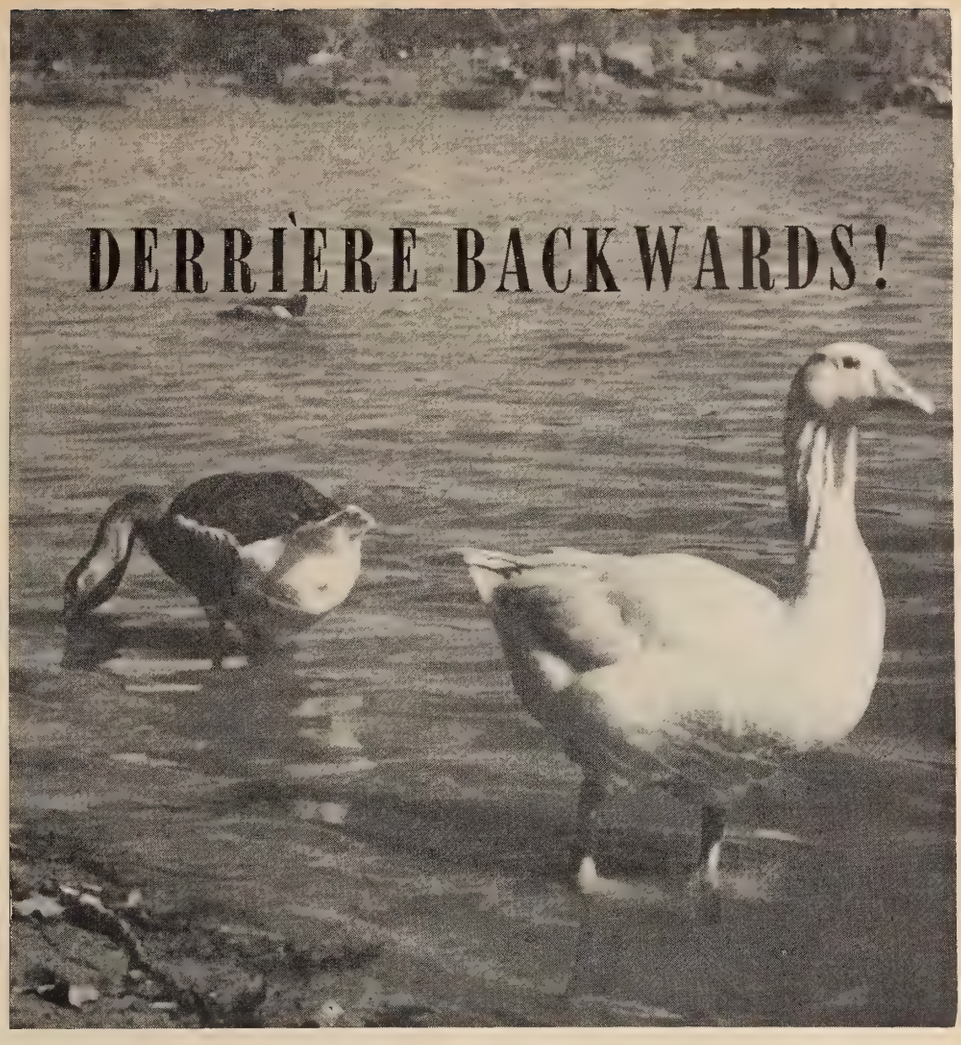
He was stationed in the European Theatre and served there with the Air Corps for three and a half years. Discharged as a major in 1946, he returned to New York and the O'Brien & Dorrance organization, where he wrote copy.

One year later, in 1947, he returned to Chicago, this time to WBBM, the CBS outlet, as midwest promotion manager for the network. He came East to New York again several months later to function as market research director and assistant to the network sales manager.

In January 1952, Fuller & Smith & Ross, previously an industrial agency, decided to press vigorously its general advertising and asked Mr. Duram to develop its radio and TV department with himself at the head.

Today, in that capacity, Mr. Duram administers for the agency such shows as Westinghouse's *Freedom Rings* (CBS-TV), Owens-Corning Fiber Glass *Arthur Godfrey Show* simulcast (CBS Radio and TV), Tuesdays and Thursdays (10:15-30 a.m. EST), and Alcoa's *See It Now* (CBS-TV).

Mr. Duram is married to the former Marjorie Barnett. They have one son, Michael, 5. The Durams live in their own home in Chappaqua, N. Y. Mr. Duram's hobbies are golf and tennis.



Gertrude the goose knows that it pays to put up a good front when posing for a picture. Who knows? Some talent scout may spot this photo and give her the lead in "Mother Goose" or "The Goose That Laid the Golden Egg"—that's why Gertrude is giving out with the old Barrymore! Gladys, left background, is doing a poor job of selling herself. She's backing into this ad—going about her publicity and advertising "derrière backwards."

Some time-buyers and advertisers are like Gladys—backing into the Oklahoma City market by buying on the lightweight peanut-whistle stations. You can't sell your product by turning your back on the prospects!

Don't be a Gladys . . . don't come into this market "derrière backwards;" like Gertrude, put up your best front in Oklahoma City. Buy KOMA, the only 50kw CBS outlet in the state . . . the merchandising-minded station, serving you from a new quarter-million dollar studio.

KOMA Avery-Knodel, INC.
RADIO STATION REPRESENTATIVES
50,000 WATTS • CBS RADIO STATION OKLAHOMA CITY
AFFILIATED WITH KTUL, TULSA
J. J. BERNARD, Vice President and General Manager

Leading Jobbers

in Louisiana, Arkansas, Texas

Praise KWKH



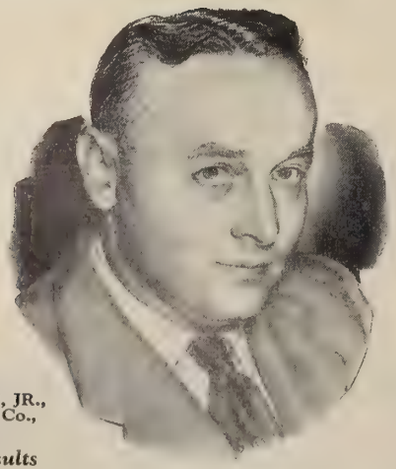
E. G. JOHNSON, President, DeSoto Wholesale Grocery Co., Shreveport, SAYS:

"We like KWKH— it gets results"



GRAY McCRAW, President, McCraw Distributing Co., Shreveport, SAYS:

"The agency knew, when they picked KWKH"



MASON JACKSON, JR., The Mason Jackson Co., Shreveport, SAYS:

"Outstanding results with KWKH"

If you want the *truth* about the impact a radio station has in its area—the *truth* about its effect on its listeners' living and buying habits—ask the progressive jobbers, distributors and wholesalers in that station's area.

Many of these businessmen may know very little about BMB figures, half-millivolt contours, hours per day spent with various media, etc. But oh!, what they know about the *sales* a station can produce!

That's why we're proud that most of the leading jobbers in Shreveport praise KWKH—recommend it to their sources—use it, themselves, when they spend their own advertising dollars. May we send you all the facts?

KWKH

A Shreveport Times Station

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

50,000 Watts • CBS Radio

BROADCASTING TELECASTING

February 16, 1953 Vol. 44, No. 7

AMBITIOUS ABC PLANNING INITIATED UNDER NEW MERGED OWNERSHIP

A revitalized ABC, fired with new strength from its merger with United Paramount, already is firming up its plans that will drastically affect the network field as well as other phases of the broadcast industry. It won't necessarily be a quick transformation, but ABC has definitely stated its intention to be a leader in the field . . . growing "like an oak."

PLANS for transfusing United Paramount's lusty millions into the run-down body of ABC were set in motion last week immediately upon receipt of the long-awaited signal from FCC (also see stories following).

Goal and purpose of officials of both companies was to raise ABC to the competitive stature, alongside the other networks, which FCC said would be the result when it handed down its multi-sided final decision approving the $25 million merger of ABC and United Paramount Theatres last Monday.

More and bigger affiliates, new talent, new programs—these were immediate objectives of the new company, American Broadcasting-Paramount Theatres Inc., in its efforts not only to make the ABC "home broadcasting" division competitive, but, if possible, to build it into the paramount network organization.

It would take a while. This was the theme of official pronouncements. For competitive reasons, executives said, blueprints could not be made public until details were set. But they promised developments would begin materializing with regularity, starting shortly.

Special Meeting Feb. 26-27

First real details of the battle plan are expected to be disclosed to members of the ABC Stations Advisory Committees at a special meeting called for Feb. 26-27 in New York. Officials of AB-PT and its ABC division, who talked with affiliates via closed circuit on Thursday, will meet with the TV Stations Advisory Committee on Feb. 26 and with Radio Stations Advisory Committeemen on the following day.

In broad outline, first consideration is two-pronged—lining up of stations and clearing of time, a dual problem which concededly would need the assistance of programs that could compete more solidly with those of other networks.

In one attack on this problem Leonard H. Goldenson, who headed United Paramount Theatres and becomes president of AB-PT, and Robert E. Kintner, who continues as president of ABC in its new status as an AB-PT division, plan a talent-hunt trip to the West Coast within about a month.

The search for new talent and new programs also will have the continuing aid of Robert M. Weitman, a veteran showman and star "discoverer" and a UPT vice president, who becomes ABC vice president in charge of programming and talent.

There has been speculation that with the estimated $25-to-$31 million resources available from UPT, ABC in its drive to line up new TV affiliates might offer additional compensation features as special inducements and possibly touch off an "affiliation war" among networks in the style of the CBS-NBC talent raids of a few years ago.

ABC officials gave no hint of plans of this nature, but did make it clear that they are out to build a network on a parity with its rivals in all respects, radio and television, and were working toward a stronger station lineup than before the merger. Aside from programming, sales, and general development plans, they expect the fact that the merger is now a reality will itself make stations more interested.

Spokesmen said they already—even before the merger was approved—had discerned a trend among new TV stations to sign with ABC. They expect it to continue, but, as one official pointed out, progress in that direction will be somewhat beyond ABC's control in one respect —that is, it will depend in part upon the rate at which FCC licenses new stations.

Additionally, in most of the major markets where ABC affiliations are especially desired by the network, there are more applicants than channels, meaning drawn-out hearings and unpredictable delays. ABC now has an 81-station TV network and 355 radio affiliates.

To improve its TV facilities, ABC plans to spend $2.5 million to boost its five owned stations to maximum power. Timetable calls for completion of this project by about 1954.

Goldenson's Goals

AB-PT President Goldenson listed the goals as "more entertaining, interesting and informative programs," but quickly added that "it will, of course, take time." ABC President Kintner, while describing the merger as affording ABC "the potential of more rapid and greater growth in the home broadcasting field," also cautioned that "to achieve our high goals we must proceed slowly in order to build soundly and in a business-like manner" (for texts of these and other statements, see stories following).

In the same tone, ABC said in newspaper and trade advertisements immediately following the merger that "new programs will be developed. New stars will be attracted. New techniques will be introduced. New facilities will be developed. Not tomorrow, of course. Not next week, or next month. But ABC intends to be a leader in radio and television, and it in-



THE TWO chief executives of the new AB-PT have experience in working together. Edward J. Noble (r), chairman of the finance committee of AB-PT, has served as general chairman of the 1953 Greater New York campaign of the National Foundation for Infantile Paralysis, and Leonard Goldenson (l), president of AB-PT, has been chairman of the New York motion picture industry's part of the March of Dimes. Here Mr. Goldenson presents a check for $49,328.67 which his committee raised to help fight polio.

CHRONOLOGY

Merger Proceedings

May 24, 1951—Plans for merger of corporations announced jointly by Edward J. Noble, ABC Chairman, and Leonard H. Goldenson, UPT President.

May 28, 1951—ABC Board of Directors approves plan for merger.

June 6, 1951—UPT Board of Directors approves plan for merger.

July 27, 1951—Stockholders of both corporations at separate meetings approve plan for merger.

Jan. 15, 1952—FCC opens hearings in Washington on plan for merger.

Nov. 13, 1952—Examiner Leo Resnick of FCC recommends approval of merger.

Jan. 5,1953—FCC holds one day oral arguments in Washington between all parties concerned.

Feb. 9, 1953—FCC approves merger of American Broadcasting - Paramount Theatres Inc.

tends to grow like an oak, not a mushroom. The future began yesterday. So keep your eyes and ears on the *New* ABC."

Mr. Kintner spelled out the aims "in general" as being "to develop new programming and new techniques for both radio and television . . . important programming development in all areas—entertainment, drama, education, news, and variety . . . . [with special attention to] certain program fields where we consider ABC under-developed, namely, situation comedy, general comedy, and dramatic presentations."

Officials also forecast a gradual buildup in the number of hours programmed for the TV network. Some increases were being made before the merger. Program schedules show that about a month ago ABC-TV was programming approximately 27½ hours a week for the network. Since then it has signed, for example, an additional 90 minutes on Tuesday nights (fights, 9-10:30 p.m.).

Among agencies it was felt the TV network in particular could make two specific moves, fairly early in the growth period, to increase its desirability to advertisers: (1) strengthen Friday-night programming around the *Ozzie & Harriet Show*, and (2) build a strong program block around the *Lone Ranger* on Thursday evenings.

While the merger approval set off plans for expansion and development in many areas, the change in ownership is not expected to affect the arrangements instituted a few months ago with Edward Petry Co., John Blair & Co., and Blair-TV for representation of the ABC-owned radio and TV stations in the spot sales field, a spokesman reported.

First Board Meeting

Little more than 24 hours after the merger approval was announced, the new AB-PT board held its first meeting—largely devoted, it was said, to "paper work" relating to the incorporation, with some changes in titles of officers.

Principal UPT additions to the roster of ABC officers are Robert H. O'Brien, who was UPT secretary-treasurer and becomes executive vice president of the broadcasting division; Mr. Weitman, new ABC vice president in charge of programming and talent; Earl J. Hudson, president of UPT's United Detroit Theatres Corp., who becomes vice president in charge of ABC's West Coast Div.; and John Mitchell, manager of WBKB (TV) Chicago under ownership of Balaban & Katz, another UPT subsidiary, who becomes manager of what was formerly ABC's WENR-TV Chicago, which has now switched its call letters to WBKB.

Mr. Mitchell, it was understood, is slated for election to a vice presidency of ABC in addition to his post as manager of WBKB.

With Mr. Hudson's installation as vice president in charge of the ABC western division, William Phillipson, who has been in charge there, will return to network headquarters in New York as an assistant to President Kintner. Ernest Lee Jahncke Jr. continues as ABC vice president and assistant to Mr. Kintner.

Four officers of ABC also are officers of the parent corporations: Mr. O'Brien is financial vice president and secretary of AB-PT; while Mr. Kintner, Mr. Weitman, and Robert H. Hinckley, vice president in charge of the Washington office of ABC, are AB-PT vice presidents (for complete organization charts of AB-PT and ABC Div., see opposite page).

It was made clear that Edward J. Noble, board chairman of ABC as well as owner of some 57% of its stock before the merger, who also is the largest single stockholder of AB-PT (almost 10% of common, 55% of preferred) will be active in the affairs of both the new parent corporation and the broadcasting division. He is chairman of the finance committee of AB-PT.

The board of AB-PT consists of 13 members who formerly sat on the board of UPT, and from ABC's board. They are:

From UPT—H. N. Balaban, A. H. Blank and Robert B. Wilby, heads of UPT theatre operating subsidiaries; John A. Coleman, member of New York Stock Exchange firm of Adler, Coleman & Co.; Charles T. Fisher Jr., president of National Bank of Detroit; E. Chester Gersten, president, Public National Bank & Trust Co. of New York; Mr. Goldenson; Walter W. Gross, UPT vice president and general counsel; Robert L. Huffines Jr., director, Burlington Mills Corp.; William T. Kilborn, president, Flannery Mfg. Co., Pittsburgh; Walter P. Marshall, president, Western Union Telegraph Co.; Mr. O'Brien, and Herbert Schwartz, president, City Stores Inc.

From ABC—Messrs. Noble, Kitner, and Hinckley; Earl E. Anderson, and Owen D. Young, honorary chairman of the board of General Electric Co.

THE NEW LINE-UP

At right is organizational chart showing executives of new AB-PT and ABC Division. Connecting lines between pictures show chains of command.

At the first AB-PT board meeting, held Wednesday, titles of three AB-PT officers were changed: Mr. O'Brien from secretary-treasurer to financial vice president and secretary; Simon B. Siegal, from comptroller to treasurer, and James L. Brown, from assistant treasurer to comptroller and assistant treasurer.

Though ABC will be operated as a division, authorities said, it is not contemplated that a comparable UPT division will be established. Rather, the AB-PT organization will handle UPT activities, including theatre ownership and operation and theatre TV development.

Separate Headquarters

Separate headquarters also will be continued for AB-PT and ABC, with the latter slated to complete the move of its executive offices from the RCA Bldg. to its own quarters at 7 W. 66th St., New York, by about April 1. AB-PT's offices are at the Paramount Bldg., 1501 Broadway, New York.

FCC's announcement of approval of the merger was delayed until after the stock market closing on Monday. ABC common stock, which had closed at 11⅛ that day, jumped quickly Tuesday morning. Trading was suspended to show the change in name. During Tuesday a total of 31,700 shares of the new AB-PT stock were traded, compared to 4,900 of ABC common the day before, and reached a high of 15⅜ before closing at 14⅞, its low for the day. On Wednesday, dealings slackened off—7,200 shares were traded—and the stock dropped a quarter of a point to 14⅝.

Capsule of the Multi-Pronged Paramount Case

HERE'S what the FCC did last week in its eventful decision regarding the year-and-a-half-old Paramount case:

(1) Approved the merger of ABC with United Paramount Theatres Inc. by a vote of five to two. Comr. Hennock vigorously dissented. Comr. Edward M. Webster recommended that the merger approval be held up pending further study of the qualifications of UPT to hold broadcast licenses.

(2) Approved the sale of WBKB (TV) Chicago from UPT to CBS for $6 million. Again Comrs. Hennock and Webster dissented. Also approved the move of WBKB from Ch. 4 to Ch. 2, and dismissed Zenith Radio Corp. application for Ch. 2. To this Chairman Paul A. Walker and Comrs. Hennock and Webster dissented.

(3) Held that Paramount Pictures Corp. controls Allen B. DuMont Labs. Comrs. Rosel H. Hyde and George E. Sterling dissented to this.

(4) Approved the transfers of control of KTLA (TV) Los Angeles from old Paramount Pictures Inc. to new Paramount Pictures Corp., and of WBKB (TV) Chicago from old Paramount Pictures Inc. to new UPT, and of negative control of WSMB-AM-FM New Orlearns from old Paramount Pictures Inc. to UPT. Comr. Webster strenuously opposed these, as did Comr. Hennock. Comr. Eugene H. Merrill opposed transfer of KTLA.

(5) Renewed the licenses of WBKB, WSMB-AM-FM and WABD (TV) New York.

(6) Issued licenses to cover construction permits to KTLA, WTTG (TV) Washington and WDTV (TV) Pittsburgh.

AB-PT



L. H. Goldenson
President



E. J. Noble
Chmn. Fin.
Committee



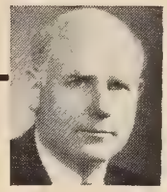
W. W. Gross
V.P. & Gen.
Counsel



E. L. Hyman
Vice President



R. E. Kintner
Vice President



R. H. Hinckley
Vice President



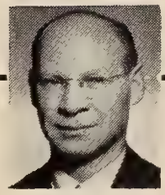
S. M. Markley
Vice President



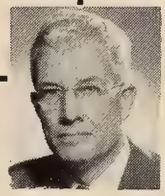
R. M. Weitman
Vice President



R. H. O'Brien
Fin. V.P.,
Secretary



S. B. Siegel
Treasurer



J. L. Brown
Compt., Asst.
Treasurer

ABC DIVISION



R. E. Kintner
President



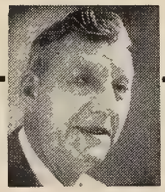
R. H. O'Brien
Executive
Vice President



R. H. Hinckley
V.P. in Charge
Wash. Office



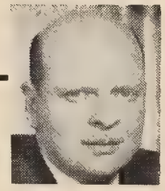
E. E. Anderson
Vice President



C. N. Priaulx
Vice President,
Treasurer



E. L. Jahncke Jr.
V.P., Asst. to
President



Wm. Phillipson
Asst. to
President



C. T. Ayres
V.P. for Radio
Network



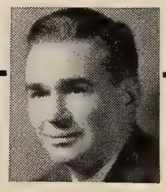
T. Oberfelder
V.P. for Owned
Radio Sta.



Thomas Velotta
V.P. Chg. Radio
News, Sp. Ev.

RADIO

TV



A. Stronach Jr.
V.P. for TV
Network



S. Chapin
V.P. for Owned
TV Stations



H. L. Morgan Jr.
V.P. for TV
Services Dept.

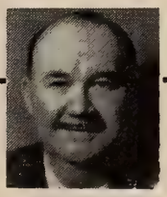
ENGINEERING, PROGRAMS



Frank Marx
V.P. for Gen.
Engineering



R. M. Weitman
V.P. for Prog.
Talent



Paul Whiteman
Vice President

DIVISIONS



J. H. Connolly
V.P. Chg. of
S.F. Office



J. H. Norton Jr.
V.P. Chg. Central
Division



John Mitchell
Gen. Mgr.
Chg. WBKB



E. J. Hudson
V.P. Chg. West
Coast Div.



J. G. Riddell
Pres. WXYZ,
Subsidiary ABC

TOBEY CRITICAL OF MERGER APPROVAL

"Grievous" and "shocking" thing, says the chairman of Senate Commerce Committee of merger approval. He sees it as "plague on mass communications" but doesn't contemplate any direct action to upset the FCC decision.

SEN. Charles W. Tobey (R-N. H.), chairman of the powerful Senate Interstate & Foreign Commerce Committee, last Thursday blasted FCC's approval of the ABC-United Paramount Theatres Inc. merger as "a very grievous matter" and violative of the country's anti-trust laws.

In a statement to BROADCASTING • TELECASTING in Chicago, Sen. Tobey said he thought the Justice Dept. should look into the Commission's decision, particularly with respect to its anti-trust implications, and described it as a "plague on mass communications that will haunt the U. S. for years to come."

He asserted that the bringing of mass communications under one roof—that is, theatres, films and television—"is not in the public interest" and declared flatly that the Commission told Examiner Leo Resnick that he could not look at the anti-trust aspects of the proposed wedding of ABC and United Paramount Theatres Inc.

Sen. Tobey, who heads up the radio-minded Senate Commerce Committee in the 83d Congress, backed down on his threat to take action to this extent: He said he still planned full-scale hearings but he had "no idea" as to when they would be scheduled. He intimated that it was rather academic at this time to take any action on the ABC-United Paramount case.

Hearings have been indicated on Sen. Tobey's bill (S 538) which would prohibit the Commission from granting station licenses or permits to those applicants who have been convicted of anti-trust violations—save by special FCC order in instances where the violations have not occurred within the five years prior to application for license.

$80 Million Profit?

It was his understanding, Sen. Tobey continued, that "one of the parties" in the ABC-United Paramount merger case stood to "profit" by about $80 million on the merger and he felt the Justice Dept. should look into the case. He declined to comment specifically on whether he, as chairman of the Senate Commerce Committee, would seek action from the Justice Dept.

The New Hampshire Republican also refused to comment on the Commission's approval of findings that Paramount Pictures controls Allen B. DuMont Labs. He left no doubt, however, that he looked with favor on Comr. Frieda B. Hennock's stand on the decision [she had concurred in such findings] and her position on educational television.

Referring to FCC's denial of Zenith Radio Corp.'s bid for a commercial TV outlet on Chicago's Ch. 2, Sen. Tobey also indicated—without saying so in so many words—that he went along with FCC Chairman Paul A. Walker and Comrs. E. M. Webster and Hennock on their dissent to the Commission's dismissal action.

Sen. Tobey reiterated his "shock" that the Commission sustained Examiner Resnick's initial decision, particularly in view of the recommendations of the Commission's legal staff. He had initially scored the Resnick proposed decision in a telegram from Europe last December while serving as an advisor to UNESCO [B•T, Dec. 8, 1952].

"The Commission told Mr. Resnick that he couldn't look at the anti-trust aspects of this case beyond a certain point," he asserted. "This is a grievous and shocking thing," he said.

Sen. Tobey made his remarks in advance of a news conference in Chicago last Thursday afternoon. He addressed a dinner of the Traffic Club of Chicago that evening.

Zenith May Go to Court On Sale of WBKB (TV) to CBS

PROSPECT that the FCC's action in approving the sale of WBKB (TV) Chicago to CBS for $6 million might end up in court was seen late last week when FCC denied a Zenith Radio Corp. petition for a stay order pending its formal request for reconsideration.

Zenith said it would file a petition for reconsideration not later than Feb. 20, objecting to the Commission's dismissal of its four-year-old application for Ch. 2 in Chicago. Commission had dismissed Zenith's 1948 application on the grounds that WBKB must move to Ch. 2 in line with the new allocations formulated last April [B•T, April 14, 1952] and that Zenith had forfeited its rights in the channel by failing to participate in the allocations proceedings and in the WBKB renewal hearings (part of the Paramount case).

Late Thursday, the FCC denied Zenith's Wednesday petition for stay, but explained that it would not issue an authorization for WBKB to move to Ch. 2 before considering Zenith's petition for reconsideration if filed not later than Feb. 20.

Zenith, which has been using Ch. 2 for experimental purposes (including most lately Phonevision tests) since 1939, was quick to protest its "loss."

Comdr. E. F. McDonald Jr., Zenith president, stated that "if this FCC decision is permitted to stand, it means that Balaban & Katz has sold for $6 million that which we believe to be our property." Zenith held a CP for commercial TV on Ch. 2 in 1946 but relinquished it during the first color TV hearing in 1946-'47.

WBKB Sale Part of Merger

Since the sale of WBKB to CBS was part of the merger arrangements—in order for AB-PT to comply with the FCC's duopoly rules prohibiting the same company from owning more than one TV station in the same market—the dissents of Comrs. Frieda B. Hennock and Edward M. Webster applied to this aspect of the merger, too. In addition Chairman Paul A. Walker dissented to the original Zenith dismissal decision, and he again dissented to the Commission denial of Zenith's petition for stay. Miss Hennock did not participate, and Comr. Webster objected to part of last Thursday's denial.

H. Leslie Atlass, CBS Central Division vice

Background, Growth of ABC to, Including New Merger

PROGENITOR of today's ABC was the Blue Network of NBC which began operating in 1927. In 1941, the FCC issued its now famous Chain Broadcast Rules which, in one provision, forced NBC to divest itself of one of its two networks (the other was then called the Red Network, which became the present NBC network).

In 1943, the Blue Network was bought by Life Saver tycoon Edward J. Noble for $8 million. At that time it consisted of 715 employes, 168 radio affiliates and 2½ owned and operated stations. The Blue Network's net sales in that year were $18,819,988.

In the nine years since 1943, ABC has invested $6 million in improving its radio facilities and $11.5 million on TV facilities. It now consists of more than 2,500 employes, 355 radio and 81 TV affiliates which include five owned and operated AM-FM and TV stations. They are WABC New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles and KGO San Francisco. Report filed with New York Stock Exchange last week showed that for nine months ending Sept. 30, 1952, ABC took an estimated loss of $659,000. ABC's highest income was $1.5 million before taxes in 1947. As of Dec. 30, 1951, ABC's long term debt stood at $9,790,000. Of ABC's 1,689,017 outstanding shares, Mr. Noble owns 901,667 shares, or 53.38%. ABC has never paid a dividend nor has Mr. Noble ever received a salary as chairman of the board.

As of Sept. 30, 1951, ABC had total assets of $26,808,211, with current assets of $8,006,201. Total liabilities of ABC at that time was $12,571,091, with current liabilities of $4,529,520.

UPT, set up in 1950 as the theatre-holding company formed from the old Paramount Pictures Inc., had, as of Sept. 30, 1951, total assets of $119,703,840, of which $39,471,575 were current assets, and total liabilities of $58,591,433, of which $15,165,-161 were current liabilities.

Consolidated 1951 UPT earnings were $10,705,000 including capital gains (after taxes) of $4,002,000. For the first nine months of 1952, UPT's consolidated earnings were $8,339,000. Under the terms of the Consent Decree UPT will own about 650 theatres throughout the U. S.; at the present time it is still divesting itself of theatres in accordance with court orders.

Under a pro-forma balance sheet as of Sept. 30, 1951, American Broadcasting-Paramount Theatres Inc. showed total assets of $152,084,955, with $52,945,902 as current assets, and current liabilities of $21,143,633, long term liabilities of $50,869,675, a capital surplus of $33,301,771 and an earned surplus of $18,031,522.

The 3,260,228 common shares of UPT will be exchanged for the equivalent common shares of AB-PT. ABC stockholders will receive for each share of their stock $7.50 of common AB-PT stock measured at $19 per share and $7.20 of 5% nonvoting $20 par preferred AB-PT stock. This means that an ABC stockholder with 100 shares will receive 39 9/19 shares of AB-PT common and 36 shares of AB-PT preferred. Mr. Noble and his family will hold just under 10% of AB-PT common and 55% of AB-PT preferred.

AB-PT now owns five and a half AM and FM stations (half interest in WSMB-AM-FM New Orleans), five TV stations, and about 650 theatres.

Like ducks take to water

Baltimore merchants take to W-I-T-H just like ducks take to water. W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

For a real good reason! W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And that means low-cost results. W-I-T-H can do it for you too! Get all the details from your Forjoe man.

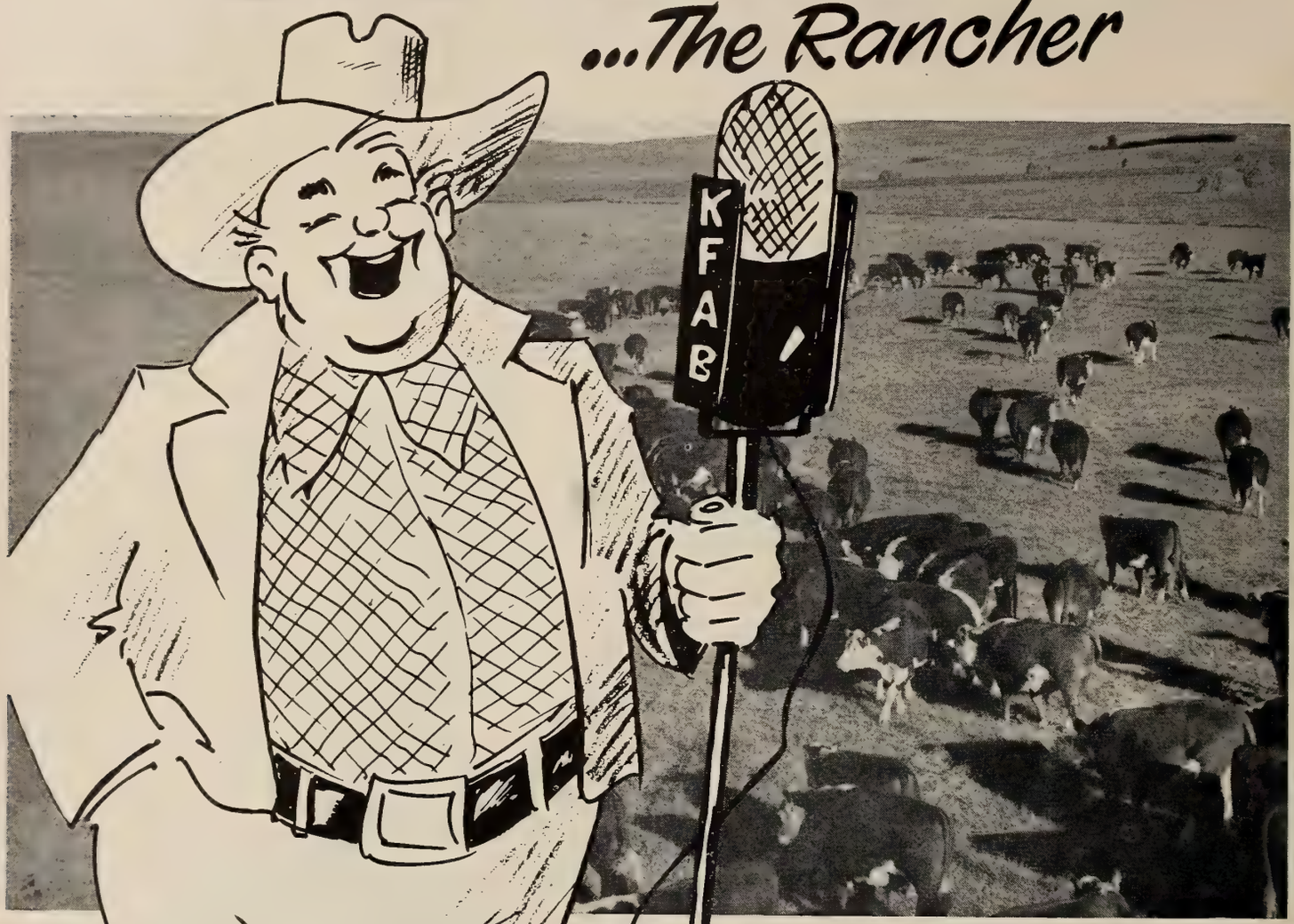
IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT

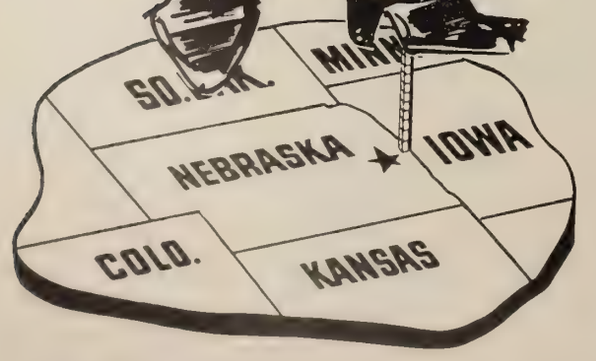
REPRESENTED BY FORJOE & COMPANY



BIG MIKE
...The Rancher



Livestock represents a big industry in Nebraska and the Midwest Empire. Cherry County in Nebraska produces more cattle than any other comparable area in the world. From the range lands to the Omaha Stockyards go some one and three-quarter million head of cattle every year. The Union Stockyards in Omaha, the world's largest cattle market, is the index to a billion-dollar industry—livestock raising in the great Midwest Empire. The men and women responsible for this big industry depend on BIG MIKE, the 50,000 watt KFAB, for service and entertainment all over this area. A BIG MIKE representative—Free & Peters—will be glad to tell you the story, or contact Harry Burke, General Manager.



BIG MIKE is the physical trademark of KFAB, Nebraska's most powerful station.

THE MIDWEST-EMPIRE STATION

KFAB

1110 K.C.

50,000 WATTS OMAHA CBS RADIO

president and general manager of WBBM, said that CBS had taken over the facilities of WBKB last Monday shortly after the merger was approved.

WBBM-TV officially bowed in last Thursday morning at 9 a.m. CST on the old WBKB Ch. 4.

CBS-TV is planning to build the WBBM-TV staff around present WBKB personnel who have indicated a desire to remain at their positions.

While the present plan is to remain in the State-Lake Bldg., Mr. Atlass has said that WBBM-TV eventually will move to other quarters in close proximity to Chicago's downtown Loop area. CBS Radio facilities are located in the Wrigley Bldg., at 400 N. Michigan Ave.

As part of the sale-merger John Mitchell, present WBKB manager, moves to AB-PT's Chicago TV outlet. Others slated to shift are Sterling Quinlan, WBKB program manager, and William Kusack, chief engineer, though there was no official confirmation from ABC on the positions they would assume.

WENR-TV officially became WBKB (TV) last Thursday morning at the same time WBBM-TV call letters debuted on viewer's screens. It will remain on Ch. 7 under the new AB-PT banner.

WBBM-TV Staff Appointments

CBS was planning to announce key appointments to the WBBM-TV staff to replace Messrs. Mitchell, Quinlan and Kusack. It was understood Thursday that Al Bland, WBBM program manager, Eugene Eubanks, assistant program director, and other executives were involved in contemplated switches.

WENR-TV began telecasting Sept. 17, 1948 and was the second of the five ABC O and O TV stations to be launched by the network. Call letters of WBKB have been associated with the second oldest TV station in the country and it was the pioneer TV outlet in Chicago under Capt. William C. Eddy. WBKB started operating experimentally in 1939, commercially in September 1946 and has been affiliated with CBS.

Approval of the merger also means the termination of a temporary "convenience" contract between CBS-TV and WGN-TV Chicago for certain of the network's shows which WBKB could not clear. WGN-TV has been carrying a block of CBS-TV morning shows from 10:30 a.m. to noon. The morning block comprises *Strike It Rich, Bride & Groom, Love of Life, Search for Tomorrow* and *Guiding Light*. WGN-TV's primary affiliation is with the DuMont TV Network.

WGN-TV is expected to carry the CBS-TV shows for at least another two months. The network is required to give 60 days notice of cancellation of its affiliation contract with the *Chicago Tribune* TV outlet.

Statements by Key Figures Concerned with the Decision

Leonard H. Goldenson, AB-PT president, said:

We are truly pleased that the FCC has authorized this merger. With this approval comes a great responsibility. The American public is looking to a strengthened ABC for new and more varied programming on both radio and television. More entertaining, interesting and informative programs—these are the goals. It will, of course, take time, but we shall do our utmost in the coming years to keep faith with the public and the many radio and television station affiliates, stockholders and employees who see in this merger an opportunity to build a vigorous, public minded and profitable broadcasting operation.

Edward J. Noble, chairman of the board of ABC, who is now chairman of the finance committee of AB-PT, stated that the merger represents a major step forward in the development of ABC into a leading home broadcasting company. He said.

Starting in 1943, ABC has grown from a business of $12,000,000 to one of about $60,000,000. During this period, ABC, strengthened by public financing, acquired KECA in Los Angeles and WXYZ in Detroit, built five television stations and created modern radio and television plants in New York, Chicago, Detroit, Los Angeles and San Francisco.

Through this merger with United Paramount Theatres, Inc., ABC has found a company with available working capital for aggressive, effective competition in the home radio and television broadcast field, a management familiar with show business and with television through its television station, WBKB in Chicago, and a company very interested in the future of radio and television.

As a very substantial stockholder in the new American Broadcasting-Paramount Theatres, Inc., and as Chairman of its Finance Committee, I propose to continue active participation in the management of both the over-all company and the home broadcasting division, the American Broadcasting Company.

Robert E. Kintner, who continues as president of the American Broadcasting Company, a division of the merged company, said:

We are naturally gratified at the action of the FCC in approving the merger in the public interest. This is an action we have long awaited and one which will give the American Broadcasting Company the potential of more rapid and greater growth in the home broadcasting field. With added capital and with strengthened manpower, ABC will now have the weapons with which to compete more effectively. We recognize and accept eagerly the opportunity given to ABC through this merger to stimulate more vigorous competition within the radio-television broadcasting industry. This, of course, will be of immense importance not only to the industry but to the audience served by both radio and television and its advertisers. To achieve our high goals we must proceed slowly in order to build soundly and in a business-like manner.

Under the plans of the merger, the American Broadcasting Company proposes to develop new programming and new techniques for both radio and television. We plan important programming development in all areas—entertainment, drama, education, news and variety. We will explore particularly certain program fields where we consider ABC under-developed, namely, situation comedy, general comedy and dramatic presentations. These in general are our aims. We hope to achieve them through steady, consistent development and growth.

H. Leslie Atlass, vice president of CBS' Central Division and general manager of WBBM Chicago, issued the following statement:

We are grateful that the FCC has seen fit to grant to the CBS Television Network an outlet in Chicago. To us this means that we will better be able to bring to the people of Chicago and environs the same high calibre programs that CBS has always provided its vast audience. We now have a responsibility that we have long wished to assume. Our audience may be assured that we will use our facilities to bring them the best in television education and entertainment.

Competitive Factor Noted By FCC as in Public Interest

IT IS in the public interest to strengthen ABC vis-a-vis NBC and CBS, the FCC determined last week in approving the merger of ABC with United Paramount Theatres Inc.

In this, the Commission followed the reasoning of Examiner Leo Resnick, whose initial decision recommended a grant of the merger [B•T, Nov. 17, 1952].

But, the FCC's majority decision brought a grim and angry dissent from Comr. Frieda B. Hennock. Not opposing the merger, Comr. Edward M. Webster felt it should be held in abeyance until further examination had been made of the qualifications of UPT to hold broadcast licenses.

In its majority opinion, the Commission referred to the 1941 Chain Broadcast Rules which were drawn to develop competition to the dominant NBC and CBS networks. The "superior earning power and working capital" of other networks were also referred to by the Commission majority.

Structure of Rival Networks

The fact that NBC was part of giant RCA, that CBS was in the record and TV set manufacturing business, that DuMont was in the electronics and TV set manufacturing business, that MBS was owned by companies with a diversification of interests (General Tire & Rubber Co. is the largest stockholder), all of this was mentioned by the Commission majority as reasons for sympathetically considering ABC's plight.

"The extensive financial resources of the other networks enable them to take greater program risks and to erect and staff more elaborate facilities," the Commission opinion read. "The lack of adequate and diversified resources has been the principal obstacle which has precluded ABC in the past from providing the vigorous competition which might have been expected from the establishment of ABC as an independent competitive network. Because of the necessity of investing its limited funds in physical improvements, ABC has been without the other funds needed for the development of a program service equal to that of its competitors . . . "

Merger would permit ABC to strengthen both radio and TV programming, take chances on program development, the Commission said.

Competition between theatres and TV for audience and product was acknowledged by the Commission, but determined not to be crucial.

Although both motion picture exhibition and radio and TV vie for audience, there is a difference, the Commission held.

Theatres compete for the "outside" audience with other outside activities, the Commission said. Radio and TV, on the other hand, compete for "in home" attention.

There is little if any competition for product, the Commission determined. Theatres are in market for feature pictures, TV for specially made film. TV cannot compete with theatres for features because of (1) rental costs, (2) union restrictions, and (3) question of TV rights to film properties, the FCC majority pointed out.

AB-PT Purchasing Power

When and if the day comes that feature length pictures are released to theatres and TV "there is a theoretical possibility that American Broadcasting-Paramount Theatres Inc. would have a purchasing power in connection with the acquisition of films which could be used to its advantage and to the disadvantage of its competitors," the Commission admitted.

However, mitigating against this, the Commission added, was the fact that feature films were only one type of TV programming and were subject to certain limitations and disadvantages when used on TV. Also that increased use of films made specially for TV

For excerpts of decision see "For The Record", page 115.



Here in the San Francisco Bay Area

(ONE OF "FIRST 10" MARKETS IN TV SETS)

tv

is a major advertising medium... and the major TV station in the market is

KRON-tv

which operates on Channel 4 and puts more eyes on SPOTS

Most Advertisers! Rorabaugh reports that KRON-TV serves the largest number of advertisers in this 3-station market

Biggest Audience! Pulse shows that KRON-TV offers the greatest percentage of audience, day and night, and all week

Best Shows! Pulse counts more top-rated shows on KRON-TV than on the other two San Francisco stations *combined*

Clearest Coverage! The market's highest antenna sends KRON-TV's signal throughout the Bay Area market, deep into Northern and Central California

---

ASK FREE & PETERS for availabilities... in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco. An NBC Affiliate, KRON-TV is owned and operated by the San Francisco Chronicle. It has pioneered in San Francisco TV (Channel 4) since November 15, 1949.



Air view of Coit Tower atop Telegraph Hill. From "The Hill" early-day San Franciscans watched for ships entering the Golden Gate

may make less desirable feature films made for theatre exhibition. And, finally, the FCC said, AB-PT promised that there would be no package or combination deals in the procuring of films for theatres and TV.

Fear that AB-PT might attempt to depress TV to the advantage of its theatre holdings was held to be unfounded by the Commission majority. There still would be competition from other TV stations and networks, the Commission pointed out.

FCC majority also found that the merged company will not own or control stories, nor produce or distribute feature films for theatres.

That there is a possible conflict between theatre TV and home TV was acknowledged by the Commission. It also saw a more direct possible conflict between theatre TV and subscription TV—for product.

But, the FCC said, it does not intend to anticipate the future of theatre TV or of subscription TV.

Miss Hennock's lengthy dissent focused almost entirely on the potential monopoly and competitive aspects of the merger.

Tone of her opposition was expressed in her opening paragraphs:

. . . the Commission has built what was at most a foothill of difficulty into a mountain of trouble for itself and our entire broadcasting system. . . . In areas without established precedent, the Commission has taken an undue risk with the future of broadcasting by permitting the introduction therein of a new and potentially deleterious force and by setting in motion a series of events that must be productive of harmful future consequences upon our radio and television services . . . such consequences will hamper and stunt the growth of that most vigorous and flourishing competitive broadcast system which the American people need and desire.

Miss Hennock devoted several sections of her opposition to the thesis that the merger conflicts with Sec. 7 of the Clayton Act. This has to do with the possible lessening of competition when two firms consolidate.

Not in Public Interest

She also vigorously maintained that the parties to the merger case failed to prove that the amalgamation was in the public interest and that UPT failed to prove that it is qualified to hold broadcast licenses.

Cassandra-like, Miss Hennock claimed that Commission approval of the merger "portends harmful future consequences" for broadcasting, competition between broadcasting and other mass media of communications, sources of broadcast programming, and the degree and quality of broadcasting services.

TV and motion pictures are "in fundamental and violent competition with one another" for audience and product, she maintained.

Her argument ran along these lines: The public has just so much leisure time. Although there are some differences, TV and theatre exhibition are much alike; they are both visual and aural presentations. TV has had a "substantial" and generally adverse economic effect on both motion picture exhibition and production. Competition between the two media may reasonably be expected to become far more substantial in the future.

Commission attitude that feature films are not for TV are belied by the growing popularity of just such programs on TV, Miss Hennock insisted. With the growth of TV, broadcasters may soon find it economically feasible to bid for feature films, Miss Hennock predicted.

There is a "substantial risk," Miss Hennock maintained, that the merged company may engage in restrictive practice against TV "particularly so when the company's greater investments in theatres may be in an especially vulnerable or precarious position. . . . It is simply too much to expect full, vigorous and unrestricted competition between the separate arms of one company at the expense of consequent disadvantage and loss to the company's total operations."

To the Commission's view that such restrictive practices would only rebound to AB-PT's disadvantage since there would be competition from other TV stations and networks, Miss Hennock objected.

Such "external" competition did not work out within the motion picture industry itself, she said alluding to the anti-trust history of that industry. In the face of a monopoly situation, she said, "It is just as likely that others in these fields will themselves seek to adopt the position and techniques of the monopolists. Here, as elsewhere, the existence of competition often spurs monoply to even greater efforts toward the reduction and elimination of competition."

'Huge Multimedia Combine'

She called the merger "a huge combine of multimedia economic power against which other TV networks and stations will find it difficult to compete on any basis even approaching fairness and equality."

She declared that the merged company's "massive" purchasing power for films will make its presence felt against its telecasting competitors. Some day, TV and exhibitors will be buying films from same sources, she predicted. Then the merged company's "power from volume" will be to its advantage with suppliers and also in securing and keeping TV affiliates, she maintained.

Merger approval is unfair to DuMont, Miss Hennock asserted. It puts that network in the position of competing with three dominant networks, instead of two as heretofore, she said.

Taking a broad view of the possible effects of the merger, Miss Hennock foresaw the amalgamation of the motion picture and TV industries. Other companies—both motion picture and TV—will not live with "competitive disadvantages" inherent in the ABC-UPT merger, she said.

Merger approval also conflicts with FCC policy on diversification of ownership, Miss Hennock declared. It also may violate the 1948 Supreme Court decision on the motion picture anti-trust suit which precludes motion picture producers from owning theatres and vice versa, she said.

Thus, she pointed out, AB-PT owns theatres and a TV network which is in the production business. Also Paramount Pictures owns a station and a network (kinescope recordings of KTLA programs syndicated to other stations) which might be considered exhibition and it also produces motion pictures.

"Today we open a vast Pandora's Box," Miss Hennock glumly declared, "one forbidding in aspect and one that will not easily be shut again. . . . It may possibly forecast the bleak day of complete elimination of the small or moderately sized and fully independent operator from all of the broadcasting, particularly television."

Although Comr. Webster voted against the merger, he did not oppose it on the same grounds as Miss Hennock. Comr. Webster did not think the Commission had fully explored the anti-trust activities of Paramount Pictures and of UPT. Therefore, he felt the merger should be held in abeyance until the anti-trust record had been more fully examined.

Comr. Merrill had this comment on the subject of the merger, which he favored: That Congress "might consider it advisable to give further guidance to the Commission in the discharge of its functions in this relatively young, vigorous and rapidly growing TV field."

FCC Finds Paramount Pictures Controls Allen B. DuMont Labs.

IN the only reversal of the hearing examiner's initial decision [B•T, Nov. 17, 1952], the FCC found that Paramount Pictures Corp. controls Allen B. DuMont Labs. through its unique position as sole Class B stockholder and second largest Class A shareholder.

Dissenting from this position—which follows a 1946 and 1948 FCC opinion along the same lines—were Comrs. Rosel H. Hyde and George E. Sterling. They felt, as did the examiner, that for all practical purposes, Dr. DuMont and his associates dominate the company's activities.

FCC decision means that Paramount Pictures and DuMont between them are limited to not more than five TV stations. FCC regulations prohibit the same entity from owning more than five TV stations.

Undetermined at week's end was whether DuMont would take the decision to court. Dr. DuMont refused to discuss the decision. Col. William A. Roberts, DuMont's Washington counsel, was on a case in Nevada and was not expected back in Washington until the weekend. It was presumed that a statement would be issued after conferences between Dr. DuMont and Col. Roberts.

Some observers question whether DuMont has anything to go to court on since its applications were granted.

Nub of the Commission's decision on the control issue was contained in this sentence of the conclusions:

"The rights which Paramount holds in DuMont constitutes both negative control of important phases of DuMont's corporate existence and potential affirmative control over all phases."

Owns All B Stock, 2.4% A Stock

Paramount Pictures owns all of the 560,000 shares of Class B stock, the Commission pointed out. It also owns 43,200 shares (2.4%) of the Class A stock, which, next to Dr. DuMont's 3%, is the largest Class A group, it said. Due to its Class B holdings, it names three of the eight DuMont directors and also the secretary, treasurer and assistant treasurer, the conclusions continued. FCC said:

The practical consequences of these facts in terms of influence, and potential and negative control is clear. . . . No amendment can be made to the Certificate of Incorporation, nor can any other provision affecting the voting or other rights and privileges of either class of stock he made without affirmative vote of Paramount's B stock.

The Commission said that Paramount from the beginning of its participation in DuMont in 1938 assured itself of a major voice in DuMont's affairs.

"This record, therefore, shows that as a matter of basic organization Paramount has been given a dominating position in DuMont which sets it apart, in terms of influence, from all other stockholders," said the Commission.

Webster Dissents Bitterly In KTLA and WBKB Approvals

SURPRISE finding in the Paramount case was that old Paramount Pictures Inc. violated the FCC regulations by not seeking FCC permission before transferring KTLA (TV) Los Angeles and WBKB (TV) Chicago to new Paramount Pictures Corp. and UPT.

But, said the Commission, it could not believe that this action was willful, and therefore it granted the license applications requested.

This brought one of the most indignant dissents in the whole case—that of Comr. Edward M. Webster.

Comr. Webster maintained that Paramount Pictures had chosen voluntarily to reorganize following the 1948 Supreme Court decision. Since it was voluntary, Commission rules required that Paramount seek FCC approval of the transfers of the two stations (plus negative control of WSMB-AM-FM New Orleans) before effecting such changeover.

What aroused Comr. Webster even more was that the FCC, after finding that Paramount had violated Commission rules, nevertheless granted the license applications.

Paramount's Clear Record Since '49 Decree Pointed Up

SINCE the 1949 Consent Decree, which followed the 1948 Supreme Court decision in the long-drawn-out motion picture anti-trust suit, Paramount Pictures has put its house in order. Therefore, it and UPT have no anti-trust taint since 1948 and are qualified to be licensees.

That is what the FCC majority found on the anti-trust issues of the Paramount case. The 1948 cut-off date for anti-trust violations was ordered by the Commission during the hearing last August after pleas by ABC and UPT for means of expediting the merger cases. Comrs. Frieda B. Hennock and George S. Sterling did not participate in that decision.

The Commission majority also found that Paramount Pictures practiced no restrictive measures regarding the use of feature films on TV, but that lack of full-scale use of features on TV resulted from the economics of theatre exhibition, which brought returns TV could not hope to meet. The Commission also declared that withholding of features from TV was in part due to union restrictions and the question of TV rights.

Neither Paramount Pictures nor UPT have discriminated against TV in story properties and talent, the Commission held. Again it was a question of economics.

This called forth dissents from Comrs. Hennock and E. M. Webster, and a partial objection from Comr. Eugene H. Merrill.

Comr. Hennock's opposition was most intensive. She claimed that the Commission's August order deleting from consideration Paramount's anti-trust history prior to 1948 "eviscerated" the anti-trust issue and reduced the record to a "nullity."

Even with the record excised of pre-1948 monopoly and restraint of competition considerations, Miss Hennock claimed that it was incomplete and inconclusive regarding post-1948 anti-trust suits.

Nor has the record been cleaned up regarding conflicting testimony, she asserted.

Point Miss Hennock made—and in this she was joined by Comr. Webster—was that it behooved the examiner to permit the Broadcast Bureau to delve into pre-1948 anti-trust violations if it could prove continuing violations.

In this, they were joined by Comr. Merrill.

SOAPS VS. DETERGENTS; UPS AD DRIVES

Fight for supremacy in the cleanser field reaps big billings for broadcast media.

RISING BATTLE for sales between soaps and detergents is resulting in a clean victory for radio and television.

In a rivalry that promises to gain still more intensity, the two contesting forms of cleansers are enlisting an increasing artillery of radio and TV spots and network shows to pound home the superiority of their respective wares.

This intra-product competition, moreover, promises to accelerate even more the struggle which already is driving radio and TV billings to near record highs in the soap-detergent arena.

Among the soaps, B•T learned, such products as Silver Dust, Rinso and Duz are pouring additional money into radio and TV.

The detergents—including Fab, Cheer, Dreft, Surf and Tide—are retaliating with escalated expenditures of their own.

As one of the battle sidelights, it was reported that one soap, Super Suds, was considering a change to a detergent form.

The specific business maneuvers of the various products are as follows:

Lever Bros.' Silver Dust will start a 52-week campaign in 100 markets effective mid-February and early March. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

Lever's Lux Flakes, a soap, through J. Walter Thompson Co., New York, is switching its *Lux Video Theatre* on CBS-TV from Monday to Thursday, 9-9:30 p.m. EST (replacing *Biff Baker,* cancelled by American Tobacco Co.) in an attempt to get a better rating.

Procter & Gamble's Cheer, one of the newest detergents on the market, through Young & Rubicam, New York, is placing a national spot campaign starting March 3 in 100 radio and 20 TV markets.

Procter & Gamble's Duz, a soap, has bought sponsorship of three quarter-hours a week on *The Garry Moore Show* on CBS-TV, effective Feb. 10 [B•T, Feb. 9].

P&G's Dreft, a synthetic detergent mainly used for dishes, is plunging a considerable budget into a large spot announcement campaign estimated at more than 100 markets, starting this month for 13 weeks. Dancer-Fitzgerald-Sample, New York, is the agency.

Lever's Rinso is buying its 100-market radio spot announcement campaign for five weeks, using four and eight-second announcements, wherever stations agree to the "midget spots" [B•T, Jan. 26]. The advertiser was the first to buy a block of station identification announcements under WCBS New York's new identification package plan (five seconds) starting Feb. 9. Hewitt, Ogilvy, Benson & Mather, New York, is the agency.

P&G's Tide, detergent, continues to spend about $8 million in advertising, including sponsorship of a half-hour show featuring Red Skelton on Sundays on NBC-TV, and three quarter-hours a week on NBC-TV. Tide also uses spots for supplementary purposes. Benton & Bowles, New York, is the agency.

Detergents Inc. (All), a detergent used especially for washing machines, started a spot radio campaign in mid-January and mid-February on about 25 stations, with until-forbid contracts. Mumm, Mullay & Nichols, Columbus, is the agency, whose New York office, Wyatt & Schuebel, placed the campaign.

Lever's Surf, a detergent, promotes its merits along with other Lever brands on the following network shows: *Hawkins Falls,* five times weekly on NBC-TV; Arthur Godfrey, quarter-hour telecasts on CBS-TV, the radio portion being sponsored on CBS Radio by the firm's Breeze (a detergent); *Lux Radio Theatre* on CBS Radio; *House Party* on CBS-TV, and *Aunt Jenny* on CBS Radio.

Colgate-Palmolive-Peet's two entries in the detergent field, Vel and Fab, are heavy users of spot radio through William Esty Co., New York.

Boxing on TV Insured

TO HELP offset any loss to the TV sponsor as a result of a possible cancellation of a scheduled boxing match between Carl (Bobo) Olson and Norman Hayes in Boston Garden, Ellington & Co., New York, agency for *Saturday Night Fights,* on behalf of Bayuk Cigars Inc., insured the match for $100,000.

The decision to obtain the policy, according to Jesse T. Ellington, agency president, was made because the first two bouts of the new TV boxing series, scheduled on ABC-TV, were cancelled because of injuries to boxing principals.

$600,000 for TV Spot Hinges On Fla. Legislature Tax Vote

INSERTING a big "if"—if the money is made available—in its move to increase next year's appropriation for use of TV spots in promotion of Florida grapefruit, the Florida Citrus Commission meeting in Lakeland, Fla., Feb. 11 voted to spend $600,000 for TV spots starring "Miss America" during the fiscal year beginning June 1.

Time between 6 and 9 p.m. will be sought on CBS-TV and NBC stations (or other outlets where desirable) in markets selected by the agency. Filmed 20-second spots would be used three times a week or oftener.

In recommending the $600,000 appropriation, the commission emphasized that the sum would become available only through an increase in taxes on grapefruit, which would have to be voted by the Florida Legislature during its six-week session beginning next month in Tallahassee.

The group authorized its agency, J. Walter Thompson Co., New York, to "start buying time immediately" and to use up to $75,000 between now and June 30. This money presumably would come from cancellations of current TV and radio grapefruit advertising.

The Citrus Commission is spending approximately $700,000 during the current year for all grapefruit advertising in all media.

In a separate action, the Citrus Commission voted to cancel the Saturday morning TV show *Happy's Party* in three cities—New York, Detroit, and Washington—effective with the end of the present 13-week period. The show will be continued in Pittsburgh only.

The cutback was sparked by an expected scarcity of advertising funds during the current season. A reduction of approximately $115,000 is expected because of the downward revision of the Dept. of Agriculture's estimate of this season's Florida citrus crop.

YEARS of RESULTS . . . . From RADIO and NEWS!



★ 100 per cent distribution for Polar Bear Coffee in the Fort Smith Trade area is proof of results for the Noon News, now in its 23rd consecutive year on KFPW . . . under the same sponsorship. Left to right, celebrating the 7,000th broadcast of Polar Bear Coffee News—J. W. Davis, sales manager, Griffin Grocery Co.; James C. Leake, vice president; Dwight Sample, manager, Griffin Grocery Co., Fort Smith, and Pat Garner, veteran news chief of KFPW. Inset, John T. Griffin, president of Griffin Grocery Co., makers of Polar Bear Coffee.



★ One of KTUL's staunchest advertisers is Harry Clarke of Clarke's Good Clothes in Tulsa, who has sponsored "Tomorrow's News Tonight" every night at 10:00 for 15 years. Taxiposter held by Newscaster Ed Neibling, left, and Clothier Clarke heralds longevity of newscast. Plaque on wall was awarded KTUL and Clarke last March by BAB as second prize in the national "Radio Gets Results" contest. Clarke's has advertised continuously on KTUL since a week after the station went on the air in 1934.

- The "VOICES" that SELL MOST for MORE LOCAL MERCHANTS in TWO RICH MARKETS of the SOUTHWEST.
- "GRASS ROOTS" ACCEPTANCE plus CONSISTENT RESULTS MAKE KTUL and KFPW the BEST BUYS FOR YOUR ADVERTISING DOLLAR in TULSA and FORT SMITH, ARK.

The AUDIENCE ACTION TEAM

KTUL-KFPW

• Tulsa ★ • Fort Smith

JOHN ESAU—Vice President, General Manager

AVERY-KNODEL, Inc., Nat'l Representatives

AFFILIATED WITH KOMA, OKLAHOMA CITY



YEAR-LONG contract for Frederic W. Ziv show, *Favorite Story*, on WNBW (TV) Washington is completed by (seated, l to r): Woodrow Hellmuth, president, U. S. Metals Products Corp. and Capital Supply Co.; Paul Lynn Heller, president of the agency of the same name; standing, Gerald M. Feld, agency account executive; Bill Dothard, Ziv district representative, and Tony Mielke, salesman for the television station in Washington.

STATION, AGENCY EXPERTS ANALYZE RADIO AT SEMINAR IN WASHINGTON

BAB's Sweeney cites department stores as great source of untapped revenue for radio, while officials describe operation of various classes of stations and agency executives define best use of the medium.

LOCAL RADIO's greatest potential revenue lies in the department store field, and the medium's biggest gains in the next two years will be with this kind of advertiser. This assertion by Kevin Sweeney, vice president of Broadcast Advertising Bureau, was made to members of the Washington (D. C.) Advertising Club Wednesday.

He warned that station executives must understand the retailer's problems and check department store copy closely to reap the greatest rewards.

Radio itself is responsible for the lack of department store revenue, and only a management eager to find new techniques can change the present box score, Mr. Sweeney said. He reported that "no more than a dozen" department stores in the country use radio with the same intensity as newspapers.

Stores will come into the sponsor-fold, however, because "we have learned more about how to use radio in the past five years than in the previous 25."

Mr. Sweeney keyed a panel discussion by station managers, representing various classes of operation, and another by agency executives, outlining their usage of radio. Pointing to "bargains" in their own types of operation were John S. Hayes, president, WTOP Inc. (CBS), for network; Robert Rogers, vice president and general manager, WGMS (specialized), and Ben E. Wilbur, sales manager, WOL (independent), all Washington.

Panel chairman was Ben Strouse, general manager of WWDC-AM-FM.

Alvin Miller, vice president of Cohen & Miller agency, introduced Washington agency panelists who discussed their use of radio. They were Harwood Martin, owner of the agency of the same name; Ruth Graze, account executive and timebuyer, Alvin Epstein Adv.; Jeff Abel, Henry Kaufman & Assoc., and M. Belmont Ver Standig, owner of the agency of that name.

Joseph L. Brechner, general manager of WGAY-AM-FM Silver Spring, Md., was in charge of the radio seminar. A similar session, concerning television, is planned by the group in March.

RCA Victor to Sponsor 'Oscar' Awards Simulcast

RCA VICTOR DIV., paying $100,000 for exclusive rights, will simulcast the Academy of Motion Picture Arts & Sciences 25th annual "Oscar" awards presentation on NBC from Hollywood Pantages Theatre March 19, 10:30-11:30 p.m. EST. Only institutional commercial copy will be used.

The AMPAS ceremonies have been heard on ABC radio in past years, but this is the first time the major studios have allowed a telecast of the event.

M-G-M, long a TV holdout, will permit contract talent to appear before the cameras during the ceremonies, the contention being they are participating in a "news event" and not performing as actors. Other major studios who withhold contract players from video also have indicated full cooperation. Sale of broadcast rights for the first time eliminates necessity for movie studios to share costs of the presentation.

Bob Welch, former Paramount Pictures producer and now an NBC-TV producer and idea man, will supervise production of the simulcast.

Toni's 'Biggest' Campaign Dominated by Radio and TV

Chicago firm, with accounts split among four agencies, plans plus $12 million campaign for 1953, with radio-TV to receive up to $10 million.

WITH its advertising budget split among four Chicago agencies after resignation of the account by Foote, Cone & Belding last December, Toni Div. of Gillette Co. last week was planning the most ambitious advertising campaign in its history.

It was understood radio will derive approximately $3 million and television $6.4 to $6.5 million of the overall budget estimated at far above $12 million. Toni's radio-TV budget was estimated at plus $3.5 million last December. No addition of programs is planned immediately, although one or two changes are anticipated on radio. Spot radio and television also will be used. The firm also plans to introduce new products.

R. N. W. Harris, Toni president, said the firm's 1953 budget will be its heaviest in history, with the biggest share in radio and television. Toni's 1952 budget had been estimated at $10 to $12 million.

Supplementing radio and television will be extensive schedules in newspapers and national magazines.

The budget includes an appreciable share for radio-TV advertising of Toni home permanent (Weiss & Geller is agency); Prom self-neutralizing home wave (Leo Burnett Co.); New Bobbi pin curl permanent (Tatham-Laird) Toni creme rinse (Tatham-Laird), Toni creme shampoo (Price, Robinson & Frank), and White Rain lotion shampoo (Tatham-Laird).

Toni plans to continue *Racket Squad* and *Arthur Godfrey & His Friends* on television, as well as the following radio network programs —*Arthur Godfrey Time, Breakfast Club, Break the Bank, Crime Letter from Dan Dodge, Fun for All, This Is Nora Drake,* and *Tennessee Ernie.*

CBS-NBC CONTINUE C-P-P SPAT

CBS-NBC battle for Colgate-Palmolive-Peet business continued last week. The sponsor reportedly is getting a two-week extension of deadline for notifying CBS-TV whether it intends to renew its sponsorship of *Strike It Rich,* which NBC is trying to swing over to is own network [CLOSED CIRCUIT, Feb. 9]. Original deadline was last Tuesday.

NBC spokesmen said they were trying "as aggressively as possible within normal means" to get CBS-TV's Colgate account switched to NBC-TV, and that an answer was due early this week.

NBC is trying to sell Colgate on not only moving the half-hour *Strike It Rich* daytime program from CBS-TV to NBC-TV, but of increasing its sponsorship of the series from the present thrice-weekly schedule to a full five times weekly.

Purported terms of NBC's bid generated fire among CBS-TV executives, who claimed NBC offered to make no charge for sponsorship of the program two days a week. NBC officials denied this version and countered that CBS-TV originated the furor.

...to the time buyers for food and drug advertisers

The ***only*** two stations in the fabulously wealthy Washington market that offer your clients regular IN-STORE, point-of-purchase displays to back up their on-the-air advertising are ***WMAL-Radio*** and ***WMAL-Television.***

To give our drug and food advertisers effective follow-up at the all-important point of sale, we have launched

WMAL CUSTOMER CONTACT

DRUG advertisers get point-of-sale displays in 75 Peoples Drug Stores —the drug chain that handles over 60% of all drug sales in the Washington Metropolitan Area.

FOOD advertisers get point-of-sale displays in 20 Food Town Grocery Stores—a chain that does a $20 million business annually.

Any Katz salesman can tell you how to get CUSTOMER CONTACT with effective, low-cost advertising on

THE EVENING STAR STATIONS IN WASHINGTON, D.C.

REPRESENTED BY THE KATZ AGENCY, INC.

ABC IN WASHINGTON, D.C.

WMAL *am / fm / tv*

TOP CHANGES MADE AT BIOW CO.

TOP LEVEL changes at Biow Co., one of the top 10 advertising agencies in terms of broadcast billings, were announced last week.

Milton H. Biow, who has been president since he founded the agency in 1918, became chairman of the board, and F. Kenneth Beirn, executive vice president, was named president.

The changes "will make possible my devoting even more time to our agency's accounts and key sales and advertising problems," Mr. Biow said. "The advancement of Mr. Beirn to the presidency will enable him to concentrate more fully on administrative functions, including the selection and development of manpower, all of which he has done so well in the company's interest and development.

"These steps are part of a long-range expansion program begun some years ago which has aided the Biow organization to grow from approximately $20 million in billings handled by 200 persons to approximately $50 million in billings and a staff of 420 men and women. In part this increase has stemmed from the addition of new clients. In greater measure, it results from the increased business of older clients."

Mr. Biow added that he plans to continue the arrangement permitting employes to purchase a total of approximately 25% of the firm's common stock. Mr. Biow holds the remaining common and preferred shares.

Among the leading radio and television advertisers represented by Biow Co. are: Philip Morris & Co., Procter & Gamble Co., Bulova Watch Co., Jacob Ruppert Brewery, Pepsi-Cola Co. and Eversharp Inc.

Mr. Beirn joined Biow in 1948, having previously been New York manager for Grant Adv. and Dancer-Fitzgerald-Sample. He was named executive vice president in 1949.

Little Elected C-P-P Chmn.; McConnell Is President

JOSEPH H. McCONNELL, former president of NBC, was elected president of Colgate-Palmolive-Peet Co., effective March 1, and Edward H. Little, president of C-P-P since 1938, becomes chairman of the board, effective immediately [B•T, Jan. 5], it was announced last Thursday, following a meeting of the board of directors.

Mr. McConnell also was elected to the company's board of directors and the executive committee.

Mr. Little, as chairman of the board and also as chairman of the executive committee since 1938, will continue to serve as chief executive officer under an amendment to the by-laws of the company, passed last Thursday.

James A. Reilly, executive vice president in charge of soap sales, was elected a director at the meeting.

Charles S. Pearce and S. B. Colgate are honorary chairmen of the board.

Mr. Little has served C-P-P since 1902 when he joined the firm as a salesman.

The pattern of Colgate's foreign operations was largely established by Mr. Little. World wide sales of the company have increased from $100 million when he became president to more than $350 million in 1952.

Mr. McConnell, former executive vice president of RCA, was elected president of NBC in October 1949 and served in that capacity until December 1952 when he resigned to take the Colgate post [B•T, Jan. 5].

How Much Was Pabst's Tab For the Gavilan-Davey Bout?

HOW much did Pabst Brewing Co. pay for rights to the Kid Gavilan-Chuck Davey welterweight fight in the Chicago stadium last Wednesday evening?

There were reports that the sponsor of these regular weekly boxing matches on CBS-TV had guaranteed a sellout at the stadium and was laying $100,000 on the line for the TV rights.

Chicago Stadium says it tain't so—that Pabst "got off the hook" because of avid interest in the fight and a good gate. Stadium spokesmen claim the actual lump sum for TV rights would be closer to $12,000 than $100,000 on the basis of Pabst's yearly TV contract. They say Pabst tells only half the story.

Stadium spokesmen say that Pabst guaranteed a net gate of $200,000. The actual net was $211,415. It was pointed out that the brewing firm has a contract with the International Boxing Club for Wednesday night fights.

Pabst Brewing Co. headquarters in Chicago had no comment on the apparent discrepancies in the news. A spokesman said such business transactions were "confidential" but added that Pabst paid extra for the fight.

The TV viewing audience was estimated at between 35 and 55 million, with some 65 stations carrying the telecast. There was no radio coverage.

Sachs Signs With WBBM

MORRIS B. SACHS Inc., Chicago clothing retailer which has pioneered in use of radio, last week signed a long-term contract with WBBM Chicago for 18 quarter-hour programs per week.

Mr. Sachs said his firm had tested spot announcements on a majority of Chicago stations for six months and results proved "AM radio on a large station was the most economical buy we could make. Radio will continue to hold the leading role in our advertising program."

NL&B Names Burton V.P.

APPOINTMENT of Robert R. Burton as vice president at Needham, Louis & Brorby, Chicago, was announced by that agency last Monday. Mr. Burton formerly was vice president in the Chicago office of Young & Rubicam Inc. where he supervised accounts of the Elgin National Watch Co., the Bissell Carpet Sweeper Co. and the Pullman Co.

NEW BUSINESS

Spot

McKesson & Robbins (Tartan suntan lotion), N. Y., through Ellington & Co., also N. Y., working up an advertising plan involving appropriations in excess of last year's. A saturation radio spot campaign will be used in all major cities across the country. Tex and Jinx McCrary and their two sons will be featured in commercials.

V. La Rosa & Sons Inc., N. Y., conducting saturation campaign using approximately 35 spots weekly on WOR WNBC and WCBS, all New York. Campaign will last through Lenten season. Agency: Kiesewetter Assoc., N. Y.

French Government Tourist Office and **Air France** sponsoring *To France—With Music* on 13 stations of Good Music Broadcasters for 52 weeks at times to be selected by advertisers, starting Feb. 15. Agencies: Buchanan & Co., for Air France; Benton & Bowles for French Government Tourist Office.

Bardahl Mfg. Co., Seattle (motor oil), planning TV spot campaign consisting of 100 spots per week in 26 markets. Agency: Wallace Mackay Co., Seattle.

Coca-Cola Bottling Co., L. A., starts one-minute spot announcement campaign today (Feb. 16), for 26 weeks, on KFI, KECA, KFWB, KMPC, KHJ, KNX, KGFJ, all Los Angeles; KBIG Avalon, KFOX Long Beach and KOWL Santa Monica. Agency is D'Arcy Adv. Co., L. A.

Network

Interstate Bakeries Corp., L. A. (Weber's Bread), renews *Cisco Kid* on eight Don Lee California radio stations, Mon., Wed., 7:30-8 p.m. PST, for 52 weeks from March 13. Firm, for Log Cabin Bread, starts radio spot announcement campaign, today (Monday), for 13 weeks on KNX KFI KECA KHJ Hollywood, KFOX Long Beach, KVOE Santa Ana, KOCS Ontario and KPMO Pomona. Agency: Dan B. Miner Co., L. A.

Charles Antell (hair preparation products, reducing and vitamin pills) sponsoring *What's Your Bid,* Sat. 7:30-8 p.m. EST on 64 ABC-TV station, effective last Saturday. Program is audience participation series. Television Adv. Assoc., Baltimore, is agency.

Helene Curtis (Spraynet) to sponsor *Down You Go,* half-hour TV show Friday night on DuMont TV Network, starting early in March. Ruthrauff & Ryan, Chicago, is agency.

Sunset Oil Co., L. A. (Golden Eagle Gasoline), started six times weekly quarter-hour *Golden Gags* for 13 weeks on KFI Los Angeles, KPMO Pomona, KYNO Fresno, KBIS Bakersfield, KROW Oakland, KCRA Sacramento, KFXM San Bernardino, KPDQ Portland and KOL Seattle. Agency: General Adv. Agency Inc., Hollywood.

Bur-Mil Cameo Hosiery (Burlington Mills) will sponsor *Cameo Lady Talk,* featuring Helen Hall, in new six-times-weekly radio series, 3-3:05 p.m. EST on MBS in 13 states. Agency: Donahue & Coe, N. Y.

Agency Appointment

Campbell Soup Co. (Franco-American spaghetti sauce with meat), names Compton Adv., N. Y., effective May 1.

Eppens Smith Co., (Holland House coffee), names Calkins & Holden, Carlock, McClinton & Smith Inc., N. Y. **Z. C. Barnes** is account supervisor.

Bosco Co. Inc., N. Y. (Bosco milk amplifier), names Ruthrauff & Ryan, that city, effective April 1. Company expected to expand both network and local TV.

we've been on both sides of the desk



It's mighty helpful to understand the other man's problem when you are trying to sell him something.

The men of H-R Representatives have a decided edge in this business of advertising selling because of their vast experience on *both* sides of the desk.

Collectively H-R men have been successful buyers of time; account executives in agencies; have owned, managed and sold for radio stations; been advertising manager of well-known national companies and last and most important, spent years and years representing AM and now, TV stations.

Yessir, when you can talk the language of both sides of the desk, it's much easier to prove your point.

Remember, there is no desk-bound brass at H-R Representatives. So, whether it's one of the owner-partners or a veteran salesman H-R Always Sends A Man To Do A Man's Work.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO H·R **TELEVISION**

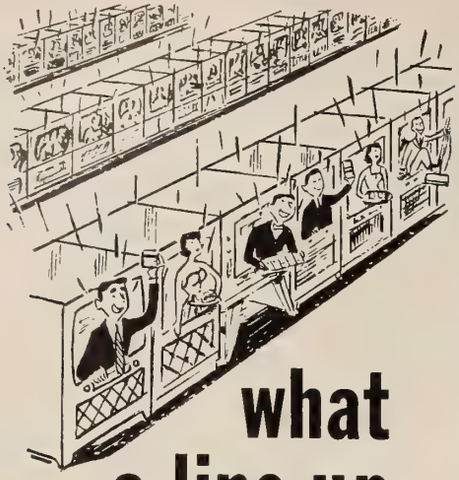
405 Lexington Avenue, New York 17, N. Y.
Murray Hill 9-2606

35 E. Wacker Drive, Chicago 1, Illinois
RA ndolph 6-6431

And On the West Coast:

Harold Lindley, Vice President
6253 Hollywood Blvd., Hollywood 28, Calif.
Granite 1480

James Alspaugh, Manager
110 Sutter Street, San Francisco, Calif.
Exbrook 2-3407



what a line up..

292,000 STRONG!

WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

~~2,500~~ ~~60,000~~ ~~90,000~~ today

there are 292,000 sets in use in the rich market covered by

WFBM-TV
Indianapolis

Represented nationally by The Katz Agency



1330 North Meridian Street • Indianapolis 2, Indiana
Affiliated with WEOA, Evansville; WFBM, Indianapolis; WFDF, Flint; WOOD and WOOD-TV, Grand Rapids

FACTS & FIGURES

99% of N. Y. TV Viewers Like Movies—Advertest

FULLY 99.6% of all TV homes in the New York area regularly viewed video movies during January 1953, Advertest Research reports, adding this is a 5% increase over January 1952.

The Advertest report, "The Television Audience of Today," indicated weekday viewing was highest from 7-11 p.m. with 69% and weekends after 11 p.m. with 55%.

Children make up the major part of the TV movie audience before 7 p.m. with adults, the majority women, viewing mainly after that time. Total family viewers on weekdays, by periods: before noon, 4.6%; noon-5 p.m., 17.7%; 5-7 p.m., 38.5%; 7-11 p.m., 48.0%; after 11 p.m., 43.5%.

Preferences before and after noon up to 5 p.m. are comedy and musical movies; from 5-7 p.m., comedy and drama; 7-11 p.m. and afterward, drama and mystery.

Advertest, citing increased movie popularity on TV, said in 1952 that 33% of viewers rated movies as good or excellent, but that January's figure is 46%. The hour-length movie is most popular, followed by the hour and a half film.

Type and variety of films and hour of their presentations were listed by respondents as bases for their selection of favorite movie shows, with about 40% willing to accept repeats of movies on TV if "exceptionally good" or "shown at different times." The study is available for release from Advertest Research, 90 Bayard St., New Brunswick, N. J.

NBC-TV, CBS-TV Get Equal Number of 'Emmys'

NBC-TV and CBS-TV programs and talent drew equal number of "Emmy" national awards at the fifth annual Academy of Television Arts & Sciences. Awards were made at the dinner held Feb. 5 in the Hotel Statler, L. A. One award in the national category went to DuMont TV Network and another to Paramount Television Productions.

Lucille Ball was a double winner, sharing one award with her husband, Desi Arnez, as co-stars of the CBS-TV situation comedy, *I Love Lucy* (Philip Morris). Other honor was as the best TV comedienne.

Best dramatic show was the NBC-TV *Robert Montgomery Presents* (Johnson Wax and American Tobacco Co.). NBC's *Your Show of Shows* (Lehn & Fink, Benrus, Griffin, Prudential, R. J. Reynolds, SOS) was named best variety program. Bishop Fulton J. Sheen, *Life Is Worth Living* (Admiral) on DuMont, was named the outstanding TV personality.

CBS-TV's *See It Now* (Alcoa) and *What's*

TELESTATUS®

Weekly TV Set Summary—February 16, 1953—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	5,500
Austin	KTBC-TV	19,404
Baltimore	WAAM, WBAL-TV, WMAR-TV	453,074
Bangor	WABI-TV	.....
Baton Rouge	WAFB-TV	.....
Binghamton	WNFB-TV	101,450
Birmingham	WAFM-TV, WBRC-TV	150,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	1,002,032
Buffalo	WBEN-TV	328,419
Charlotte	WBTV	290,683
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,316,491
Cincinnati	WCPO-TV, WKRC-TV, WLWT	395,000
Cleveland	WEWS, WNBK, WXEL	711,245
Colorado Springs	KKTV	12,500
Columbus	WBNS-TV, WLWC, WTVN	274,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	225,000
Davenport	WOC-TV	166,000
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	
Dayton	WHIO-TV, WLWD	268,000
Denver	KFEL-TV, KBTV	117,299
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV, KTSM-TV	17,250
Erie	WICU	175,550
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	225,000
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	152,417
Honolulu	KGMB-TV, KONA	12,386
Houston	KPRC-TV	232,000
Huntington-Charleston	WSAZ-TV	131,122
Indianapolis	WFMB-TV	292,000
Jackson	WJTV	.....
Jacksonville	WMBR-TV	95,100
Johnstown	WJAC-TV	534,982
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	263,675
Lancaster	WGAL-TV	204,774
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,490,829
Louisville	WAVE-TV, WHAS-TV	214,887
Lubbock, Tex.	KDUB-TV	17,500
Lynchburg	WLVA-TV	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	186,037
Miami	WTVJ	169,900
Milwaukee	WTMJ-TV	397,853
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Mobile	WALA-TV, WKAB-TV	.....
Nashville	WSM-TV	102,938
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	149,721
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000
Norfolk-Portsmouth-Newport News	WTAR-TV	157,340
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	170,135
Peoria	WEEK-TV	.....
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,157,000
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Pueblo	KDZA-TV	13,000
Richmond	WTVR	160,427
Roanoke	WSLS-TV	39,800
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	166,000
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	117,750
San Antonio	KEYL, WOAI-TV	126,227
San Diego	KFMB-TV	166,150
San Francisco	KGO-TV, KPIX, KRON-TV	510,000
Schenectady-Albany-Troy	WRGB	256,350
Seattle	KING-TV	232,700
South Bend	WSBT-TV	20,000
Spokane	KHQ-TV, KXLY-TV	14,539
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	211,342
Toledo	WSPD-TV	222,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	87,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	425,983
Wilkes-Barre	WBRE-TV	.....
Wilmington	WDEL-TV	128,418
York	WSBA-TV	21,000
Youngstown	WKBN-TV	.....

Total Stations on Air 135* Total Markets on Air 85*

Total Sets in Use 20,956,390

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

In Maryland—Morning, Noon and Night—Most people watch WMAR-TV

Audiences preferred these Quarter-Hours in 1952*

DAYTIME
10:00 A.M. to 6:00 P.M.

WMAR-TV	Station A	Station B
1182	785	429

NIGHTTIME
6:00 P.M. to 12:00 Mid.

WMAR-TV	Station A	Station B
993	771	226

* *According to Jan.-Dec. 1952 A. R. B.*

WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2 ★ BALTIMORE, MD.
Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

My Line (Jules Montenier) were judged best public affairs and audience-quiz-panel programs, respectively. NBC-TV's *Dragnet* (Liggett & Myers) was picked as best mystery-adventure program. Paramount award was for *Time for Beany*, syndicated children's show. Jimmy Durante, of NBC-TV's *All-Star Revue* (Pet Milk, Johnson & Johnson), was called best comedian. Thomas Mitchell was selected as best actor and Helen Hayes as best actress.

Local award was given KLAC-TV Los Angeles for Liberace, pianist, as outstanding male artist and best entertainment program. Betty White, feminine personality, received an award as star in KLAC-TV's *Life With Elizabeth* (Sears, Roebuck). A tie occurred in the children's group. KNXT (TV) Los Angeles was given award for *Tim McCoy*. KNBH (TV) Los Angeles won with *Peanut Circus* (Circus Peanuts). English Channel swim coverage by KNBH was called best special event. KTLA (TV) Los Angeles' *City at Night* (Santa Fe Railway) was named as best public affairs program.

60 Million Persons Watched TV Inaugural

ABOUT 60 million persons in the U. S. saw Inauguration proceedings Jan. 20 some time during the five hours of telecasting between 11 a.m. and 4 p.m. EST, Hugh M. Beville Jr., NBC director of research and planning, reported last week.



Mr. Beville

Mr. Beville said this estimate is based on a special Trendex average-minute coincidental figures report representing 10 major TV markets with "maximum" competition. The figures show there were more TV sets in use (85% at one time or another) than for any other daytime telecast of major importance.

Virginia TV Count Change

COUNT of TV set saturation in Virginia, as recorded in April 1950 by the U. S. Census Bureau and first published in the Jan. 5 BROADCASTING • TELECASTING, contained transcribing errors in figures for Orange and Page Counties. The Orange County TV figures should have read: 3,290 homes reporting; 80 homes reporting TV sets; .02% with TV. Page County: 3,910 homes reporting; 75 homes reporting TV sets; .02% with TV.

Godfrey's 'Scouts' Climbs In January ARB Report

TOP VIDEO programs continue to be *I Love Lucy* with Lucille Ball and Arthur Godfrey's *Talent Scouts* and *Godfrey & Friends*, according to the January report of the American Research Bureau. *I Love Lucy*, No. 1 for the seventh consecutive month, exclusive of the summer hiatus period, also reached more homes than any other video show.

Mr. Godfrey's *Talent Scouts* reached more homes than ever before, and showed one of the highest ratings of the past year, ARB reports. Firm terms the results particularly significant because the show is carried in only 23 markets and available to only 64% of the nation's set total. *Lucy*, however, reaches 98.7% of the video audience, and *Comedy Hour* goes to 99.9%.

ARB listings of the top 10 programs and the homes reached follow, covering the week of Jan. 6 through 12.

	Program	Rating
1	I love Lucy (CBS)	68.2
2	Talent Scouts (CBS)	61.5
3	Godfrey & Friends (CBS)	52.9
4	You Bet Your Life (NBC)	50.6
5	Star Theatre (NBC)	50.1
6	Dragnet (NBC)	48.6
7	Show of Shows (NBC)	43.8
8	What's My Line? (CBS)	41.6
9	Comedy Hour (Abbott & Costello) (NBC)	40.0
10	Fireside Theatre (NBC)	39.8
	Our Miss Brooks (CBS)	39.8

	Program	Homes in Millions (add 000)
1	I Love Lucy (CBS)	14,270
2	Godfrey & Friends (CBS)	11,170
3	You Bet Your Life (NBC)	10,350
4	Show of Shows (NBC)	9,370
5	Dragnet (NBC)	9,290
6	Star Theatre (NBC)	8,900
7	Comedy Hour (Abbott & Costello) (NBC)	8,480
8	Talent Scouts (CBS)	8,290
9	Fireside Theatre (NBC)	8,120
10	What's My Line? (CBS)	7,550

Format Frequency

MOST frequent program types telecast during January were quiz-audience participation, drama, mysteries, news, and daytime variety shows, accounting for one-half the total TV time, according to The Pulse. Top 10 program types for the period, as reported by The Pulse, follow:

	Avg. Rtg.
Comedy variety	29.2
Comedy situation	21.8
Talent	21.6
Drama & Mysteries	19.6
Boxing	19.2
Westerns & Serials	15.9
Music	14.0
Musical variety	13.9
Kid shows	11.6
Quiz-Audience participation	9.9

New York State Leads 1952 Video Set Shipments

NEW YORK state led the nation last year in shipments of TV sets to dealers, with 736,956 receivers shipped compared to second-place California, 577,186 receivers, according to Radio-Television Mfrs. Assn.

Shipments for the nation totaled 6,174,505 sets in 1952 compared to 5,095,563 the year before. During December RTMA estimated that 965,891 TV sets were shipped to dealers compared to 680,141 for the same month of 1951.

TV set shipments to dealers by states for the entire year 1952 follow:

State	Total
Alabama	75,311
Arizona	25,141
Arkansas	16,394
California	577,186
Colorado	98,216
Connecticut	126,876
Delaware	19,756
D. C.	60,989
Florida	97,232
Georgia	109,508
Idaho	1,452
Illinois	348,412
Indiana	220,355
Iowa	106,571
Kansas	38,916
Kentucky	83,254
Louisiana	65,048
Maine	11,022
Maryland	109,389
Massachusetts	244,688
Michigan	262,525
Minnesota	88,608
Mississippi	24,460
Missouri	161,736
Montana	193
Nebraska	52,862
Nevada	111
New Hampshire	22,706
New Jersey	242,864
New Mexico	9,425
New York	736,956
North Carolina	122,685
North Dakota	338
Ohio	462,010
Oklahoma	101,056
Oregon	44,413
Pennsylvania	531,021
Rhode Island	37,508
South Carolina	30,781
South Dakota	1,574
Tennessee	77,596
Texas	290,941
Utah	38,554
Vermont	7,311
Virginia	112,652
Washington	111,379
West Virginia	68,656
Wisconsin	95,361
Wyoming	2,507
Grand Total	6,174,505

Godfrey, Amos 'n' Andy Top Nielsen Radio Ratings

TOP radio programs for the week of Jan. 4-10, as indicated by the A. C. Nielsen Co. listings, showed *Amos 'n' Andy* as the leading weekly evening show in number of homes reached. Commentator Lowell Thomas' show led the evening multi-weekly programs.

Heading weekday programs was Arthur Godfrey (Nabisco). *Stars Over Hollywood* and *True Detective Mysteries* were top Saturday and Sunday Shows, respectively. Listings follow:

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS

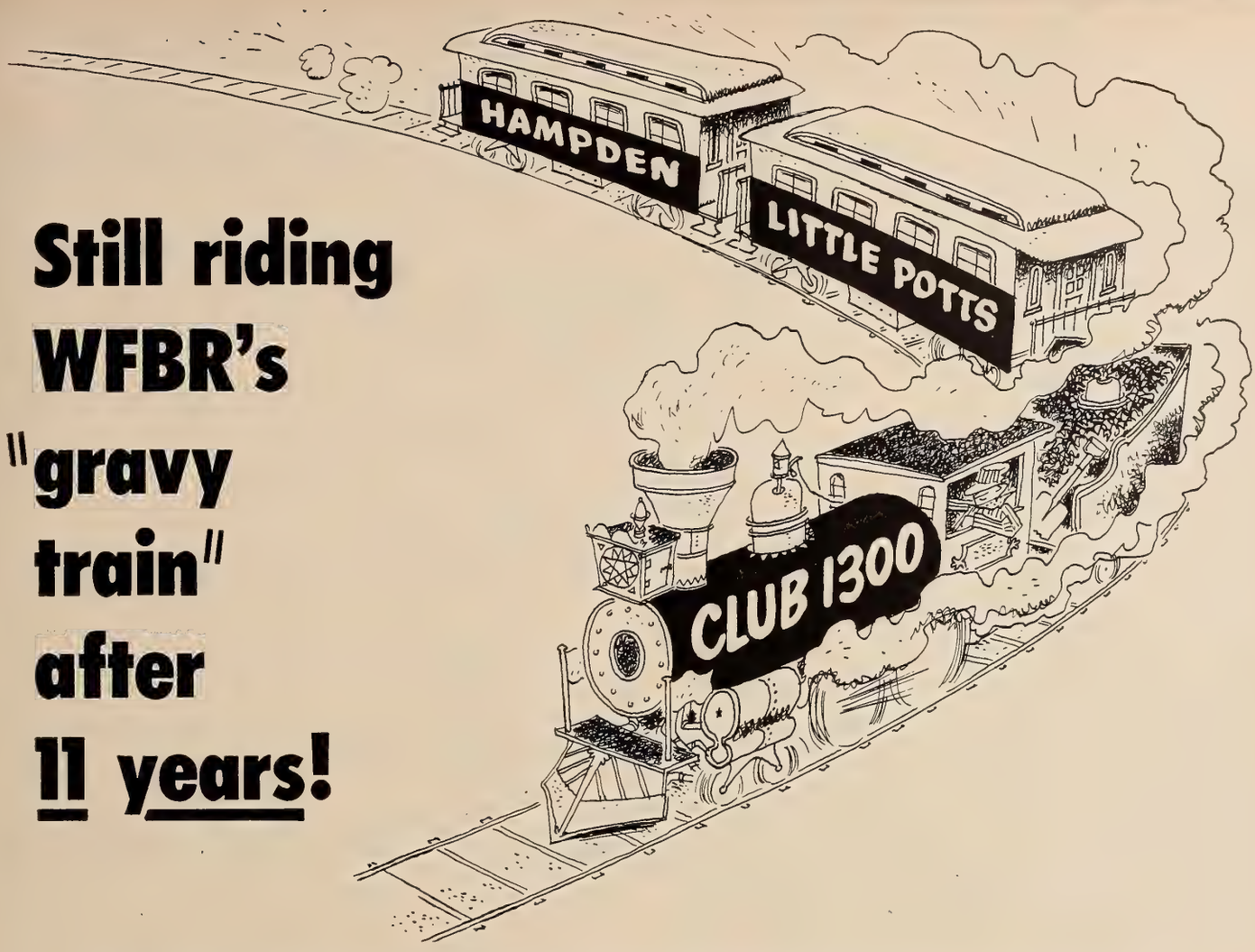
Regular Week January 4-10, 1953—Nielsen-Rating*

Rank	Program	Homes Reached
EVENING, ONCE-A-WEEK (Average For All Programs)		(2,864)
1	Amos 'n' Andy (CBS)	6,892
2	Jack Benny (CBS)	6,265
3	Lux Radio Theatre (CBS)	6,265
4	Charlie McCarthy Show (CBS)	6,041
5	People Are Funny (CBS)	5,549
6	Our Miss Brooks (CBS)	4,565
7	Life With Luigi (CBS)	4,475
8	Suspense (CBS)	4,475
9	You Bet Your Life (NBC)	4,296
10	My Little Margie (CBS)	4,162
EVENING, MULTI-WEEKLY (Average For All Programs)		(1,566)
1	Lowell Thomas (CBS)	2,775
2	One Man's Family (NBC)	2,685
3	Club 15 (CBS)	2,596

Rank	Program	Homes Reached
WEEKDAY (Average for All Programs)		(2,059)
1	Arthur Godfrey (Nabisco) (CBS)	3,714
2	Arthur Godfrey (Liggett & Myers) (CBS)	3,535
3	Romance of Helen Trent (CBS)	3,446
4	Our Gal, Sunday (CBS)	3,312
5	Arthur Godfrey (Toni) (CBS)	3,222
6	Aunt Jenny (CBS)	3,222
7	Arthur Godfrey (Pillsbury) (CBS)	3,088
8	Wendy Warren and the News (CBS)	2,998
9	Pepper Young's Family (NBC)	2,998
10	Ma Perkins (CBS)	2,954
DAY, SUNDAY (Average For All Programs)		(1,164)
1	True Detective Mysteries (MBS)	2,327
2	New York Philharmonic (CBS)	1,969
3	Shadow, The (Sylvania) (MBS)	1,880
DAY, SATURDAY (Average For All Programs)		(1,298)
1	Stars Over Hollywood (CBS)	2,640
2	Theatre of Today (CBS)	2,417
3	Fun For All (CBS)	2,103

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1953 by A. C. Nielsen Company



Still riding WFBR's "gravy train" after 11 years!

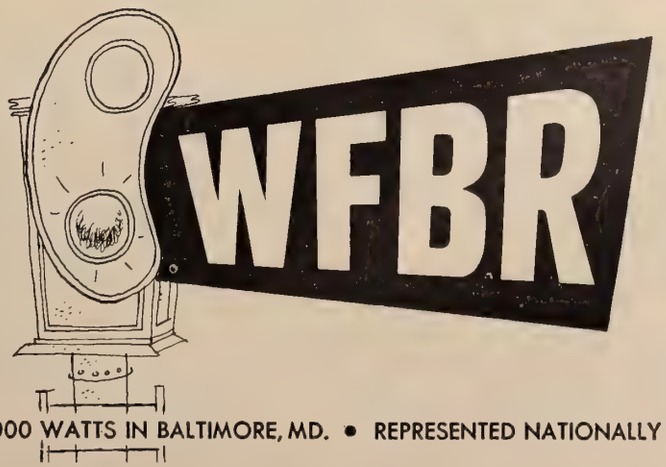
Little Potts Furniture Store and Hampden Rug Cleaners —two of Baltimore's most astute advertisers—are still riding high after 11 years on Club 1300!

Most of the advertisers on Club 1300 have been on for over 5 years—many for 8, 9 and 10 years—and two have been there since Club 1300 went on the air, 11 years ago!

Many success stories have been written by WFBR advertisers, both local and national, who have used Club 1300 alone in the Baltimore market!

And Club 1300 is typical of many WFBR home-grown participating shows. Shows like Morning in Maryland, Melody Scoreboard, Every Woman's Hour, Melody Ballroom, Shoppin' Fun and others—can chalk up successful sales mileage for you.

Want to ride on our gravy train? Ask your John Blair man or write, wire or phone



ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Stolkin Interests Sell RKO Control to Hughes

A NEW chapter in the career of Ralph E. Stolkin was written last week as the Chicago millionaire and three associates returned controlling interest in RKO Radio Pictures Inc. to west coast industrialist Howard Hughes.

Decision to return the stock (1,013,420 shares) came after a conference between Mr. Stolkin and Edward Burke Jr., his associate in one time stock holdings in KOIN Portland, Ore., and KJR Seattle, Wash., until their resignations from top posts in RKO last fall [B•T, Oct. 27, 1952].

"We have no interest in owning the stock unless we can have management of RKO," Mr. Stolkin said, noting he and his associates had been minority stockholders since October. Mr. Stolkin had been described as vice president of National Video Corp., Chicago, and identified with Screen Assoc. Inc., Hollywood.

As of last week, the Stolkin group owed Mr. Hughes, RKO board chairman, about $5.25 million, and is expected to pay this week $37,000 interest due from Dec. 15.

Film Sales

Completion of 63 sales of programs during Jan. 14-28 period was announced last week by **Peter M. Robeck,** general manager of **Consolidated Television Sales,** New York. He noted a trend for stations to purchase more than one filmed TV program at a time for showing on local level.

* * *

Series of eight 60-second film commercials in the form of human interest playlets has been prepared by **Sarra Inc.,** New York and Chicago, for the **Society for Savings,** Cleveland, Ohio. Commercials were produced through **The Griswold-Eshleman Co.,** bank's advertising agency, with James Pritchard, agency president, and Walter F. Meads, account executive, supervising production in Sarra's Chicago studios.

* * *

National Health Aids Inc., Baltimore, Md. (NHA Vitamin Complex, Fastabs), has renewed a half-hour TV film on **WGN-TV** Chicago, Sunday, for 13 weeks, effective Jan. 20. Agency is **Television Advertising Assoc.,** same city. **Chrysler Dealers of Chicago** Feb. 1 start a half-hour film, Sunday, also on WGN-TV, for 52 weeks. Agency is **McCann-Erickson.**

Availabilities

Demby Production Inc., New York, announces that *What's Playing?,* TV program of complete scenes (not coming attractions) from new motion pictures, will be made available on a national basis. It has been running for the past 39 weeks over **WJZ-TV** New York.

Distribution

Station Distributors Inc., New York, has acquired distribution rights to the 52 half-hour film segments of *The Ruggles,* family comedy series starring **Charles Ruggles.** The package is owned by Television Productions, Hollywood. To date, the show has been sold in 11 markets: Los Angeles, San Francisco, Denver, Albuquerque, Chicago, Lubbock, Indianapolis, Amarillo, Honolulu, Boston and Kalamazoo.

* * *

Screen Gems Inc., New York, has acquired distribution rights to *Professor Yes 'n' No,* quarter-hour open-end film quiz show in which the audience participates for prizes. Contract was negotiated by **John H. Mitchell,** vice president in charge of sales for Screen Gems, and **Allan Trench** of **Tragborn Productions Inc.,** Pittsburgh, producer of the series.

Production

Jack Denove Production, Hollywood, is filming 20 quarter-hour, two half-hour and 30 one-minute TV films for **The Christophers,** society headed by **Father James Keller.** Quarter-hour programs, distributed under title *What One Person Can Do.*

* * *

Volcano Productions, Hollywood, is completing a half-hour pilot film for **NBC** in network's proposed TV version of its radio program, *The Chase.* Using a suspense-adventure format, each succeeding film will utilize a different cast.

Film People

Ilo Harvey appointed assistant manager of **Consolidated Television Sales** East Coast Office in N. Y.

* * *

Michael Nidorf, talent manager and former partner in General Artists Corp., elected vice president of **Official Films Inc.,** New York.

* * *

Dwight W. (Bill) Whiting, sales manager of **KTTV (TV)** Los Angeles, joins **Consolidated Television Sales** as western sales manager.

* * *

Philip Lepinsky, formerly with Fleischer Studios, New York, and Jam Handy, Detroit (TV film production), appointed director of new animation department at **Filmack Trailers Inc.,** Chicago.

Did you know that every week-day afternoon, one of every three families listening to *any* Milwaukee Radio Station is tuned to WMIL* or one other independent?

So says Hooper.

* *Represented by Forjoe*

YOU MIGHT THROTTLE A LEOPARD WITH YOUR BARE HANDS*—



BUT...

YOU NEED THE FETZER STATIONS TO MAKE A KILLING IN WESTERN MICHIGAN!

WKZO-TV in television, WKZO-WJEF in radio—that's the easiest way to choke off competition in Western Michigan.

TELEVISION: WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its bright Channel 3 picture is received by a quarter million Western Michigan and Northern Indiana television homes—a 28-county market with a Net Effective Buying Income of more than $2,000,000,000. And here's the stopper: The October 1952 Videodex Report credits WKZO-TV with 106.1% more *afternoon* viewers than Station "B"—213.4% *more evening viewers!*

RADIO: You'll look a long time before you'll find two more obvious radio buys than WKZO, Kalamazoo, and WJEF, Grand Rapids. Both are far ahead of all competition. Together, they deliver 57% more Kalamazoo and Grand Rapids listeners than the second-best two-station combination in the two cities. It's the same story in rural areas. The 1949 BMB Report credits WKZO-WJEF with big increases over 1946 in unduplicated audiences—*up 52.9% at night, 46.7% in the daytime*—and there's every reason to believe similar increases have occurred since.

It will pay you to get the whole Fetzer story. Ask your Avery-Knodel man for all the facts, or write direct.

** On a hunting expedition in Africa, Carl E. Axeley killed a full-grown leopard by choking it to death.*

WJEF top IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV top IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO top IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

ASCAP-Broadcaster Problems May Be Resolved This Year

PRESENT differences between TV broadcasters and ASCAP over proper terms of payment for per-program licenses to telecast ASCAP-licensed music may be settled this year.

There are two important reasons why 1953 may be the year of decision for a problem that has been unsolved for nearly five years: First, it is anticipated that before the year is out the Federal District Court in New York will act on the petition filed in July 1951 by 55 TV station operators, who after nearly two years of negotiations with ASCAP failed in agreement, asked the court to set a fair and reasonable fee, under the terms of ASCAP's 1941 consent decree. ASCAP's counter petition to have the consent decree amended to remove the obligation to issue per-program licenses, which will be heard first, would, if approved by the court, settle the problem by eliminating it.

Second, ASCAP's blanket licenses for TV, accepted by the video networks and a number of individual stations, will expire Dec. 31, 1953. In the negotiations for new licenses it is expected that the TV broadcasters will attempt to work out an overall deal that would remove the need for court action.

Promotion on Local Level For Ziv's Lombardo Show

EXTENSIVE local promotional campaigns are planned by sponsors of the Frederic W. Ziv Co.'s Guy Lombardo radio program as tie-ins with Mr. Lombardo's nationwide band tour which started yesterday (Sunday) and continues through late April.

Ziv said that nearly 150 local sponsors already have signed for the show. Typical of local promotional support, according to Ziv, is the plan of the Lynchburg (Va.) Coca-Cola Bottling Works to use three radio spots daily and large tune-in ads for three straight days, including the day of the program, and to circulate the Tune Club booklets published by Ziv.

The booklets, distributed free to all sponsors, are designed to aid listeners in identifying the mystery medley, and thereby win Gruen watches. Gruen has made available $2,500 worth of watches to each sponsor.

Columbia Promotes Carlson

COLUMBIA Records Inc. has announced the promotion of Alden O. Carlson, senior sales representative with Transcription Div., to division general manager, post recently vacated by Robert Clarkson [B•T, Feb. 9]. Mr. Carlson joined Columbia's transcription sales staff in 1942.

MISCELLANEOUS

George F. Foley Inc., N. Y., radio-TV program production firm, has moved its offices from 9 E. 45th St., to 625 Madison Ave. Phone number has been changed to Plaza 1-1860.

Frank Cooper Assoc., Hollywood, talent agency and program packager, moves to 6277 Selma Ave. Telephone is Hillside 2297.

William B. White Agency, Beverly Hills, talent agency and program packager, moves to 332 S. Beverly Dr. Telephone is Crestview 4-6301.

Phil Davis Musical Enterprises, N. Y., assigned by Brooke, Smith, French & Dorrance to create one radio and one TV commercial for Goebel beer.



NEW OFFICERS of Montana Radio Stations Inc. meet after a one-day session in Butte where more than 100 persons, representing 24 of the state's 25 stations, attended. L to r are: Norm Penwell, KBMN Bozeman, re-elected secretary-treasurer; Ed Cooney, KOPR Butte, retiring president; Ken Nybo, KBMY Billings, new president, and Ian Elliott, KRFJ Miles City, vice president. At the business session, stations adopted a resolution supporting the Horan Bill, which would exempt stations from libel liability in political broadcasts. Art Mosby of KGVO Missoula led a discussion on copyrights.

BAB and BMI Will Sponsor Field Clinics Jointly

Broadcasters will save time attending 42 rather than 86 local work sessions.

INTEGRATED series of two-day sales and program clinics will be held under the joint auspices of BAB and BMI during the seven-week period starting May 25, it was announced today (Mon.) by Carl Haverlin, BMI president, and William B. Ryan, president of BAB [CLOSED CIRCUIT, Feb. 9].

Designed to save time for broadcasters and their staffs, the 42 joint clinics planned for this year will replace 86 such meetings held in 1952, when each organization conducted 43 clinic sessions. Tie-up is a natural one, and, as the joint statement points out, it is "impossible" to think of programming without thinking of sales and vice versa. "The basis of successful radio management is the thoughtful coordination of both programs and sales," both groups believe.

Commenting on the decision to continue the BMI program clinics, NARTB President Harold E. Fellows said: "We're glad BMI is going to continue them this year. NARTB looked into the possibility of producing such program clinics this year, but we are not geared to do them in the fashion to which broadcasters have become accustomed through the good work of Carl Haverlin and his crew. As a step in the direction of minimizing the number of meetings which broadcasters must attend, I am happy to learn that BMI is integrating its clinics with the BAB sales clinics."

BAB's part of the combined clinics will be planned "to provide those in attendance with not only a well laid-out plan for selling in today's competitive market, but also with an insight into many categories of potential business that heretofore have been neglected," Mr. Ryan said.

BMI, according to Mr. Haverlin, will again this year present "forums in which top program brains may interchange program ideas before the widest possible audience of working broadcasters. We hope to make the program clinics and the bull sessions, in which all who attend may participate, even better than before," he said.

Plan was discussed by the BMI board at its annual meeting at Belleair, Fla., Feb. 8-9-10. NARTB, which will operate at the management level at its district meetings, formally endorsed the joint BMI-BAB plan.

Three of BMI's 14 directors were excused from the meeting. Absent were Joseph H. Baudino, Westinghouse; Herb Hollister, KBOL Boulder, Colo., and Herbert V. Akerberg, CBS New York. Attending were Carl Haverlin, president; Sydney M. Kaye, vice president and general counsel; NARTB Board Chairman Justin Miller; NBC Vice President William S. Hedges; Raymond Diaz, ABC; James E. Wallen, MBS; Paul W. Morency, WTIC Hartford; J. Harold Ryan, Storer Broadcasting Co.; J. Leonard Reinsch, James M. Cox stations; Leonard Kapner, WCAE Pittsburgh; John Elmer, WCBM Baltimore.

BMI staff members who reported included Charles Wall, BMI vice president in charge of finance; Robert Burton, vice president in charge of publisher relations and secretary; Jean Geiringer, vice president in charge of foreign relations.

Madsen Is Elected



Mr. Madsen

ARCH L. MADSEN, general manager of KOVO Provo, Utah, was elected president of the Utah Broadcasters Assn. at a meeting Jan. 26 at Salt Lake City's Newhouse Hotel. The picture inadvertently run in a story on the UBA meeting and election [B•T, Feb. 2] was of E. F. Peffer, president of KGDM Stockton, Calif.

SMPTE Shifts TV Sessions

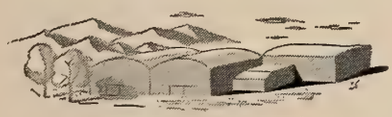
TO avoid calendar conflict with the NARTB convention in Los Angeles April 29-May 2, the Society of Motion Picture and Television Engineers has shifted the TV sessions of its 73d semiannual convention to April 30-May 1. Ordinarily the TV technical papers and demonstrations are presented the first days of the SMPTE convention, scheduled in Los Angeles' Statler Hotel April 27-May 1.

"The Big News in TV is UTP in '53"

Custom-tailored or ready-made—now, with its own production facilities, UTP stands ready to serve all your TV film needs.

In addition to twelve top "packaged" shows for the local buyer, *UTP now has its own huge Hollywood studio* to "custom-produce" films of any type for the discriminating regional or network buyer.

And the important thing about UTP's complete new production set-up is that it's operated by men who best know the problems of maintaining high-quality film production on a moderate budget, and are equally familiar with the problems of the advertiser.





HEART OF THE CITY (Big Town) — Famous half-hour series that scored smashing successes for Lever Brothers as "Big Town." Featuring reporters Steve Wilson and Lorelei.



DOUBLE PLAY (With Durocher and Day) — Baseball's "Royal Family" presents guests from the Sports World's "Who's Who" in lively, informal quarter-hour sessions. 39 quarter-hours.



OLD AMERICAN BARN DANCE — Twenty-six half-hours starring famous National Dance entertainers . . . Pee Wee King, Tennessee Ernie, others. Terrific commercial corn! Produced by Kling-United.



WASHINGTON SPOTLIGHT — Unique quarter-hour panel show featuring Marquis Childs and important Washington personalities. Timely, topical . . . a new show released each week.



COUNTERPOINT (Rebound) — Bing Crosby Enterprises' series of 26 dramatic half-hour suspense shows. A national award winner with tremendous adult appeal.



HOLLYWOOD OFF-BEAT — Action-packed half-hour series starring Melvyn Douglas as a sophisticated sleuth supported by well-known Hollywood names.



STUDIO TELESCRIPTION LIBRARY — Featuring Peggy Lee, June Valli, King Cole trio, Mel Torme and 150 other stars in a library of all-time favorites, plus monthly "refresher" tunes. Versatile, flexible, adaptable to any programming need.



ROYAL PLAYHOUSE (Fireside Theatre) — The highest rated dramatic film program in its first run as "Fireside Theatre." 52 outstanding half-hours, produced by Bing Crosby Enterprises.

PLUS THESE OTHER ATTRACTIVE PACKAGES: Sleepy Joe, delightful half-hours for kids; The Chimps, unique quarter-hours starring "Bonzo".

United Television Programs, Inc.

360 N. MICHIGAN AVENUE • CHICAGO • CEntral 6-0041
444 MADISON AVENUE • NEW YORK • Plaza 3-4620
140 N. LA BREA AVENUE • HOLLYWOOD • WEbster 8-9181



FIRST AGAIN!

1951 . . . First in the Financial Classification

1952 . . . First in the Automotive Classification

KSWO is the ONLY RADIO STATION ever to win TWO FIRST PLACE AWARDS in the BAB "Radio Results" Contest.

KSWO got results in 1952 for these National Advertisers, too:

Admiral Corp.
American Chicle
Ball Bros. Co.
Boyer Laboratories
Bristol-Myers
Carter Products
Chamberlain Sales Corp.
Colgate-Palmolive-Peet
Colorado Peach Growers
Equitable Life Assurance
Evangelistic Assn., Inc.
Falstaff Brewing Corp.
Folger Coffee Co.
Ford Motor Co.
General Foods
General Mills
General Motors
Gillette
Gooch Mills
Goodyear Tire & Rubber
Gospel Broadcasting Assn.
Griesedieck Western Brewery
Gruen Watch Co.
Gulf Oil Corp.
H. J. Heinz Co.
Hotpoint, Inc.
Hudson Motor Co.
Hulman & Co.
Kellogg Company
Lambert Pharmacal
Lever Brothers Co.
P. Lorillard
Lutheran Laymens League
Mentholatum Co.
Nutrena Mills
O'Cedar Corp.
Penick & Ford
Pharmaco, Inc.
Philco Corp.
Philip Morris
Procter & Gamble
Prudential Ins.
Ralston Purina
R. J. Reynolds
Seeman Brothers
Stanley Products
Sterling Drug
Swift & Co.
Texas Co.
Toni Co.
Union Oil of Calif.
Warner-Hudnut

ABC **KSWO** **1000 watts**

LAWTON, OKLAHOMA

Oklahoma's Third Largest Market

Represented Nationally by O. L. Taylor Co.

AFFILIATES GROUP WILL CONTINUE

GOVERNING committee of the All-Industry Radio Affiliates Committee, at a meeting Feb. 7 at Belleair, Fla., agreed to continue the organization until the NARTB convention in Los Angeles next April, at which time a decision will be reached on permanent organization.

Paul W. Morency, WTIC Hartford, chairman, announced after the session that the committee will report to the general membership at a session scheduled for 3:30 p.m., April 28, during the NARTB sessions. A proposal then will be made for the continuation of the organization, created in 1951 to combat deterioration of the rate structure in radio. The organization was formed spontaneously during the Chicago NARTB convention, immediately after announcement by CBS that it would adjust night-time rates downward.

Mr. Morency has agreed to remain head of the organization "until the Los Angeles meeting only," it was announced. Some thought has been given to a revised organization plan whereby independently organized station and advisory planning committees of the networks would constitute the nucleus of the Radio Affiliates Committee.

Attending the Belleair session, in addition to Mr. Morency, were Clair R. McCollough, Steinman Stations, vice chairman; G. Richard Shafto, WIS Columbia, S. C.; Leslie C. Johnson, WHBF Rock Island, Ill.; Robert D. Swezey, WDSU New Orleans, and Ben W. Strouse, WWDC Washington.

VOD Contest Winners Begin Tours in D. C.

FOUR high school students, winners of the sixth annual Voice of Democracy Contest, last Thursday started a weeklong series of tours, broadcasts, meeting with President Eisenhower, telecasts and a trip to Colonial Williamsburg, Va.

The four winners are Frank Lammedee, San Marino, Calif.; Thomas J. Walsh, Washington, D. C.; Robert Davis, Maui, Hawaii; Adelaide Nacamu, Peekskill, N. Y. [B•T, Feb. 9].

Scholarships for $500, radio-TV consoles and certificates will be presented to the young people Wednesday at the annual VOD luncheon at the Mayflower Hotel, Washington.

The annual competition is sponsored jointly by NARTB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce, with endorsement of U. S. Office of Education and National Assn. of Secondary School Principals.

Public Relations Meet March 1

JOHN H. SMITH Jr., National Assn. of Radio and Television Broadcasters, is a member of the convention committee which is planning the 8th annual conference of the American Public Relations Assn. in Washington, D. C., March 1-3 at the Mayflower Hotel.

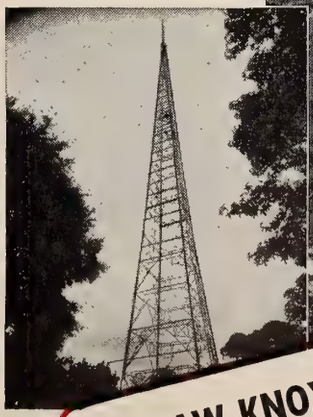
ABA Convenes March 15-16

ANNUAL spring membership meeting of the Arkansas Broadcasters Assn. will take place March 15-16 at the Marion Hotel in Little Rock. Equipment manufacturers and distributors have been invited by the board of directors to attend the meeting, for which registration begins at noon Sunday, March 15.

Designs Unlimited

WHATEVER factors determine the type, height and location of your TV Antenna Tower, you can depend on Blaw-Knox to give you *more for your money*. Does the job call for a self-supporting structure atop a mid-town building or a sky-scraping guyed tower out in the open? Do you prefer a square design or triangular? Blaw-Knox builds them all—and every one is backed by more than four decades of experience in this field. If you are anticipating a TV license, write or phone today for capable engineering assistance with your plans.





Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX

BLAW-KNOX EQUIPMENT DIVISION
BLAW-KNOX COMPANY
2038 Farmers Bank Bldg.
Pittsburgh 22, Pa.

FCC GRANTS 17 NEW TV STATIONS PERMITS

Clearing station applicants for TV channels at a fast clip, FCC last week came close to breaking the record number of grants for a single week.

GRANTING applications for 6 vhf and 11 uhf new TV stations last week, FCC came close to beating the record number of 18 grants it made last July [B•T, July 14, 1952]. The 17 total was most FCC has made in any one week following the lifting of the TV freeze.

One of the permits was the first to be awarded an applicant comprising a merger of two AM stations in the same city. Uhf Ch. 47 was granted to Macon Television Co., owned by WBML and WNEX, competing outlets at Macon, Ga. (see story page 55).

Another permit—that for vhf Ch. 10 at Columbia, S. C., to WIS-TV Corp. — was granted just a week after the application was tendered [B•T, Feb. 9]. WIS-TV Corp. is owned 85% by principals in WIS and 15% by a group withdrawing from WMSC Columbia.

New uhf Ch. 29 grantee at Dallas, Tex., is KLIF there, owned by Barton R. and Gordon R. McLendon, principals in the former "fifth" radio network, Liberty Broadcasting System.

FCC dropped down its Group A-2 priority list (cities without any TV service) to No. 236 (Midland, Tex.; 1950 population: 21,713).

The Commission got as far as Oklahoma City, Okla., No. 194 in the Group B list, making two grants there.

Total number of TV stations now authorized in the U. S. and its territories is 355, of which 182 are vhf and 173 uhf. The total includes 2 vhf and 12 uhf permits for noncommercial educational stations.

New grants made last Wednesday and Thursday were:

Wheeling, W. Va. (City priority Group A-2, Number 31)—Polan Industries (permittee for WPTV [TV] Ashland, Ky.), granted construction permit for uhf Channel 51, effective radiated power 24 kw visual and 13.5 kw aural, antenna height above average terrain 170 ft.

Columbia, S. C. (Group A-2, No. 37)—WIS-TV Corp. (WIS), granted vhf Ch. 10, ERP 265 kw visual and 160 kw aural, antenna 630 ft.; subject to condition that stockholders who have interest in WMSC Columbia divest themselves of that interest.

Portland, Me. (Group A-2, No. 45)—Portland Telecasting Corp. (WLAM), granted uhf Ch. 53, ERP 22.5 kw visual and 12 kw aural, antenna 330 ft.

Macon, Ga. (Group A-2, No. 54)—Macon Television Co. (WBML and WNEX), granted uhf Ch. 47, ERP 100 kw visual and 55 kw aural, antenna 500 ft. Comrs. Rosel Hyde and E. M. Webster dissented and issued separate statements; Comrs. George Sterling and Eugene Merrill issued separate concurring statements.

Eugene, Ore. (Group A-2, No. 124)—W. Gordon Allen (licensee of KGAE [AM], Salem, Ore.), granted uhf Ch. 20, ERP 19.5 kw visual and 11 kw aural, antenna 300 feet.

Parkersburg, W. Va. (Group A-2, No. 169)—West Virginia Enterprises Inc. (Frank, Helen and Ben Baer, 32.5% owners of WTBO Cumberland, Md.), granted uhf Ch. 15, ERP 19 kw visual and 10 kw aural, antenna 580 ft.

Rome, Ga. (Group A-2, No. 170)—Coosa Valley Radio Co. (WROM), granted vhf Ch. 9, ERP 2.9 kw visual and 1.45 kw aural, antenna 720 ft.

Beloit, Wis. (Group A-2, No. 172)—Beloit Bcstg. Co. (WGEZ), granted uhf Ch. 57, ERP 21 kw visual and 11 kw aural, antenna 230 ft.

Eureka, Calif. (Group A-2, No. 220)—Redwood Bcstg. Co. (KIEM), granted vhf Ch. 3, ERP 17.5 kw visual and 9.3 kw aural, antenna 110 ft.

Gulfport, Miss. (Group A-2, No. 226)—WGCM Television Corp (WGCM), granted uhf Ch. 56, ERP 21.5 kw visual and 11.5 kw aural, antenna 300 ft.

Minot, N. D. (Group A-2, No. 232)—Rudman Television Co. (50% owner of new TV station in Billings, Mont.), granted vhf Ch. 10, ERP 58 kw visual and 31 kw aural, antenna 390 ft.

Minot, N. D. (Group A-2, 232)—North Dakota Bcstg. Co. (KCJB), granted vhf Ch. 13, ERP 29.5 kw visual and 15 kw aural, antenna 420 ft.

Midland, Tex. (Group A-2, No. 236)—Permian Basin Television Co. (Video Independent Theatres Inc.), granted vhf Ch. 2, ERP 50 kw visual and 25 kw aural, antenna 1,010 ft.

Dallas, Tex. (Group B-2, No. 155)—Trinity Bcstg. Corp. (KLIF), granted uhf Ch. 29, ERP 50 kw visual and 25 kw aural, antenna 490 ft.

St. Louis, Mo. (Group B-4, No. 179)—Missouri Bcstg. Corp. (WIL), granted uhf Ch. 42, ERP 79 kw visual and 46 kw aural, antenna 490 ft.

Oklahoma City, Okla. (Group B-4, No. 194)—Oklahoma County Television & Bcstg. Co. (KWCO Chickasha, Okla.), granted uhf Ch. 25, ERP 17.5 kw visual and 9.5 kw aural, antenna 500 ft.

Oklahoma City, Okla. (Group B-4, No. 194)—KLPR Television Inc. (KLPR), granted uhf Ch. 19, ERP 91 kw visual and 49 kw aural, antenna 580 ft.

WCCO-AM-TV Hosts To Washington VIP's

SEVENTH annual Congressional dinner was held Feb. 9 by WCCO-AM-TV Minneapolis at the Hotel Statler, Washington, D. C. Top station executives were hosts.

Guests lists at the Monday dinner was broadened beyond the Minnesota delegation to include legislators from Iowa, Wisconsin, North Dakota and South Dakota. Thirty-one guests took part.

NFL Suit Resumes Feb. 24 With Defense Presentations

TRIAL of the government's antitrust case against the National Football League is scheduled to resume Feb. 24 in Philadelphia, with the defense to start presentation of evidence that restrictions against radio-TV coverage of games were not unreasonable restraint of trade.

The Dept. of Justice completed its case last Monday, having consumed nine court days [B•T, Feb. 9, 2] in presenting evidence.

Judge Allan K. Grim, of the U. S. District Court (Eastern Pa.), refused to dismiss the suit as requested Tuesday by Bernard I. Nordlinger, chief defense counsel.

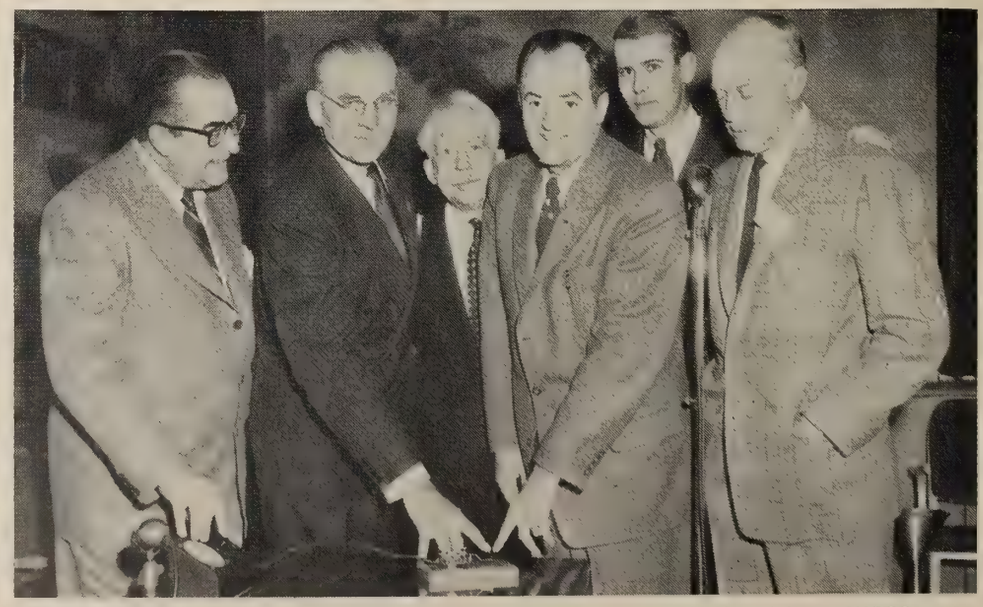
The football league contended there is no interstate commerce involved and any restrictions on radio-TV were reasonable.

W. Perry Epes, government counsel, pressed the argument that economic justification is not an excuse for violating Sherman antitrust laws, whether it be professional football, baseball or any other business. Asked by Judge Grim if it made any difference whether TV killed professional football, Mr. Epes said, "Legally the result is irrelevant."

Judge Grim replied, "Then it is a matter of discretion with the Dept. of Justice whether it wants to bring a case or not regardless of the ultimate result." This brought from Mr. Epes the answer that the economic effect has nothing to do with it.

Mr. Nordlinger argued that the government "did not substantiate the fact that the NFL conspired to obstruct or interfere with interstate commerce." He said the NFL's main business is to sell tickets to football games, not radio and TV rights, adding these rights were not a source of substantial profit.

Final government witness last Monday was Gordon McLendon, president of the defunct Liberty Broadcasting System. Mr. McLendon, replying to a question from Judge Grim, said he felt radio has not hurt professional football but has created more interest in the game, as well as other sports. Under defense questioning, Mr. McLendon said he had tried to buy stock in the Dallas team, loaning $12,500 to Giles Miller and Curtis Sanford, two Texas businessmen until he could get league approval to be a stockholder.

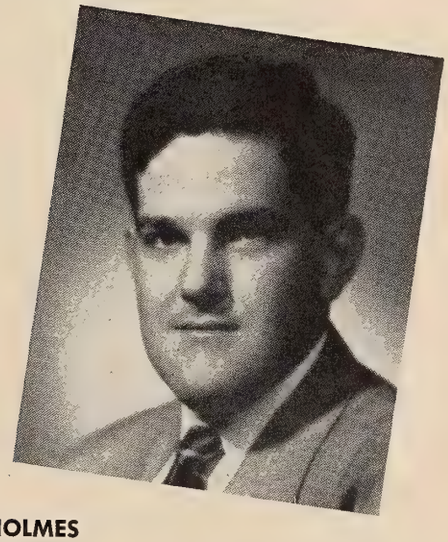


POWER BOOST at WCCO-TV Minneapolis was activated from Washington, D. C., where Sens. E. J. Thye (R-Minn.) and Hubert H. Humphrey (D-Minn.) pressed key during station's annual dinner to Congressmen and Senators in its service area. L to r: Cedric Adams, WCCO newsman; Sen. Thye; William J. McNally, chairman of board; Sen. Humphrey; Robert B. Ridder, president; F. Van Konynenburg, vice president and general manager.

NOW! KLRA

FURTHER EXPANDS ITS SERVICE TO

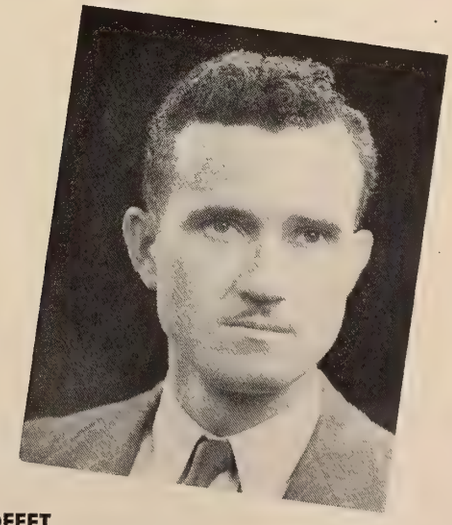
182,429 ARKANSAS FARMERS



JOHN R. HOLMES
KLRA Farm Service Director

WHEN, in March of 1951, KLRA added John R. Holmes to its staff as Farm Service Director, it took a long step forward in service to the farm folks of Arkansas. Johnnie became the first and only full-time Farm Reporter operating in Arkansas. Now, to further expand KLRA service, and to cover Arkansas farm news more completely, KLRA is pleased to make this announcement:

JIM MOFFET, a January, 1953, graduate of the University of Arkansas College of Agriculture, has joined our staff as Johnnie's assistant. John and Jim will cover all important farm meetings, sales, demonstrations, fairs, and will visit important farm improvement programs all over the state. A new concept of Farm Service is being instituted by KLRA in the early morning period.



JIM MOFFET
KLRA Assistant Farm Service Director

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC
"ARKANSAS'S LISTENING HABIT"

KLRA
LITTLE ROCK

YOUR O. L. TAYLOR COMPANY MAN WILL GIVE YOU COMPLETE DETAILS!

WOODland! AM



WOOD again proved your best buy* in the greater Grand Rapids area

*As borne out by 1952 SAMS report covering circulations for all Grand Rapids stations. Here are the nutshelled figures . . . read 'em and reap.

DAY

WOOD	72,014 Families
Network Station No. 2	47,954 Families
Network Station No. 3	34,712 Families
Independent Station No. 1	26,773 Families
Independent Station No. 2	19,540 Families

NIGHT

WOOD	56,862 Families
Network Station No. 2	35,824 Families
Network Station No. 3	29,628 Families
Independent Station No. 1	Daytime Only
Independent Station No. 2	Daytime Only

Not only is WOOD top dog in circulation; the *cost per thousand* story is even better.

At night, WOOD is more economical than any other station for all service from one-half hour to chainbreaks.

Daytime, WOOD is more economical than any other station for all service from one-half hour to chainbreaks save one type service on one station.

As always, your best buy in WOODland-AM is WOOD

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

GOVERNMENT

Fate of Theatre TV Hearings Uncertain

WHAT happens to theatre TV hearings from now on rests with FCC, following last week's oral argument on questions propounded by the Commission three weeks ago [B•T, Feb. 2]. Chairman Paul A. Walker recessed the hearings until further notice after a one-day session last week.

In seeking to clarify the issues and clear up some "inconsistencies in testimony," the Commission enumerated eight points on which it sought clarification. In the notice of those points, the Commission said that it would decide whether to continue the hearings.

In any event, the hearings cannot be resumed before March 2. The Commission is tied up this week with other business, and next week, Feb. 23 and 24, is scheduled to hear seven oral arguments.

FCC Queries

Three weeks ago, the Commission ordered theatre-TV proponents to answer questions which it considered necessary to the proceeding's continuance. Specifically, more information was asked as to what kind of allocation was being requested, what the nature and cost of programs would be, and why theatre TV could not fit into the already existing common carrier allocations.

Presenting statements for the motion picture industry were Marcus Cohn, attorney for National Exhibitors Theatre TV Committee, and Vincent B. Welch, representing the Motion Picture Assn. of America.

Mr. Cohn told the Commission the motion picture industry had no intention of using the transmission facilities for the distribution of filmed programs into movie houses. Comr. Frieda B. Hennock asked if a new theatre TV industry would anticipate taking programs away from broadcasting facilities to put them into admission houses, or if an exclusive frequency allocation would not also mean "exclusivity" in the showing of many programs and features now being broadcast for home TV. Mr. Cohn replied that programs transmitted over theatre-TV facilities would be, for the most part, those which are not available now to home viewers.

Data on Programs

Vice Chairman Rosel H. Hyde asked for more specific information on program types. Mr. Cohn said, as now envisioned the programs would fall into three categories: (1) entertainment, (2) special events, such as news and sports coverage, and (3) educational and instructional programs during "off-hours" to special groups. He said every theatre with TV exhibition facilities might ultimately expect as much as five hours programming per day.

Mr. Welch said exclusive allocations were necessary because existing common carriers either could not or would not provide adequate facilities for theatre-TV.

An exclusive frequency allocation, he said, would be far superior to shared frequencies, either in common carrier or industrial services bands.

MERGED APPLICANTS GET TV GRANTS

Competing AM operators in Macon, Ga., as well as competitors in Columbia, S. C., circumvented time-consuming FCC hearings by working out joint applications. The result: Both received their grants last week.

TWO cities in which competing AM stations sought TV permits received grants last week following mergers of their principals. The cities were Macon, Ga., and Columbia, S. C.

A Ch. 47 facility was granted to Macon Television Co., comprising stockholders of both WBML-AM-FM and WNEX-AM-FM, competing Macon stations.

Another facility, Ch. 10, was granted to WIS-TV Corp., Columbia, after six stockholders of WMSC Columbia agreed to sell all their interests in WMSC, itself a former applicant for Ch. 10. The six now hold stock interest in WIS-TV Corp., now 85% owned by owners of WIS Columbia [B•T, Feb. 9].

The Macon grant inspired dissenting opinions by Comrs. Rosel H. Hyde and E. M. Webster, with Comrs. George E. Sterling and Eugene H. Merrill writing separate concurring comments. Comr. Frieda B. Hennock did not participate in this case.

Originally WBML and WNEX had tried to settle their competitive TV problem in Macon by forming a new corporation in which each would have five shares, or 50% of stock. Control had been vested in a board of six, three from each station, with Alfred Lowe, WNEX manager, resigning to manage the TV operation. This plan had been designed to keep AM competition alive, with the TV outlet also strictly competitive.

New Corporate Plan

Last Dec. 3 the FCC told the applicant it could not approve this merged operation. A new corporate plan was set up, WBML and WNEX each owning nine shares or 45% control, with 20 shares outstanding. W. A. Fickling, vice president and director, owns two shares or 10% of the new group and has no official relationship with either of the broadcast outlets. Number of directors was increased to seven, three from each for WBML and WNEX, and Mr. Fickling.

This arrangement received majority FCC approval, but set off a series of comments on competitive aspects of the Macon situation.

WMAZ Macon is applicant for Ch. 13 in Warner Robins, Ga., a community near Macon.

The new Macon Television Co. proposal sets up safeguards to protect competition between WBML and WNEX. These include: Separate AM program and sales operation, including public service responsibilities; no overlapping interests of any nature; no common use of operating staff, salesmen, offices, studio or transmitting facilities, rates, programs or program sources; no advertiser to be required to buy time on one station to obtain time on the other.

The three TV stockholders promise no TV action will be taken which would be conditioned on action by the AM stations; TV rate card will not be related to time purchases on

WOODland! AM



And now the "Single Rate" applies!*

Nighttime radio schedules on WOOD are now a smarter investment than ever because:

1 You buy nighttime at same price as daytime, and what a cost-per-thousand picture that will give you! Just check your SRDS and your SAMS report . . . you'll see what we mean by a "real sleeper buy" in the rich Grand Rapids market.

2 You get a "bonus", too! The Katz sponsored Pulse Study of 18 TV cities reveals number of radio sets in use at home is about the same at night as in daytime; but — get this — at night there are more people listening to each set. Daytime radio has a peak at 10:00-11:00 AM when 365 people per 1,000 radio homes are listening; at night, the peak is 8:00-9:00 PM with 517 listeners per 1,000 radio homes; the figure never goes below 431 from 6:00-10:00 PM. It's poppa home from work who makes the difference.

**Literally, an exception — Class B is from 11:30 PM to 7:00 AM.*

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

the AM station; no common TV-AM use of sales staffs or facilities; TV station not to be used to show the AM affiliations. A manager not connected with either of the 45% stockholders or their stations is to be employed.

The majority decision described the problem as "a novel one," to be decided on the specific facts in the case. Finding no need to call a hearing, the majority said the grant would bring early establishment of uhf service to Macon, improving the uhf competitive position in the "as yet unopened field" of TV broadcasting in the area.

Comr. Hyde dissented that the action compromises the FCC's multiple ownership policy (Sec. 3.35) and might lead toward "an undesirable increase in government regulation of the internal affairs of licensee management." Other channels are available for Macon from an engineering standpoint, aside from the assignment table, he added.

Comr. Webster's dissent was based on "a definite relaxation" in the policies limiting the concentration of interest in two AM stations in the community. He wondered if competition might be restricted and suggested a full study of the question.

The separate concurring opinion of Comr. Sterling said the ruling should not set a precedent and each case should be decided on its own merits. Comr. Merrill said his approval was not to be construed as a general endorsement of all proposed "marriages." He called attention to the possibility of assigning another channel to Macon.

WIS-TV Corp., is owned principally by Broadcasting Co. of the South, licensee of WIS-AM-FM Columbia, WSPA-AM-FM Spartanburg, S. C., and WIST-AM-FM Charlotte, N. C. The grant is conditioned upon A. R. Heyward II, Paul A. Cooper, Thomas B. Boyle, Joseph L. Nettle, Frank B. Gary, E. Grenville Seibels II and John C. Cosby divesting themselves of holdings in WMSC. The latter group, except Mr. Cosby, together own 14.5% of WIS-TV Corp. G. Richard Shafto, vice president-general manager of Broadcasting Co. of the South, is president of WIS-TV Corp., while Charles A. Batson, director of TV for the WIS licensee, is managing director and vice president of the Ch. 10 grantee.

FCC Explores Question Of NBC Interest in KOA

QUESTION whether NBC might have a hidden interest in KOA Denver, competing with KYMR Denver for TV vhf Ch. 4 there, was explored last week in hearings before FCC Hearing Examiner James D. Cunningham and with NBC Financial Vice President Joseph V. Heffernan as the witness.

When NBC sold KOA to Bob Hope and Denver interests headed by Mayor Quigg Newton in 1952, Mr. Hope gave NBC a note for $1,250,000 as his part of the $2,250,000 purchase price for the 50 kw station on 850 kc.

Essential point under scrutiny was whether NBC has any rights in KOA under the terms of the note. Since NBC already has its five TV stations—the limit permitted to one company by the FCC—fact that NBC has any interest in KOA might force denial of its TV application as sixth NBC station.

Mr. Heffernan told FCC Counsel Robert J. Rawson that NBC felt the Hope note was adequately secured and that provisions providing for protection of NBC in event of default were the common protections in normal business practice. He said that if Mr. Hope defaulted, NBC then had the right to force the sale of the station to another party.

WSAU, PERMITTEE REP. O'KONSKI HASSLE ON 'MISREPRESENTATIONS'

Wausau's long-established WSAU claims economic injury from Rep. O'Konski's new station grant there, while charging the Congressman with misrepresentation. This the Wisconsin solon is not only quick to deny, but ready to hurl his own counter-charges.

CHARGES and counter-charges are being exchanged before FCC by long-established WSAU Wausau, Wis., and the newly-approved WOSA there (formerly WLIN Merrill), owned by Rep. Alvin E. O'Konski (R-Wis.).

WSAU protests the WOSA grant on the ground of economic injury as set forth in the Sanders Bros. case and also charges that Rep. O'Konski made misrepresentations to the Commission in his explanation of certain premature "preliminary" construction at the WOSA transmitter site [B•T, Feb. 9].

In his reply to FCC, Rep. O'Konski denies misrepresentation and in turn questions the truthfulness of contentions made in affidavits presented the Commission by WSAU representatives. The Congressman late Thursday stated WSAU "canvassed the whole town, including the mayor and chief of police" to solicit protests against the new competing outlet.

Wausau has a population of 30,414 with 98.3% radio set saturation, or a total of 8,709 radio homes [B•T MARKETBOOK, Aug, 18, 1952].

WSAU, established in 1937, has been the sole station in Wausau until the move of WLIN from Merrill to Wausau as WOSA and the grant of a construction permit to Lakeland Broadcasting Corp. for WHVF, assigned 250 w on 1230 kc, but not yet on the air.

WSAU, NBC affiliate, is assigned 250 w on 1400 kc and is licensed to WSAU Inc. Of 350 shares outstanding, President-Treasurer John R. Tomek holds 179 shares and Vice President Charles Lemke holds 171 shares.

Rep. O'Konski founded WLIN in Merrill in 1948 on 730 kc with 1 kw daytime only. Change to 1 kw fulltime, directional, on 550 kc was approved in 1950 and on Dec. 4, 1952, FCC consented to switch of the station to Wausau as WOSA with boost in power to 5 kw, directional, operating fulltime on 550 kc. WOSA is a Mutual affiliate.



VEEP gets membership card in Radio-TV Correspondents Galleries of Congress from Hollis M. Seavey (r), MBS commentator and retiring president of the correspondents group, upon completion of Alben W. Barkley's first *Meet the Veep* show inaugurated Feb. 1 on NBC-TV.

Inquiry concerning the commencement of construction at the WOSA transmitter site south of Wausau prior to receipt of the grant was posed to FCC in two letters received by the Commission. The first, dated Dec. 5, 1952, was by Richard P. Tinkham, Wausau attorney, who informed Chairman Paul A. Walker he had not received a reply to his Nov. 3 protest in behalf of Marathon Electric Mfg. Co. there. The second, dated Dec. 15, 1952, was from Robert C. Altman, district attorney, Marathon County, Wausau.

Rep. O'Konski, through Frank U. Fletcher, his Washington radio counsel, in an affidavit dated Dec. 15, acknowledged certain premature construction had been done at the transmitter site, for which the Congressman apologized and assured the Commission, would not be used for WOSA. He asked that the grant be modified to include a condition that no pre-grant construction could be used. FCC issued the modification on Jan. 2.

WSAU Protest

WSAU filed its protest of the Dec. 4 grant in early January, noting FCC policy on premature construction as set forth in the case of TV Colorado Inc., permittee for KKTV (TV) Colorado Springs, Col., on Ch. 11 [B•T, Dec. 1, 1952]. WSAU contended Rep. O'Konski's "violation of Sec. 319(a)" of the Communication Act "requires, not only a Commission demand that illegal construction not be used in the completion of the station, as was required of TV Colorado Inc., but also a hearing to determine all of the circumstances under which the violation was made and whether or not the circumstances bear on the moral and other qualifications of the applicant to be a licensee."

In dismissing WSAU's protest in a memorandum opinion and order in late January [B•T, Feb. 2], FCC stated:

The only fact specified by the protestant is that Mr. O'Konski commenced construction prior to the date the permit was granted. Sec. 319(a) does not make it illegal to construct a radio station without a permit. Instead, it merely is a direction to the Commission not to license a station, unless, a permit for its construction has been granted prior to the commencement of construction to be utilized in the station. Therefore, the fact of premature construction, of itself, would lead to nothing more than to condition the grant to preclude the use of such construction, an action the Commission has already taken.

The protestant does not allege any facts from which, if proven, we could conclude that the applicant was unqualified to be a broadcast licensee. He infers the possible existence of such facts by requesting an issue to determine whether the violation of Sec. 319(a) was such as to reflect on the applicant's qualifications. However, in view of the statutory mandate to specify with particularity the facts, matters and things relied upon, we do not believe that the mere phrasing of a question is sufficient upon which to set aside the effective date of a grant, as we would be required to do if the instant application were to be designated for hearing. Accordingly, we find the protest fatally defective.

WSAU now has pending a protest of the Commission's Jan. 2 modification of WOSA's grant. It is in this pleading that the claim of economic injury is made. In a supplemental petition, WSAU includes affidavits and photos purporting to show the status of WOSA con-

we gambled...



struction and contradicting Mr. O'Konski's earlier statement that "the only actual construction for exclusive use of a radio station that would not be used for another purpose was the laying of the tower support bases and a small amount of ground wire."

The WSAU petitions were filed by Fly, Shuebruk & Blume, New York and Washington radio law firm.

Rep. O'Konski, in his reply last week, points out the tower bases have been dynamited and new ones built. He asserts the fact WOSA did not go ahead with major construction, despite the availability of much material, until after the grant "shows clearly that our action was not malicious or defiant."

Rep. O'Konski contends two sheds on the 80-acre farm transmitter site will be used for non-radio purposes and three-fourths of another "will be used for caretaker purposes and a small portion for radio. Had I *not received* a grant all three of these buildings were a necessity and would have been built anyhow and used for purposes other than radio. For the protestant to allege otherwise is pure fabrication and conjecture based on wishes and not fact."

Mr. Tinkham's protest disclosed pendency of two libel suits against Rep. O'Konski claiming nearly $1 million in damages as the result of paid union broadcasts over WLIN concerning a labor dispute between Marathon Electric and United Electrical, Radio & Machine Workers of America.

The first suit, for $100,000, was filed in the Circuit Court of Lincoln County by Mr. Tomek, who in addition to majority interest in WSAU is also attorney for Marathon Electric. The other suit, for $875,000, was filed in the Circuit Court of Marathon County by Marathon Electric. The latter suit besides Rep. O'Konski names a Emil Muelver and Irwin Weir.

L. F. Schmitt, counsel for Rep. O'Konski at Merrill, wrote FCC on Dec. 19 contending "there is not a shadow of merit in either case."

District Attorney Altman, however, in his letter said the labor dispute "has degenerated into a name-calling contest, and the radio station was used."

Chairman Walker's reply to Mr. Altman's letter explained the Commission had considered WLIN's handling of the union broadcasts in its rulings and observed that before and after each program WLIN "offered rebuttal privileges to those holding opposing views."

Meanwhile, United Electrical has filed with FCC a charge of censorship against WOC-TV Davenport and WHBF-TV Rock Island for refusing to air the union's Christmas program on the ground it was controversial **(see story page 74).**

Sprague Declines Post

ROBERT C. SPRAGUE, who resigned as president of Sprague Electric Co. Jan. 12 to accept nomination as Under Secretary of the Air Force, announced last week he preferred not to become involved in a possible Senate controversy over his stock interests.

Writing to President Eisenhower Feb. 7, he regretted he could not accept nomination but added he felt the President should not run the risk of embarrassment of Congressional debate over stockholdings. He had taken steps to eliminate any possibility that he would be called on to make any decisions concerning business between the Air Force and his company.

Mr. Sprague is a former board chairman and president of Radio-Television Mfrs. Assn. He voiced reluctance to dispose of his stock in the family corporation to outside interests because the town of North Adams, Mass., is highly dependent on this plant.

TWO NEW TV GRANTEES START IN BLACK

WEEK-TV Peoria and WLVA-TV Lynchburg report business is good, highlighting this week's report on new stations commencing operation.

FIRST reports from two new TV stations which commenced operation this month indicate that they are operating "in the black," one reporting it isn't taking any more business and the other stating it can accept only a few more national accounts.

The outlets are WEEK-TV Peoria, Ill., and WLVA-TV Lynchburg, Va.

Fred C. Mueller, general manager of WEEK-TV Peoria, Ill., said the station went on the air with commercial programming Feb. 1, almost within hours after receiving its special temporary authorization to operate on a commercial basis [B•T, Feb. 2].

Full Commercial Schedule

Mr. Mueller said the station was operating with a full commercial schedule.

"In the first place," Mr. Mueller said, in explaining the reasons for the large amount of time sold on the station, "nothing at WEEK-TV is makeshift or temporary. We have everything—studios, transmitter, tower—permanently and correctly installed."

WEEK-TV is the only Peoria station now on the air, operates on uhf Ch. 13 and is affiliated with NBC-TV. Representative is Headley-Reed.

WLVA Lynchburg, operating on vhf Ch. 13, began commercial operation Feb. 8, and will probably be an interconnected station by May 1.

Philip P. Allen, vice president and general manager, said WLVA-TV's coverage is "more than excellent." He reported that there were viewers as far away as North Carolina, and that the station covered Charlottesville, Waynesboro, Danville and Roanoke, all in Virginia.

The Lynchburg station operates from 6 to 11 p.m. daily, is affiliated with CBS and DuMont and is represented by Hollingbery.

Harold E. Anderson, vice president and general manager of KOLN-TV Lincoln, Neb., said the station will probably begin commercial programming today (Monday) or tomorrow. He said DuMont engineers are on hand, and that the station has been airing a test pattern on its vhf Ch. 12 with full effective radiated power of more than 26 kw visual since last Wednesday.

By last Wednesday night WFMJ-TV Youngstown, Ohio, on uhf Ch. 73, was airing a test pattern with 80% of its power. Power will be gradually increased, according to Peter Frommert, production manager, until the full transmitter output of 1 kw is reached.

Commercial programming will most likely begin this week, Mr. Frommert said.

"We were being received in Akron with only half our power being transmitted," Mr. Frommert happily exclaimed, "and Akron is 45 miles away. With just a dummy load being put on the transmitter, we were getting reports of local reception," he said.

WFMJ-TV is the first station to begin programming at the upper end of the uhf band, so its coverage results will be watched with interest [B•T, Feb. 9].

Profiting by some of the errors made elsewhere, WROV-TV Roanoke, Va., on uhf Ch. 27, is not trying to break any speed records for putting a signal over the air.

"We don't plan to break our necks to get just anything on the air, and then have to run around later and clean up a mess," Frank E. Koehler, general manager, said.

Mr. Koehler said that about 80% of the TV sets in the station's area are either converted to uhf or convertible, and that in order to give TV servicemen and dealers ample time to tune new sets to uhf Ch. 27, he was planning to keep a test pattern on the air for as long as two weeks.

"In the Black"

"WROV-TV is going to begin operating in the black," Mr. Koehler revealed, "at least for the first 13 weeks. It looks pretty good," he said.

Jack Schuler, operations manager at WHUM-TV Reading, Pa., uhf Ch. 61 grantee, said the station went on the air with a test pattern at 12:12 a.m. Feb. 10, operating the first 12 kw uhf transmitter built by General Electric at its Syracuse, N. Y., plant.

A special uhf antenna developed by GE engineers multiplies the transmitter power to produce an effective radiated power of 260 kw visual.

Mr. Schuler said it was hoped the station would begin commercial programming today (Monday) or tomorrow.

He said GE engineers were working around the clock on the station, ironing out any of its bugs before programming begins. Mr. Schuler said it would be another 48 hours before all



JACK SCHULER (r), operations manager of WHUM-TV Reading, Pa., talks with Robert E. Lauterbach of GE's broadcast equipment headquarters sales staff prior to start of test pattern telecasts Feb. 10. The uhf Ch. 61 station will operate with ERP 260 kw.

...and won!



KCBQ was the **first** station in the nation to switch to the **new ABC–UPT**. With its vast resources in capital and talent, the **new ABC** is now the "Royal Flush" of the entertainment business.

in San Diego it's **KCBQ**

CHARLES E. SALIK, President

see your Avery-Knodel representative

Quality Tells...

Quality Sells!

The SESAC Transcribed Library sells for broadcasters because it's a *quality* service. It features The Best Music in America recorded by the finest artists in the business.

Offer one of the audience-building shows to a sponsor via SESAC's double-barrelled sales aids, and he's sure to recognize a good thing. He sees, he hears, and he signs.

The Library includes over 4,300 varied musical selections. Every month, there are sparkling new releases of discs, scripts, and program notes. The service also provides a catalog of 1,200 bridges, moods and themes.

all for as little as* $47.50 *a month
based on advertising rates

DOUBLE-BARRELLED SALES AIDS



Colorful Sales Brochures
to take to prospective sponsors, with your call letters and rates filled in.



Sample Programs on Discs
to play for prospective sponsors and show them just how their programs will sound.

SESAC TRANSCRIBED LIBRARY

475 Fifth Avenue *New York 17, N. Y.*

the adjustments probably would be made.

WHUM-TV is being well received in Harrisburg, Lewisburg, Lancaster, Reading and other eastern Pennsylvania cities. Operators of the Williamsport community antenna system, who will provide WHUM-TV programs to their subscribers, said the station was received with an antenna four feet off the ground.

With the high power beamed from a 1,000 ft. high antenna atop Blue Mtn., 22 miles north of Reading, the station expects to cover an area extending 62 miles from the antenna site. The area includes some 750,000 families in eastern Pennsylvania, and parts of New Jersey and Maryland.

WHUM-TV, a primary CBS-TV affiliate, is represented by H-R Representatives.

Various reports were received from last week's 17 grantees about how soon they expected to get on the air.

In St. Louis, N. M. Pagliari, national sales manager for WIL, uhf Ch. 42 grantee, said the station hoped to have the TV outlet on the air before the end of this year. At present there is no network affiliation, he said. WIL-TV will operate with ERP of 79 kw visual.

Fifth in St. Louis

WIL-TV is the fifth uhf TV station granted to the St. Louis area. The others include KSTM-TV St. Louis, uhf Ch. 36; WTVI (TV) Belleville, Ill., uhf Ch. 54; KACY (TV) Festus, Mo., uhf Ch. 14, and KFUO-TV Clayton, Mo., uhf Ch. 30.

E. G. Polan, one of the principal stockholders of Polan Industries, grantee for uhf Ch. 51 in Wheeling, W. Va., said the station, granted an ERP of 24 kw visual, would be on the air in October.

Charles A. Batson, managing director of WIS-TV Corp., grantee for vhf Ch. 10 at Columbia, commented that the quick action by FCC on the newly amended application "surprised us, but not unpleasantly." He hopes for delivery of one of the first RCA 10 kw transmitters within the next few weeks and said construction of the station will begin immediately. Commencement target date is Sept. 1. Affiliation with NBC is expected since WIS is an affiliate of that network. TV sales representation also is expected to be handled by Free & Peters, Mr. Batson indicated.

Test Pattern by August

Frank S. Hoy, president of Portland Telecasting Corp., uhf Ch. 53 grantee for Portland, Me., said a test pattern should be on the air by August, with commercial programming commencing in September. This is the first grant for a TV station in Portland, Me., Mr. Hoy said.

RCA equipment has already been ordered, and a tower is on order from Truscon Steel Co. Studios and transmitter will be located in the Columbia Hotel on Congress St. The station was granted ERP of 22.5 kw visual with a 300 ft. antenna.

Mr. Hoy is the principal owner of WLAM Lewiston, Me., a member of the Maine State Board of Education (where he served as chairman for two years), serves on the Maine School Building Authority and is a director of the Maine Development Credit Corp. In Lewiston he is a vice chairman of the board of directors of the Central Maine General Hospital, director of the Manufacturers Bank, vice president of the Chamber of Commerce and past president of the Rotary Club.

Ed McKay, manager of WROM-TV Rome, Ga., said the starting date for his station was set for July 15. Network affiliation for the station, which will operate with an ERP of 2.9



"A G-E TUBE SUGGESTION SAVED US $1,100!"

Says **GEORGE A. WILSON**
Director of Engineering
Radio Cincinnati, Inc.

"Two GL-5513's in our TV transmitter have had over 7,000 hours' service. That's three times the life we got from this type a while back—means a total of $1,100 we've saved in replacements! Better maintenance is part of the story, but the big reason is the advice G-E engineers gave us about matching up paired tubes so as to get balanced electrical characteristics.

"13,000 hours from a 6-tube bank of GL-8008 rectifiers—that's another economy figure in our records. Also, General Electric makes sure that when we need tubes, they're delivered *fast.* We couldn't ask for better all-around service than we get from G-E tube distribution here in Cincinnati!"

* * *

Your 16 years with WKRC, Mr. Wilson, gives you experience that makes your comments all the more important. G.E. is glad to have helped you realize these tube economies.

Station engineers everywhere will find G-E efficient tube service no farther away than their local G-E tube distributor—no harder to reach them than the telephone. Dial now the number of *your* distributor! The sooner he starts serving you, the sooner you will save money. *Tube Department, General Electric Company, Schenectady 5, N. Y.*



WKRC HAS A SHOW FOR EVERYBODY

● Variety and educational programs over WKRC supplement CBS network shows, giving Cincinnati viewers a wide choice of television fare. The second station in Ohio to receive a TV license, WKRC lives up to its reputation by also providing complete news and weather coverage. AM broadcasting, plus FM transit radio, are other services aired from the 600-foot WKRC tower. All three transmitting operations credit much of their reliability to General Electric tube performance.

You can put your confidence in—

1878 75 1953 YEARS OF ELECTRICAL PROGRESS
Diamond Anniversary

GENERAL ELECTRIC

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It's **SOLD** to **WNAC-TV** Boston, **WWJ-TV** Detroit, **WNBK** Cleveland, **WLTV** Atlanta, **WNBW** Washington, D. C., **KRON-TV** San Francisco, **WFIL-TV** Philadelphia, **WFBM-TV** Indianapolis, **WDSU-TV** New Orleans, **KPRC-TV** Houston, **WKRC-TV** Cincinnati, and many, many more.

What is the name of the No

MOVIE QUICK QUIZ

a smash hit!

WLTV, ATLANTA . . . . Telecast at 7:00 p.m. Rating 15.4. This equals the ratings of the other two Atlanta TV stations combined!

WNAC-TV, BOSTON . . . . Telecast at 12:50-1:05 p.m. Rating 6.9. This is 4 times higher than the competing station in this market.

KPRC-TV, HOUSTON (half-hour show) Telecast at 10:00-10:30 a.m. (with different sponsors each day). Rating 10.8. This rating accomplished in 6 weeks. Outstanding for this time of day.

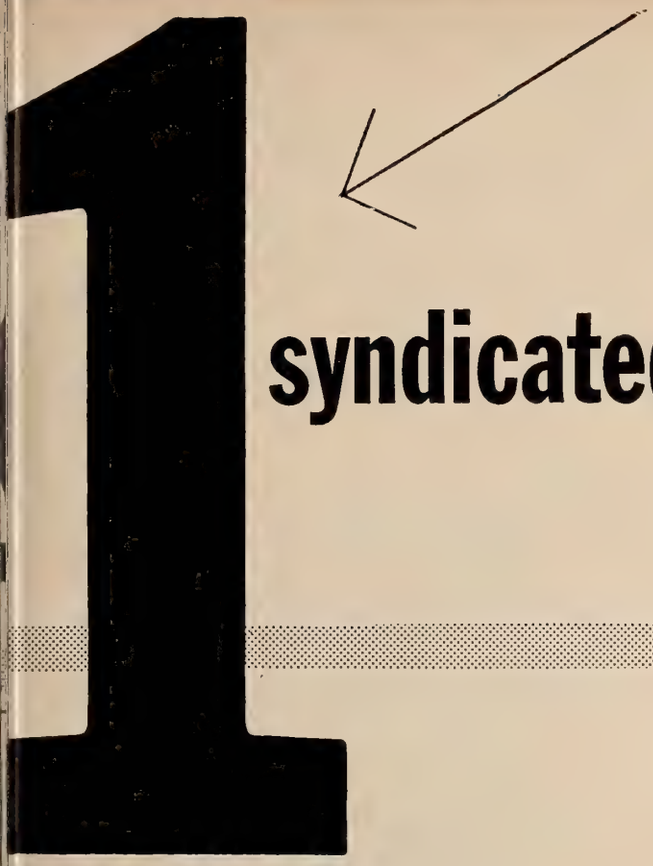
WDSU-TV, NEW ORLEANS . . . . Telecast at 5:45 p.m. Rating 28.4. Highest rating of any strip show in this market.

WTAR-TV, NORFOLK, VIRGINIA . . . Telecast at 6:45 p.m. Rating is 36.0, which we believe to be the highest rating of any local 5-time-a-week show in America.

AFTER 40 WEEKS ON THE AIR:
"Movie Quick Quiz has gone over very well with the Colonial Store Managers in the five cities where we are using the program.

The client is very well pleased with Movie Quick Quiz. I am confident the advertiser will renew for another year after the present 52 weeks are up."

Pete Liller
LILLER NEAL & BATTLE ADV. AGENCY
Atlanta, Georgia



syndicated quiz in TV?

It's **MOVIE QUICK QUIZ,** a smash hit from San Francisco to Boston. Has the biggest sale of any syndicated quiz show; has the highest ratings of any syndicated multiple show in America.

MOVIE QUICK QUIZ is a fifteen-minute, five-time-a-week TV program that has terrific impact as a nighttime feature. But—here is a series that is priced low enough to be used with *great effectiveness during the daytime hours.*

WHY IS MOVIE QUICK QUIZ SO SUCCESSFUL? 1. Because it's backed up by fifteen years of radio—TV quiz know-how. 2. Because it has a sure-fire format that can't miss. 3. Because, and *this is the biggest reason,* it comes with clever "minute movies" which furnish clues to the questions asked by the M.C. These minute movies are not film clips or simple pantomimed clues. They are original, dramatic, filmed vignettes that are entertaining and intriguing in their own right, in addition to high-lighting clues for the "MQQ" questions. 4. MOVIE QUICK QUIZ is a quality program—everything that we furnish or that is part of the show has been developed and created particularly for this television program at great expense and time-consuming effort.

HERE'S HOW MOVIE QUICK QUIZ WORKS: An emcee phones out and asks a provocative question. Except in this case, there's a minute movie to illustrate the question. And for each succeeding call—there's a brand new minute movie and a brand new question. Sounds sort of simple and obvious, doesn't it? But you've got to see the pilot film to appreciate the know-how and the planning that has gone into MOVIE QUICK QUIZ. "MQQ" is a most ingenious combination of quiz technique with TV eye appeal. We have a full year's library of 780 original minute movies now on hand, specially produced for "MQQ".

MERCHANDISING HOOK: We've got one that's sure-fire. One "MQQ" sponsor, with 17 stores, tabulated 50,000 people entered his places over a two-week period as a result of MOVIE QUICK QUIZ and over 90% then made purchases!

HERE'S WHAT YOU GET: We furnish all minute movies, questions and answers, special slides, film opening and close, operational instructions, the "works." You provide M.C. and awards. (We can help you on the awards if you ask us.) MOVIE QUICK QUIZ can be sponsored by local retail chain, local store, national advertiser, or used as a spot carrier by station.

LET'S ALL BE HAPPY! Buy MOVIE QUICK QUIZ. The sponsor will get terrific sales, the station will get a BIG rating, the advertising agency will be a hero, we will have another good order!

Audition Film available on request. Write or phone

WALTER SCHWIMMER PRODUCTIONS, INC.

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CREATORS OF TELLO-TEST

America's FIRST and most successful syndicated Radio Quiz Show

kw visual and a 720 ft. antenna, is not set, but national representative will be Weed Television. The station is assigned vhf Ch. 9.

Hugh O. Jones, president and general manager of WGCM-TV Gulfport, Miss., uhf Ch. 56 grantee, said he was unable to predict a starting date but that he plans early construction of the station.

John W. Boler, president and general manager of KCJB-TV Minot, N. D., said the vhf Ch. 13 station will probably be on the air by June of this year. DuMont equipment has been ordered, he said. The station will operate with an ERP of 29.5 kw visual and antenna height of 420 ft. Mr. Boler is now in New York to determine network affiliation and to select the national representative.

Edgar Bell, a 4% stockholder of Permian Basin Television Co., vhf Ch. 2 grantee for Midland, Tex., said the Midland station would use RCA equipment. There is no definite word on the starting date, representative or network affiliation, he reported. The station was granted ERP of 50 kw visual with a 1,010 ft. antenna.

Meanwhile, it was announced the following stations will join the CBS-TV network:

KVTV (TV) Sioux City, Iowa, as a primary, supplementary noninterconnected affiliate, to join April 1. The station is assigned vhf Ch. 9.

WETV (TV) Raleigh, N. C., as a primary, supplementary noninterconnected affiliate, to join CBS-TV March 15. Station will operate on uhf Ch. 28.

WHYN-TV Holyoke, Mass., as a primary, supplementary interconnected affiliate, assigned uhf Ch. 55, to join the network March 15.

KGUL-TV Galveston, Tex., as a basic, interconnected affiliate March 15. It will operate on vhf Ch. 11.

KTNT-TV Tacoma, Wash., assigned vhf Ch. 11, will be a basic, noninterconnected affiliate March 1.

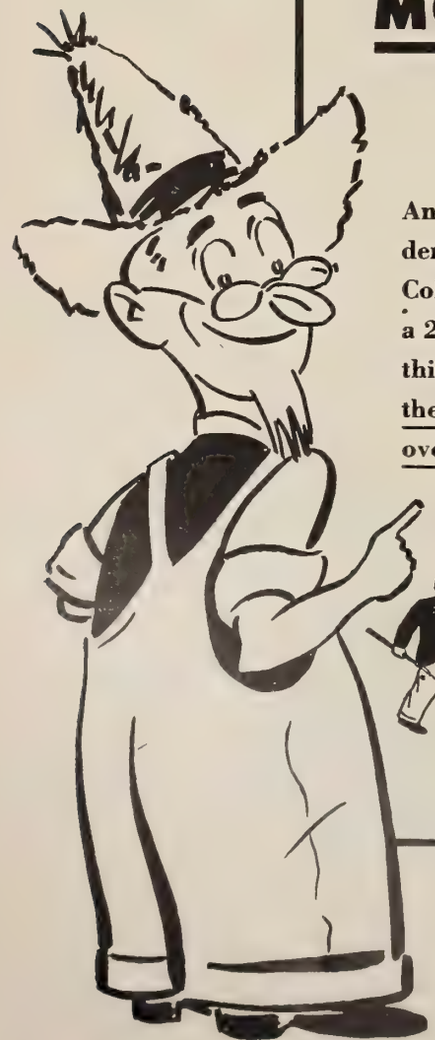
John E. Pearson Televison Inc. will handle national television sales for WOUC (TV) Chattanooga, Tenn., uhf Ch. 49; KFSA-TV Fort Smith, Ark., uhf Ch. 22; WJHL-TV Johnson City, Tenn., vhf Ch. 11; KGKL-TV San Angelo, Tex., vhf Ch. 3, and WHIZ-TV Zanesville, Ohio, uhf Ch. 50.

(For complete list of grantees' target dates see FOR THE RECORD, *page 95.)*

WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!



An independent survey made by students at North Dakota Agricultural College among 3,969 farm families in a 22-county area around Fargo proved this: WDAY is a 17-to-1 favorite over the *next* station—is a 3½-to-1 favorite over *all other stations combined!*

NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives

Details Are Presented On New WHAS-TV Output

WHAS-TV Louisville is operating with 316 kw visual power, having sextupled its output last week while shifting from Ch. 9 to Ch. 11.

The high power, described as tops in the TV field by Victor A. Sholis, vice president and director of WHAS-AM-TV, was achieved over a four-day period under direction of Orrin W. Towner, chief engineer.

When the channel shift was made Feb. 7 a hot spot developed in the transmitter. This limited the power increase temporarily to 250 kw. The trouble was solved Feb. 10 and since then the station has been operating with 316 kw.



Mr. Sholis

High power was achieved by use of the 12-bay antenna installed in 1950. Equipment for the Feb. 7 power boost and channel shift arrived at Louisville last Jan. 16.

Mr. Towner cooperated with General Electric Co. in construction of an amplifier that would produce the increased power. He persuaded GE to modify its 20 kw equipment to turn out 28 kw. With the high-gain antenna, the signal output reached 316 kw.

Little opportunity was available for equipment tests, most of which were done on a water-cooled dummy antenna. Air testing involved re-tuning of all circuits to Ch. 11, followed by complete re-tuning to Ch. 9.

The power change means a considerable improvement in service, particularly to viewers some distance from the Louisville tower site, besides addition of the service area, it was stated.



Mr. Towner

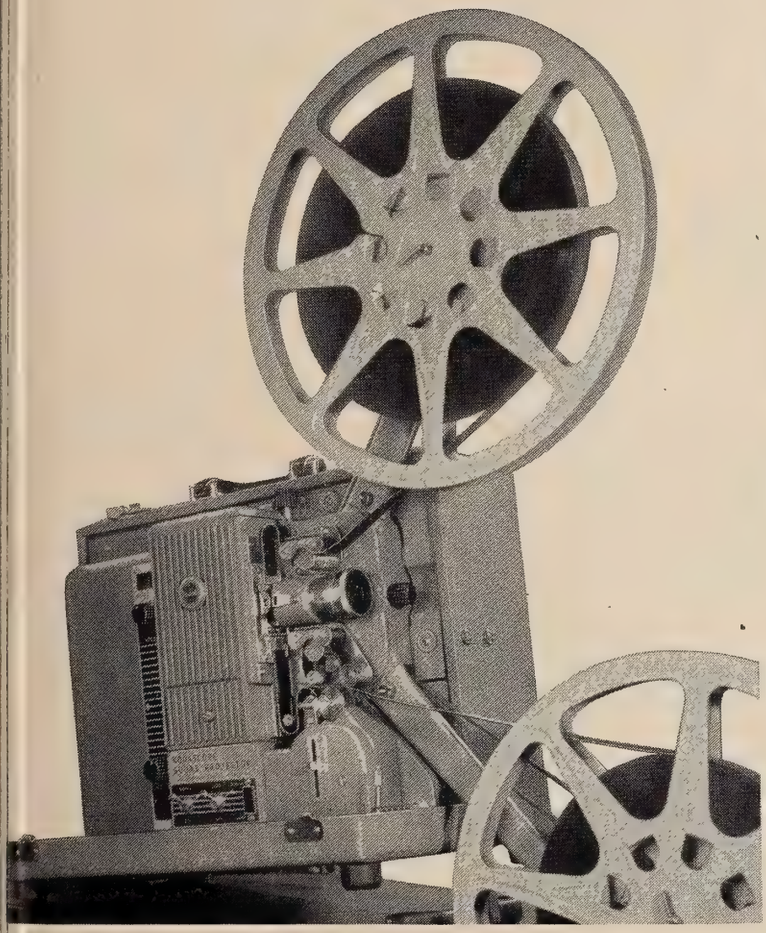
Describing steps taken to adapt transmitting equipment, Mr. Towner said:

"The six-inch coaxial transmission line which we originally installed carries our higher power without replacement and with high efficiency. It was only necessary to replace approximately 30 feet of connecting 1⅝-inch line to complete our preparations . . .

"We also installed a double stub tuner at the base of the antenna to take care of minor variations in the termination of our brand-band 12-bay antenna. This tuner required only a quick and minor adjustment . . ."

Having trouble getting TV films approved?

Here's how many telecasters are licking the problem





10:00 A. M. Film is previewed at TV station . . .



2:00 P. M. Film is shown at ad agency . . .



3:30 P. M. Client sees film in own office . . .

Before any TV film show is "bought," it must be presented at the station . . . the advertising agency . . . or in the client's office. And sometimes all three places in one day.

Many telecasters have solved their "multiple showing" problems by furnishing their salesmen with Kodascope Pageant Sound Projectors.

TV salesmen like the Pageant because it's easy to carry anywhere. They can set it up fast, thread it in a minute. Even well-worn audition films look and sound better with the Pageant's improved optical system and unique "focusing" sound system.

Best of all—servicing is no problem . . . for the Pageant is *permanently lubricated,* eliminating breakdowns from improper oiling. No other portable 16mm. sound projector has so many quality features. Yet, the Pageant lists at only $400.

You'll find you can get more TV film programs approved in more places . . . faster . . . when you use the Pageant. Let your Kodak Audio-Visual Dealer demonstrate it for you—or send the coupon for complete details.

Prices include Federal Tax where applicable and are subject to change without notice.



To check . . . to project . . . slide commercials

Use a Kodaslide Projector (illustrated) to see or show 2" x 2" transparencies. You've a choice of several models starting at only $26.10. To screen slide commercials in a client's office, use the unique Kodaslide Table Viewer. It's a precise projector and brilliant screen—combined. Priced from $49.50.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

82

Please send me name of nearest Kodak Audio-Visual Dealer; also complete information on products checked:

☐ *Kodascope Pageant Sound Projector*
☐ *Kodaslide Projectors* ☐ *Kodaslide Table Viewers*

NAME_____ POSITION_____

COMPANY_____

STREET_____

CITY_____ (ZONE)

STATE_____

Kodak
TRADE-MARK

ALTEC = AUDIO

For audio equipment, smart broadcasters place their confidence in the Altec Lansing Corporation. Experience has shown that Altec equipment is always better; its quality unsurpassed; and its dependability beyond expectations. Altec equipment is designed to work together, without extra matching transformers or other expensive adaptations. Whether it is the new 601A Duplex monitor speaker or a complete speech input installation, you'll find Altec audio equipment will do the job better, longer, more economically.



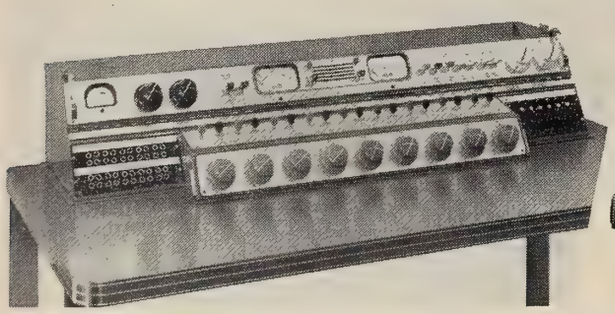
Condenser Microphone...21B

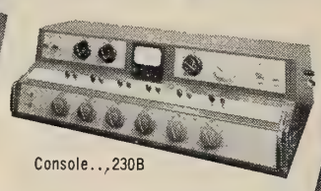


Directional Microphone ...639



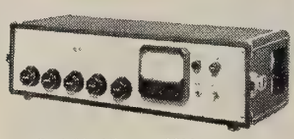
Utility Microphone ...633





Console..,230B

250A Console. This beautiful master console represents a new quality standard for speech input equipment. Like all Altec consoles and mixers, its frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. It is compact and *completely* self-contained, without external power supplies or junction boxes. All amplifiers and power supplies are precision-engineered miniature plug-in units.



Portable Mixer...220A

Ask our distributor or write direct for complete information on any item of Altec audio equipment.



Limiter Amplifier...A-332C

Distributed by GraybaR ELECTRIC COMPANY

ALTEC® LANSING CORPORATION

9356 Santa Monica Blvd.
Beverly Hills, Calif.

161 Sixth Avenue, New York 13, N. Y.



Plug-in Preamplifier A-428B



30-22,000 cycle Monitor Speaker... 601A

Export: *Frazar & Hansen, 301 Clay St., San Francisco*

NCAA Names TV Committee To Work With Industry

Group will try to iron out wrinkles in the controlled TV plan.

MACHINERY for administering NCAA's controlled football telecast program in 1953 has been set in motion by the association's council with appointment of a TV committee headed by Walter Byers, executive director, who will serve as chairman pro tem.

The new committee, which will replace that dissolved during NCAA's recent convention in Washington, D. C., comprises these representatives: Dist. 1—Eugene Flynn, athletic director, Holy Cross U.; Dist. 2—Robert T. Kane, athletic director, Cornell U.; Dist. 3—Jeff Coleman, business manager, U. of Alabama; Dist. 4—H. O. Crisler, athletic director, U. of Michigan.; Dist. 5—Reaves E. Peters, executive secretary, Big Seven Conference; Dist. 6—Howard Grubbs, Southern Conference; Dist. 7—E. W. Romney, commissioner, Mountain States Conference; Dist. 8—C. Harvey Cassill, athletic director, U. of Washington.

Of this group, Messrs. Coleman, Peters, Grubbs and Romney are holdover members. Representing smaller colleges are J. Shober Barr, athletic director, Franklin Marshall College, for eastern districts, and an undesignated member from Colorado School of Mines, western districts. Mr. Byers also was named member at large.

He announced that the TV committee will meet again in Chicago Feb. 23-24 to work out details of the controlled football TV plan and to appoint a television program director. After the plan is approved by referendum vote of the membership, the director will set up liaison with networks and sponsors. Permanent chairman and steering committee also will be chosen.

A two-thirds majority of the membership is needed to formalize the controlled football TV plan, which calls for a one-network contract covering one game per Saturday and one appearance per college. Some relaxation of NCAA policy on regional contests is anticipated [B•T, Jan. 12].

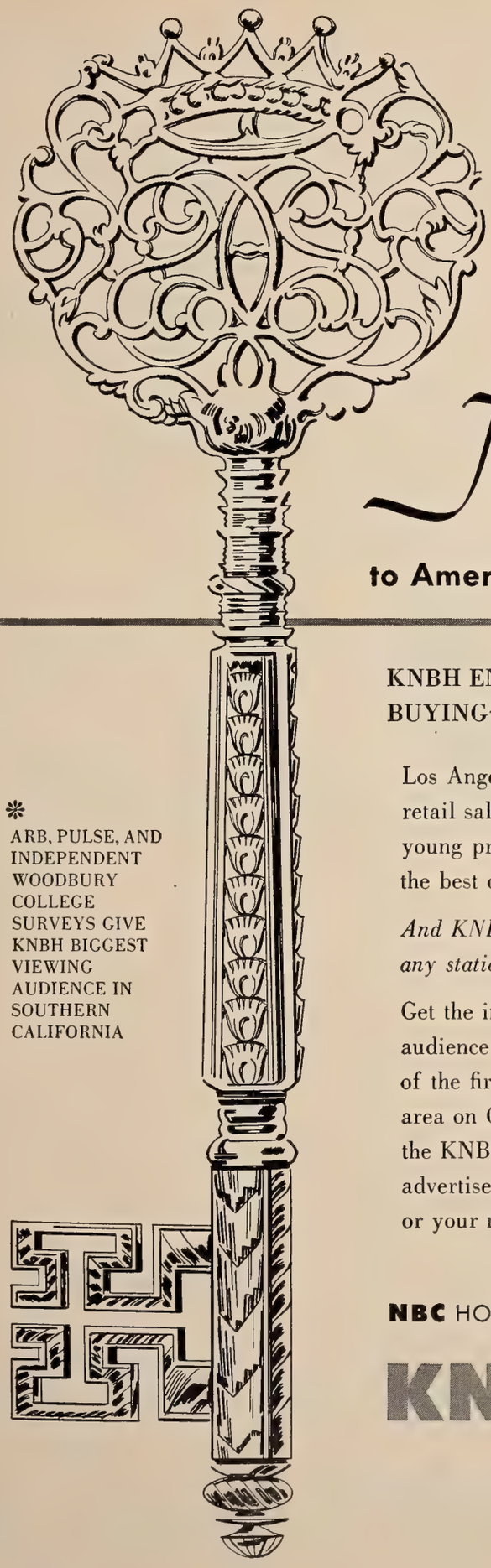
NCAA delegates met Feb. 6-8 to discuss general policy practices, including enforcement procedures for strengthening NCAA [AT DEADLINE, Feb. 9]. The council also named two consultants or advisers for each district:

Dist. 1—Frank Thoms, Williams College; John P. Curley, Boston College; Dist. 2—Ralph Furey, Columbia U.; Ernest D. McCoy, Penn State; Dist. 3—Horace Renegar, Tulane U.; C. M. Farrington, George Washington U.; Dist. 4—Ed Krause, Notre Dame; K.L. (Tug) Wilson, commissioner, Big Ten Conference; Dist. 5—Blair Gullian, Washington U. of St. Louis; Louis Menze, Iowa State College; Dist. 6—J. F. McKale, U. of Arizona; D. X. Bible, U. of Texas; Dist. 7—E. E. Wieman, Denver U.; Juan Reid, Colorado College; Dist. 8—W. O. Hunter, U. of Southern California; Al Masters, Stanford U.

WFBR Single Rates

A SECOND ABC affiliate will join that network's single-raters Sunday when the new rate card No. 20 of WFBR Baltimore becomes effective. A trend for affiliates was forecast when ABC's five owned stations became single-rate outlets and KXOK St. Louis, an affiliate, joined the single-raters [B•T, Feb. 2].

WFBR's one-time rates will be $200 per hour from 9 a.m. to 11 p.m., and $125 per hour for the station's other period on the air—11 p.m. to 9 a.m.



Master Key*

to America's fastest-growing market!

KNBH ENTERS THE HOMES OF THE MOST BUYING-MINDED AUDIENCE IN THE U. S.

Los Angeles County is now second-largest in retail sales in the country! It's bustling with young progressive families... the kind that are the best customers for your product or service.

And KNBH has the widest TV coverage of any station in the West!

Get the insurance of an already established audience for your sales message. Watching ten of the first fifteen top-rated shows in the area on Channel 4 has given Southern California the KNBH habit... a profitable habit for KNBH advertisers. For details contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

* ARB, PULSE, AND INDEPENDENT WOODBURY COLLEGE SURVEYS GIVE KNBH BIGGEST VIEWING AUDIENCE IN SOUTHERN CALIFORNIA

NBC HOLLYWOOD

KNBH *Channel* **4**

Crosley Earnings Hit Peak Despite AM Slack

SALES and earnings of Crosley Broadcasting Corp. in 1952 surpassed those of the preceding year despite a slackening of radio revenues, the annual report of Avco Mfg. Corp., Crosley parent, showed last week.

Crosley owns and operates WLW and WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton and WINS New York, and has bought WLTV (TV) Atlanta.

Income from television operations reached "new highs" in 1952, according to the report. "Although there has been an industry-wide decline in revenues from sound broadcasting, the company was able to maintain time sales on WLW at a much higher comparative level than those of radio broadcasting as a whole."

Despite NBC's move in October to give "substantial increased discounts to advertisers," Crosley's non-network revenue at WLW increased enough to virtually offset the network loss.

WINS New York, the company reports, maintained a position "comparable to last year."

Crosley TV set sales reached high summer levels, continuing strong the rest of the year. Crosley last November bought the television picture tube and miniature receiving tube facilities of Sarkes Tarzian Inc. at Batavia, Ill.

Avco Net Sales

Avco's consolidated net sales reached $326,585,641 in 1952 compared with $286,598,113 for the previous year. Consolidated net income amounted to $11,028,927—second largest in Avco history—as compared to $10,089,214 during 1951.

WSLM Ready for Operation

TWO months later than originally planned, WSLM Salem, Ind., was ready last week to go on the air with program tests. The station, which had its equipment stolen in December, has recovered it and asked FCC Thursday for permission to start operation. Don H. Martin, owner, had planned to put the 1220 kc daytimer on the air before Christmas.



SNAKE-in-the-grasp-of-the-man-in-the-grasp of eight-foot boa constrictor is J. Robert Kerns, managing director of WSAI Cincinnati, who received the dubious gift from an unidentified admirer, who wrote: "To the man who has everything."



WOC-TV SELLS

They Came for Miles

. . . FOR MINKS

Gordon Furs has had swank salon in Davenport for past 3 years. Year ago, Gordon's tried limited TV promotion using spot announcements. Schedule showed such promise that, last Fall, Gordon's took on bigger TV project. With a local jeweler, co-sponsored live WOC-TV program—"Candlelight Cameos"—9:45 Tuesday night.

On one program featured minks; by closing time Saturday of same week HAD SOLD 7 MINK WRAPS—ranging from stoles to jackets; average sale, more than $2000. Another week, beaver got the spotlight; SOLD 3 WITHIN 4 DAYS AFTER TELECAST; average sale more than $1700. All sales traceable to WOC-TV.

Says firm head Jake Gordon: "During 13 weeks, 'Candlelight Cameos' helped us sell more mink wraps than I had anticipated selling in next 3 years. It also greatly expanded our trade area. For example, one Wednesday, lady came from Galesburg, Illinois, 48 miles away, to buy her daughter Ranch Mink Cape Jacket shown on previous night's program. Friday of same week, this lady was back, at her husband's insistence, to buy mink wrap for herself."

Minks or motor cars . . . crackers or candy bars—you name it and WOC-TV SELLS *it*. Just ask your nearest F & P Man about our *success stories;* he's got a million of them (well, almost a million)!

P. S. Co-sponsor of "Candlelight Cameos"—Schneff Brothers jewelers—has adopted a "Macy's doesn't tell Gimbel's" policy relative to sales returns from this program. But it is significant that Schneff's with Gordon's have signatured a 30-week renewal of this program.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities

COL. B. J. PALMER, *President*
ERNEST C. SANDERS, *Resident Manager*
Davenport, Iowa

Wheelahan to Leave WSMB For Own Radio Interests

HAROLD M. WHEELAHAN, general manager and vice president of WSMB-AM-FM New Orleans, has resigned effective March 1 to devote full time to his private interests in radio, including his vice presidency and co-ownership of KSYL Alexandria, La.



Mr. Wheelahan

Mr. Wheelahan will be succeeded on that date by John R. O'Meallie, who has been sales manager of WTPS New Orleans.

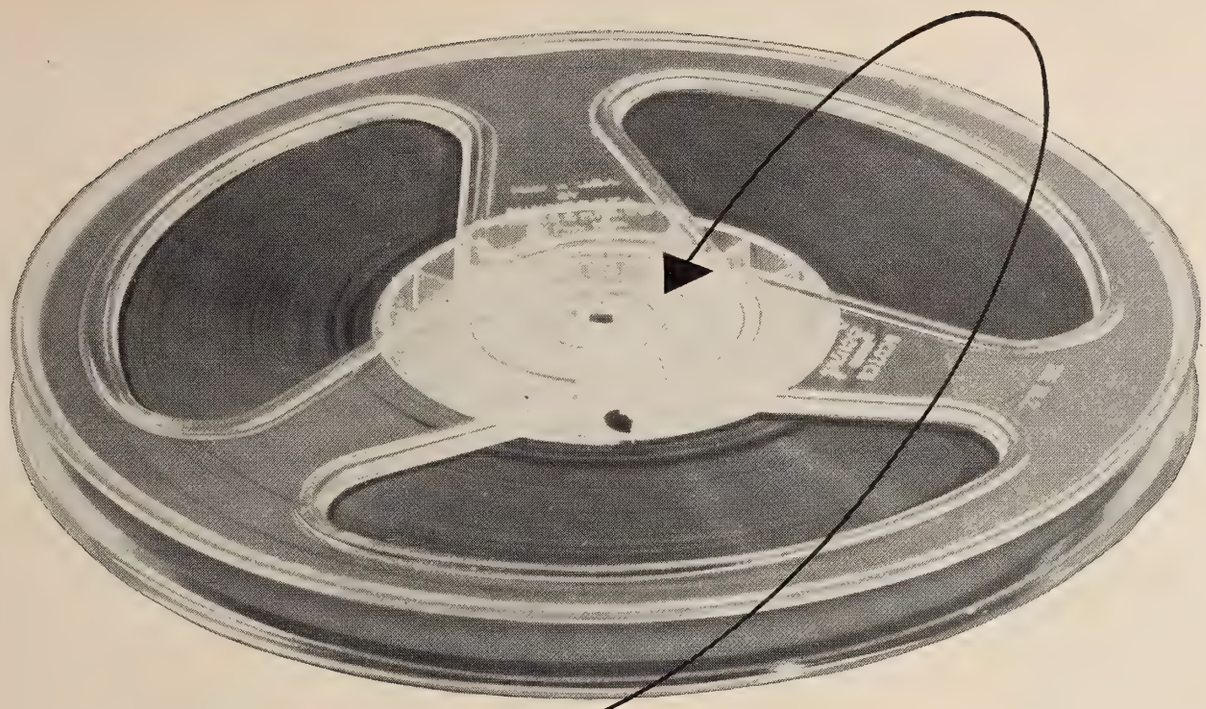
The resignation was announced last week by Gaston J. Dureau Jr., president of WSMB Inc. Mr. Wheelahan, a veteran of 24 years at WSMB, until recently was a board member of NARTB. He will continue to serve WSMB in an advisory capacity, Mr. Dureau said.

He said Mr. Wheelahan is credited with introducing radio to many New Orleans homes and was first to present over the air such personalities as Dorothy Lamour, the Boswell Sisters, Margaret Viegas and Jerry Cooper. He will continue to live in New Orleans.

$5,000 to N. C. Educational TV

LARRY WALKER, general manager, WBT WBTV (TV) Charlotte, N. C., has announced $5,000 has been granted by the Jefferson Standard Foundation to North Carolina Gov. William Umstead's Advisory Commission on Educational Radio and TV. The contribution is for research in developing North Carolina's eight channels reserved for educational TV.

The Jefferson Standard Foundation was established by the Jefferson Standard Broadcasting Co. to provide funds for charitable and educational purposes. Mr. Walker, vice president and secretary-treasurer of Jefferson Standard Broadcasting Co., is chairman of the Advisory Commission's subcommittee in Charlotte.



It's the only large-hub reel of tape with **no loss in output!**

The new thinner *Dry Lubricated* tape furnished with the "Scotch" Brand 7-inch professional reel is the *only* tape wound on a large-hub reel with output equal to "Scotch" Brand 111-A, the acknowledged standard of the recording industry.

You need *both* the new "Scotch" Brand large-hub reel *and* "Scotch" Brand *Dry Lubricated* Tape to enjoy trouble-free recording . . . reduced timing errors, freedom from pitch and level changes, *and* superior signal-to-noise ratio.

You can't beat this team for flawless recording!

"SCOTCH" Brand 7-inch professional reel

- New larger hub measures 2¾" compared to the 1¾" of standard reels.
- Single threading slot minimizes distortion of lower tape layers.

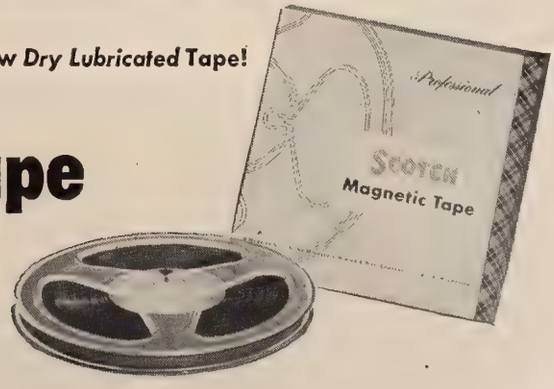
"SCOTCH" Brand *Dry Lubricated* Tape

- Eliminates sticking, squealing, cupping.
- Unaffected by humidity—does a top-notch job even in tropical climates!
- All "Scotch" Brand Magnetic Tape is guaranteed 100% splice-free (up to 2400-foot reels)

See your distributor for a supply of 7" professional reels and new *Dry Lubricated* Tape!

REG U.S. PAT OFF

SCOTCH BRAND **Magnetic Tape**



The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.

3M COMPANY

Lane Named President Of Crosley's WLTV (TV)

WILLIAM T. LANE was elected president of Broadcasting Inc., operator of WLTV (TV) Atlanta, last week by James D. Shouse and Robert E. Dunville, board chairman and executive committee board chairman, respectively.

Mr. Shouse also is chairman of the board and Mr. Dunville president of Crosley Broadcasting Corp., operator of WLW and WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD Dayton and WINS New York.

Mr. Lane's election came at the same time as the formal acquisition of WLTV (TV) by Crosley Broadcasting. Purchase already had been approved by the FCC. Sales price, including 100% of capital stock, was $1.5 million [B•T, Feb. 2].

Plans for the Atlanta station were outlined last week by Mr. Lane, former WLTV Atlanta general manager. He said details of a million dollar expansion program would be disclosed within the next three months. Station also plans to increase its 23.8 visual ERP to full 316 kw.

KFEQ Marks 30th Year

SPECIAL anniversary programs will be aired this week at KFEQ St. Joseph, Mo., which is marking its 30th year on the air. The station's original license, issued Feb. 16, 1923, by the Bureau of Navigation of the Dept. of Commerce, was titled "License for Land Radio Station."

Television studios are being constructed for KFEQ-TV, expected to take the air this spring on Ch. 2. Barton Pitts is president of KFEQ Inc. Other officers: Henry Bradley, vice president; Glenn Griswold, treasurer, and J. Ted Branson, secretary.

Red Cross Blueprints Fund Broadcast Plans

REPRESENTATIVES of stations, networks and trade publications attended a 1953 Red Cross fund campaign luncheon at the Waldorf-Astoria, New York, Tuesday, to hear a report by James Sauter, chairman of the radio-TV bureau.

Outlining the national RC quota of $93 million and the Greater New York goal of $7 million, he said the drive will be launched March 1 with an all-star program which radio and TV networks will carry at different hours.

Four quarter-hour recorded programs with Jack Benny, Bob Hope, Phil Harris, Alice Faye and Bing Crosby will be available to radio stations, along with spot announcements. A 13-minute film with John Daly as narrator giving a dramatic report of Red Cross activity will be available to television stations.

Blain to TV Sales Post

EWART M. BLAIN, former CBS-TV sales account executive, has been named director of television sales for WEEU-TV Reading, Pa., Thomas E. Martin, general manager of WEEU-AM-TV, announced last week. Veteran of 20 years in broadcast sales, Mr. Blain was with Free & Peters, station representatives, as account executive in New York for 11 years. WEEU-TV, now under construction, is expected to take the air March 1 on uhf Ch. 33 as an NBC affiliate.



Mr. Blain

Jacob E. Edelstein Dies

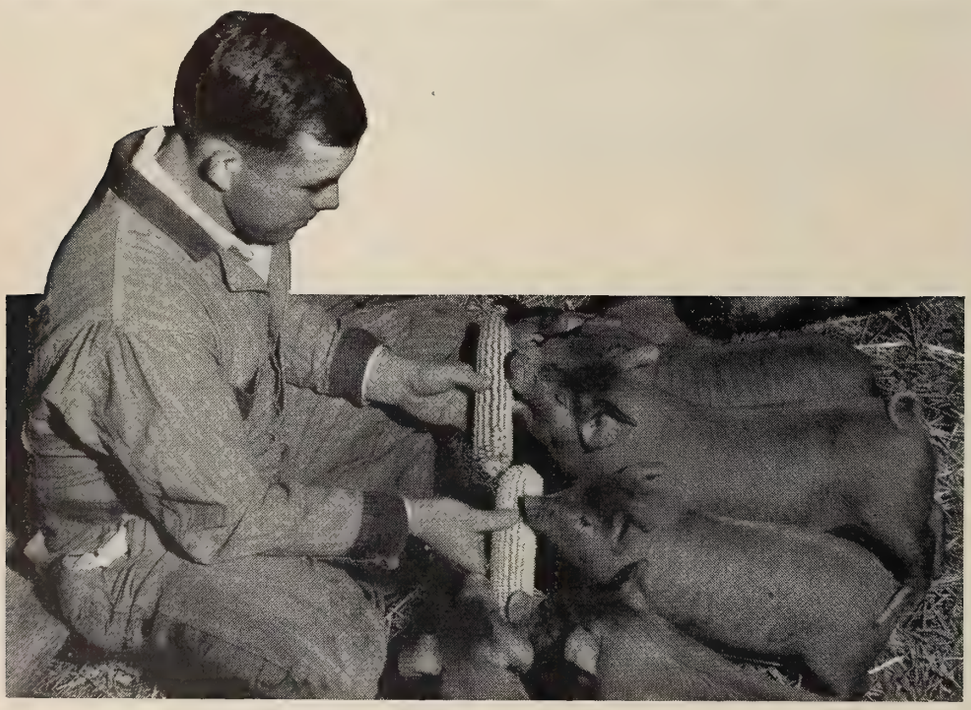
JACOB E. EDELSTEIN, 75, vice president and director of The Outlet Co., licensee of WJAR-AM-FM-TV Providence, died last Wednesday. He had been associated with the company more than 50 years and as its publicity director, was in charge of newspaper advertising and publicity for the stations. Survivors are a brother and two sisters, all of New York.

WAPO to Affiliate With ABC

WAPO Chattanooga has signed an affiliation contract with ABC, effective April 7, Raymond G. Patterson, president and general manager, said last week. The station announced its network affiliation change upon the merger of ABC and United Paramount Theatres. WAPO presently is affiliated with NBC. WDEF Chattanooga will in turn become the NBC affiliate in that city, also on April 7 [B•T, Jan. 26], ending its present ABC affiliation.

KGUL-TV Names CBS TV Spot

KGUL-TV Galveston, Tex., has appointed CBS Television Spot Sales as its representative, effective immediately, it was announced jointly last week by Paul E. Taft, general manager of the station, and Sam Cook Digges, general sales manager of CBS TV Spot Sales. KGUL, slated to commence operations in late March, is assigned Ch. 11 and will be a basic affiliate of CBS-TV.



We've got 'em

EATING OUT OF OUR HAND

—Kansas farmer families, that is! Study these last minute figures from a statewide survey. *

For market reports, farm news and weather, WIBW ranked FIRST—129% ahead of its nearest competitor.

In statewide share of audience, WIBW stood FIRST—132% ahead of the second station.

Among Kansas stations listened to most, WIBW was FIRST—151% higher than the "place station."

There's no need to sell you on the potential of the rich Kansas farm market . . . . no further need to sell you on WIBW's domination of these families. So—why not let us start selling *for* you!

**Kansas Radio Audience '52*

WIBW

Serving and Selling "THE MAGIC CIRCLE"

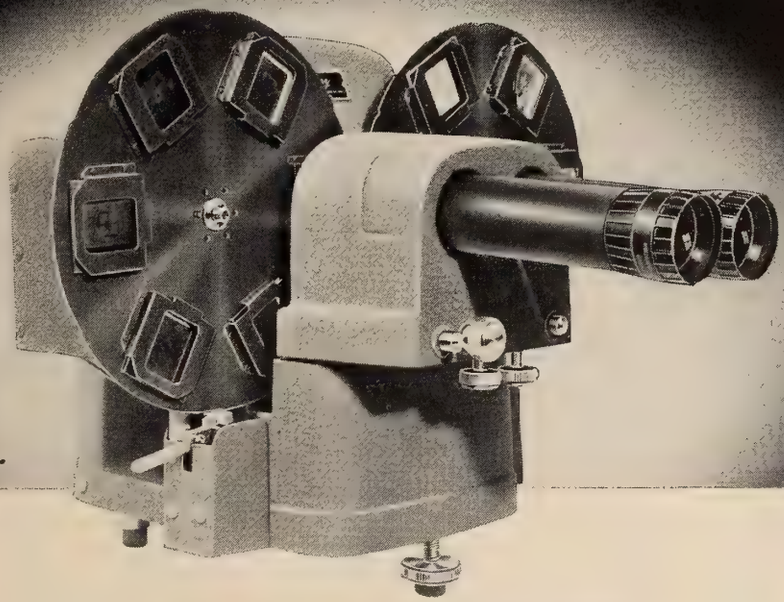
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

CBS RADIO TOPEKA, KANSAS

Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

NEW! Gray Telojector

—for automatic projection of 2x2 slides in unlimited, uninterrupted sequence!



You've *always* needed it—for low-cost, professional-quality TV commercials–and here it is! Gray Research, maker of Telop, Telop II and other specialized TV equipment, proudly announces the new Gray TELOJECTOR. This compact, portable unit gives you *remote control* projection of standard 2x2 slides in uninterrupted sequence . . . with studio effects of fading, lapping and superimposition.

In the TELOJECTOR, projection alternates between two lens systems. Two loaded slide turrets give you a sequence of twelve slides. Additional loaded turrets can be substituted in seconds, providing an *unlimited* sequence. Overall dimensions: 14½" x 18½" x 16". Weight: 32 pounds.

This new Gray TELOJECTOR solves many problems for large and small stations alike. Production is underway. Get *all* the facts *—now!*

Please write for TELOJECTOR Bulletin RD-2

GRAY RESEARCH

AND DEVELOPMENT CO., INC., HILLIARD STREET, MANCHESTER, CONN.
Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph

Three Sponsors Share '53 Radio-TV of A's, Phillies

THREE sponsors will share the 1953 radio-TV baseball schedules of the Philadelphia Phillies and Athletics, according to N. W. Ayer & Son, that city. Telecasts will include both home opening day games, both games of all Sunday doubleheaders, all Saturday afternoon games and the first games of all holiday doubleheaders from Shibe Park. A limited series of night telecasts is being arranged. No night telecasts were carried last year and only the first game of doubleheaders.

WFIL-TV, WPTZ (TV) and WCAU-TV, as in 1952, will rotate the schedule.

The radio schedule will be similar to that in 1952, including all Shibe Park games of both teams and road games not conflicting with home contests. WIBG will carry this program along with a four-state hookup.

Sponsors are Atlantic Refining Co., Chesterfields and Valley Forge beer. Gene Kelly and George Walsh will announce Phillies games while Byrum Saam and Claude Haring will cover the Athletics. Messrs. Kelly and Saam will accompany the clubs on road trips.

Oleson to Head WEAM

GEORGE OLESON, sales executive at WOL-AM-FM Washington, has been appointed general manager of WEAM Arlington, Va., Harold Thoms, WEAM president, said last week. Mr. Oleson, who was with WEAM from September 1949 to June 1952, will assume his new duties by Feb. 23, Mr. Thoms said. He replaces Howard Stanley, WEAM general and sales manager for the past five years, who has resigned.

WWJ Promotes DeGroot

DON DeGROOT, station manager of WWJ-AM-FM Detroit, has been appointed assistant general manager of WWJ - AM-FM-TV, Edwin K. Wheeler, stations general manager, said last week. Mr. DeGroot's appointment came after Willard Walbridge resigned as television station manager to join WJIM Lansing, Mich. [B•T, Feb. 9]. Thomas Warner, a member of the sales staff, has been named radio sales manager, Mr. Wheeler said.



Mr. DeGroot

Staff Changes at Lee

LEE STATIONS has effected several personnel changes at KGLO Mason City, Iowa, and WTAD Quincy, Ill., Herbert R. Ohrt, executive vice president, reported last week.

Lloyd Loers, sales manager of WTAD for two and one-half years, transfers to KGLO in the same capacity, replacing C. D. Hilton, who has resigned to enter another business. Doug Sherwin has been named assistant program director at KGLO.

Mr. Loers' work at WTAD has been taken over by John R. DeBow, named local sales manager by Walter Rothschild, station manager. John Phillips is handling sales there fulltime, and Ralph Drescher has been added to the sales force.

Akerberg Assigned Fulltime On CBS-TV Stations Relations

INDICATING the widening scope of network station relations activity as more and more TV stations are licensed, Herbert V. Akerberg, who has been station relations vice president for both CBS Radio and CBS-TV, last week was assigned to concentrate fulltime on CBS-TV.

Announcing Thursday that Mr. Akerberg would serve as fulltime CBS-TV vice president for station relations, J. L. Van Volkenburg, network president, said "it will now be possible for Mr. Akerberg to take a more active part in the planning and management group activities of the CBS-TV Division." He said Clarke (Fritz) Snyder would continue as CBS-TV director of station relations.

Mr. Akerberg's "successor" at CBS Radio was not announced immediately. William A. Schudt Jr. is CBS Radio's national director of station relations.

Mr. Akerberg joined CBS in 1929 as an engineer, and later became chief engineer and research and development engineer. He has been station relations vice president since 1936. Before he went to CBS, he built WPAL Columbus, Ohio, in 1923 and operated it until 1926.

New Garroway Contract

DAVE GARROWAY, star of NBC-TV's early-morning *Today* program (Mon.-Fri., 7-9 a.m. EST and CST), has been signed to a new contract covering his participation on the program during 1953 plus guest appearances on other NBC shows. Contract also includes an option on his services beyond 1953.

DON'T WO

the New York station
where listeners listen
and sponsors sell... key
station of MUTUAL
Broadcasting System

NBC-AM-TV Makes Further Staff Realignment

NBC Vice President Herbert announces new shuffling at the staff level in three departments.

REALIGNMENT of NBC's research and planning, advertising and promotion, and development departments on a staff level, reporting directly to network management, was announced Wednesday by John K. Herbert, vice president in charge of networks.

Changes are effective immediately. Mr. Herbert said Hugh M. Beville Jr., director of research and planning, will report to him on all research activities on behalf of NBC's radio and TV networks. Jacob A. Evans, director of advertising and promotion, and Robert W. McFadyen, director of sales development, will report to the administrative sales manager, Walter D. Scott. Stephen A. Flynn, manager of sales service, also will report to Mr. Scott.

This new organizational structure, according to Mr. Herbert, follows the resignation of Ruddick C. Lawrence, director of promotion, planning and development, to whom department heads formerly were responsible.

Commenting on the change, Mr. Herbert said:

"The establishment of the research and planning department as a staff function reporting directly to network management reflects the importance of this activity in the development of our plans and policies for serving our advertisers and their agencies, our affiliated radio and TV stations and our listening and viewing audiences.

"The sales development group under Mr. McFadyen will work directly with the network sales staff and will assist our sales unit in all problems of sales development in both radio and television. By bringing the sales development function and our advertising and promotion department within the structure of the sales department, we feel that we can strengthen and supplement our sales operation and increase the value of our services to our advertisers and their agencies."

As the newly-appointed manager of sales services, Mr. Flynn succeeds Frank Reed, who has resigned.

C. R. Abry Named ABC-TV National Sales Manager

CHARLES R. (CHICK) ABRY has been appointed national sales manager for ABC-TV following resignation of Edwin S. Friendly Jr., who has joined Barry & Enright Productions, radio-TV packaging firm, which will be known as Barry, Enright & Friendly.

Mr. Abry joined ABC-TV in June 1951 as an account executive. Since November 1952, he has served as ABC-TV's eastern sales manager. He previously was a network sales acager.

Joining ABC-TV as a salesman three years ago, Mr. Friendly became eastern sales manager, and was national sales director at the time of his resignation last week. Several weeks ago, he was relieved of all administrative duties —at his own request—to concentrate on sales, at which time Mr. Abry was designated to take over the administrative functions [B•T, Feb. 2].

J. Glen Taylor Elected To MBS Vice Presidency

J. GLEN TAYLOR, a vice president of General Teleradio Inc., radio-TV subsidiary of General Tire & Rubber Co., has been named a vice president of Mutual, whose stock is controlled by General Teleradio, Mutual President and Board Chairman Thomas F. O'Neil announced last week.



Mr. Taylor

Mr. Taylor, who also is on the MBS board, will concentrate on Mutual network interests and other owned-and-operated properties of General Teleradio, which include the Don Lee and Yankee Networks and WOR-AM-FM-TV New York in addition to majority stock of Mutual.

Naming of Mr. Taylor as a Mutual vice president followed the resignation of William H. Fineshriber Jr., executive vice president, to become vice president and general manager of the radio and TV networks of NBC [B•T,, Feb. 9].

CBS Dividend Declared

CBS Inc. board of directors Wednesday declared a cash dividend of $0.40 per share on class A and class B stock, payable on March 6 to stockholders of record at the close of business Feb. 20.

R RY!

WOR KS!

More advertisers place their confidence in WOR than in any other station in the country.

And with good reason...

WOR personalities have earned the confidence of the largest station audience in America— 26,000,000 people in 14 states!

WOR sells—everything from bread to bird seed— in the world's most competitive market.

That's why *more* advertisers worry *less*—with WOR.

Let us show how WOR can translate listener confidence into solid sales success for *you.*

KDYL-TV
Now 30,000 Watts
From 8,900 Feet!

America's most powerful channel 4 television station now doubling its market area to cover virtually all of Utah plus Southern Idaho, Eastern Nevada and Western Wyoming.

KDYL-TV
CHANNEL 4 • NBC NETWORK

SALT LAKE CITY, UTAH

National Representative:
Blair-TV, Inc.

EQUIPMENT

GE Speedup on Klystron Tubes Expect 20 Per Month

PRODUCTION of new 15 kw Klystron uhf transmitting tubes by General Electric Co. and Varian Assoc. of San Carlos, Calif. (which developed the Klystron to GE specifications), is expected to reach 20 per month before the end of the year, a GE spokesman said last week.

Without giving details, he said present production is considerably below that figure, and that all 15 kw Klystron production scheduled through September, and part of the October to December production quota, already has been committed. GE is leasing tubes to telecasters at a fixed rate per broadcast hour [B•T, Feb. 9]. WHUM-TV Reading is among stations participating in the lease arrangement.

Zenith Sales at New High

SALES of Zenith Radio Corp., Chicago, in January were the highest for that month in the company's history, Comdr. E. F. McDonald Jr., president, reported last Tuesday.

Zenith also attained the "highest level of production and sales in its history" during the year ended Dec. 31, 1952, with consolidated sales reaching $137,462,000, Comdr. McDonald reported, predicting production and sales in the first quarter of 1953 "will establish a new record for this particular period of a year."

DuMont Tube Sales Mark New Record in January

NEW records were established during January production of television picture tubes by the cathode-ray tube division of Allen B. DuMont Labs., F. P. Rice, division manager, announced Wednesday.

DuMont's TV picture tube output in January was 231% over January 1952; 31% over January 1951, and 57% over January 1950. Mr. Rice added that the last quarter of 1952 was the division's best, volume-wise, when production was 271% over December 1951.



COMPACT projector used for lapping superimposition and divided images and controlled remotely or locally is being marketed by Gray Research and Development Co., New York. Called the Telojector, the device makes it possible for video stations to use 2-by-2 inch, standard 35mm, transparencies for commercials and show content, with automatic lapping of an unlimited number. Telojector was developed with RCA and network and station engineer.

SHORTS

Radio Tube Div., Sylvania Electric Products Inc., N. Y., announces production of cut-off pentode amplifier designed particularly for use in electronic computers. New tube is termed Type 6145.

Daven Co., Newark, N. J., announces availability of new hermetically sealed resistor series 1160 and 1161, for use as secondary standards, resistor elements in bridge networks, voltage divider circuits and attenuation networks.

Majestic Radio & Television Div., Wilcox-Gay Corp., has moved executive, sales and advertising offices to 70 Washington St., Brooklyn 1, N. Y. Telephone is Ulster 2-6000.

Pilot Radio Corp., Long Island City, N. Y., announces production of new AM-FM radio tuner titled Pilotuner Model AF-723, for use in high fidelity music systems.

PERSONNEL RELATIONS

NABET Waives Local Voice In WWJ-NBC Originations

JURISDICTIONAL waiver agreed to by National Assn. of Broadcast Engineers and Technicians (CIO) in signing a two-year agreement with WWJ-AM-FM-TV Detroit gives the stations the right to originate NBC shows with or without participation by NABET members who are employes of WWJ-AM-FM-TV, the station has reported.

The contract was signed Feb. 7 after out-of-court settlement of a WWJ suit, which had asked the court "to restrain NABET and its members from interfering with origination of network programs, arising out of the refusal of the Detroit Chapter of NABET to work with NBC-NABET personnel on the Dinah Shore programs which were to have originated from the new $2 million WWJ-TV studios Dec. 9 and 11."

The new NABET-WWJ contract runs from Feb. 1, 1953, to Jan. 31, 1955, and does not provide for wage re-opening, the station reported.

FCC Gets Union Complaint

"CENSORSHIP" charges have been made by United Electrical, Radio & Machine Workers of America against WOC-TV Davenport, Ia., and WHBF-TV Rock Island, Ill., alleging in a letter to the FCC that the stations cancelled contracts to show a Quaker film on Christmas Day.

The film was titled "A Time for Greatness." The stations told the union they refused to accept the film because it was controversial and at variance with program policies.

In a public memorandum, the union described the refusals as "gross" censorship of a film that District Council 8 in the Quad Cities had planned to sponsor as a public service. The union added that the suppression was not directed at it but at the specific film. Further evidence will be submitted to the FCC, according to Russ Nixon, UE Washington representative. At the FCC it was stated that WOC-TV and WHBF-TV had been informed of the charges and had been asked to file comments.

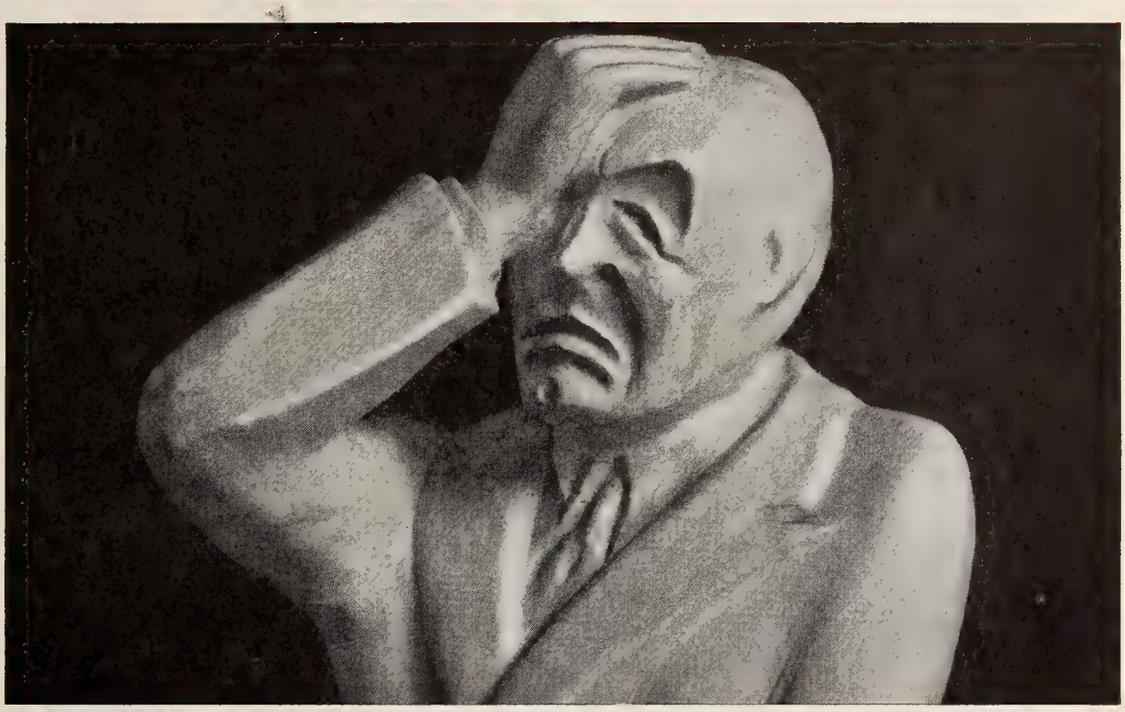
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ADVERTISING COSTS UP?

Take typography, for example. It now takes $184 to buy composition that cost $100 in 1942. But for an advertising value that today is better than ever, there's **radio**.. the medium that's now delivering the biggest audience in history at a cost only slightly more than that of ten years ago!

Take WBZ, for example. It now takes **only** $125 to buy a result-producing participation package that cost $100 in 1942. And the audience has increased much faster than the slight rise in time cost, throughout the vast New England territory dominated by WBZ's 50,000-watt voice!

In six of the most important market-areas in the country, Westinghouse stations offer exceptional **values** in advertising coverage. Free & Peters will help you pick the times that pay the best return for **your** business!

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

WHUM-TV'S HELICAL ANTENNA PASSES TESTS

Antenna for Nation's Highest Power UHF TV Station Passes Exhaustive Operations Exam at Electronics Park

The transmitting antenna for the nation's most powerful UHF television outlet—WHUM-TV in Reading, Pa.—was put through its paces recently by G-E test men at Electronics Park.

The orange-colored antenna was lying on its side atop a hydraulic lift—the type your car is jacked up on when the oil is being changed. Some 1800 feet away, a microwave "dish" pointed its concave eye at the hoisted antenna and supplied a power beam.

Salvatore Savastano of C and GE Test squinted through a surveyor's transit set at the center of the hydraulic lift. He centered the glass of his instrument on a piece of red tape fixed in the center of the distant microwave "dish", then made a reading of the degrees and minutes of the angle.

INTER-COM SYSTEM HELPS

Savastano announced his findings into an inter-com system. Inside a warm little hut located about 50 feet away, Test Foreman Zeke Armlin and Ronnie Fisk, a UHF antenna engineer, were recording the results.

Savastano, assisted by test man Bob Estes, were told to shove the big lift to another horizontal angle. They made reading after reading.

FIGURES FORM GRAPH

Meanwhile, the figures found by the transit began to shape into a graph—snaking up and down on the chart being made in the tiny hut. What the engineers call a "power pattern" was beginning to form. This allows them to measure the power gain of UHF antennas.

A TV station ordering an antenna is interested in specific power gains and "beam tilts" for the steel transmitting finger to be poked into the heavens. The test men at the hydraulic lift-antenna-"dish" setup are learning if the specifications are being met.

C and GE's Leon DeFoe of Test Design came up with the idea of seating the antennas being tested on the hydraulic lift. It enables easy manipulation in swinging the antennas to various angles.

WHUM-TV's five-bay antenna will come to rest atop a 1,000-foot tower to transmit the nation's most powerful UHF beams.



Salvatore Savastano, G-E test engineer, checks WHUM-TV's new Helical Antenna. The UHF antenna was tested thoroughly before it was "okayed" for shipment to the Reading, Pa. station.

Springfield TV Station WWLP Wages War on Antenna Towers Plummeting Ice

During and after a recent snow and ice storm, Springfield television Station WWLP—being constructed—was "under attack" by plummeting ice from the antenna tower. Chunks and icicles as long as 6 ft. and as wide as 3 inches fell on the transmitter building's roof.

Several times the sturdy roof was punctured. Serious damage was averted by makeshift roof reinforcements. But before the storm had ended, William L. Putnam, treasurer of Station WWLP, and his staff devised a plan to put a false roof on top of the building.

They intended to put removable two-by-fours on the roof over which they would weld 12 gauge wire mesh—this layer of wiring to break and scatter the ice when it hits, reducing chances of damage to building.

However, instead, with what Station WWLP calls "Yankee ingenuity", it is developing the first known "antenna tower defroster". The device consists largely of resistance cable, wrapped around the uprights of the tower. Starting at a point some 40 ft. from the ground, this cable will follow the uprights to the very top of the tower structure.

Automatically operated, the new—and as yet unnamed, unpatented—device will go on and off as soon as the temperature and humidity shall reach a certain level.

Treasurer Putnam says: "As soon as this device is installed WWLP will have racked up for itself another 'first'. Its most important 'first' will be going on the air as Springfield's first TV station—an all General Electric equipped UHF outlet."

Peoria's WEEK-TV Receives G-E UHF Transmitter

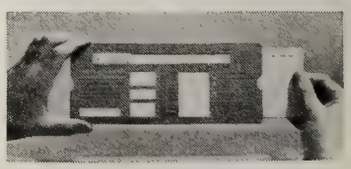
Station WEEK-TV, Peoria, Ill., recently received a UHF Transmitter, the second UHF unit to be shipped by G.E. It operates at lower power (100 watts). A special antenna was delivered by G.E. on January 23rd to boost effective radiated power many times and put WEEK-TV on the air Feb. 1.

The station has ordered a 12,000-watt amplifier from G.E. Installation will boost effective power to about 175,000 watts, with a coverage aim of 40 miles or more.

C.B. Akers, partner in WEEK-TV, explained: although the station is a basic NBC affiliate it will also carry programs of the DuMont and CBS television networks. All programs at the start will be either on film or originate in WEEK-TV's own studio. Akers expects the station to be tied into the nationwide TV network by May 1st.

FREE CALCULATORS FOR STATION ENGINEERS

Free UHF Television Range Calculators are now available. Station engineers only are eligible for this

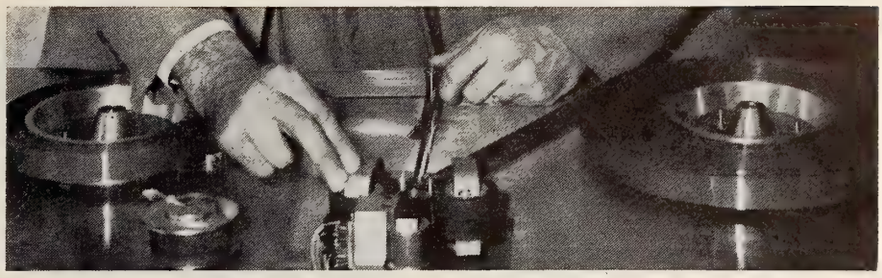


offer and may receive a calculator (as pictured) by writing *General Electric Company, Section 223-16, Electronics Park, Syracuse, N. Y.*

Engineers will use these UHF TV range calculators to estimate coverage of transmitting stations on Channels 14-83. It also covers all G-E transmitter-antenna combinations. It will give answers for ERP's from 10-watts to 10,000 kilowatts. The coverage is based upon theoretical smooth earth curves as published in ELECTRONICS magazine and published FCC experience factors.

GENERAL ELECTRIC

TAPED TV



How it will work
What it will cost
How much it will save

By Frank Healey

AS FAR as we in the tape recording field are concerned, this is the "Electronic Age"—and we will continue to act accordingly, at least until we are commercially displaced by the "Atomic Age."

Electronics provided a fascinating challenge to scientists during and since World War II. Our initial foray into the field began here at Bing Crosby Enterprises Inc. shortly after that war, in the development of tape recording equipment for radio and recorders. This was in conjunction with Ampex Electric Corp. whose tape recorders are now standard equipment for leading radio stations, recording studios and many government agencies, including guided missile developments.

We at Bing Crosby Enterprises, however, felt that more was to be developed from this newest wonder of our day. The next natural step was to achieve magnetic recording of live TV on tape.

Under leadership of our chief engineer, John T. Mullin, practical video tape recording has been accomplished after only three years of research and experiments.

The first VTR (Video Tape Recorder) unit was demonstrated in late 1951 in our Hollywood laboratories at 9030 Sunset Blvd., Hollywood. This unit was sufficiently advanced in degree of picture production during last year to insure the manufacture of recording and playback equipment capable of answering every quality demand of the television and motion-picture industries. It may safely be declared now that such a commercial unit will be available within a year, despite predictions that success would not be achieved for five or ten years.

In addition, no problem is anticipated in handling color when it is introduced to the TV industry. Tests indicate that VTR will be readily adaptable to any of the color systems now being considered.

Electronics Staff

Working under Mr. Mullin's supervision are Wayne R. Johnson, TV project engineer of BCE, his assistant, Edward J. Corey, and a highly skilled staff of electronics experts who include Dean DeMoss, Chester Shaw, Eugene Brown and Robert Phillips.

Without dwelling in detail on the technical phases of the development or describing the highly involved circuit pattern of our recorder, we can reveal, for the first time, the general specifications of our recorder and how it operates.

In physical appearance it is similar to the tape sound recorder with which everyone in the radio-TV industry is familiar. To achieve a sound-picture tape outwardly appears as simple as the recording of sound alone on tape.

This is the way a VTR functions:

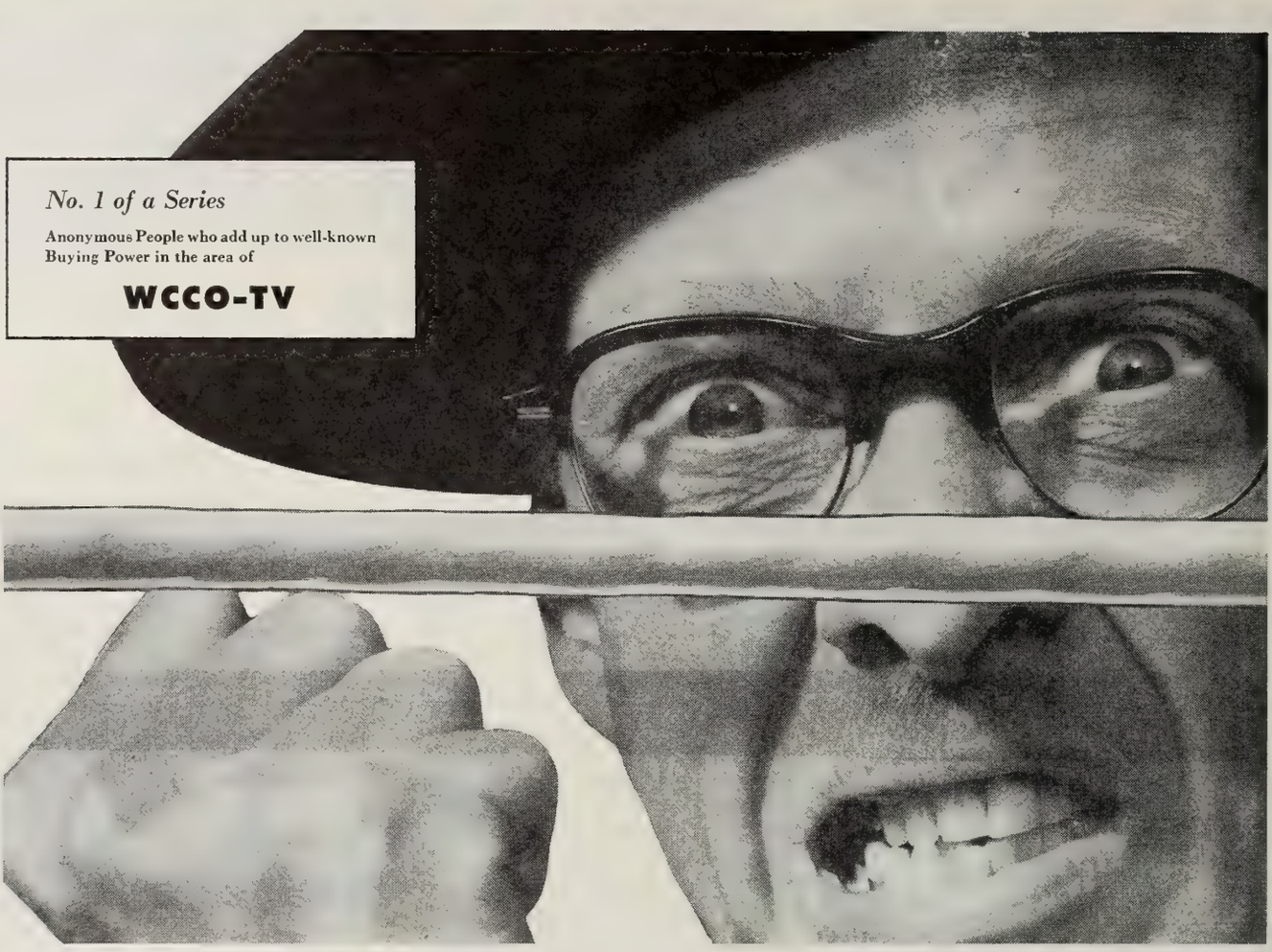
A one-inch tape, similar in outward appearance to that now employed on commercial tape recorders, is used. Sound recorders run at 15 inches per second. Our recording speed for video is 100 inches per second. This may seem excessive by contrast, but is not. The secret is that our engineers have demonstrated the ability to record 260 times the "information" that has heretofore been possible to capture under any tape system now in general use. Therefore, a non-bulky roll adequately provides for recording a 15-minute program. In "scanning" the video picture to our tape, we record on 12 tracks—one for sound and 11 others for picture.

Tape in present use is made by Minnesota Mining & Manufacturing Co. It is composed of an acetate base material coated with a special magnetic oxide. A new base will shortly be produced by this company. It will be known as "Mylar," a development of duPont. Although thinner, it will be a stronger tape. In preparation also is a half-inch tape of thinner stock which will assimilate all the electronic pulses now recorded on our one-inch tape.

In a typical operation, the sound and



The old groaner will be able to croon a happy tune if the Video Tape Recorder turns out as well as promised. Here the chairman of the board of Bing Crosby Enterprises Inc. (extreme right) is brought up to date on VTR technical development by (l to r) John T. Mullin, chief engineer; Frank Healey, electronics division executive director and author of this article, and Wayne R. Johnson, TV project engineer.



Why Do 200,000 of them like Wrestling?



● The 6,000 people who jam the Minneapolis Auditorium Tuesday nights are just a corporal's guard compared to the more than 200,000 at ringside in their homes—via WCCO-TV.

Why do they like wrestling? A big part of the answer is in the skill of WCCO-TV sports announcers who (a) know the sport (b) know the viewers needs and tastes and (c) talk just enough—authoritatively, on what is going on in the ring.

It takes skill and experience to do good sports reporting . . . like the skill and 15 years experience of Rollie Johnson, Sports Director, in covering Northwest sports. And his staff know their jobs . . . from ringside to camera to transmitter to Northwest homes . . . the job is done *right* . . . on WCCO-TV.

WCCO TV Channel 4

CBS

MINNEAPOLIS • ST. PAUL

Nationally represented by FREE and PETERS

RADIO...830 kc...50 kw and **TELEVISION**...ch 4...100 kw

For dominant coverage of the Northwest Market



Though operation of the Video Tape Recorder will be simple, the device itself is complex. A VTR circuit is being checked by Edward J. Corey (r), assistant TV project engineer, and Dean DeMoss, electronics engineer, of the electronics division of Bing Crosby Enterprises Inc.

picture to be recorded on magnetic tape are picked up in a studio by the normal video procedure of the TV camera and microphone. Through the camera and sound equipment, an electrical signal is transferred by coaxial cable to the recorder. The machine may be on the stage where the picture is made, in a sound truck, elsewhere in the studio, at a laboratory some miles distant, or even across-country. The picture transferance over such remote distances suffers no more loss in fidelity than that incurred in present micro-wave movement.

The recording action is truly push-button. The operator has only to press a "start" signal and the "recording" button and the tape travels through recording heads just as it does in a sound-tape recorder.

Quick Playback

The recording is taken instantly, but by inclusion of a built-in playback device or "monitor" the taped picture and sound may be inspected visibly and audibly only one-tenth of a second later on this close-at-hand viewer.

Here is one of the many tremendous advantages of the system. An immediate view of an originating production is made available. There is no delay of processing, such as is necessary in motion picture filming. Thus the program producer or supervisor, in the case of a TV production, may be *immediately* assured that the recorded program is without flaws. Eliminated are tape re-winding, later inspection on playback and such delays as viewing the "rushes" on the following day.

It is conceivable that a director or producer sitting in his Hollywood office, might supervise production of a play at Rockefeller Center in New York, as efficiently as though he were present on stage there.

He could take and retake scenes, without intermittent delay, to suit the demands of his personal taste and assure himself of immediate satisfaction with program quality. Editing and timing would be merely a matter of a watch, a pair of scissors and some Scotch tape.

The program, now having been taped for later telecast needs only to be passed through the VTR. The playback machine which previously was the recorder, now "reads" back to the audience that which was recorded, recreating identically that which the video camera saw, the microphone heard, without loss in any respect either in quality of sound or picture. This picture and sound may be fed to the TV transmitter or even simultaneously distributed, via coaxial cable or micro-wave, to other areas.

One of the greatest advantages of VTR, as we have developed it, is the cost comparison. Our device will record for $50 the 15-minute 35 mm hot kinescope that now costs some $150 to produce. A regular 30-minute kinescope negative and one positive on 16 mm film now cost some $600 to produce. The Crosby VTR promises a quality picture and virtual permanence for $100, with additional dupes at the same price in any quantity desired without loss of fidelity.

The magnetic tape, of course, is erasable. Thus, not only are substantial savings in material costs achieved, but promise is made that costly delays in laboratory processing are eliminated. It is obvious that the many headaches and hazards of delayed telecasts will be a thing of the past. VTR equipment is also about half the size of kinescope equipment, therefore more portable.

In summary, some of the advantages to be enjoyed through taped television are:

Tape may be de-magnetized and re-used, thus effecting savings in material costs. Fades, dissolves and special effects may be recorded from the TV screen without use of optical printers or special-effects equipment. Since sound recording is coincident with that of picture, the dubbing process is eliminated. VTR tape will cost one-fourth to one-tenth less than motion picture film. The one-tenth of a second viewing after filming of results through the monitor will result in time and material savings since errors may be immediately detected and corrected.

Guesswork as to quality of scenes, whether in lighting, dialogue, action, camera work and other production aspects is eliminated. Thus, any defects are *immediately* visible to the VTR producer since he views the end result of his production at a split second after it is recorded.

Additionally, inserts in previously recorded programs may be easily made; scripts may be given even greater elasticity both for time and material, and production may proceed without excessive materials used.

Where film production may have proved costly, tape recording of TV shows will be comparatively simple and inexpensive. Actors will have the opportunity to participate in other activities or enjoy prolonged holidays. And their work before the tape recording camera will be accomplished under less strain, since their director will have an immediate view of their work as it will be seen by the audience. He will be able immediately to determine the quality of the scene and make the retakes where necessary without fear of "burning up film."

Finally, with both sound and picture side by side on the tape, editing is quickly and easily effected, with a single operation removing the undesirable material.

These glowing promises of great savings in production costs naturally give rise to one final question. What will the Crosby VTR cost?

A complete unit with recording and playback will sell for approximately $50,000 according to present estimates. It is contemplated that production of these machines will be under license to Ampex Electric Corp. Whether the machines will be sold or leased to TV stations, networks and motion picture studios is yet to be determined. Present progress indicates that the machines will be available by January of next year.

ABOUT THE AUTHOR

MR. HEALEY has been executive director of the electronics division of Bing Crosby Enterprises Inc. since early 1951. He received his electronics indoctrination while serving as a lieutenant-colonel in the Air Force during World War II. After the war he headed his own Hollywood radio-TV production company for four years, gave it up to join the Crosby company. Before the war he was RKO Radio Pictures director of radio-TV and before that was in the publicity and program departments of NBC, New York, for several years.



HOW TO SET YOUR

The musical commercial has become a standard advertising technique. Like all other techniques, it must be carefully planned and skillfully created. Here an expert tells how some of the most successful jingles have been prepared.

BEFORE attempting to analyze and detail the makeup of an effective musical commercial, it might be wiser first to define what an effective musical commercial is. It is a musical device that acts as a three-way stimulant to sales; first, by sales impact of performance; second, by sales impression created; and last, by the over-ride, or bonus impression, that accrues to a sponsor every time someone whistles, hums, or sings the tune thereafter.

In short, an effective musical commercial should sing sales, and more sales are usually sung when a musical commercial is conceived—not as an afterthought—but as an integral part of planned advertising strategy for all media, as, for example, Lucky Strike's "Be Happy! Go Lucky!", Falstaff Beer's "Sing Out for Falstaff!", Chesterfield's "Sound Off!" Genesee Brewing's "More People Like Genesee!"

Musts in Musicals

For a musical commercial to be effective, it must command attention; it must establish emotional acceptance; it must get over the sales message; it must have high remembrance value; it must have musical individuality, and it must sing! The first three "musts" are the basic elements of impact. The latter three "musts" are the basic elements of impression.

In order to achieve these "musts," an effective musical commercial should have the following characteristics: The first is a device to command attention, which may utilize either instrumental effects (bagpipes, drums, whistles, bells, etc.); mechanical effects (echo, filter, Sonovox, etc.; vocal effects (whispers, yodels, chorals, etc.); or word devices ("Stop—Whatever you're doing!").

The second characteristic involves the emotional acceptance factors, which are: Class, type, and age group of potential buyer; product characteristics and appeal; program association (sporting event, dramatic show, newscast, etc.), and medium use—radio, television, or both.

The factors involved in the third characteristic that puts the sales message across are: Name of product, basic message, facts, advantages, and bid for action. The high remembrance value, which is the fourth characteristic, may be built on a product's unusual or distinguishing features, as, for example, new discovery ("No Rinse Surf") or exciting action or result ("Zest").

Or, perhaps, high remembrance value may be found in trademark characterization like Goebel Beer's "Brewster, the Goebel Rooster," or product characterization illustrated by "Chiquita Banana," or the title gimmick method, "Hey, Mabel — Black Label!" used by Carling's Black Label Beer.

The Gimmick

Or high remembrance value may be achieved through a musical gimmick, which may be either descriptive of action, typified by Ajax's "Foams the dirt right down the drain—Bu-bu-bu-bu-bum," or descriptive of result as Johnson's Wax's "Makes Your Floor Shine, Shine, Shine—Shine!"

Another illustration of the high remembrance characteristic is the musical trademark for Tide that opens with an ascending musical note, vocally picked up with "Tide's In!" and followed by a descending musical note and the vocal climax, "Dirt's Out!"

The fifth characteristic centers around musical individuality. To realize this, it is necessary to establish a musical association in character with the product. It is also necessary to establish a theme that is recognizable even without lyrics. And for quick identification use, it is also necessary to individualize several notes or short phrases.

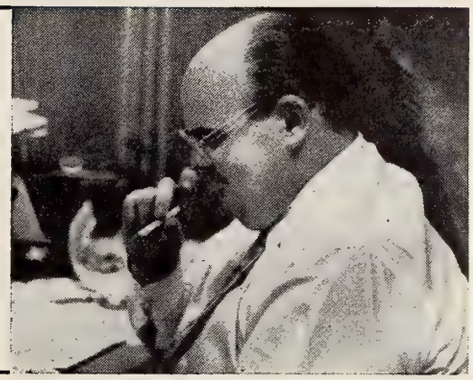
The final characteristic is that an effective musical commercial sings! And it sings when the lyrics, rhymes, rhythm and tune are good, when it is novel enough to be catchy, interesting enough to wear well, and simple enough for everyone to sing.

In writing musical commercials, a ques-

SALES TALK TO Music

By Phil Davis

ABOUT THE AUTHOR: Phil Davis Musical Enterprises Inc. is one of the leading producers of musical commercials for radio and TV. Among accounts for which Mr. Davis and company have created jingles are Zest, Falstaff Beer, Hudson Paper Napkins, Goebel Beer, Camay, No-Rinse Surf, Genesee Beer, Crisco, Bab-O, Dodge, Carling's Black Label Beer and Johnson's Wax. Mr. Davis is a veteran broadcast musician, was musical director of WLW Cincinnati for 12 years, has led orchestras on many NBC and MBS programs.



tion frequently asked is: "Which comes first? The music or the lyrics?" Yet, the very nature, or *raison d'etre* of musical advertising, dictates that the lyrics come first, and logically so. In the first place, the lyrics are the sales story.

Another salient reason for writing the lyrics first—the one most frequently overlooked by non-professionals—is that products, like individuals, have musical rhythms peculiarly theirs. Beer, for example, has a light, gay, fun-loving, dancing rhythm. Beauty soaps, on the other hand, suggest lushness, dreaminess, soft lights and sweet music. Detergents have a brisk rub-a-dub-dub rhythm and so forth.

Meter and Tempo

But whatever rhythms the product suggests, it's the spoken words of the sales story that indicate the natural meter and tempo, which, in turn, provide the clue for the rhyme pattern. In order for the melody to emphasize the name of the product, accentuate the important sell words, and punctuate the sales message with the spirit and character of the product, the lyrics should be written first.

Generally speaking, the best lyrics are those that clearly and simply express the sense and meaning of the basic copy theme and follow, as closely as possible, everyday speech. Lyrics built around too many advertising points, or lyrics that are too cute, dissipate a sales message.

On the other hand, not all copy points make good lyrics, as, for example, the "No-shift ease" copy point of the '53 Dodge. The medium itself dictates that no matter how excellent a copy point may be for printed media, it is no good if it is not singable.

Lyrics that stimulate the listener's inner world of thought, appealing to his senses of touch, smell, sight, taste, or movement, usually increase the impact of the sales message. Adjectives, however, tend to weaken a sales message, for they describe only one characteristic of a product and not the whole.

Verbs and verbal derivatives (the "Do" words) are hard-hitting, for they tell the listener to use the product, taste the product, try the product, or what the product will do if he buys the product. To say a product is something or like something ignores one of the primary interests of man—self interest!

It's for this reason that the second person "You" appeal has more force than the first person "I" or third person "He" appeals that are not aimed at the ego, or the self-interest that motivates the majority of us.

Keeping the listener's self-interest in the forefront provides the key, in the majority of instances, to a musical commercial's basic copy theme. What does the product do? What has the listener to gain by buying and using the product? In illustration, let's take the lyrics of Johnson's Wax musical commercial for Hard Gloss Glo-Coat that tells the listener:

"Glo-Coat! Use Hard Gloss Glo-Coat!
Waxes Clean! Waxes Bright!
Waxes the Easy Way! Waxes Right!
It's a Johnson Wax
That'll make Your Floor Shine—
Shine! Shine! Shine!
A Johnson's Wax
That'll Make Your Floor Shine!—
Hard Gloss Glo-Coat!"

Actually, lyrics without music are like a bride without a groom. It's the wedding of the two that makes the union. Earlier in this article, we referred to rhythmic idioms as being as natural to products as to individuals. The rhythm suggested by Johnson's Wax products has a sparkling, bright, work-is-easy-and-over-with-in-no-time quality.

The music should fit the product, suggesting not only what the product is, but what the product does. It's the music that creates the initial impact and paves the way for the acceptance of the words.

Not only does the music put across the sales message and bring out the hidden meanings within words, but it also sets the listener pleasantly, establishing his willingness to listen. Needless to say, a musical commercial, like a popular tune, does not catch on with the public unless the words make a joint impact with the music.

Words and Music

It is this joint impact of words and music that often militates against the use of public domain tunes. It is difficult to get clear-cut sponsor identification. For no matter how frequently, for example, a sponsor sings his sales story to "Shortnin' Bread," a large majority of listeners, consciously or unconsciously, will sing the words associated with the original tune, words that may be superficially forgotten, but, emotionally, they are remembered.

Another reason it's difficult to get clear-cut sponsor identification with a public domain tune is conflict of sponsorship. Let's assume, a national manufacturer of shortening decides to use "Shortnin' Bread" as his musical trademark. There's nothing he can do to stop a regional or local shortening manufacturer, baking company, or any other company, for that matter, from using the identical tune.

He can neither protect his investment, nor build equity in a public domain musical trademark that should be, but usually isn't,

as individually his as his brand name; yet his investment may run into many thousands of dollars.

The cost of a musical commercial, be it original or public domain, is an important item. And a musical commercial should not be considered unless a budget is more than adequate to provide a smooth, professional recording; for in this day of disc jockey programs and juke boxes, the public is well aware of the difference between professional and non-professional recordings.

Too, national users of musical commercials have established a standard of quality equal to the popular recordings of name bands. When a regional or local musical commercial falls below this standard, it stands out like a sore thumb. By the same token, when it meets this standard, it acquires prestige through association.

Music Costs Money

Though production costs are no small item, a musical commercial should not be considered unless a budget is large enough to buy enough time on radio, television, or both, to allow the public to catch on to it.

Assuming that the budget is large enough to provide a top recording and buy enough time, here are the step-by-step mechanics that go into the making of a musical commercial:

1: Repeat the name of the product and sales message, or slogan, with proper accent and emphasis. As previously mentioned, the rhythm of the spoken words should indicate the natural meter and tempo and provide a clue for the rhyme pattern.

2: Determine the most suitable approach, the type and character of the material, using the characteristics detailed in those factors that outline emotional acceptance and high remembrance value.

3: Plot out lyric pattern to incorporate the "musts" as set forth in the third characteristic, which is to put the message across.

4: Explore the possibility of incorporating—as an attention getter—one of the devices enumerated in the first characteristic.

5: Write the music to fit the lyrics, using the fifth characteristic as a guide. Be sure that the melody gives the best possible emphasis to the name, accentuates the right words, and punctuates the message with the spirit and the character of the product.

6: Polish it up and check with the requirements of the sixth characteristic: It must sing!

Tangibles & Intangibles

No doubt, these mechanics are an oversimplification of the many intangibles that go into any creative effort. Background and experience carry some weight. Inspiration may on occasion illuminate. But on the whole, the intangibles come as a result of constant application of pencil to paper, many false starts, and much sifting of ideas to find *the one!*

Discounting the intangibles, if your musical commercial passes inspection on all six characteristics that the majority of effective musical commercials share in common, you may be certain that the odds are pretty good that your musical commercial will be effective—will sing increased sales!

FOR CLORETS TV IS KISSING SWEET

WHEN the American Chicle Co. was ready to introduce its Clorets Chlorophyll Gum on a national basis in the fall of 1951, the company had some very specific demands to make of its advertising media.

To a country accustomed to purchasing gum with a single 5-cent coin, American Chicle was attempting to sell a product involving the unprecedented expenditure of two coins, totaling 15 cents. And its new product contained an ingredient relatively unknown at that time—Clorets was the first nationally distributed chlorophyll gum.

Heavy promotion was needed to back up its sprinkling of newspaper and radio advertising. And that promotion had to be directed to the entire family, not just single segments, such as housewives or children. Of first importance, too, was the company's desire not to become involved in a long-term contract that might not bring immediate results.

To meet these requirements, Clorets, through Dancer - Fitzgerald - Sample, bought *Rocky King, Detective* on nine stations of the DuMont Television Network in September, 1951.

Starring veteran actor Roscoe Karns, the mystery series had been telecast since January, 1950, earning comfortable ratings and good cost-per-thousand results for its previous sponsors. (During the last eight Nielsen national report periods for instance, the program averaged a 22.0 rating.) This equals 10,697,330 viewers. (Source: Videodex April 1952 Audience Composition Report.)

"Our answers were there from the outset," said R. L. Harris, American Chicle's advertising manager. *Rocky* reached the entire family; we still think the show has one of the best balanced audience compositions of all TV mystery programs. It was and is a moderately priced show, costing us at that time $5,147.50 per week as co-sponsor. As the show continued to prove its selling power, we increased our network to 35 stations, with a weekly tab of $9,921.87."



ROCKY KING

Beneath the sheet, a corpse



CLORETS COMMERCIALS

These two keep kissing sweet

The commercial is hard-sell, built around the slogan, "Kissing Sweet." Two hearts "palpitating" on the screen dissolve to a young man and woman kissing, as the announcer says:

"Two hearts beat as one when your breath is 'Kissing Sweet.' To make your breath 'Kissing Sweet' in seconds, use new Clorets Candy Mints, or chew delicious Clorets Chewing Gum."

Copy, which is prepared by Dancer-Fitzgerald-Sample's Estelle Mendelsohn, goes on to tell viewers that both Clorets products are "rich in chlorophyll, that magical green purifier. It is *active* cholorophyll—true water-soluble chlorophyll. Not synthetic. Not an imitation. Delicious minty Clorets make breath 'Kissing Sweet' in seconds."

Rocky brought results for American Chicle almost immediately. After one month of co-sponsorship (with Procter & Gamble Co.'s Ivory Flakes), more Clorets were sold in certain markets than had been sold in five months before Clorets went on TV.

Based on the December Nielsen, these high sales results cost Clorets 99 cents per thousand viewers, or 66 cents per thousand viewers per commercial minute.

"*Rocky King* has given us more listeners to our commercial per dollar than any other TV show or other advertising medium," Mr. Harris added. "The program enables Clorets to get one and one-half minutes of commercial time with the entire family—something we could not possibly attain any other way."

Proof of the pudding—Clorets recently signed for a similar DuMont co-sponsorship deal (with Bauer & Black's Curads) on the network's weekly *Twenty Questions.*



MAKE YOUR PITCH AT THE GRASS ROOTS

You can make a sure ringer everytime with part or all of Keystone's 631 affiliates — all of them are staked out in Grass Roots America — each rooted in gold — the gold of America's Richest Market — Hometown & Rural America.

KEYSTONE BROADCASTING SYSTEM, Inc.

New York: 580 Fifth Ave.
Chicago: 111 W. Washington
Los Angeles: 1330 Wilshire Blvd.

To broadcast verse

A recent amendment to the U. S. copyright law adds new complications to copyright clearance for program producers and radio and television broadcasters. Here's what you can and can't do under the revised law.

Breathes there the man, with soul so dead,
Who never to himself hath said,
This is my own, my native land!

THOSE immortal lines by Sir Walter Scott (1771-1832), plucked from "The Lay of the Last Minstrel," may be read on a George Washington's Birthday program to be produced by mythical station WOF—and WOF-TV, too.

They may be read without fear of damage suits for copyright violation.

The whole poem may be read, without any danger of court action.

Now, suppose WOF-AM-TV wants to use "The Gift Outright," one of six New England poems by Robert Frost (1875—). It deals with the spirit that inspired the nation's founders and opens with this intriguing statement:

The land was . . .

Wait a minute! There's danger ahead—real danger, with process servers and lawyers and other complications.

Why is it perfectly safe to use the Scott poem and equally unsafe to quote all or a substantial part of the Frost verse?

The answer is found in a paragraph—one long sentence, replete with commas, semicolons and a liberal garnish of legal gobbledegook.

That paragraph is known as 1(c), a new addition to the U. S. Copyright Act that became effective Jan. 1, 1953 (see separate box on opposite page).

Because of that paragraph the Frost poem, or a substantial part of it, can't be read on WOF-AM-TV without permission of the copyright proprietor (publisher, author or literary agent, usually).

Shakespeare's Safe

On the other hand, there's absolutely nothing to worry about in reading parts of, or the entire works of Milton, Scott, Shakespeare, Keats, Longfellow or any of their contemporaries.

After all, copyrights last only 56 years and these classic writers belonged to another century though their works are ageless.

Since all literary works more than 56 years old lie in the public domain, there's no copyright problem involved in reading them on the air.

Now, what about paragraph 1(c), the new copyright gimmick?

Obviously "The Gift Outright," Frost's poem, is a nondramatic literary work. That's what the new copyright amendment covers, and it's important that all radio and television stations know what it means and how it works.

To read "The Gift Outright" on the air, or a substantial part of it, might make a station liable to suit if it is copyrighted, unless proper permission is obtained.

The obvious procedure is to find out if the poem is protected by copyright.

"The Gift Outright" is included in *The World's Best,* a collection of literary works compiled by Whit Burnet and published by Dial Press, New York. Dial Press has no control over use of "The Gift Outright," since it had to get permission to reprint the poem.

The "acknowledgements" department of *The World's Best* carries this paragraph:

> Frost, Robert: Copyright 1930, 1939, 1943, 1947, 1949 by Henry Holt & Co. Copyright 1936, 1942 by Robert Frost. Used by permission of the author and publishers.

There's no question about it. If WOF reads the whole poem on its George Washington's Birthday program without getting permission of either the author or publisher (it's hard to tell which in this case), the lawyers are likely to take over.

Quotable Lines

It might be reasonably safe, however, to quote a line or two from "The Gift Outright," under a legal rule that allows exceptions. This rule is known as the "fair use doctrine." It was created over a long period by the courts to cover a "use" of a copyrighted work that doesn't lessen its value or compete with it, and helps to advance culture and education.

The new copyright law:

1—Prevents reading copyrighted nondramatic literary works on radio or TV programs without a license.

2—Makes it illegal to record a copyrighted nondramatic literary work without consent of the copyright proprietor.

Those are the main worries confronting radio-TV executives under the new law. Therefore the above passage from Scott can be used freely. There's nothing to worry about—and any copyright problem that is worry-free is refreshing to the harassed broadcaster.

Of course, even prior to last Jan. 1 it was illegal to perform a copyrighted dramatic work publicly without the consent of the copyright proprietor.

Moreover, it was illegal to perform publicly for profit a copyrighted musical work, or a lecture, sermon, address, or other work originally written for oral delivery, without due consent.

Even before the law was passed, it was illegal to dramatize a literary work or to broadcast a dramatic version of a literary work. Even the process of casting the dialogue to different actors for reading might be a dramatization.

There's nothing in the new law that changes the "fair use doctrine," according to a report that accompanied it. Broadcasters can take advantage of this doctrine by using brief quoted material from speeches, lectures, sermons and reports of events.

Though it has always been illegal to print or reprint nondramatic literary works, newspapers have printed portions of speeches and documents in the process of normal news reporting.

As a practical matter, the nondramatic literary material that broadcasters might want to read on the air fall into three groups:

1. Newspaper and magazine material.
2. Short stories, novels and recipes.
3. Poetry.

In broadcast programs that explain the comics to children, or quote newspaper editorials, there is an appreciated benefit to newspapers. There seems no practical reason why stations should change their methods.

As to short stories and novels, few stations read them on the air in nondramatic form. If they want to do this in either nondramatic or dramatic form, then they must (a) use public domain material or (b) get consent from the copyright owner.

Poets and Publishers

This leaves copyrighted poetry as the field most likely to affect broadcasters. Until recent years many publishers didn't bother to get in their contracts public reading rights in poetry. These rights frequently remain with the poet. In the last few years, though, most publishers have been using contract forms that carry radio and TV reading rights. Thus the rights may be either in the publisher or author, depending on the particular contract.

The usual procedure is to ask the copyright proprietor, normally the publisher, for permission. If the publisher does not have the rights, the request will be referred to the poet or his literary agent.

Some publishers and poets will grant free reading rights in poetry to a station for a limited period. They will generally require that the poems be broadcast without any change, with credit to both poet and publisher. Others will want to be paid for use of the poems, sometimes just a nominal fee.

If the station wants to record a nondramatic work, in addition to broadcasting it, consent must be obtained. Under industry custom in use of music, broadcasters normally don't bother to ask for consent when

Can be a curse

By J. Frank Beatty

the recording is intended merely for archive and audition purposes.

Where the recording right is licensed, the copyright owner is not limited to the statutory 2-cent maximum applying to musical works, even though this seems illogical.

A report accompanying the new copyright law says clearly that words and music of a song are regarded as indivisible, and the 2-cent fee applies where lyrics are recorded with music of a song.

An argument can be made that the new law does not apply to sustaining programs, but only to commercial programs. The court decisions on public performance of music for profit make it perfectly clear that all broadcasting by stations that sell time constitutes public performance for profit.

In one of the drafts of the new law, language had been included which prohibited only public performance for pecuniary profit. The word "pecuniary" was thereafter removed. The statement of the conference report which accompanied the new law said that in striking out the word "pecuniary" it was "with the understanding that the word 'profit' as used in the bill refers only to a pecuniary remuneration." There is no pecuniary remuneration for sustaining programs but other language in the same report is not as clear as the quoted sentence.

Who Wants To Fight?

It may be assumed, therefore, that few broadcasters will wish to invite a test of the law on this point, although, clearly, a broadcaster who has inadvertently broadcast a copyrighted nondramatic literary work on a sustaining program would be ill-advised not to raise this point in his defense.

One of the provisions of the new law is that damage for infringement by broadcasting should not exceed $100 where the broadcaster shows that he was not aware that he was infringing, and that such infringement could not have been reasonably foreseen.

This throws on the broadcaster the burden of proving that he had no knowledge that he was infringing, and that reasonable care on his part would not have disclosed that he did not have rights in the work that he used.

The limitation of damages obviously will not serve a broadcaster who has been put on notice by the copyright proprietor. Similarly, it will not justify the action of a broadcaster who embarks on a regular course of using material without making a serious attempt to check the ownership. It is to be hoped, however, that the courts will construe this provision to have some usefulness to the broadcaster and that maximum damages will not exceed $100 in cases where the broadcaster did not proceed with guilty knowledge or in wanton disregard of the rights of others.

This article has not mentioned another field of literary material, namely, jokes, anecdotes and gags. Such material is, of course, frequently included in collections, anthologies and magazines, etc. These are seldom, even purportedly, the original creation of the compiler. It is difficult to say how a broadcaster, unless he were to shut humor off the air entirely, could attempt to ascertain the original authors of jokes, many of which go back to folk lore. Therefore, while broadcasters should be careful not to recite jokes in the precise language in which the broadcaster finds them in a copyrighted printed publication, the broadcaster, it would appear, would have to take his chances and continue to use stories and gags that usually date back to before Joe Miller.

As to recipes, which are used on many homemaker programs, there seems to be no great problem. In the first place, the recipe is seldom read exactly as printed, and most homemaker personalities include their own innovations and additions.

If the same recipe book is to be used over and over on the same program, it might be advisable to get permission from the copyright proprietor, who undoubtedly will be happy to get free publicity for the book.

A PERILOUS PARAGRAPH WORTH REMEMBERING

Here's the amendment to paragraph 1 (c) of the U. S. Copyright Act, effective Jan. 1, 1953, which introduced new hazards to the broadcasting of non-dramatic literary works:



(c) To deliver, authorize the delivery of, read, or present the copyrighted work in public for profit if it be a lecture, sermon, address or similar production, or other nondramatic literary work; to make or procure the making of any transcription or record thereof by or from which, in whole or in part, it may in any manner or by any method be exhibited, delivered, presented, produced, or reproduced; and to play or perform it in public for profit, and to exhibit, represent, produce, or reproduce it in any manner or by any method whatsoever. The damages for the infringement by broadcast of any work referred to in this subsection shall not exceed the sum of $100 where the infringing broadcaster shows that he was not aware that he was infringing and that such infringement could not have been reasonably foreseen;

WHEN TELEVISION gives



complete coverage

BECAUSE

ITS POWER IS NOW 50,000 WATTS.

IT HAS A NEW TOWER 1914 FT. ABOVE SEA LEVEL.

IT IS CENTRAL NEW YORK'S MOST POWERFUL TV STATION.

IT IS LOCATED IN THE HEART OF AN INDUSTRIAL AREA.

SEE YOUR NEAREST KATZ AGENCY

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT
A MEREDITH STATION

This La Crosse, Wis., grocer cut back his newspaper budget to buy radio time. Was it a wise move? The answer is that volume in his three stores is up 18%.

SHOPPING NEWS PLUS MUSIC EQUAL SALES INCREASES

RADIO'S PAYOFF formula—entertainment plus information which the listener can use profitably—has netted another jackpot for an advertiser in La Crosse, Wis.

A quarter-hour morning music strip, interspersed with grocery marketing data of ever-increasing concern to the budget-married housewife, is drawing shoppers to three Harold Cram supermarkets.

Mr. Cram, at the suggestion of Verl Bratton, general manager of WKTY La Crosse, began a five-a-week show eight months ago which featured a morning appearance of Mr. Cram chatting to housewives about the day's best food bargains. He talks each day from one of the three Cram supermarkets, pointing out such homey and practicable information as "The lettuce looks bad this morning, so we've cut the price 'way down," or, "Strawberries just came in and they look real fine. The price is lower than last week, too."

Volume Up 18%

Volume in the three stores, after only eight months of radio usage, is up an average of 18%, and one of the trio has increased its sales by 39%. Monthly totals show a continuing gain, Mr. Cram reports.

Mr. Cram, as "star" on the WKTY *CRAMarketeers,* announces specials daily. Last summer, during the canning season, he sold seven carloads of fruit. The score the year before: One and one-half carloads. Radio, he admits, made the difference.

Last Thanksgiving, he chatted to listeners about buying their holiday turkeys, saying he had arranged to buy all of those produced for market by 4-H youngsters within the county. He sold 500, all the county youngsters produced, and could have sold more. The 1951 sale: Fewer than 300.

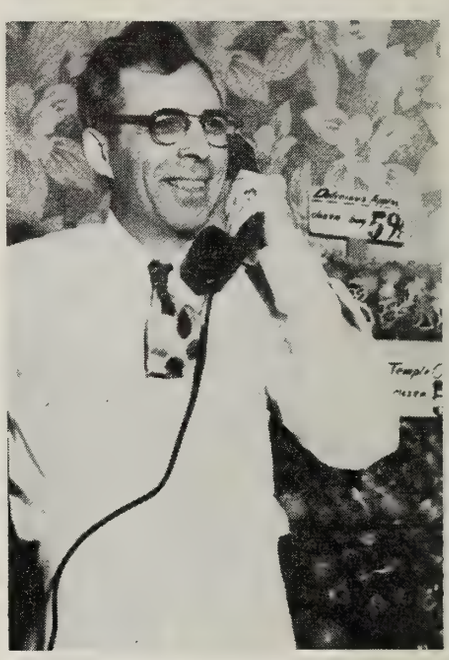
Boom in Orange Sales

After checking a morning shipment of oranges which had just arrived, Mr. Cram announced a good buy on them. Orange sales soared 500% almost immediately.

With "very few exceptions," Mr. Cram says, "exceptions which are bound to face any retailer, I can invariably count on a customer-run on items which I talk about during the show."

Well aware that listeners take him on his word, and buy according to his recommendations, Mr. Cram says, "You can be plenty sure I never knowingly offer a bum steer!"

The supermarket-owner telephones WKTY studios every morning from a store location, and his report is aired directly with use of an electronic beeper device. He spends from two to four minutes reporting notes he has taken on the quality and prices of fresh vegetables, fruits, meats and other foodstuffs which have just been delivered.



SUPERMARKET owner Harold Cram speaks to housewives each morning during the program he sponsors on WKTY La Crosse, Wis. He gives them hints on food bargains and reports on conditions of fresh foodstuffs just stocked in his three stores.

Pessimistic about the value of radio as a sales tool until this format was suggested to him, Mr. Cram cut his newspaper budget "considerably" to sign his broadcast agreement. The expenditure, long since, has been "well-justified."

Immediate Reaction

"From the very first, each of my three stores perked up with listener-customers," many just stopping in to see what the "talking grocer" looked like and remaining to buy. A merchandising man also, Mr. Cram says, "If WKTY can get people into our stores in such numbers, it's up to us to turn them from visitors into customers."

To make shopping more convenient and pleasant, Mr. Cram is remodeling one of the supermarkets to encourage a smoother and faster traffic flow through the aisles and past the check point counters. Similar expansion may be needed for the other stores, as "I'm sure our program is responsible in great measure for creating the need for remodeling."

Mr. Cram, whose first year of business showed a $50,000 gross sales figure, is now looking forward to that day in the future when his gross exceeds $1 million.

PROGRAMS & PROMOTION —

TEEN-AGE PROGRAMMING

SPECIAL Saturday afternoon program beamed at teenagers is being presented by WCMW Canton, Ohio, and the YWCA in that city. Disc jockey Nick Barry broadcasts his *Tip Top Tunes* from the Y recreation hall from 2 to 5 p.m. before a teenage audience. Prior to the broadcast WCMW staff members preside at a Radio Workshop in one of the Y club rooms when students are given pointers on the broadcasting business.

PLANET PROGRAMMING

DRAMATIC story of interplanetary research, *Frontier To Space,* has debuted on KROD-TV El Paso, Tex. Station describes the weekly series as the first of its kind in the U. S. Programs will tell the story of planet-to-planet development through interviews, roundtables and in-studio demonstrations. Dr. Russell K. Sherburne and James S. Arnold, both of Physical Science Labs. of New Mexico A & M College, will serve as nucleus personnel on the telecasts bringing in other scientists from time to time.

TV PROMOTES OPENING

TELEVISION was used by United Artists to promote its new movie "Moulin Rouge" which opened in New York on Feb. 10. The company used 125 spot announcements on WJZ-TV New York. Promotion was described as the largest 10-second announcement campaign within one-week period on WJZ-TV. Agency for United is Donahue & Coe, N. Y.

WLWT (TV) 'FORECAST'

NEWEST programming in the farm field at WLWT (TV) Cincinnati is *Forecast,* show slated for interest to both city and farm residents. Script for the Monday through Saturday show incorporates the latest market reports, news and weather as well as interviews with farmers and suggestions to the women on best household buys of the week.

SAFETY ANNOUNCEMENTS

IN AN effort to cut down the great number of winter highway accidents, WHAY New Britain, Conn., together with schools in the city, is waging a campaign of education by radio. Last fall students entered a "winter safety message" contest. They were asked to submit one-minute spot announcements of their own creation. Winner in each school recorded his message at the station. A total of 14 announcements were recorded, WHAY reports, and they are being used as part of the station's safety drive.

CORRECTION

In the map (pages 78-79) accompanying the article by John B. Crandall, media director, Sherman & Marquette, entitled "How Big Will TV Be?" in last week's BROADCASTING • TELECASTING, three TV market areas were omitted by an engraver's error. The Charlotte and Greensboro areas should have been included in those on the air as of last Dec. 1, and the Lexington, Ky., area should have appeared as a future TV market which will be predominantly uhf.



The RCA 833-A, the Power Triode for 1-Kw AM transmitters

"Old Reliable" of the 1-KW's



WIDELY USED in 1-Kw AM transmitters, the RCA-833-A has become famous over the 14 years of its existence for its superior performance at low cost.

This power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads.

It's hard to beat the dependability of operation, long service life, and operating economy of the 833-A; and it's harder still to beat the price. RCA-833-A's now cost you less than 60% of what they did originally.

For fast tube service, call your local RCA Tube Distributor.

RCA® RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

FEATURES 'STUDIO ONE'

TO PROMOTE the first U. S. TV network show to be piped into Canada, Canadian Westinghouse Co., Hamilton, Ont., distributed 300,000 matchbooks among Toronto and Montreal dealers featuring *Studio One* and Monday evening times it is heard on CBLT Toronto and CBFT Montreal.

SHOW MOVES TO CAMPUS

WLS Chicago sent its *Dinner Bell Time* show to the U. of Illinois Feb. 2-3 for broadcasts in "Farm & Home Week." Carl Neuman, WLS assistant farm director, and Dick Albrecht, Illinois field editor of *Prairie Farmer*, conducted programs direct from the university's radio studios at Urbana. Rising farm costs were discussed by various authorities on the broadcasts.

DISC JOCKEY CONTEST

WISN Milwaukee, Wis., has announced a winner for its "So You Want to Be a Disc Jockey" contest, aired Saturday from 3 to 3:30 p.m. The winner, Bob Firnhaber, received an Admiral radio-phonograph combination on the station's *Cannon-Fodder* program emceed by Steve Cannon. Any listener may enter by writing, a letter in 100 words or less, telling why he or she wants to become a disc jockey. Winner is then given 15 minutes of the Cannon show. Winner each week is chosen by mail ballot and appears following week. Each person who appears receives a Columbia record album each time and five-time winners get radio-phonograph combination. Ten-time winners receive above-mentioned prizes, $100 defense bond and a week's paid job as a disc jockey on WISN.

STUDENT PRESS PARTY

SOME 200 high school newspaper editors from the metropolitan New York area attended a press party at WOR-TV New York's studios on Feb. 6 as guests of the Coca-Cola Bottling Co. of New York. The youngsters toured the studios, met newsmen and witnessed a rehearsal and telecast of *Do You Want to Be a Star?*, teen-age talent program, which is sponsored by the Coca-Cola Bottling Co., New York.

TREASURE DISCOVERY

PRIVATE participation in a hunt for buried treasure somewhere in Canada was part of a teaser campaign to announce representation in eastern Canada of CHUB Nanaimo, and CJAV Port Alberni, both on Vancouver "Treasure Island", by Stephens & Towndrow, Toronto. Mail mystery campaign to advertising agencies in the Toronto and Montreal area was completed with skull key ring and ended with a mail piece showing location of "Treasure Island" stations on a map of Vancouver Island.

CHORAL CONTEST

FOR the second straight year, WPTF Raleigh will sponsor a choral contest offering prizes amounting to $150 for winners in mixed voice and women's voice groups. Last year 21 counties entered the competition. This year's event has already drawn 26 entries. Contest gets under way Feb. 21 when the first group will be heard.

CHILDREN'S SERIES

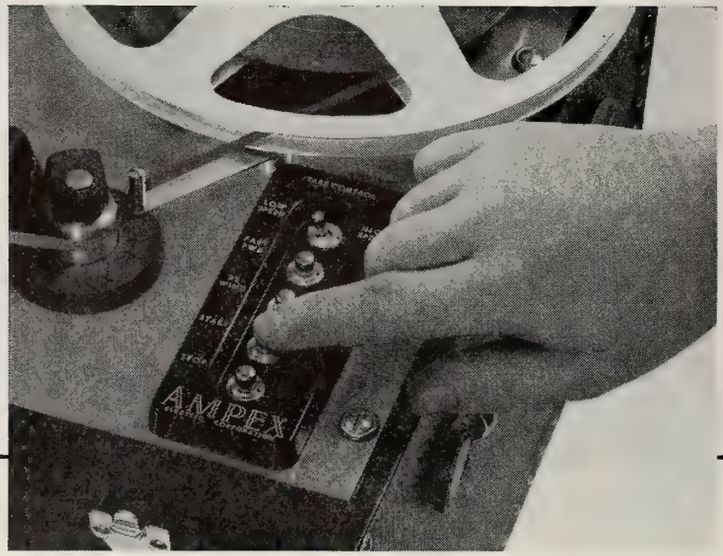
SERIES of programs designed for young tots was launched Feb. 2 by WLS Chicago. Titled "Freddie the Fabulous Field Mouse," the program is part of the station's *School Time* which has been on the air for 16 years. "Freddie" recites verses and conducts tours of the zoo and other places of interest each Monday, 1:15-1:30 p.m. Series, aimed at children of kindergarten and primary grade age, was planned by Josephine Wetzler, WLS director of education.

LIVING ROOM SHOPPING

MAY Co., L. A. department store chain, has started *The Complete Department Store of the Air* on KLAV-TV Hollywood to enable the viewer to "shop in the comfort of her own home." Telecast five times weekly for an hour, the program is scheduled on a trial basis. Complete department store set, including aisles and counters, has been constructed. There are 105 telephone operators available to take orders and answer questions. The promotion idea, a year in the making, was devised by Frances Corey, publicity and advertising director of May Co., Don Fedderson, station vice- president and general manager, and Bernard Weinberg, owner of Milton Weinberg Adv. Co., Los Angeles, agency servicing the account.

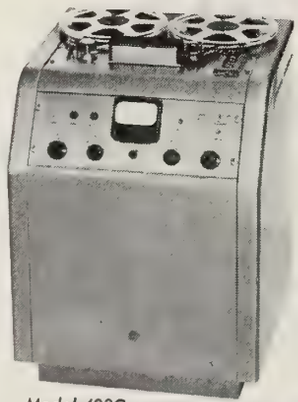
ICE CAPADES BENEFIT

ICE CAPADE stars appeared in an hour-long remote telecast benefiting the March of Dimes drive on WJAR-TV Providence Jan. 16. To achieve mobility with two cameras, Norman Gittleson, manager of operations, ordered a ramp constructed which permitted close-up



AN AMPEX IS ALWAYS READY TO GO

— Even after thousands of hours of service



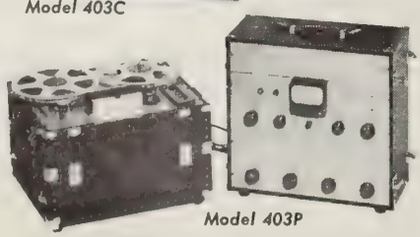
Model 403C

Supreme reliability is the most important quality your tape recorder can have — whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments and the uncertainty they had previously suffered in using tape recorders that were "built to a price."

The AMPEX 400 Series Recorder is the one outstanding bargain in tape recorder service. It costs least per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failure; and its reliability frees your engineer's attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:

- *When you press the button, it operates*
- *Program timing stays accurate*
- *Starting, stopping and rewind will operate smoothly*
- *Fidelity will still be high*
- *Maintenance costs will still be low*



Model 403P

If you plan for tomorrow, buy an AMPEX today

AMPEX

MAGNETIC RECORDERS

For new broadcast application bulletin, write

AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

For commercials
with impact...it's

TV Film Spots
A LA KLING



Kling studios

* CHICAGO
601 North Fairbanks Court
HOLLYWOOD
(Ray Patin Productions) 6650 Sunset Boulevard
NEW YORK
affiliated with Thompson Associates • 40 E. 51st St.
DETROIT
1928 Guardian Building



Pacing, integration, movement, photographic excellence, art direction—these are the elements that make for maximum impact and TV selling power. Kling blends these and other ingredients from creative storyboards to finished commercials with dramatic effect.

In both animated and live spots, Kling's consistent leadership stems from long experience, superior facilities, and top creative talent. *Only Kling offers all three.*

Put this three-way key to the test and you see the result: Award of excellence from the New York Art Director's for the Godchaux Sugar commercial produced by Kling's Hollywood animation division headed by Ray Patin.

For Ideal Dog Food, this three-way key resulted in a Kling-produced commercial that was chosen among the top ten of the best remembered TV spots by the Advertest Research Bureau.

Our modern, fully equipped studios in Chicago and Hollywood are at your service. Let us give you the top quality results you want—commercials that sell. Kling gives you Advertising Knowmanship plus Hollywood Showmanship!

These Kling TV spot syndications are now available:

1. **Bank spots—cartoon animation**
2. **Beer spots—series one (testimonials)**
3. **Beer spots—series two (beer with food)**
4. **Bread spots—stop action photography**
5. **Ice Cream spots**

Now on the presses! Our new booklet of inside information about Kling services. Write for your free copy.

your only single source for:

ADVERTISING AND EDITORIAL ART
DISPLAYS
PHOTOGRAPHY
TELEVISION FILMS
SLIDE FILMS
MOTION PICTURES
SALES TRAINING
AND MAINTENANCE MANUALS



IN-STORE displays offered to food and drug advertisers by WMAL-AM-TV Washington, D. C., as part of its "Customer Contact" plan are discussed by (l to r): William D. Murdock, president of advertising agency which bears his name and handles Food Town grocery chain account; Kenneth D. Berkeley, vice president and general manager of *Washington Evening Star* stations, and Alan R. Klompus, advertising manager and buyer for grocery chain. Advertisers who buy time on stations get product displays in Food Town stores and/or Peoples Drug Stores [B•T, Jan. 26].

shots on the ice and backstage switching. More than $2,500 was donated within five days after the showing.

DALLAS RELIGIOUS SERIES

PREPARATIONS are under way for national distribution of a religious TV program, *The Pastor Calls*, which has been produced by the First Methodist Church of Dallas and presented over KRLD-TV Dallas for the past three years. A 13-week filmed series of the program, which will be made by the Radio and Film Commission of the Methodist Church, will be turned over for distribution to the National Council of Churches of Christ in the U.S.A.

BLOCK MIAMI SHOW

HAL BLOCK, gagwriter and comedy star of CBS-TV *What's My Line?*, stars in his own late-night show *Miami Block Party* over WTVJ (TV) Miami starting last Thursday. Program runs from 12 midnight to 12:30 a.m. Monday through Friday and features guest interviews with the many show business personalities currently appearing in Miami and Miami Beach. The show is programmed from the WTVJ main studio, which will be arranged so it can accommodate an audience of about 300 guests. Mr. Block will continue to make his regular weekly appearance on *What's My Line?*. He will fly to New York each weekend for the program.

PROMOTION FOR DJ

WAVZ New Haven, Conn., promoted the arrival of a new station disc jockey, Bob E. Lloyd, by mailing postcards to 1,500 regular listeners, and by photographing Mr. Lloyd with a groundhog for publication in weekly newspapers on the date of his first program, Feb. 2 (Groundhog Day). Advance on-the-air promotion was made by the broadcasting of riddles concerning the new disc jockey's arrival, causing listeners to telephone the station for the answer to the riddle. Result was that Mr. Lloyd was receiving fan mail before he went on the air.

WKRC-TV SPORTS EXTRA

WKRC-TV Cincinnati is giving viewers of Wednesday night boxing matches over that station something extra. The station follows up the fights by showing *Sports Parade*, in which a prize-ring figure discusses the preceding bout. Immediately afterward a Joe Palooka full-length movie is shown.

WEWS (TV) AIDS TRIO

WEWS (TV) Cleveland was responsible for a local entertainment trio being signed up for an engagement with a Cleveland night club when the night club owner, visiting station studios, saw the trio performing on the station's *Steps to Stardom*, local amateur show.

TER YEAR AFTER YEAR AFTER YEAR AFTER YEAR AFTER YEAR AFTER YEAR AFTER

survey after survey

1952 International Public Opinion Research Inc., whose President is Elmo (Bud) Wilson, former CBS Director of Research, conducted a survey among 541 leading agency and advertising executives Lists came from Blair, Weed and Free & Peters.

BROADCASTING • TELECASTING was first as the journal "most read"; first as "most useful"; first as "most dependable"; first as "most effective for station advertising."

1951 Fact Finders Associates conducted the first personal interview study of agency-advertiser readership. Petry, Katz and CBS Radio Sales supplied the lists.

BROADCASTING • TELECASTING was first by 313% for news; first by 445% for advertising effectiveness.

1950 WTOP, 50,000 watter, Washington, D. C. asked 800 national advertisers and agencies which radio-TV publication "would you use if you were in our place trying to reach YOU?"

BROADCASTING • TELECASTING was first by 196%.

AND DOWN THROUGH THE YEARS

They started in 1936 and someone surveyed somebody every year. Regardless of the questions, regardless of the list, **BROADCASTING • TELECASTING** has been first in every category. Whether news, accuracy, dependability or advertising effectiveness.

WKNX-TV Exposition

THEY'RE hankering for television in the Saginaw-Bay City-Midland area of Michigan, according to WKNX Saginaw, which plans to go on the air with WKNX-TV on Ch. 57 in March. The station reports it sponsored a four-day television exposition Jan. 13-16 which drew audiences of more than 15,000.

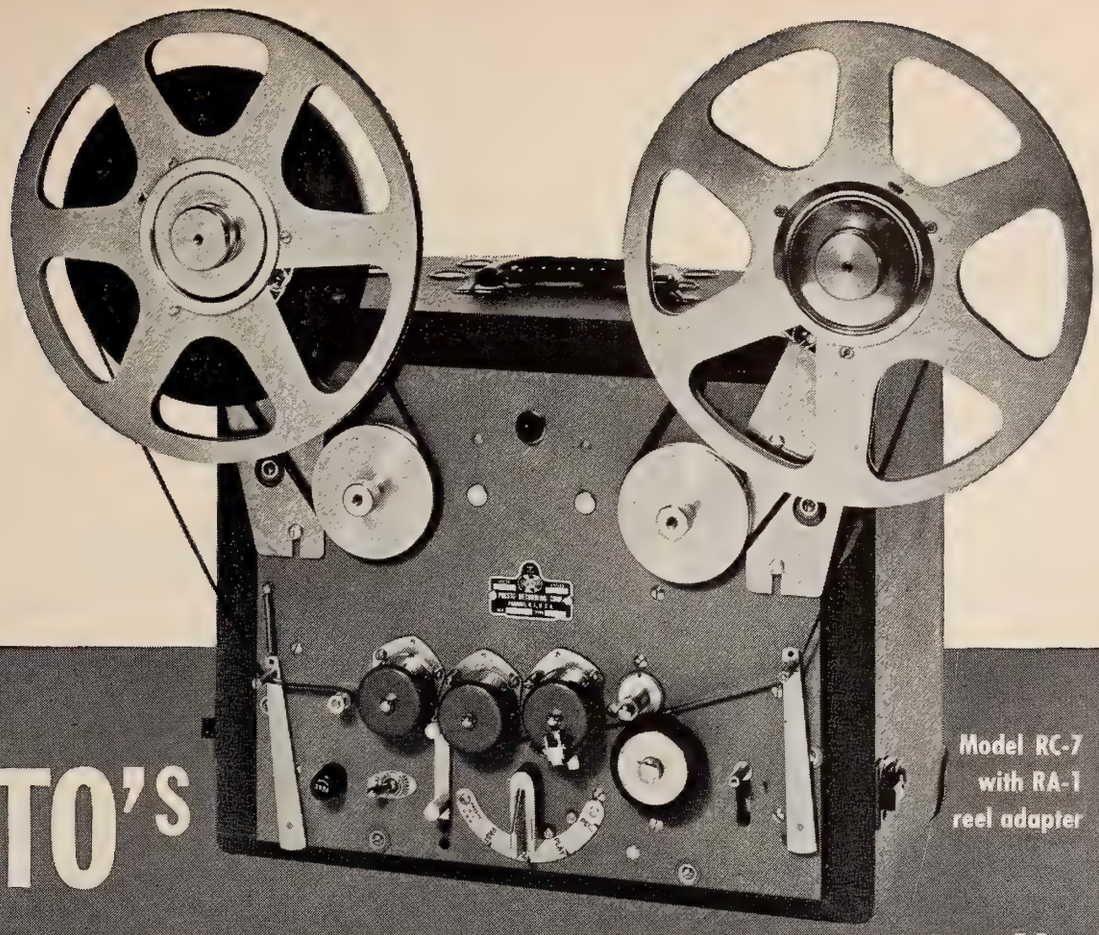
The exposition, held at the Saginaw Civic Auditorium, featured 11 professional stage acts shown live via closed circuit, with WKNX-TV equipment televising the performances to TV sets displayed in booths on the main floor. Films were televised between live shows.

Continued promotion by WKNX and newspaper ads sent attendance zooming, with the first day's abbreviated performance (6 to 10 p.m.) drawing 2,000. Succeeding days' exhibitions lasted from 2 to 10 p.m.

Every seat in the auditorium was taken and station personnel were forced to coax the crowd from the stage where WKNX-TV equipment was on view, according to President William J. Edwards and Secretary-Treasurer Howard H. Wolfe, who planned the event.

WKNX reports the exposition's cost was about $18,000, with an admission charge of 50 cents for adults, and that ticket stubs were good for some $6,000 in TV equipment. Local dealers, numbering about five or six for each of the 15 distributors who rented space at the exposition, sold sets and built up prospect lists.

Names represented included Alliance Tenna-Rotor, Arvin, Capehart, Crosley, DuMont, Emerson, General Electric, Hallicrafters, Motorola, Olympic, RCA Victor, Silvertone, Spartan, Wells-Gardner and Westinghouse.



Model RC-7
with RA-1
reel adapter

PRESTO'S "LONG PLAYING" PORTABLE TAPE RECORDER

The PRESTO RC-7 has already been acclaimed "the finest tape recorder of its size available." Although portable in size, the RC-7 embodies features and heavy duty construction found only in larger, more expensive, studio-type machines.

Now, with the new RA-1 reel adapter, this precision recording instrument becomes an indispensable piece of equipment for every station and recording studio. With this adapter, the RC-7 accommodates reels up to 10½" diameter, providing continuous long-period recording or playback.

If you are contemplating a portable tape recorder, don't buy any—until you see the PRESTO RC-7 with 10½" reel adapter (RA-1). Without a doubt, it's the *best buy in professional tape equipment!*

Present PRESTO RC-7 owners may convert their machines with this adapter for just $39.00. Write today for details!

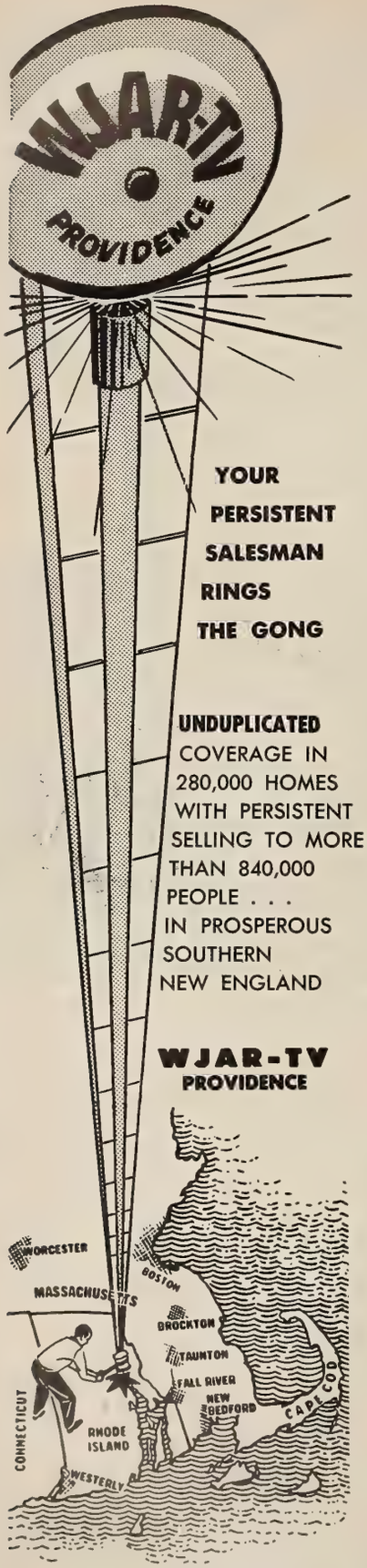
Compare the RC-7 with any studio-type recorder

- Instantaneous speed accuracy
- Dynamic range better than 50 db. at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate erase-recording-playback heads
- Twin speed: 7½"/sec or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd.
Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS



Advertisers

Wilfrid S. Rowe, formerly with National Assn. of Mfrs., appointed advertising manager of Sterling National Bank & Trust Co., N. Y.

Jack O'Connor, Southern California section sales manager, Phillip Morris & Co., promoted to regional sales manager in charge of eight western states and Hawaii. He is succeeded by **Bill Morland.**

Agencies

Ernest A. Jones, vice president in New York office of MacManus, John & Adams, has been named a member of board of directors and will return to agency's headquarters in Detroit as supervisor of Dow Chemical Co. account. **R. A. Brewer,** presently in Detroit, is transferring to New York office.

Don Blauhut, Peck Adv., N. Y., to Raymond Spector Co., that city, as head of radio-TV department. He held similar position at Peck.

Jerome S. Stolzoff, Foote, Cone & Belding, Chicago, to Biow Co., N. Y., in account management group.

Bernard Lubar, assistant director of radio-TV continuity at Ruthrauff & Ryan, N. Y., named department director.

Marie Meighan, Joseph Katz Co., N. Y. and Baltimore, to Byrde, Richard & Pound, N. Y., as space and time buyer.

Alan Harvey, copywriter and TV producer, Frank J. Miller Adv., Hollywood, to Action in Adv., L. A., as TV producer-writer-announcer.

Lloyd Durant, TV commerical production manager, Compton Adv., N. Y., to Biow Co., same city, as a TV creative supervisor.

Emmett H. Crotzer, account executive, Buchanan & Co., L. A., to Anderson-McConnell Adv., that city, in same capacity.

George Balsam, former vice president, Steller, Millar & Lester Inc., L. A., to Boylhart-O'Connor, same city, as account executive.



DORRIS CARR, KRON-TV San Francisco personality, and Dan J. Bonfigli, partner in Guild, Bascom & Bonfigli agency, same city, were married in Reno Jan. 24. Miss Carr stars on *Golden Gate Movie Time* and *Club 4*. Mr. Bonfigli is vice president of the San Francisco Art Directors Club.

Myra Jane Barry to Lee Ramsdell & Co., Phila., as administrative assistant to **Gerald F. Selinger,** vice president.

Stanley Kolker appointed traffic control manager of Lavenson Bureau of Adv., Phila.

William H. Shriver Jr., former radio director for National Council of Catholic Men, Washington, D. C., to radio-TV staff, VanSant, Dugdale & Co., Baltimore.

Harvey L. Cary, Ralph H. Jones Co., Cincinnati, to Allen & Reynolds, Omaha, as account executive.

Larry G. Kurtze, director of creative programming, Crosley Bcstg. Corp., Cincinnati, to Henri, Hurst & McDonald, Chicago, as writer-producer.

Charles N. Burnaford Jr., Conde Nast Pubs., to Grey Adv., N. Y., in account executive division.

Robert Goulder, advertising manager, Ballonoff Metal Products Co., Cleveland, opens **Robert Goulder Adv.,** 1010 Euclid Ave., same city.

Donna Quigley, Frank Best & Co., N. Y., to Cayton Inc., that city, in TV department.

John P. Heverly, vice president, Botsford, Constantine & Gardner and radio-TV director of agency's Seattle office appointed chairman of volunteer public information committee for Seattle-King County Chapter of American Red Cross.

Nicholas E. Keesely, vice president in charge of radio and TV for Lennen & Newell, N. Y., named to 1953 radio committee of Arthritis & Rheumatism Foundation.

L. Warner Evans appointed assistant account executive at Lewis & Gilman, Phila. **William Kane Jr.** named assistant to head of agency's media department. **Nelson Ross** added to production department.

Joseph T. McCourt appointed head of special accounts div., Gray & Rogers, Phila. **Jules L. Hoffman,** formerly on agency's research staff, and **Richard S. Lee,** copy staff, Strawbridge & Clothier, Phila., now on agency's copy staff.

W. Earle Chase, Ruthrauff & Ryan, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, as supervisor.

Harry R. Leckrone, WLW Cincinnati farm editor, to public relations department of J. Walter Thompson Co., Chicago.

Raymond E. Prochnow, vice president, Yambert-Prochnow Inc., Beverly Hills, has sold interest in firm to **Vaughn Shedd,** agency vice president, and has joined Ringer & Assoc. Inc., L. A., as an associate.

James P. Ellis appointed head of film production department, Kudner Agency, N. Y., with **Bruce Allen** serving as assistant.

Robert Hussey named vice president in charge of all media at Foote, Cone & Belding, Chicago. He has been media department manager.

S. J. Hamilton to Dancer-Fitzgerald-Sample, Chicago, as vice president and account supervisor for Falstaff Brewing Corp.

Claire Kerlee, Hollywood free lance writer, to Shore Assoc. Corp., that city, as account executive.

James Witherell, research director, Russel M.

WORKSHOP...

*is proud to announce its new UHF antenna**

the ultimate in–

SIMPLICITY
RUGGEDNESS
RELIABILITY

Simplicity—because the radiating and structural portions are coincidental. Cross sectional view at lower left clearly illustrates its clean cut revolutionary design.

Ruggedness & Reliability—come from complete elimination of small, delicate connectors and breakable insulators. Antenna breakdowns are virtually impossible.

High Gain of 11 db over a tuned dipole for the 12 wavelength model. Power gain of 14.

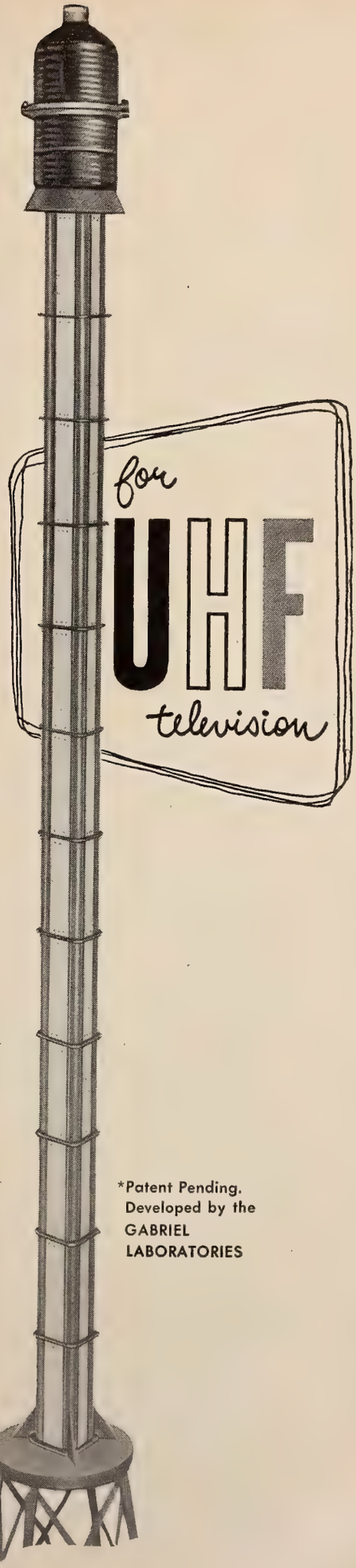
Perfect Circularity—maximum variations of less than 0.5 db from mean value in horizontal pattern.

Vertical Pattern . . . 4.2° . . . VSWR less than 1.1 to 1 with best match at video carrier frequency . . . will handle 50 KW power . . . and a host of other features.

This is only part of the story on this new development. Specifications indicate its unusually high performance and operating dependability. Write or call for complete information.



Cross-sectional view showing the four vertical tubes that form the radiating system. These tubes are actually slots and are further subdivided into resonant sections. They are fed by a single vertical inner conductor.



*Patent Pending.
Developed by the
GABRIEL
LABORATORIES

WORKSHOP ASSOCIATES DIVISION
THE GABRIEL COMPANY
Endicott Street • Norwood, Mass.
DESIGNERS AND MANUFACTURERS OF A COMPLETE LINE OF MICROWAVE ANTENNAS

Seeds Co., Chicago, assigned duties of media supervisor that office.

Andrew J. Tobin, Charles Brunelle Co., Hartford, to J. H. Mathes Co., N. Y., as staff executive in publicity and public relations.

Roger Patrick, radio-TV director, Mayers Co., L. A., to Grant Adv. Inc., Hollywood, as account executive.

Samuel Williams Meek, vice president and director of J. Walter Thompson Co., named chairman of Public Information Campaign for Crusade of Freedom Greater New York campaign.

Paul Guerin, head of own Beverly Hills advertising agency, and **Jack Johnstone,** space representative, Kimball, Menne Co., L. A. (publishers' representative firm), form **Guerin-Johnstone Inc.** with agency headquarters at 125 S. Alvarado St., L. A. Telephone is Dunkirk 5-1788.

Dexter Glunz, vice president, Dancer-Fitzgerald-Sample Inc., N. Y., transfers to Dancer-Fitzgerald-McDougal Inc., S. F., as creative director.

Gene Fox, radio-TV director, and **Daniel W. Layman Jr.,** account supervisor on Lockheed Aircraft Corp., both of Foote, Cone & Belding Inc., L. A., elected vice president. **Russell H. Nagle,** vice president, Erwin, Wasey & Co., that city, to FC&B in executive capacity.

Richard Meade, copy department, J. Walter Thompson Co., S. F., promoted to account executive.

Judith Cortada, formerly trade news editor of ABC, to publicity director, Wexton Co., N. Y.

Wallace R. Fish appointed Minneapolis-St. Paul sales representative for Kerker-Peterson & Assoc., Minneapolis.

John LaCerada, owner of John LaCerada Adv., Phila., elected vice president of Professional Writers Club, that city.

Stations

Ralph B. Hunter, formerly with NBC-TV New York, to WWJ-TV Detroit, as program and production manager.



Mr. Hunter

Robert J. McAndrews, commercial manager, and **Cliff Gill,** operations manager, KBIG Avalon, Calif., named commercial coordinator and operations coordinator, respectively, of John Poole Broadcasting Co. which includes KBIF Fresno, KPIX (TV) Los Angeles and KBIG.

Don Allen to staff of WNCC Barnesboro, Pa.

W. C. Porsow, manager, WJON St. Cloud, Minn., to WNAM-AM-FM-TV Neenah, Wis., as assistant to **Don C. Wirth,** manager.

Arthur E. Haley, general manager of WORL Boston, appointed Northeast radio director for National Conference of Christians and Jews.

Jack D. Funk, director of news and special events, WSMI Litchfield, Ill., appointed program director.

David Fulton to WBSR Pensacola, as program manager.

Larry Crenshaw appointed program director, WCMA Corinth, Miss., after discharge from U. S. Navy.

Luis Gallup, promotion director, WLW Cincinnati, to WLWC (TV) Columbus, Ohio, as promotion and publicity director.

Paul Barnett appointed program director and head of sales promotion, KNEA Jonesboro, Ark. **Dave Banks** named news, farm and special events director there.

Jacqueline Salisbury to WSYR Syracuse, N. Y., in continuity department. **Walter Stonger** added to station's engineering staff.

Donald William McKee, traffic department, Lever Brothers, Baltimore, to WBAL-AM-TV that city, on sales service staff.

Robert L. Pratt, manager, KGGF Coffeyville, Kan., elected to board of directors and secretary of Midwest Broadcasting Co., owner of station.

George Halleman, former manager of WAAF Chicago, and **Frank McLaurin,** sales manager, KWRN Reno, to KFMB-TV San Diego, as salesmen.

Dick Brown to WLEU Erie, Pa., as account executive-newscaster.

Roy Rector, TV consultant for KOIN Portland, Ore., appointed to head new school of TV drama of Portland Civic Theatre.

Robert B. Tufts, auditor, General Electric Co., appointed manager of finance for firm's WGY and WRGB (TV) Schenectady and five shortwave stations in operation for Dept. of State.

Don Veta, assistant manager, KVWO Cheyenne, Wyo., appointed manager there.

Dave D. Palmer, vice president and treasurer, WOC-AM-FM-TV Davenport, Iowa, elected president of city's Chamber of Commerce.

Rolland V. Tooke, assistant general manager, WPTZ (TV) Philadelphia, presented with certificate of merit from Philadelphia County Medical Society on behalf of station's *You and Your Health* series.

Richard L. Deibel, staff announcer, KVAL Brownsville, Tex., to KURV Edinburg, Tex., as program director.

Herman Liveright, TV staff director, ABC New York, to WDSU-TV New Orleans, as producer-director.

James E. Moffet to KLRA Little Rock, Ark., as assistant farm service director.

Dody Sinclair appointed head of merchandising and public relations, WJAR-TV Providence, R. I., after discharge from U. S. Navy.

Roger W. Clipp, general manager of WFIL-AM-TV Philadelphia, appointed chairman of nominating committee for Philadelphia Council of Boy Scouts of America.

Ralph DeSalle to KCBS San Francisco as writer-producer.

Jerry Hallas, legislative correspondent, WTIC Hartford, Conn., elected president of Laurel Club, organization of state Capitol reporters.

John B. Gambling, WOR New York personality,



TRUSCON STEEL TOWERS

FOR AM • FM • TV MICROWAVE

year 'round reliability
for 'round-the-clock programing

When your towers are by Truscon, there's less chance of your log reading "off the air" during storm seasons. Truscon-designed and engineered radio towers stand strong and tall under all kinds of weather conditions—and in all kinds of topography.

Truscon builds 'em for you tall or small . . . guyed or self-supporting . . . for AM, FM, TV, or Microwave transmission. Your phone call or letter to any Truscon district office—or to tower headquarters in Youngstown—will get your tower program going as soon as defense requirements allow.



TRUSCON STEEL DIVISION

TRUSCON
MARK OF MERIT PRODUCTS

TRUSCON®
a name you can build on

REPUBLIC STEEL CORPORATION
1074 Albert Street • Youngstown 1, Ohio

appointed to board of directors of Salvation Army Assn. of New York.

Sieg Smith, onetime sports commentator and announcer, WGR Buffalo, to KNXT (TV) Hollywood's *International Wrestling* in same capacity.

Joe Cope to KCOW Alliance, Neb., as announcer-salesman after service with U. S. Army.

Gene Baldwin, chief announcer, KFKA Greeley, Col., promoted to promotion and sports director. **Del Orman,** KCOL Ft. Collins, to KFKA announcing staff.

J. H. Smolin, advertising and promotion director of NBC's WNBC-WNBT (TV) New York, appointed advertising and promotion supervisor for film division, Television Film Sales.

Specs Munzell to production staff, WIS Columbia, S. C. **Levonne Spahr** and **Mary Smoak** added to staff as continuity writer and program librarian, respectively.

Benedict Gimbel Jr., president and general manager, WIP Philadelphia, appointed to serve on Pennsylvania committee for Crusade for Freedom.

Spade Cooley, star of KTLA (TV) Hollywood *Spade Cooley Show,* adds new weekly 25-minute program on Columbia Pacific Radio Network and KNX Hollywood.

W. R. Hasbrook, WOKY Milwaukee, to KFXM San Bernardino, Calif., as account executive.

Sam Margolin, supervising engineer, KBIG Avalon, Calif., transfers to KPIK (TV) Los Angeles in same capacity.

Tommy Bernard, Hollywood TV actor, to act as host-m.c. on KNXT (TV) that city *Palladium Party,* weekly half-hour program featuring the current band at the ballroom.

Bill Rose and **Oliver Lee Kirkland** added to sales staff KONA-TV Honolulu as account executives. **Frank Fitch Jr.** appointed chief engineer there, assisted by **Nevin Fahs,** in charge at transmitter, and **Young O. Kang,** in charge of studio and remote operations.

Tom Young, merchandising representative, WEEI Boston, transfers to station's local sales staff.

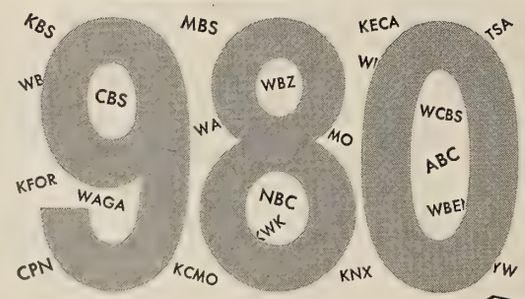
Roberta Linn, singing star on KTLA (TV) Hollywood *The Gypsy* and *Lawrence Welk Champagne Music,* named "Miss Audio Fair" by Audio Engineering Society for musical exposition held recently.

Jack F. A. Flynn, program administrative assistant, WPIX (TV) New York, father of boy Feb. 9.

Jane Harrelson, WIS Columbia, S. C., and Russ McElwee, salesman at WIST Charlotte, N. C., have announced their engagement.

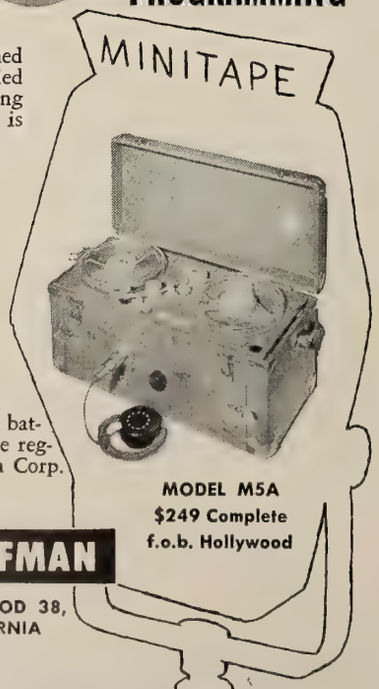
John Rovick, who portrays Sheriff John on KTTV (TV) Hollywood's *Cartoon Time,* father of girl, Sandra Jane, Feb. 4.

Tom McCollum, director at WSYR-TV Syracuse, father of girl, Anne Marie, Feb. 1.



RADIO STATIONS TELL HOW MINITAPE PUTS NEW LIFE INTO PROGRAMMING

MINITAPE is a completely self-contained recording unit that allows it to be carried as a one man portable mobile recording unit, "MINITAPE" goes where news is being made!



LOOK AT THESE FEATURES:

- Recordings of Network Quality
- Convenient Shoe Box Size
- Weighs Only 13 Pounds
- Standard Tape Speeds
- Rechargeable Battery

SEND FOR FREE BOOKLET "YOUR BOOK OF 10 PROGRAMMING IDEAS"

*MINITAPE World's leading self-contained battery operated magnetic tape recorder is the registered trade mark of the Stancil-Hoffman Corp.

MODEL M5A
$249 Complete
f.o.b. Hollywood

STANCIL-HOFFMAN CORP.
921 NORTH HIGHLAND AVENUE HOLLYWOOD 38, CALIFORNIA
CABLE ADDRESS: STANHOFF

H. J. Geist, 60 E. 42nd St., New York 17, N.Y.
W. Cozzens, 220 Kedzie St., Evanston, Ill.
S. W. Caldwell, 150 Simcoe St., Toronto 1, Ont.
S.O.S. Recording, 1545 S. Beretania, Honolulu
W. B. Taylor, Signal Mountain, Chattanooga, Tenn.

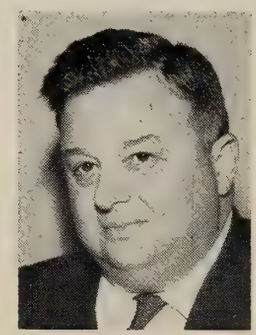
Representatives

Dan Schmidt III, CBS Spot Sales and formerly southeastern manager for George Hollingbery & Co. and NBC, to Free & Peters, station representative firm, as account executive in New York office.

Gabriel P. Dype to Detroit office of Blair-TV Inc., as account executive.

Networks

Eugene M. Purver, assistant to **Ned Marr,** resident counsel in legal and labor relations department, CBS Hollywood, named director of labor relations for network.



Mr. Purver

Charles A. Henderson, publicity director, NBC-TV *Victory at Sea* series, appointed publicity director of NBC-TV film division.

Dr. Franco Sammartino, director, RAI Radio Palermo, Italy, in Hollywood under auspices of State Dept. to study American TV engineering techniques.

Jerry Beranek, engineer in charge of radio technical operations; **Herb Pangborn,** engineer in charge of TV technical operations, and **James French,** engineer in charge of radio and TV technical maintenance and construction, all CBS Hollywood, promoted to managers of respective areas.

Eugene R. Meyers, former WTAM Cleveland sales manager and recently with Edward Lamb Enterprises, to CBS Radio Spot Sales, Chicago, as account executive. **Esther Rauch** replaces **Patricia McMullen** as manager, CBS Radio Spot Sales availabilities department.

Marie McWilliams, ABC employment manager, appointed director of personnel.

James Flood, 57, director of several films in CBS-TV's *Racket Squad* series, died Feb. 4.

Gus Bayz, sound technician, CBS Radio, Hollywood, and **Lucille Surdam,** editing department, CBS that city, will be married May 17.

Hank Weaver, newscaster, ABC Western Division, father of girl, Feb. 6.

Equipment

Rear Admiral Timothy J. O'Brien, USN (ret.), board member, Skiatron Electronics & Television Corp. N. Y., elected vice president.

M. L. Myers appointed assistant general sales manager of Sparton Radio-Television, Jackson, Mich.

C. L. Petty appointed district sales manager of Philadelphia office, A. P. Green Fire Brick Co., Mexico, Mo. (fire-clay refractories and industrial insulations.).

Neal F. Harmon and **Roy D. Jordon,** General Electric Co., Syracuse, N. Y., presented with

WHAT PRICE KENAUYAKSAIT?



1. For hundreds of years the coast of Baffin Island in Northern Canada has been an Eskimo home and hunting ground. The Baffin Island Eskimos were known throughout the North for their skill as seal hunters and fishermen. They lived on raw seal meat and raw fish. Their existence, while primitive, was a happy one.



2. Eight years ago the Canadian government set up a system of family allowance under which the Baffin Island Eskimos received $5 a month for each child—as did all other Canadians. These allowances, called "kenauyaksait" by the Eskimos, represented more money than most of them had ever seen at one time.

3. To the Eskimos, their new-found wealth meant they didn't have to hunt seals or catch fish any more. Most of them left their hunting and fishing grounds and moved in close to the trading posts where they received their monthly handouts and could buy the niceties of civilization.



4. The Eskimos' new life was soft and easy—for they had complete *security*. But because they no longer needed to provide for themselves they lost all *vigor* and *ambition*. As a result, the government is now trying to get them to move away from the trading posts and start producing or forfeit their allowances. But this is next to impossible to accomplish. For the Eskimos have grown to *depend* on their *security* so much that they have no desire to return to their former life of *freedom* and *independence*.

5. The important point of the story is this: enslavement by *security* isn't something that happens only to Eskimos. In fact, millions of people all over the world see nothing wrong with a welfare society. But welfare plans are like dope. The doses are small and pleasant at first, but they eventually enslave us. For that reason, we Americans must maintain our *self-reliance*, our *productivity* and our *freedom*. For these things, after all, are responsible for America's greatness.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

MANUFACTURERS OF ROYAL TRITON,
THE AMAZING PURPLE MOTOR OIL

joint Charles A. Coffin award for promoting civil defense communications program which has benefited firm.

William H. Neil appointed regional manager in St. Louis territory for Admiral Corp., Chicago. **Charles F. Gill** named to same position in Kansas City area and **Ralph C. Routsong Jr.** in Louisville.

William P. Maginnis elected vice president and chief engineer of Federal Telephone & Radio Corp., Clifton, N. J., an IT&T-associated company. Mr. Maginnis, who will direct telephone, radio and vacuum tube engineering for Federal, joined the company in 1951 after 21 years with RCA.

A. W. Wheeler, manager of Graybar Electric Co.'s Shreveport branch, appointed manager of New Orleans branch, effective March 1. **B. F. Benning,** manager of lighting and lamp sales for Graybar in Dallas, succeeds Mr. Wheeler at Shreveport.

George Krygier, liaison engineer at CBS-Columbia Inc., Brooklyn, named administrative engineer.

Lee Ballengee, Chicago manager, General Instrument Corp., to parent plant in Elizabeth, N. J., as assistant sales manager, replaced by **Benjamin V. K. French.**



PURCHASE of *TV Guide* magazine by Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia), with a view to making it the nucleus of a new national publication for TV viewers, has been announced by Walter H. Annenburg, Triangle president. Discussing plans are (l to r): Sam Perlman, publisher of Triangle Publications; Roger Clipp, WFIL-AM-FM-TV general manager who will serve as business liaison between Triangle and *TV Guide*, and Jim Quirk, Triangle public relations manager. Triangle, which publishes the *Philadelphia Inquirer*, put out the old *Radio Guide* from 1931 to 1943.

Program Services

Patricia Harris, talent agent, Lee, Harris & Draper, N. Y., to William B. White Agency, Beverly Hills, talent agency and program packager, as head of TV department.

■ SALES POTENTIAL?

■ MARKET DATA*

POPULATION	3,299,300
RETAIL SALES	$1,828,557,000
EFFECTIVE BUYING INCOME	$2,873,118,000

* Source: S.M. 1952

■ MERCHANDISING

ASSISTANCE BY PROMOTION AND PUBLICITY STAFF TO ALL CLIENTS DESIRING LOCAL ACTIVITY.

■ CONTACTS

FOR MORE INFORMATION CONTACT YOUR NEAREST KATZ AGENCY OR WRITE LAWRENCE H. ROGERS II, VICE PRESIDENT AND GENERAL MANAGER.

100,000 WATTS CHANNEL 3

WSAZ-TV

HUNTINGTON, WEST VIRGINIA

IN PUBLIC SERVICE

Happy Valentine

YOUNGSTERS from broken homes in the Warren-Youngstown, Ohio, area had a happy Valentine's party with the aid of WHHH Warren and general manager Carl J. Raymond. Mr. Raymond, cooperating with the Optimist Club and the Mary Carr American Legion post, aired a three-day request for unsigned Valentines for the children's party. Six thousand greetings were mailed from surrounding towns and as far away as Ontario, Canada. Mailing benefited 73 children in the Thumbull County Children's Home.

Neighbor Calls WKIC

TWO mentions on WKIC Hazard, Ky., brought help to a local family which had been burned out of their home by a fire. Because most of the furnishings had been destroyed, a neighbor asked WKIC to broadcast an appeal for donation of a washing machine. That same day, six listeners offered a washing machine and a seventh volunteered a radio.

Ear for 'Good' News

WHEN vandals damaged a high school in Tacoma, Wash., during a weekend, causing temporary closing down of the school, KMO that city aired a message that students needn't show up Monday. Result was that of 2,000 students only six appeared at school that day.

WLEE Blood Drive

BUOYED with its earlier success in a drive to encourage blood donations upon the first visit of the Red Cross Bloodmobile, WLEE Richmond, Va., saturated its day and night schedule with announcements designed to spur pledges. When the Bloodmobile first came to the city, WLEE sports director Joe Mason reported, the station was credited by local Red Cross directors with raising one-third of all donations received.

KWOS 'Pledge-a-Pint'

COLE COUNTY, Mo. passed its quota of blood in the Red Cross Bloodmobile campaign early this month, thanks to KWOS AM-FM Jefferson City. When other appeals failed to bring in the necessary 388 pints, station officials stepped in to conduct an intensive spot campaign for one week before the Bloodmobile arrived, five-minute direct pickups from the truck during its two-day stopover and a four-hour *Pledge-A-Pint* program on which professionals donated their time.

WTVJ Blood Drive

WHEN WTVJ (TV) Miami, Fla., turned its studio into a branch of the Dade County Blood Bank, it collected more than 150 pints of blood. The blood bank moved equipment and beds into the studio. Several donors made their contributions before the TV camera. Project was instituted by Alex Gibson, star of WTVJ's *Alex Gibson Show.*



"MOVING THE GOODS" IN THE Memphis Market

The mighty Mississippi is another important factor that keeps the Memphis Market growing, as evidenced by nearly 100,000 automobiles and over two million tons of freight handled annually at the port of Memphis.

Many alert advertisers are moving more goods at less cost by concentrating on the "better half" audience covered by WREC. You get **both** rural and metropolitan listeners and cover the entire 76-county area with one schedule. Ask a Katz man to show you the latest Standard Audit and Measurement Report, and Hooper ratings that **prove** this important point!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

CAB Sessions March 9-12 Feature Programs, Talks

U. S. speakers to highlight forums during first part of CAB's annual convention. Closed business sessions will take up last two days.

PROGRAMMING will feature the first two days of the annual convention of the Canadian Assn. of Broadcasters at Montreal's Mount Royal Hotel, March 9-12, with closed business sessions the last two days. U. S. broadcasting executives will be the main speakers during the first two days at forum sessions, according to the advance agenda.

CANADA

Among speakers will be Mrs. Harriet Moore, psychological services director, Social Research Inc., Chicago, who will discuss, "Pitfalls to Avoid in Programming"; Harold Fellows, NARTB president, Washington, "How to Live With Television and Survive"; Wallace Wulfeck, William Esty Co., New York, "Behavior Dynamics for Business," and Ted Cott, NBC New York, "Programming for Audiences."

The first two days also will include advertising agency matters, a business forecast and review of public service programming by Canadian stations. Social functions will include a fashion show and luncheon for ladies, a cocktail party by Canadian Pacific and Canadian National Telegraph Cos., and the annual dinner March 10. Awards to be presented include the John J. Gillin Jr. Memorial Award, Canadian General Electric Co. award, and quarter-century awards to CAB members.

Business sessions March 11-12 will include a report by General Manager T. J. Allard, Sales Manager Pat Freeman, discussion on surveys and survey companies, revision of the constitution, discussion on editorialized broadcasting, financial reports and annual elections.

New Strategy for VOA

VOICE of America launched a new broadcast offensive to peoples behind the Iron Curtain last week, following the lead set by Secretary of State John Foster Dulles in a diplomatic letter to the Communist government in Poland.

Attempting to take a positive position, VOA broadcasts offered sympathy and understanding to Communist-dominated peoples, pointing out that the U. S. is interested in "any genuine struggle of men to be free and masters of their own thoughts and souls."

JOAK on 3,000

TV TOOK the air in Japan Feb. 1, just 25 years after radio was introduced by the government-owned Japanese Broadcasting Corp. Three-day opening events on JOAK were estimated to have been seen in 3,000 television homes in the Tokyo area.

JAPAN

U. S. TV Show Ratings Up In Canada's Toronto Area

INCREASING interest in American TV programs in shown in the January report of Elliott-Haynes Ltd., Toronto, for viewers in the Toronto-Hamilton-Niagara area, who own more than half the TV sets in Canada.

CANADA

During January the WBEN-TV Buffalo share increased from 77.1% to 78.5% of the audience, highest since CBLT (TV) Toronto began operating in September. CBLT's audience dropped from 22.9% in December to 21.5% in January. The WBEN-TV increase was due in part to its power boost and new tower.

Most popular CBLT (TV) Canadian programs were *NHL Hockey* with rating of 51.6, *The Big Revue* 31.6, and *Canadian Sports Film* 23.1. Most popular U.S. programs were *TV Playhouse* 80.8, *Dragnet* 78.1, *Ford Theatre* 75.9, *Comedy Hour* 75.8, and *Circle Theatre* 75.5.

Sets-in-use ratio in January was the highest on record, 82.2.

For the first time a survey was made in the Montreal area, which contains about a sixth of Canada sets, and one station, CBFT (TV) Montreal. Average sets-in-use rating was 47.2 for January. Most popular programs, with ratings, were *NHL Hockey* 68.9, *French Quiz* 53, and *The Big Revue* 52.4.

Jennings to Head Programs In Executive Shifts at CBC

CHARLES JENNINGS, assistant director general of programs of Canadian Broadcasting Corp., Toronto, has been elevated to director of programs, succeeding E. L. Bushnell, who recently became assistant general manager.

CANADA

Along with Mr. Jennings a new assistant director has been named, Marcel Ouimet, who was formerly director of CBC's French network. Both will deal with national programs, while Mr. Bushnell will act as coordinator of TV for CBC besides other duties.

Rene P. Landry, CBC personnel and administrative services director, has been moved up to regional director for the province of Quebec, and is succeeded in his former post by Marcel Carter, until now executive assistant to the CBC general manager, J. A. Ouimet. Ira Dilworth, supervisor of program production, has been appointed regional director for the province of Ontario. Both Messrs. Landry and Dilworth will be management representatives in the CBC.

Cuban Station Changes Reported Under NARBA

CUBAN government has notified FCC of the following changes in its broadcast authorizations, under terms of the 1950 North American Regional Broadcasting Agreement (NARBA).

CUBA

Bayamo, Oriente, new AM station on 1260 kc, 250 w fulltime, to be synchronized with CMCI Havana; Class IV. Effective March 14.

CMJS Ciego de Avila, Camaguey, 1580 kc, 250 w fulltime; assigned call letters, change in location and characteristics. Effective March 14.

CMKI Guantanamo, Oriente, change to 1110 kc, 250 w daytime, 100 w night; Class II. (Changed from 1400 kc.) Effective upon entry into force of the agreement.

MAB Elects, Changes Name At Annual Convention

FINLAY MacDONALD, CICH Halifax, was re-elected president of the Maritimes Assn. of Broadcasters at a recent annual meeting [B•T, Feb. 2]. Malcolm Neill, CFNB Fredericton, and Mr. MacDonald were re-elected MAB representatives on the board of directors of the Canadian Assn. of Broadcasters, and Gerry Redmond, CHNS Halifax, was re-elected secretary, with Fred Lynds, CKCW Moncton, as treasurer.

CANADA

Name of the association has been changed to Atlantic Assn. of Broadcasters. It includes independent stations in the Newfoundland, New Brunswick, Nova Scotia and Prince Edward Island provinces.

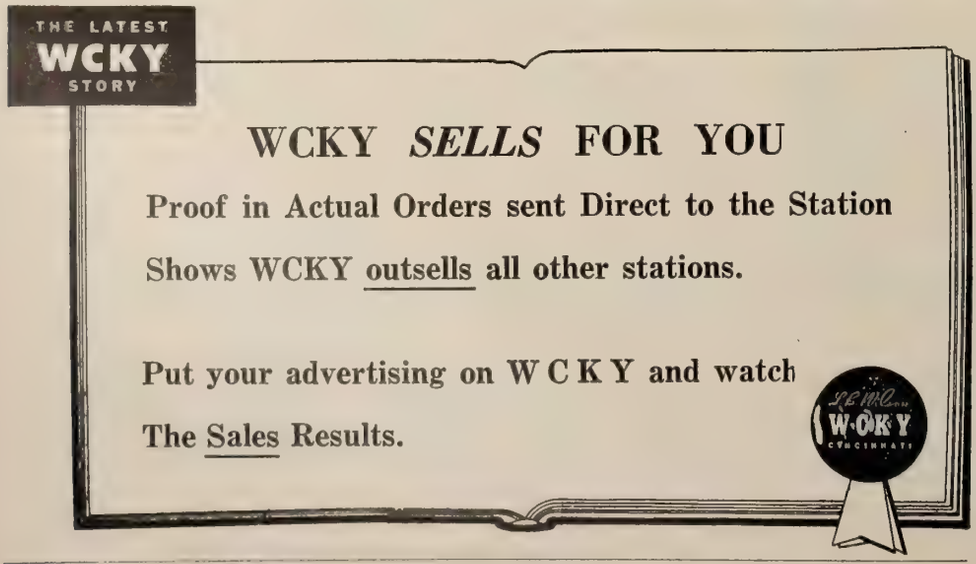
CBC Budget Estimates Decline Slightly

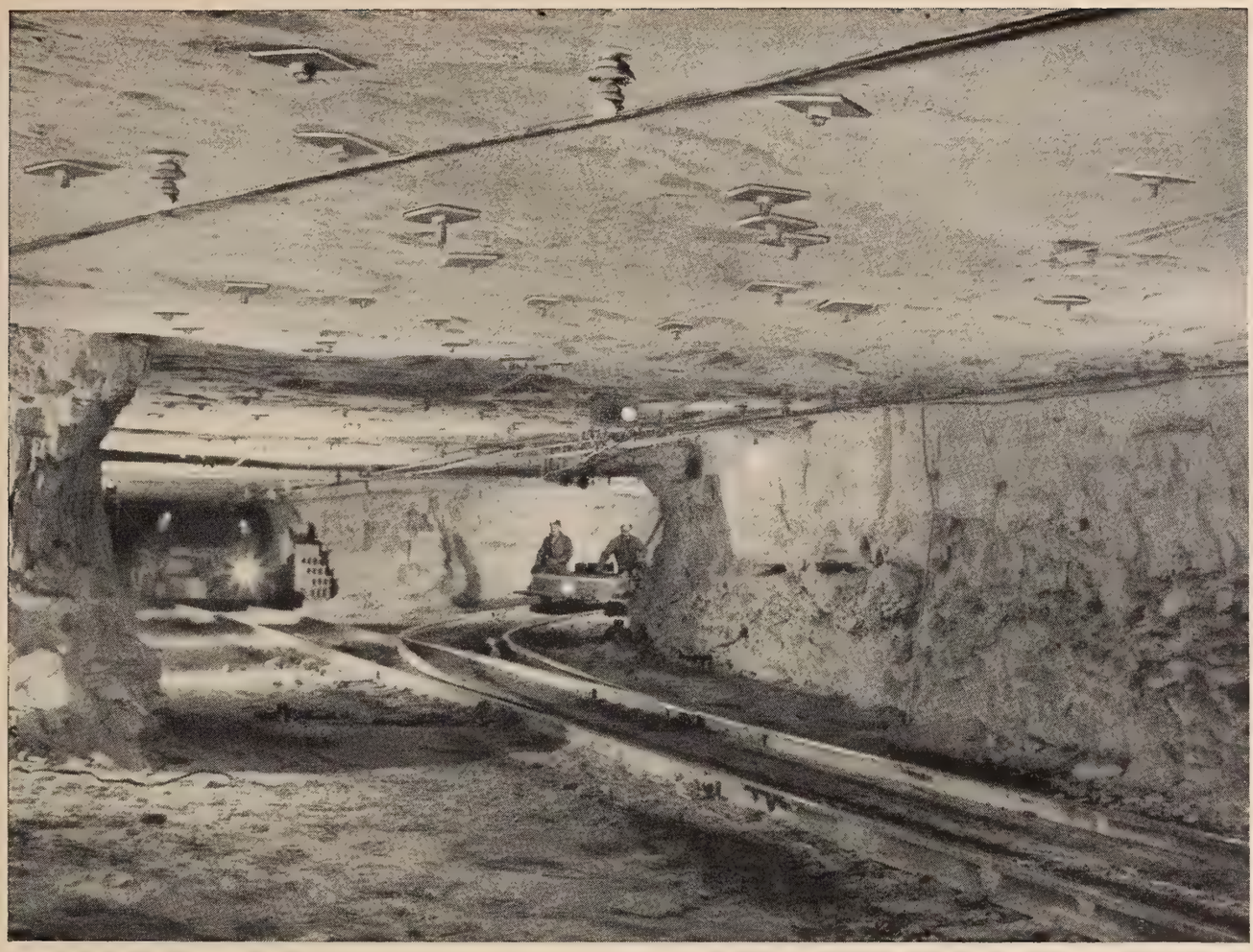
ESTIMATES for government expenditures on the Canadian Broadcasting Corp. for the fiscal year 1953-54 total $8,431,550, down from $8,517,408 for fiscal 1952-53 ending March 31. This includes the annual grant of $6,250,000 recommended by the Massey Commission in 1951, and funds for national television programming. It does not take into consideration any sum to replace the annual $2.50 listener license fee which brings CBC about $6 million.

CANADA

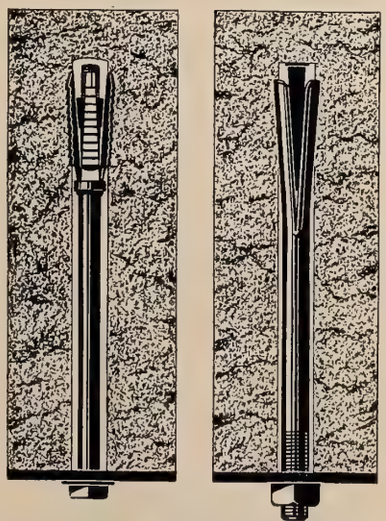
4A's Aids 'Truth' Drive

AMERICAN Assn. of Advertising Agencies (AAAA) announced last week that more than 50 agencies are cooperating in the State Dept.'s "Campaign of Truth" by sending surplus magazines to U. S. Information Centers in 42 foreign countries. AAAA has sent to each of the 199 centers a packet of materials telling the story of American advertising and agency business.





"Sky Hook" Roof Supports Are Boon to Mine Safety



Bethlehem makes two types of roof bolts: the square-head bolt with expansion shell (*left*) and the wedge-type or slotted bolt (*right*). With either type, when the bolt is installed the upper end expands, gripping the sides of hole.

One of the mining engineer's oldest problems is how to provide sure, solid support for roofs. Miners have long had to put their faith in makeshift timber roof props that necessarily were haphazard and undependable. Records of the U. S. Bureau of Mines show that half of all mine accidents have resulted from collapsing roofs.

Now there is a better, more dependable way to support mine roofs — the mine-roof bolt. The roof bolt is ingenious — the nearest thing to the fabled "sky hook" that you're ever likely to see.

When Bethlehem Mine-Roof Bolts are used, the roof actually supports itself. What happens is that the roof bolts, which come in lengths of from 2 to 8 feet, consolidate the strata of rock to form what amounts to a single, deep, tremendously strong beam.

The best proof of how mine-roof bolts improve safety and operating efficiency is the way that mines are going for them.

The Bethlehem Steel plant at Lebanon, Pa., is turning out our two types of roof bolts by the thousands. More and more mines are changing to roof bolts, with the result that efficiency is improving and accidents due to roof-falls, once the bane of mining, are growing fewer every day.

BETHLEHEM STEEL

BETHLEHEM STEEL

Station Data to Agencies

A NEW weekly service to keep advertising agencies up-to-date on Canadian stations represented by All-Canada Radio Facilities Ltd., has been announced by that representation firm. Each CANADA week agencies receive from All-Canada offices throughout Canada, a file folder on one station represented by the firm. The folder contains complete data on the station—its broadcast policy and history, personnel, coverage, market, feature programs, promotion activities and success stories.

A personal call by a sales representative of the firm to the various agencies follows up the folder. From time to time the agency will be sent new data sheets to replace outdated sheets in each folder.

British Transmitter Ordered

FIRST order for a British TV transmitter has been placed by Canadian Broadcasting Corp. with Canadian Marconi Co., CANADA Montreal, for construction by Marconi Co. in England. The transmitter will be 5 kw for the CBC Ottawa outlet. It will use a high gain antenna on Ch. 4, and will have an effective radiated power of 55 kw. Late spring delivery is scheduled for possible use by the time of the June 2 coronation of Queen Elizabeth II.

Local Radio Advertising Statistics Planned

PLANS are under way to obtain for the first time a monthly figure on local radio advertising in Canada. Independent stations will forward data to regional broadcaster associ- CANADA ation committees on how much time is sold to local advertisers next November, classifying the material according to merchants. Regional totals will be sent to Canadian Assn. of Broadcasters where various classification totals will be tabulated.

Educational TV Topic On Atlantic City Agenda

EDUCATIONAL TV was to have a large place at the convention of American Assn. of School Administrators in Atlantic City Feb. 14-19. Joint Committee on Educational Television set up consultant service at Ambassador Hotel with JCET committee, staff members and special consultants in attendance, plus TV studio and architectural exhibits at Convention Hall. TV studio was to be used for live educational programs, followed by evaluation discussions three times daily.

Among those scheduled to be present at convention were Belmont Farley, National Education Assn.; Franklin Dunham, U. S. Office of Education; Ralph Steetle, JCET executive director; Walter B. Emery, JCET special consultant; E. Arthur Hungerford Jr., JCET engineering consultant; Richard Hull, Iowa State U. (WOI Ames), and I. Keith Tyler, Ohio State U. (WOSU).

Mass. State TV Group

MASSACHUSETTS state commission studying educational television and possibility of a state-owned station has asked the state legislature for $100,000 and continuance of the commission for another year.

If approved, this would give the 13-man commission of senators, representatives and private citizens until Feb. 15, 1954, to complete its video survey. The $100,000 would go toward preparation of plans for acceptance of the FCC-assigned Ch. 2 before the June deadline. The possibility of proposing an extension of the FCC-set deadline is expected to be reported on to the legislature by the new special TV commission before May 15.

RCA Grants Fellowships

THREE RCA scientists and engineers have been granted fellowship awards by RCA to enroll for graduate work toward a doctor's degree, Dr. C. B. Jolliffe, vice president and technical director, announced last week. The men are Kenneth W. Robinson, Los Angeles, who will study electrical engineering at Princeton U.; Robert M. Hansen, Baton Rouge, Louisiana State U., and Ivan H. Sublette, Haddonfield, N. J., electrical engineering at the U. of Pennsylvania.

Pupils Like Inaugural TV

INTENSE school interest in NBC's six-hour TV coverage of the Presidential inauguration Jan. 20 has been reported by network affiliated stations throughout the country.

WFAA-TV Dallas officials said school authorities there reported that 59,600 pupils watched inaugural proceedings on TV. In Fort Worth, according to WBAP-TV, the figure was an estimated 30,000.

WBRC-TV Birmingham reported about 20,000 of Jefferson County's 45,000 pupils watched the event. Total of 157,000 youngsters in Grand Rapids and Kent County saw the inauguration telecast, according to WOOD-TV Grand Rapids estimates.

Other NBC-TV stations which noted strong school interest in the special coverage were WOI-TV Ames, Ia., KNBH (TV) Los Angeles, WOC-TV Davenport, WAVE-TV Louisville and WSPD-TV Toledo.

Opposition to N. Y. Plan

OPPOSITION to proposed state-operated educational TV stations in New York was voiced Monday at the opening of the New York State Society of Newspapers Editors winter meeting. Despite recommendation of the State Board of Regents, Garth A. Shoemaker of Elmira, president of the Citizens Expenditure Committee, said the proposal was "a shotgun approach to education," and that the state had no more reason to operate a TV network than a newspaper chain.

Dr. Lewis A. Wilson, state commissioner of education, said the 10 proposed stations would not operate as a network, and would not be used for propaganda or "thought channels." Others taking an affirmative stand were Dr. Cornelius W. Kiewiet, president, U. of Rochester, and Benjamin Wollis, Buffalo's superintendent of schools.

Educational TV Advisors

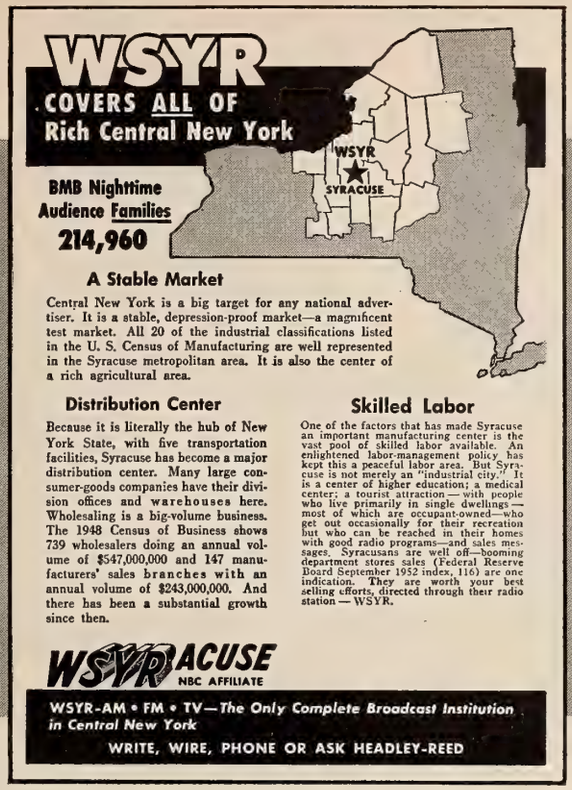
ADVISORY committee of 30 California citizens has been appointed by Gov. Earl Warren to assist in development of the state's proposed eight educational TV stations. Among the appointments were Arthur Westlund, president, California State Radio-TV Broadcasters Assn. Inc., Oakland; Donn B. Tatum, director of TV, ABC Western Div.; Dr. William H. Sener, director of telecommunications, Allan Hancock Foundation, U. of Southern California; Lewis S. Frost, director of public relations, NBC Western Div., and Charles L. Glett, vice-president, CBS Hollywood.

NW School Buys KBOK

KBOK Waterloo, Iowa, has been sold to the Northwestern Theological Seminary and Bible Training School, Minneapolis, for a reported sale price of $56,000. BROADCASTING • TELECASTING of Feb. 2 incorrectly reported KBOK's call letters as WBOK.



service (SRDS) ads help **sell** spot time



SERVICE-ADS like this help advertisers and agency people learn more about a station's market and its coverage of the market. They provide this information at the very time it is wanted and needed.

by helping SRDS users **buy**

Radio station managers who place SERVICE-ADS next to their listings in STANDARD RATE have good cause to believe that this supplementary information is heartily welcomed by many SRDS users.

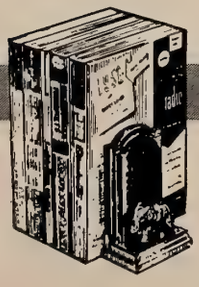
In the course of exploring the needs and practices of SRDS users we have, over the years, encountered many comments like the following direct quote from an interview with an agency vice president:

"When I go to client conferences I always take STANDARD RATE with me. It is not unusual for the client to bring up a question about this paper or that radio station and ask, 'What do you know about it?' I can always turn to SRDS; and if there is a good ad—an ad that gives me a clear picture of the facility—I can at least give him a good outline of the publication or radio station from its listing in STANDARD RATE."

If you would like to see the results of hundreds of interviews with advertisers, account executives, media directors and others who influence radio selection, send $1.00 for a copy of "Spot Radio Promotion Handbook." It is organized to tell you *who* influences station selection, *what* they want to know about individual stations, *where* they turn for information.



"service (SRDS) ads help sell time by serving SRDS users"



S R D S

STANDARD RATE & DATA SERVICE, INC.

Walter E. Botthof, Publisher

the national authority serving the media-buying function

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES AND SERVICE OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A.B.C. weekly newspaper** rates and data • **Canadian media** rates and data • **consumer markets,** serving the market-media selection function

► WOR New York will celebrate its 31st anniversary Feb. 22 by special programming which will outline the history of radio on its regularly scheduled shows. Station started as a 250 w outlet atop Bamberger's department store in Newark and is currently a 50 kw operation.

► WTIC Hartford, Conn., last Tuesday observed its 28th anniversary and announced it is inaugurating a 12-hour daily music schedule on its FM outlet, WTIC-FM.



TWENTY-YEAR service pin goes to J. Grant Carey (r), supervisor of the 50 kw transmitter for WBT Charlotte, N. C., from Charles H. Crutchfield, executive vice president of Jefferson Standard Broadcasting Co. and general manager of WBT-WBTV (TV).

► MARK TOALSON, production manager of WSB-TV Atlanta, has been elected to the 25-year-club of the Atlanta *Journal-Constitution*, published by Atlanta Newspapers Inc., station licensee. He joined WSB's engineering department in 1927.

► JOHN DePROSPO, executive officer of the Municipal Bcstg. System, which operates WNYC-AM-FM New York, has completed 35 years of service with the City of New York. He was transferred to WNYC in 1937, after serving in a city clerk post.

► WEAV Plattsburg, N. Y., celebrated its 18th anniversary Feb. 3. In 1953 the station was known as WMFF operating on 1340 kc with 100 w. A year later, FCC granted a power boost to 250 w and to 1 kw in 1948. WEAV is affiliated with ABC and now operates on 960 kc. George F. Bissell has been president and general manager since the station went on the air.

► OPEN HOUSE was to be held by WCAL Northfield, Minn., last Wednesday for Dr. Martin Hegland, station promotion director, upon his 30th year of broadcasting sermons on the station. He was director of WCAL, licensed to St. Olaf College, from 1927 to 1946, when he became promotion director. He is widely known for his Sunday services on WCAL in the Norwegian language.

► PROGRAM Director Frederick P. Laffey, WLAW Boston, who resumed duties with the station at the first of the year after completing two terms of service with the Army as a captain in the radio department of the Psychological Div. at Tokyo, Japan, is marking his 15th year of association with WLAW.

► KSFO San Francisco is paying respects to Blenda Newlin, secretary to Alan L. Torbet, station general manager, upon Miss Newlin's completion of 19 years with the station. Miss Newlin, senior staff member, has worked in various capacities with every department of KSFO.

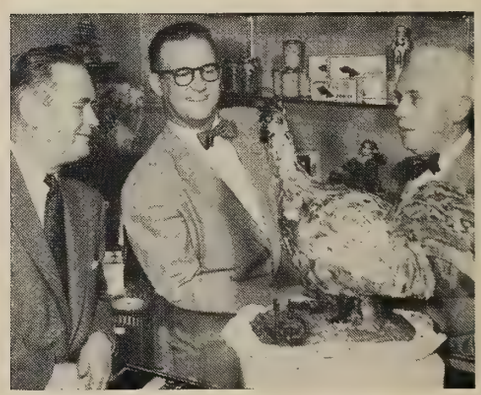


WLS CHICAGO honored a 20-year continuous sponsor, the Keystone Steel and Wire Co., Peoria, Ill., at a dinner which brought together this trio (l to r): Glenn Snyder, WLS vice president and general manager; R. E. Sommer, president of Keystone, and James E. Edwards, WLS president. The dinner was followed by a visit to the WLS *National Barn Dance*, portion of which Keystone has sponsored for two decades. Agency is Fuller & Smith & Ross, Chicago.



CEREMONY celebrating five years of television in Cleveland is attended by managers of the city's three video stations (l to r): Franklin Snyder, WXEL (TV) (which went on the air Dec. 17, 1949); James C. Hanrahan, WEWS (TV) (Dec. 17, 1947), and J. Hamilton Shea, WNBK (TV), NBC-TV outlet (Nov. 1, 1948).

* * *



ROOSTER birthday cake marks beginning of the 16th year of broadcasting for Mutual's *Man on the Farm*. Group about ready to lower the axe includes (l to r) Carroll Marts, general manager, midwest operations, MBS; Chuck Acree, program m. c., and A. A. Dennerlein, director, Ful-O-Pep feed service, Quaker Oats Co., Chicago, sponsor.

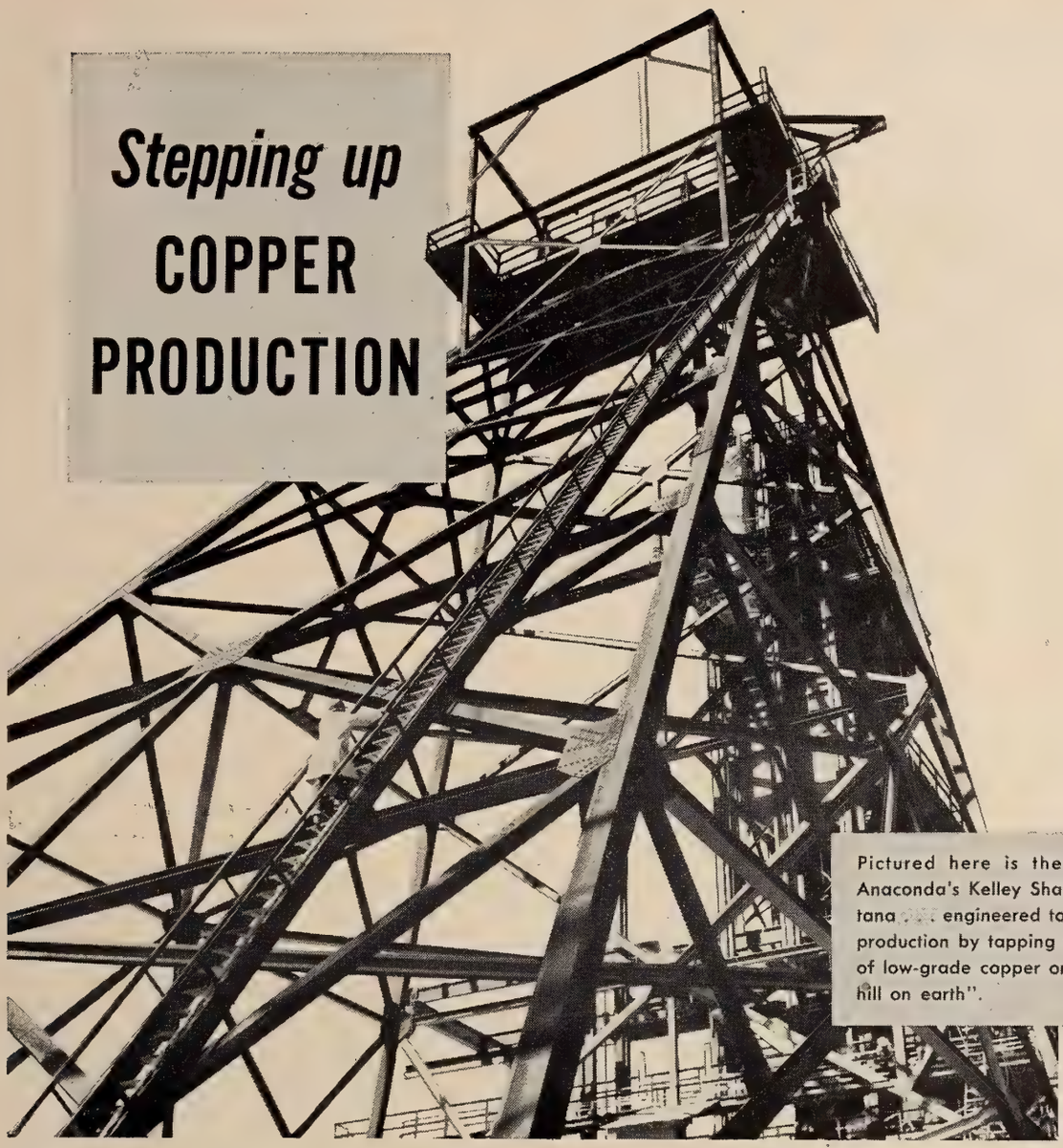
* * *



CUTTING up the cake are Jean Hamilton, newest staff member of KTUL Tulsa, Vice President General Manager John Esau (c) and R. P. (Bud) Akin, senior staffer. Occasion is the CBS Radio outlet's 19th birthday (Jan. 22). Mr. Akin joined KTUL two weeks after the station went on the air.

the NBC *station serving*
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

Stepping up COPPER PRODUCTION



Pictured here is the headframe of Anaconda's Kelley Shaft at Butte, Montana . . . engineered to increase copper production by tapping the vast deposits of low-grade copper ore in "the richest hill on earth".

This 178-foot headframe straddles the huge new Kelley Shaft at Butte, Montana . . . focal point of Anaconda's $27,000,000 Greater Butte Project.

Beneath it lie at least 130 million tons of proved low-grade copper ore, not economically practical to mine heretofore. The process used is an adaptation of the mining method called "block-caving". The Greater Butte Project is already producing at a rate of more than 7,500 tons of ore per day, with a steady increase scheduled until a daily output of 15,000 tons is achieved . . . all in addition, of course, to Anaconda's present production from other areas of Butte hill.

This $27,000,000 project is but one phase of Anaconda's company-wide expansion, improvement and modernization program. Increased zinc capacity . . . a new open pit copper mine being readied for production at Yerington, Nevada . . . an immense new sulphide plant now starting to produce additional copper in Chile . . . an aluminum reduction plant . . . modernization and expansion of fabricating plants . . . are other phases of this Anaconda program.

52327A

ANACONDA

COPPER MINING COMPANY

Anaconda Sales Company
The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
International Smelting and Refining Company

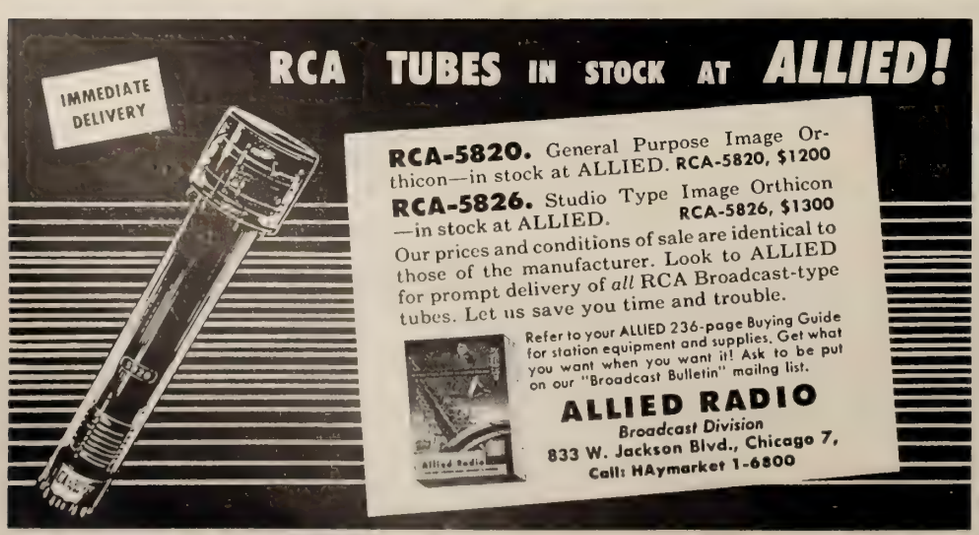
New Grantees' Commencement Target Dates

‡On the air, operating commercially
* Educational permittee

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
WAKR-TV Akron, Ohio (49)	9/4/52 Spring 1953	..... Weed
WRTV (TV) Albany, N. Y. (*17)	7/24/52 Unknown	....
WFBG-TV Altoona, Pa. (10)	12/31/52 2/1/53	NBC H-R Reps.
KFDA-TV Amarillo, Tex. (10)	10/16/52 March	..... Branham ..
KGNC-TV Amarillo, Tex. (4)	10/9/52 March-April	..... Taylor
WPAG-TV Ann Arbor, Mich. (20)	9/25/52 3/15/53	..... McGillvra
WCEE (TV) Asbury Park, N. J. (58)	10/2/52 Late 1953	....
WISE-TV Asheville, N. C. (62)	10/30/52 Unknown	....
WPTV (TV) Ashland, Ky. (59)	8/14/52 Unknown	....
WICA-TV Ashtabula, Ohio (15)	2/5/53 Unknown	....
WFPG-TV Atlantic City, N. J. (46)	10/30/52 ‡12/21/52	NBC, ABC, CBS, DuM Pearson
Matta Entrprs., Atlantic City, N. J. (52)	1/8/53 Unknown	....
KCTV (TV) Austin, Tex. (18)	7/11/52 Unknown	....
KTBC-TV Austin, Tex. (7)	7/11/52 ‡11/27/52	CBS, ABC, NBC, DuM Taylor
KTVA (TV) Austin, Tex. (24)	8/21/52 Unknown	....
KAFY-TV Bakersfield, Calif. (29)	12/23/52 April-May	ABC, CBS, DuM, NBC Forjoe
WITH-TV Baltimore, Md. (60)	12/18/52 Unknown	....
WABI-TV, Bangor, Me. (5)	12/31/52 ‡1/31/53	..... Hollingbery
WAFB-TV Baton Rouge, La. (28)	8/14/52 ‡2/15/53	CBS, DuM NBC, ABC Adam Young
KHTV (TV) Baton Rouge, La. (40)	12/18/52 Unknown	....
WBCK-TV Battle Creek, Mich. (58)	11/20/52 August	....
WBKZ-TV Battle Creek, Mich. (64)	10/30/52 5/15/53	ABC, DuM .....
KBMT (TV) Beaumont, Tex. (31)	12/4/52 May	....
WTVI (TV) Belleville, Ill. (54)	11/20/52 5/1/53	CBS Weed
KVOS-TV Bellingham, Wash. (12)	1/23/53 April-June	....
WGEZ-TV Beloit, Wis. (57)	2/11/53 Unknown	....
WLEV-TV Bethlehem, Pa. (51)	10/30/52 Unknown	Meeker .....
KOOK-TV Billings, Mont. (2)	2/5/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Unknown	....
WQTV (TV) Binghamton, N. Y. (*46)	8/14/52 Unknown	....
WJLD-TV Birmingham, Ala. (48)	12/10/52 Unknown	....
WSGN-TV Birmingham, Ala. (42)	12/18/52 Unknown	....
KGEM-TV Boise, Idaho (9)	1/15/53 Fall, 1953	..... Hollingbery
KIDO-TV Boise, Ida. (7)	12/23/52 7/1/53	NBC Blair TV
WICC-TV Bridgeport, Conn. (43)	7/11/52 2/1/53	ABC Adam Young
WSJL (TV) Bridgeport, Conn. (49)	8/14/52 Unknown	....
Conn. Bd. of Ed., Bridgeport, Conn. (*71)	1/29/53 Unknown	....
WTVF (TV) Buffalo, N. Y. (*23)	7/24/52 Unknown	....
Buffalo - Niagara Television Corp., Buffalo, N. Y. (59)	12/23/52 Unknown	....
WBUF (TV) Buffalo, N. Y. (17)	12/18/52 4/1/53	....
KOPR-TV Butte, Mont. (4)	1/15/53 Unknown	ABC Hollingbery
WCSC-TV Charleston, S. C. (5)	10/30/52 4/1/53	..... Free & Peters
WCHV-TV Charlottesville, Va. (64)	1/29/53 9/1/53	....
WOUC (TV) Chattanooga, Tenn. (49)	8/21/52 Unknown	..... McGillvra
WTVT (TV) Chattanooga, Tenn. (43)	8/21/52 Unknown	....
KFBC-TV Cheyenne, Wyo. (5)	1/23/53 Unknown	....
WHFC-TV Chicago, Ill. (26)	1/8/52 Unknown	....
KFUO-TV Clayton, Mo. (30)	2/5/53 Unknown	....
KKTV (TV) Colorado Springs, Col. (11)	11/28/52 ‡12/7/52	ABC, CBS DuM
KRDO-TV Colorado Springs, Col. (13)	11/20/52 April	..... McGillvra
KOMU-TV Columbia, Mo. (8)	1/15/53 July	....
WCOS-TV Columbia, S. C. (25)	9/18/52 March	..... Headley-Reed
WNOK-TV Columbia, S. C. (67)	9/18/52 April	CBS, DuM Raymer
UHF TV Co., Dallas, Tex. (23)	1/15/53 Unknown	....
WDAN-TV Danville, Ill. (24)	12/10/52 Unknown	..... Everett-McKinney
WBTM-TV Danville, Va. (24)	12/18/52 Unknown	....
WIFE (TV) Dayton, Ohio (22)	11/26/52 July	..... Headley-Reed
WTVP (TV) Decatur, Ill. (17)	11/20/52 July 1	....
KBTV (TV) Denver, Col. (9)	7/11/52 10/2/52	CBS, ABC Free & Peters
KDEN (TV) Denver, Col. (26)	7/11/52 Spring 1953	....
KFEL-TV Denver, Col. (2)	7/11/52 ‡7/18/52	NBC, DuM Blair-TV Inc.
KIRV (TV) Denver, Col. (20)	9/18/52 Unknown	....
WFTV (TV) Duluth, Minn. (38)	10/24/52 3/1/53	....
WKAR-TV East Lansing, Mich. (60)	10/16/52 September	....
WGLV (TV) Easton, Pa. (57)	12/18/52 Spring 1953	....
WTVE (TV) Elmira, N. Y. (24)	11/6/52 March	..... Forjoe
KEPO-TV El Paso, Tex. (13)	10/24/52 Early 1953	..... Avery-Knodel
KROD-TV El Paso, Tex. (4)	7/31/52 ‡12/14/52	CBS, DuM Taylor
KTSM-TV El Paso, Tex. (9)	8/14/52 ‡1/4/53	NBC Hollingbery
W. G. Allen, Eugene, Ore. (20)	2/11/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
WSEE-TV Fall River, Mass. (46)	9/14/52 May	....
WDAY-TV Fargo, N. D. (6)	1/15/53 Unknown	NBC Free & Peters
KACY (TV) Festus, Mo. (14)	12/31/52 7/1/53	....
WTAC-TV Flint, Mich. (16)	11/20/52 Unknown	....
WCTV (TV) Flint, Mich. (28)	7/11/52 Early 1953	....
KVFD-TV Fort Dodge, Iowa (21)	1/29/53 10/1/53	..... Pearson
WFTL-TV Fort Lauderdale, Fla. 23)	7/31/52 4/1/53	..... Weed
WITV (TV) Fort Lauderdale, Fla. (17)	7/31/52 Late 1953	....
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/1/53	....
WFMD-TV Frederick, Md. (62)	10/24/52 Unknown	....
KMJ-TV Fresno, Calif. (24)	9/18/52 5/1/53	..... Raymer
WTVS (TV) Gadsden, Ala. (21)	11/6/52 April	....
KGUL-TV Galveston, Tex. (11)	11/20/52 3/1/53	....
KTVR (TV) Galveston, Tex. (41)	11/20/52 Unknown	....
KFBB-TV Great Falls, Mont. (5)	1/15/53 Unknown	CBS Weed
WBAY-TV Green Bay, Wis. (2)	11/13/52	..... Weed
WCOG-TV Greensboro, N. C. (57)	11/20/52 Unknown	....
WGVL (TV) Greenville, S. C. (23)	1/23/53 Unknown	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
WVEC-TV Hampton, Va. (15)	2/5/53 8/1/53	..... Rambeau
WHP-TV Harrisburg, Pa. (55)	9/25/52 May	..... Bolling
WTPA (TV) Harrisburg, Pa. (71)	12/31/52 Unknown	....
Conn. Bd. of Ed., Hartford, Conn. (*24)	1/29/53 Unknown	....
WAZL-TV Hazleton Pa. (63)	12/18/52 Unknown	..... Meeker
WEHT (TV) Henderson, Ky. (50)	11/20/52 Unknown	....
WHYN-TV Holyoke, Mass. (55)	7/11/52 Early 1953	..... Branham
KGMB-TV Honolulu, T. H. (9)	8/7/52 ‡12/1/52	CBS, ABC, NBC Free & Peters
KONA (TV) Honolulu, T. H. (11)	10/24/52 ‡11/22/52	DuM Forjoe
KUHT (TV) Houston, Tex. (*8)	8/21/52 Unknown	....
KNUZ-TV Houston, Tex. (39)	1/8/53 July	..... Forjoe
Uhf TV Co., Houston, Tex. (23)	1/8/53 Unknown	....
KTVH (TV) Hutchinson, Kan. (12)	1/8/53 July-Aug. 1953	....
WHCU-TV Ithaca, N. Y. (20)	1/8/53 11/15/53	....
U. of N. Y., Ithaca, N. Y. (*14)	1/8/53 Unknown	....
WIBM-TV Jackson, Mich. (48)	11/20/52 Unknown	....
WJTV (TV) Jackson, Miss. (25)	9/11/52 ‡1/15/53	CBS, ABC, NBC, DuM Katz
WJHL-TV Johnson City, Tenn. (11)	1/29/53 9/1/53	....
WJTN-TV Jamestown, N. Y. (58)	1/23/53 Unknown	....
WARD-TV Johnstown, Pa. (56)	11/20/52 Unknown	..... Weed
WKMI-TV Kalamazoo, Mich. (36)	11/26/52 Unknown	....
KCTY (TV) Kansas City, Mo. (25)	1/23/53 Unknown	....
WKNY-TV Kingston, N. Y. (66)	1/23/53 Unknown	..... Meeker
WFAM-TV Lafayette, Ind. (59)	12/23/52 5/1/53	..... Rambeau
KTAG (TV) Lake Charles, La. (25)	12/18/52 April-June	..... Adam Young
WONN-TV Lakeland, Fla. (16)	12/31/52 Unknown	....
WILS-TV Lansing, Mich. (54)	2/5/53 September	....
KSWO-TV Lawton, Okla. (7)	12/4/52 March 1	..... Taylor

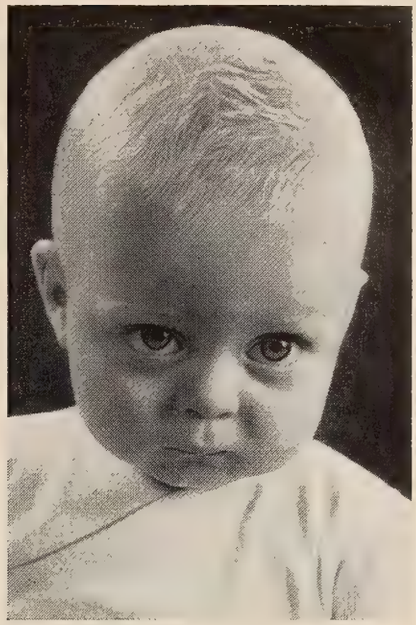




6 Billion Dollars? Yes, Buster, that's a bill you inherit. It's the cost to date of government power—federal-government-in-the-electric-business—the money put out for electric power plants, electric lines and all that goes with them.



Big Baby, Eh? You bet. Government power has grown like a giant. It's 35 times bigger than it was 20 years ago. In money, that's a big chunk of the whole U. S. debt. Just paying interest on it costs Americans over $150 million a year.



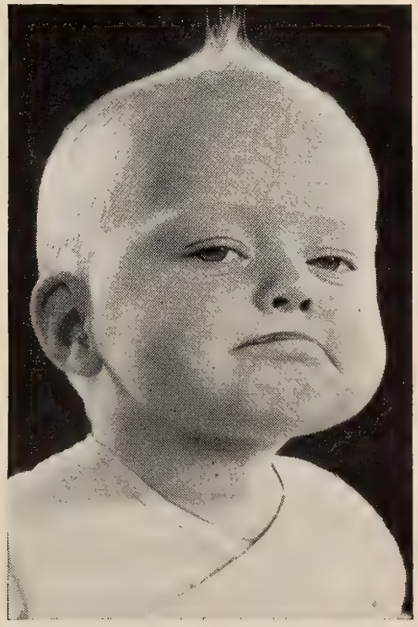
Who Gets Nicked? Well, your parents do. And everyone else. In the taxes they pay on food, clothing, smokes, income—even baby powder. That means that everybody's taxes help pay the electric bills of the people served by government power.



Is This Necessary? Not a bit. Most people get electric service from an independent electric light and power company. They pay for what they use, and at low rates—for electricity is a real bargain. And no one else has to pay part of their bills.



Why Can't Somebody...? Do something about it? Everybody can. By objecting to any more unnecessary government power projects, and helping Congress resist those who want a $45 billion tax-supported federal monopoly of electricity.



I'll Yell Bloody Murder! Even better than that, Sonny. Encourage your family to help get the federal government out of all business as much as possible, so you won't grow up to be just another helpless subject of a socialist nation.

America's Electric Light and Power Companies*

*Names on request from this magazine

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"The Family Station"
"BEST BY TEST!!"
Ask FORJOE & CO. for the Complete Success Story!

FOR THE RECORD

Location & Channel	Date Granted & Target for Start	Network Representative
WIMA-TV Lima, Ohio (35)	12/4/52 Unknown	..... Weed
WLOK-TV Lima, Ohio (73)	11/20/52 3/15/53	..... H-R Reps
KFOR-TV Lincoln, Neb. (10)	10/16/52 4/1/53	..... Petry
KOLN-TV Lincoln, Neb. (12)	10/2/52 ‡2/8/53	..... Weed
KRTV (TV) Little Rock, Ark. (17)	9/18/52 4/15/53	..... Pearson
KETV (TV) Little Rock, Ark. (23)	10/30/52 Unknown	....
E. Tex. TV Co., Longview, Tex. (32)	2/5/53 Unknown	....
KPIK (TV) Los Angeles (22)	12/10/52 9/1/53	....
KUSC-TV Los Angeles (*28)	8/28/52 Early March	....
WKLO-TV Louisville, Ky. (21)	11/26/53 Spring 1953	....
WLOU-TV Louisville, Ky. (41)	1/15/53 Unknown	....
KCBD-TV Lubbock, Tex. (11)	10/9/52 March-April	ABC, NBC Pearson
KDUB-TV Lubbock, Tex. (13)	10/9/52 ‡11/13/52	CBS, DuM Avery-Knodel
WLVA-TV Lynchburg, Va. (13)	11/13/52 ‡2/8/53	CBS, DuM Hollingbery
WWOD-TV Lynchburg, Va. (16)	11/6/52 Unknown	....
WKOW-TV Madison, Wis. (27)	1/8/53 July	..... Headley-Reed
Bartell Television Corp., Madison, Wis. (33)	1/23/53 Unknown	....
KSAC-TV Manhattan, Kan. (*8)	7/24/53 Unknown	....
WMAC (TV) Massillon, Ohio (23)	9/4/52 4/1/53	....
WHBQ-TV Memphis, Tenn. (13)	1/29/53 8/1/53	....
WCOC-TV Meridian, Miss. (30)	12/23/52 Unknown	CBS .....
Permian Basin TV Co. Midland, Tex. (2)	2/11/53 Unknown	....
WCAN-TV Milwaukee, Wis. (25)	2/5/53 Unknown	....
KCJB-TV Minot, N. D. (13)	2/11/53 Unknown	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Unknown	....
WALA-TV Mobile, Ala. (10)	11/26/52 ‡1/4/53	ABC, NBC Headley-Reed
WKAB-TV Mobile, Ala. (48)	8/7/52 ‡12/30/52	DuM, CBS Forjoe
KNOE-TV Monroe, La. (8)	12/4/52 4/1/53	..... H-R Reps
KFAZ (TV) Monroe, La. (43)	12/10/52 4/1/53	....
WCOV-TV Montgomery, Ala. 20)	9/18/52 March	..... Taylor
WLBC-TV Muncie, Ind. (49)	10/30/52 3/8/53	CBS, DuM Walker-N.Y.; Holman-Cgo.
WTVM (TV) Muskegon, Mich. (35)	12/23/52 Unknown	....
WNAM-TV Neenah, Wis. (42)	12/23/52 Fall-1953	..... Clarke
WNBH-TV New Bedford, Mass. (28)	7/11/52 Unknown	..... Walker
WKNB-TV New Britain, Conn. (30)	7/11/52 ‡2/15/53	CBS, DuM Bolling
WTLV (TV) New Brunswick, N. J. (*19)	12/4/52 Unknown	....
WKST-TV New Castle, Pa. (45)	9/4/52 February	..... Meeker
WNLC-TV New London, Conn. (26)	12/31/52 Aug. 1	....
WHYU-TV Newport News, Va. (33)	2/5/53 June	....
WGTV (TV) New York City (*25)	8/14/52 Unknown	....
Regional Television Corp., Northampton, Mass. (36)	1/23/53 Fall-1953	....
Conn. Bd. of Ed., Norwich, Conn. (*63)	1/29/53 Unknown	....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 Unknown	....
WOSH-TV Oshkosh, Wis. (48)	11/26/52 4/15/53	....
W. Va. Entprs. Inc., Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WPFA (TV) Pensacola, Fla. (15)	11/13/52 June	..... Young
WEEK-TV Peoria, Ill. (43)	8/28/52 ‡2/1/53	NBC Headley-Reed
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	..... Petry
WIP-TV Philadelphia, Pa. (29)	11/26/52 Unknown	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/52 Unknown	..... Headley-Reed
WENS (TV) Pittsburgh, Pa. (16)	12/23/52 July-August	....
WKJF-TV Pittsburgh, Pa. (53)	1/8/53 Unknown	....
WLAM-TV Portland, Me. (53)	2/11/53 9/1/53	....
KPTV (TV) Portland, Ore. (27)	7/11/52 ‡9/19/52	NBC NBC Spot Sales
WEOK-TV Poughkeepsie, N. Y. (21)	11/26/52 Dec. 1953	....
KCSJ-TV Pueblo, Col. (5)	10/30/52 3/1/53	..... Avery-Knodel
KDZA-TV Pueblo, Col. (3)	11/18/52 2/1/53	....
WETV (TV) Raleigh, N. C. (28)	10/16/52 3/1/53	..... Avery-Knodel
KZTV (TV) Reno, Nev. (8)	12/23/52 March	....
WEEU-TV Reading, Pa. (33)	9/4/52 3/1/53	NBC Headley-Reed
WHUM-TV Reading, Pa. (61)	9/4/52 ‡2/15/53	CBS H-R Reps.
WROV-TV Roanoke, Va. (27)	9/18/52 2/16/53	ABC Burn-Smith
WSLS-TV Roanoke, Va. (10)	9/11/52 ‡12/11/52	NBC, CBS Avery-Knodel
KROC-TV Rochester, Minn. (10)	1/15/53 April	..... Meeker
WROH (TV) Rochester, N. Y. (*21)	7/24/52 Unknown	....
WTVO (TV) Rockford, Ill. (39)	9/11/52 April	NBC Weed
WROM-TV Rome, Ga. (9)	2/11/53 Unknown	..... Weed
KSWS-TV Roswell, N. M. (8)	1/29/53 Unknown	....
WKNX-TV Saginaw, Mich. (57)	10/2/52 March	..... Gill & Perna
WJON-TV St. Cloud, Minn. (7)	1/23/53 May-June	..... Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 Spring	..... Headley-Reed
KSTM-TV St. Louis, Mo. (36)	1/15/53 April 15	....
WSUN-TV St. Petersburg, Fla. (38)	10/9/52 5/1/53	..... Weed
L. A. Harvey, Salem, Ore. (24)	1/29/53 July	....
KICU (TV) Salinas, Calif. (28)	1/15/53 Unknown	....
KGKL-TV San Angelo, Tex. (3)	12/18/52 Unknown	....
KTXL-TV San Angelo, Tex. (8)	11/26/52 Unknown	....
KITO-TV San Bernardino, Calif. (18)	11/6/52 Fall 1953	..... Hollingbery
WKAQ-TV San Juan, P. R. (2)	7/24/52 1954	..... Inter-American
WLEC-TV Sandusky, Ohio (42)	1/23/53 12/1/53	....
KEYT (TV) Santa Barbara, Calif. (3)	11/13/52 May-June	ABC, DuM CBS, NBC Hollingbery
Greer & Greer, Santa Fe, N. M. (2)	1/23/53 Unknown	....
WGBI-TV Scranton, Pa. (22)	8/14/52 April	CBS Blair-TV Inc.

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Location & Channel	Date Granted & Target for Start	Network Representative
WTVU (TV) Scranton Pa. (73)	8/14/52 April 15	..... Bolling
KWTV (TV) Sioux City, Iowa (36)	10/30/52 Unknown	....
KVTV (TV) Sioux City (9)	11/20/52 3/29/53	CBS Katz
KELO-TV Sioux Falls S. D. (11)	11/20/52 3/1/53	..... Taylor
WSBT-TV South Bend, Ind. (34)	8/28/52 ‡12/22/52	NBC, CBS Raymer
KHQ-TV Spokane, Wash. (6)	7/11/52 ‡12/22/52	NBC, ABC Katz
KXLY-TV Spokane, Wash. (4)	7/11/52 ‡1/20/53	CBS, DuM Walker, Pac. NW Bcstrs
WWLP (TV) Springfield, Mass. (61)	7/11/52 February	..... Hollingbery
KTTS-TV Springfield, Mo. (10)	10/9/52 March	CBS, DuM Weed
KYTV (TV) Springfield, Mo. (3)	1/8/53 July	....
KTVU (TV) Stockton, Calif. (36)	1/8/53 September	..... Hollingbery
WHTV (TV) Syracuse, N. Y. (*43)	9/18/52 Unknown	....
KMO-TV Tacoma, Wash. (13)	12/10/52 5/1/53	..... Branham
KTNT-TV Tacoma, Wash. (11)	12/10/52 3/1/53	CBS Weed
KTEM-TV Temple, Tex. (6)	1/29/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	..... Taylor
KCNA-TV Tucson, Ariz. (9)	12/18/52 Unknown	....
KOPO-TV Tucson, Ariz. (13)	11/13/52 ‡2/1/53	....
KVOA-TV Tucson, Ariz. (4)	11/13/52 2/1/53	NBC Raymer
J. A. Newborn Jr., Tyler, Tex. (19)	1/29/53 Unknown	....
KANG-TV Waco, Tex. (34)	11/13/52 6/1/53	....
WHHH-TV Warren, Ohio (67)	11/6/52 Unknown	....
WATR-TV Waterbury, Conn. (53)	10/30/52 3/1/53	..... Rambeau
WWNY-TV Watertown, N. Y. (48)	12/23/52 Unknown	..... Weed
WIRK-TV West Palm Beach, Fla. (21)	12/18/52 Unknown	....
Polan Indstrs., Wheeling, W. Va. (51)	2/11/53 October	....
KFDX-TV Wichita Falls, Tex. (3)	12/18/52 3/18/53	....
KTVW (TV) Wichita Falls, Tex. (22)	11/6/52 April	....
KWFT-TV Wichita Falls, Tex. (6)	1/23/53 3/1/53	CBS Blair-TV
WBRE-TV Wilkes-Barre, Pa. (28)	10/2/52 ‡1/1/53	NBC Headley-Reed
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 2/1/53	ABC-DuM Avery-Knodel
WRAK-TV Williamsport, Pa. (36)	11/13/52 Unknown	....
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 Unknown	....
KIMA-TV Yakima, Wash. (29)	12/4/52 March	..... Weed
KIT-TV Yakima, Wash. (23)	12/4/52 August	....
WNOW-TV York, Pa. (49)	7/11/52 4/1/53	DuM Hollingbery
WSBA-TV York, Pa. (43)	7/11/52 ‡12/22/53	ABC Radio-TV Reps.
WFMJ-TV Youngstown, Ohio (73)	7/11/52 Early 1953	NBC Headley-Reed
WKBN-TV Youngstown, Ohio (27)	7/11/52 ‡1/11/53	CBS, DuM ABC Raymer
WUTV (TV) Youngstown, Ohio (21)	9/25/52 Unknown	....
WHIZ-TV Zanesville, Ohio (50)	12/10/52 4/1/53	....

Advertisement



From where I sit
by Joe Marsh

Pretty "Foxy" Terrier

Talking about dogs the other night —and Sandy Johnson topped everything off with a tall story about his fox terrier, "Boscum."

According to Sandy, "Comes bird season and that dog won't stir if I take down my rifle. *Same if it's deer season and I go for my* shotgun—*he won't move, but he's scratching at the door if I so much as look at my rifle!"*

One day, Sandy decided to fool him. He took down *both* his shotgun and his rifle—and swish, Boscum was on his way! So Sandy put the guns back and took out his fishing rod. He went outside and there was Boscum—digging like crazy for worms!

From where I sit, a dog that can outguess humans is as rare as a human that can outguess other humans. For instance, I like a glass of beer with lunch but I wouldn't think of pouring you one without first asking. Everybody has preferences—and it's finding out what they are and respecting them that keeps freedom from "going to the dogs."

Joe Marsh

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ACTIONS OF THE FCC

February 5 through February 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)

FCC Broadcast Station Authorizations as of Dec. 31, 1952*

	AM	FM	TV
Licensed (on air)	2,371	576	98
CPs on air	20	40	31
Total on air	2,391	616	129
CPs not on air	133	14	144
Total authorized	2,624	630	273
Applications in hearing	162	4	65
New station requests	251	12	812
Facilities change requests	190	27	50
Total applications pending	943	196	925
Licenses deleted in Dec.	1	10	0
CPs deleted in Dec.	1	2	0

*** Does not include noncommercial educational FM and TV stations.**

* * *

AM and FM summary through February 11

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,390	2,370	172	259	162
FM	614	575	55	10	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	71	158	229
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	124	12	136

Applications filed since April 14, 1952:

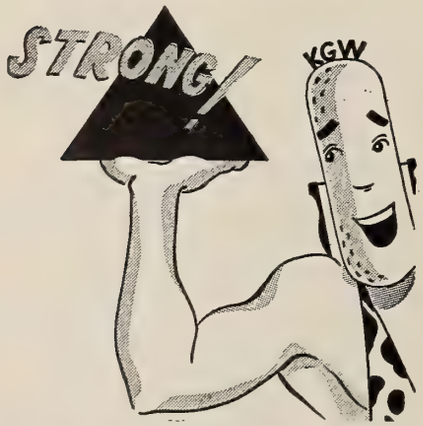
	New	Amnd.	Vhf	Uhf	Total
Commercial	708	328	578	457	1,036 [1]
Educational	19	...	5	14	19
Total	727	328	583	471	1,055 [2]

[1] One applicant did not specify channel.
[2] Includes 243 already granted.

* * *

Processing on city priority Gr. A-2 line has extended to city No. 236.
Processing on city priority Gr. B line has extended to city No. 194.

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KGW

on the efficient 620 frequency

PORTLAND, OREGON

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AFFILIATED WITH NBC

New TV Stations . . .

Eureka, Calif.—Redwood Bcstg. Co. (KIEM). Granted vhf Ch. 3 (60-66 mc); ERP 17.5 kw visual, 9.3 kw aural; antenna height above average terrain 110 ft., above ground 382 ft. Engineering conditions. Estimated construction cost $181,583, first year operating cost $115,000, revenue $85,000. Post office address Radio Center, 6th and E Streets. Studio location 6th and E Streets. Transmitter location: on McFarland Tract (KIEM-KRED transmitter sites). Geographic coordinates 40° 48′ 09″ N. Lat., 124° 08′ 20″ W. Long. Transmitter GE, antenna GE. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Sole owner is **William B. Smullin.** File No.: BPCT-775. City priority status: Gr. A-2, No. 220. Granted Feb. 11.

Rome, Ga.—Coosa Valley Radio Co. (WROM). Granted vhf Ch. 9 (186-192 mc); ERP 2.9 kw visual, 1.45 kw aural; antenna height above average terrain 720 ft., above ground 87.3 ft. Estimated construction cost $68,415, first year operating cost $18,000, revenue $40,000. Post office address 121½ Broad St., Rome, Ga. Studio and transmitter location 4.2 mi. SW of Horseleg Mt., Rome. Geographic coordinates 34° 14′ 10″ N. Lat., 85° 13′ 50″ W. Long. Transmitter and antenna RCA. Legal counsel not indicated. Consulting engineer Ben Akerman, Atlanta, Ga. Principals include President - Partner **Dean Covington** (33⅓%), partner in Andrews & Covington (Rome law firm), 60% owner of Ambulance Service Inc.; General Manager - Partner **Edward McKay** (33⅓%); Commercial Manager-Partner **Charles E. Doss** (33⅓%). File No.: BPCT-1319. City priority status: Gr. A-2, No. 170. Granted Feb. 11.

Portland, Me.—The Portland Telecasting Corp. (WLAM Lewiston, Me.). Granted uhf Ch. 53 (704-710 mc); ERP 22.5 kw visual, 12 kw aural; antenna height above average terrain 330 ft., above ground 300 ft. Engineering condition. Estimated construction cost $170,333, first year operating cost $175,000, revenue $175,000. Post office address Columbia Hotel, 645A Congress St., Portland, Me. Studio and transmitter location 645A Congress St., Portland, Me. Geographic coordinates 43° 39′ 13″ N. Lat., 70° 15′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include President and Treasurer **Frank S. Hoy** (66.66%), 67% owner of WLAM Lewiston, Me.; Vice President and Assistant Treasurer **Fred Parker Hoy** (16.66%), 9% owner of WLAM, and **Gladys Parker Hoy** (16.66%), 16% owner of WLAM. File No.: BPCT-1528. City priority status: Gr. A-2, No. 45. Granted Feb. 11.

Minot, N. D.—North Dakota Bcstg. Co. (KCJB). Granted vhf Ch. 13 (210-216 mc); ERP 29.5 kw visual, 15 kw aural; antenna height above average terrain 420 ft., above ground 415 ft. Engineering condition. Estimated construction cost $140,000, first year operating cost $96,000, revenue $120,000. Post office address KCJB Minot, N. D. Studio and transmitter location on U. S. Highway 83, 1½ mi. south of Minot city limits, at transmitter site of KCJB (AM). Geographic coordinates 48° 11′ 57″ N. Lat., 101° 17′ 37″ W. Long. Transmitter and antenna RCA. Legal counsel Prince, Taylor & Crampton, Washington. Consulting engineer Lloyd C. Amoo, Des Moines, Iowa. Principals include President **John W. Boler** (3.7%), president, general manager and owner of controlling interest of KCJB and sole owner of KSJB Jamestown, N. D.; Secretary **John Hjellum** (0.2%), partner in Jamestown, (N. D.) law firm of Rittgers, Hjellum & Weiss; **Merrel T. Elbery** (3.9%), farmer, and **Mary Frances Boler** (1.5%), housewife. **Jamestown Bcstg. Co.,** licensee of KSJB, owns 85% of applicant; Mr. Boler is president and treasurer of Jamestown Bcstg. Co. File No.: BPCT-1333. City priority status: Gr. A-2, No. 232. Granted Feb. 11.

Minot, N. D.—Rudman Television Co. Granted vhf Ch. 10 (192-198 mc); ERP 58 kw visual, 31 kw aural: antenna height above average terrain 390 ft., above ground 414 ft. Engineering condition. Estimated construction cost $346,000, first year operating cost $147,000, revenue $169,000. Post office address Minot. N. D. Studio and transmitter location U. S. Highway 83, 1.7 mi. S of center of Minot. Geographic coordinates 48° 12′ 37″ N. Lat., 101° 17′ 48″ W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is **M. B. Rudman,** independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, North Dakota, Illinois, Florida, Georgia, Alabama and South Dakota. Applicant stated he is filing simultaneous TV applications for Bismarck, N. D., and Galveston, Tex. File No.: BPCT-1320. City priority status: Gr. A-2, No. 232. Granted Feb. 11.

Oklahoma City, Okla.—KLPR Television Inc. (KLPR). Granted uhf Ch. 19 (500-506 mc); ERP 91 kw visual, 49 kw aural; antenna height above average terrain 580 ft., above ground 551 ft. Engineering condition. Estimated construction cost $214.916, first year operating cost $170,500, revenue $205,000. Post office address 128½ West Commerce, Oklahoma City, Okla. Studio location 128 West Commerce. Transmitter location SE 69th St., 0.15 mi. west of Atcheson, Topeka & Santa Fe Railroad, 0.5 mi. east of KLPR (AM) antenna site. Geographic coordinates 35° 23′ 26″ N. Lat., 97° 29′ 12.5″ W. Long. Transmitter and antenna RCA. Legal counsel William Howard Payne, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Byrne Ross** (500/2570), sole owner of KLPR Oklahoma City; Vice President **R. Lewis Barton** (250/2570), owner of Barton Theatres, Oklahoma City; Secretary-Treasurer **Lester E. Johnson** (5/2570), vice president of Oklahoma National Bank, Oklahoma City; **M. E. Nesbitt** (50/2570), plumbing contractor, Oklahoma City; **R. N. Salmon** (25/2570), owner of dry cleaning establishment; **Hugh Bumpas** (5/2570), Baptist minister; **Herman Merson** (10/2570), Oklahoma City attorney; **Fred M. Farha** (150/2570), commercial manager of KLPR, and **Monty Wells** (150/2570), account executive of KLPR. File No.: BPCT-1448. City priority status: Gr. B-4, No. 194. Granted Feb. 11.

Oklahoma City, Okla.—Oklahoma County Television & Bcstg. Co. Granted uhf Ch. 25 (536-542 mc); ERP 17.5 kw visual, 9.5 kw aural; antenna height above average terrain 500 ft., above ground 536 ft. Estimated construction cost $142.264, first year operating cost $51,000, revenue $90,000. Post office address KWCO Chickasha, Okla. Studio and transmitter location NW 63rd and North Harvey, Oklahoma City. Geographic coordinates 35° 32′ 24″ N. Lat., 91° 31′ 07″ W. Long. Transmitter RCA, antenna RCA. Consulting engineer Leonard R. Lyon, Chickasha, Okla. Principals include Equal Partners **Philip D. Jackson** and **Clarence E. Wilson,** each 50% owner of KWCO Chickasha, Okla. Mr. Wilson is owner of KPUY Pullallup, Wash. File No.: BPCT-828. City priority status: Gr. B-4, No. 194. Granted Feb. 11.

Springfield (Eugene), Ore.—W. Gordon Allen. Granted uhf Ch. 20 (506-512 mc); ERP 19.5 kw visual, 11 kw aural; antenna height above average terrain 300 ft., above ground 190 ft. Estimated construction cost $123,500, first year operating cost $72,000, revenue $108,000. Post office address 260 Hansen Ave., Salem, Ore. Studio and transmitter location atop Kelly Butte in Springfield, Ore., 200 ft. north of 100 ft. high water tank. Geographic coordinates 44° 03′ 13″ N. Lat., 123° 01′ 48″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer John Truhan, Salem, Ore. Sole owner of applicant is **W. Gordon Allen,** 59.1% owner of KGAL Lebanon, Ore., 33⅓% owner of KGAE Salem, Ore., 50% owner of KSGA Redmond, Ore., applicant for new AM stations in Lewiston, Idaho, and Seattle, Wash., and part owner of Willametteland Television, applicant for vhf Ch. 3 in Salem, Ore. File No.: BPCT-1511. City priority status: Gr. A-2, No. 124. Granted Feb. 11.

Midland, Tex.—Permian Basin Television Co. Granted vhf Ch. 2 (54-60 mc); ERP 50 kw visual,

25 kw aural; antenna height above average terrain, 1010 ft., above ground 1,051 ft. Engineering conditions. Estimated construction cost $472,040, first year operating cost $125,000, revenue $125,000. Post office address Ritz Theatre Bldg., Midland, Tex. Studio location to be determined. Transmitter location on State Highway 307, 3¾ mi. east of Midland City. Geographic coordinates 32° 00′ 15″ N. Lat., 101° 59′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George C. Davis, Washington. Principals include President **J. Howard Hodge** (44%), 50% owner of Video Independent Theatres Inc.; Vice President and Treasurer **Veda Wells Hodge** (4%), wife of Mr. Hodge; Secretary **C. R. Guthrie** (4% as trustee for Video Independent Theatres Inc.); **Henry S. Griffing** (44% as trustee for Video Independent Theatres Inc.), president of Video Independent Theatres Inc., and **Edgar T. Bell** (4%), until 1951 general manager of KTOK Oklahoma City. **Video Independent Theatres Inc.** is beneficial owner of 48% of applicant. File No.: BPCT-1332. City priority status: Gr. A-2, No. 236. Granted Feb. 11.

Parkersburg, W. Va. — West Virginia Enterprises Inc. Granted uhf Ch. 15 (476-482 mc); ERP 19 kw visual, 10 kw aural; antenna height above average terrain 580 ft., above ground 453 ft. Engineering condition. Estimated construction cost $233,060, first year operating cost $225,000, revenue $225,000. Post Office address 309 Charleston National Bank Bldg., Charleston. Studio location Parkersburg, to be determined. Transmitter location Dole's Knob, near Constitution, Ohio. Geographic coordinates 39° 20′ 50″ N. Lat., 81° 33′ 46″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **Frank A. Baer** (33⅓%), president and 55% stockholder of Commercial Insurance Service Inc. (Charleston, W. Va.), vice president-director of Kanawha Gauley Coal & Coke Co. (leases land to coal companies), director-executive committee member of Charleston National Bank, director of Kanawha Land Co. and Dominion Corp., realty firms; Vice President **Helen K. Baer** (33⅓%), wife of Frank A. Baer; Secretary-Treasurer **Ben K. Baer** (33⅓%), their son, junior partner in Campbell, McClintic, James & Wise (Charleston law firm). Frank A. and Helen K. Baer are each 10% stockholders and Ben K. Baer is 12½% stockholder in WTBO Cumberland, Md., also applicant for television. File No.: BPCT-1295. City priority status: Gr. A-2, No. 169. Granted Feb. 11.

Beloit, Wis.—Beloit Bcstg. Co. (WGEZ). Granted uhf Ch. 57 (728-734 mc); ERP 21 kw visual, 11 kw aural; antenna height above average terrain 230 ft., above ground 339 ft. Engineering condition. Estimated construction cost $216,000, first year operating cost $142,000, revenue $178,000. Post office address Hotel Hilton, Beloit, Wis. Studio location to be determined. Transmitter location U. S. 51 at city limits and state line, at site of WGEZ (AM). Geographic coordinates 42° 29′ 44″ N. Lat., 89° 01′ 05″ W. Long. Transmitter and antenna RCA. Legal counsel Edwin C. Conrad, Madison, Wis. Consulting engineer John Creutz, Washington. **Sidney H. Bliss,** sole owner of applicant, is owner and licensee of WGEZ, and president of Gazette Printing Co., which is licensee of WCLO-FM Janesville, Wis., and Southern Wisconsin Radio Co., which is licensee of WCLO Janesville. File No.: BPCT-1523. City priority status: Gr. A-2, No. 172. Granted Feb. 11.

Passed-Over TV Applications

FOLLOWING is a list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of these applications in order to expedite uncontested TV applications (list issue Jan. 23):

GROUP A

Location	Ch.	Applicants	File No. (BPCT)
Jefferson City, Mo.	13	Capital Bcstg. Co.	823
		L. H. P. Co.	1480
		Capital TV Corp.	1481
Las Vegas, Nev.	8	Southwestern Pub. Co.	663
		Las Vegas TV Inc.	1239
		Herman M. Greenspun	1539
Las Vegas, Nev.	13	Desert TV Co.	709
		Western TV Co.	1512

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Pittsburgh 19, Pa.

GROUP B

Newport News-Norfolk, Va.	10	Hampton Roads Bcstg. Corp.	502
		Cavalier Bcstg. Corp.	Tend.
		Chesapeake Services Inc.	Tend.
		Tidewater Telecasting Corp.	Tend.
Portsmouth, Va.	27	Commonwealth Bcstg. Corp.	460
		Portsmouth Radio Corp.	Tend.

Applications

El Centro, Calif.—Valley Empire Telecasters, uhf Ch. 16 (482-488 mc); ERP 21.9 kw visual, 11.9 kw aural; antenna height above average terrain 266 ft., above ground 300 ft. Estimated construction cost $161,000, first year operating cost $180,000, revenue $215,000. Post office address c/o Joseph Brenner, 321 South Brenner Dr., Beverly Hills, Calif. Studio location to be determined. Transmitter location 1½ mi. due south of Wilson's Corner, ½ mi. west of Highway 111. Geographic coordinates 32° 49′ 30″ N. Lat., 115° 30′ 32″ W. Long. Transmitter and antenna GE. Legal counsel Prichard & Brenner, Beverly Hills, Calif. Consulting engineer Harry R. Lubcke, Hollywood, Calif. Principals include **William B. Ross** (50%), sole proprietor of W. B. Ross and Assoc. (public relations and advertising agency), associated with Herbert M. Baus, Baus & Ross Campaigns, a 4% stockholder in Golden State Bank, Bell Gardens, Calif., 5½% stockholder in Glenn A. Smith and Assoc., import and export business, trustee under appointment of U. S. Dist. Court for KPRO-AM-FM Riverside, Calif., KROP Brawley, Calif., KREO Indio, Calif., and KYOR Blythe, Calif., and **W. G. Ross** (50%), president and 15% stockholder, Golden State Bank, Bell Gardens, Calif. City priority status: Gr. A-2, No. 416.

Pocatello, Idaho—Tribune-Journal Co., vhf Ch. 6 (82-88 mc); ERP 7.21 kw visual, 3.61 kw aural; antenna height above average terrain 170 ft., above ground 320 ft. Estimated construction cost $119,226, first year operating cost $84,250, revenue $85,000. Post office address 305 South Arthur Street, Pocatello, Idaho. Studio and transmitter location 0.72 mi. S.W. of Tyhee. Geographic coordinates 42° 56′ 30″ N. Lat., 112° 28′ 39″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Russell P. May, Washington. Principals include Chairman of the Board **G. Nicholas Ifft** (25%), President **Robert S. Howard,** Secretary **Catherine Ifft Kirchhof** (25%), Treasurer **James G. Scripps, Western Publishing Co.** (50%), 50% owner of Tribune-Journal Co. (KJRL Pocatello). **Robert S. Howard** is president of and holds stock in Western Publishing Co., and **James G. Scripps** is treasurer of Western Pub. Co. and Tribune-Journal Co. City priority status: Gr. A-2, No. 195.

Bloomington, Ill.—Cecil W. Roberts, uhf Ch. 15 (476-482 mc); ERP 17.95 kw visual, 9.73 kw aural; antenna height above average terrain 325 ft., above ground 315 ft. Estimated construction cost $110,572, first year operating cost $108,000, revenue $120,000. Post office address 909 Michigan Ave., Farmington, Mo. Studio and transmitter location 106 W. Monroe St. Geographic coordinates 40° 28′ 49″ N. Lat., 88° 59′ 39″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Fred O. Grimwood & Co. Inc., St. Louis, Mo. **Cecil W. Roberts,** sole owner of applicant, is licensee of KREI Farmington, Mo., KNEM Nevada, Mo., KCHI Chillicothe, Mo., KCLO Leavenworth, Kan., and KCRB Chanute, Kan. City priority status: Gr. A-2, No. 137.

Chester (Centralia), Ill.—Donze Enterprises Inc. (KSGM Ste. Genevieve, Mo.), uhf Ch. 59 (740-746 mc); ERP 4.235 kw visual, 2.310 kw aural; antenna height above average terrain 332 ft., above ground 153 ft. Estimated construction cost $84,565, first year operating cost $108,000, revenue $120,000. Post office address Station KSGM, Ste. Genevieve, Mo. Studio and transmitter location corner of Taylor and State St. Geographic coordinates 37° 54′ 13″ N. Lat., 89° 49′ 37″ W. Long. Transmitter and antenna GE. Consulting Engineer Ralph J. Bitzer, St. Louis, Mo. Principals include President **Elmer L. Donze,** owner of Donze Enterprises Inc. (KSGM Ste. Genevieve, Mo.). City priority status: Gr. A-Z, 382.

Indianapolis, Ind.—Empire Coil Co. Inc., uhf Ch. 26 (542-548 mc); ERP 105.32 kw visual, 56.8 kw aural; antenna height above average terrain 520 ft., above ground 500 ft. Estimated construction cost $280,000, first year operating cost $450,000, revenue $600,000. Post office address 85 Beechwood Ave., New Rochelle, N. Y. Studio location to be determined. Transmitter and antenna location east side of Fisher Road, 0.3 mi. south of Southeastern Ave., Warren Township, 3 mi. east of Beech Grove, Ind. Geographic coordinates 39° 42′ 50″ N. Lat., 86° 02′ 03″ W. Long. Transmitter and antenna RCA. Legal counsel Morton H. Wilner, Lyon, Wilner and Bergson, Washington, D. C. Consulting engineer Benjamin Adler, Adler Communications Laboratories, New Rochelle, N. Y. Principals include President **Herbert Mayer** (45.2+%, president, Empire Coil Co., licensee of WXEL (TV) Cleveland, permittee of KDEN (TV) Denver, KPTV (TV) Portland, Ore., and KCPY (TV) Kansas City, and Treasurer **Frances Mayer** (45.2+%), vice president, Empire Coil Co. City priority status: Gr. B-4, No. 187.

Indianapolis, Ind.—Marion Radio Corp. (WBAT Marion), uhf Ch. 26 (542-548 mc); ERP 95.1 kw visual, 51.4 aural; antenna height above average terrain 386 ft., above ground 446 ft. Estimated construction cost $196,300, first year operating cost $233,500, revenue $276,000. Post office address 303½ South Adams St., Marion, Ind. Studio and transmitter location 1703 E. 38th St., Indianapolis. Geographic coordinates 39° 49′ 31″ N. Lat., 86° 07′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer George P. Adair, Washington, D. C. Principals include President **John Ramp** (100%), president of John Ramp Inc. automobile agency, and has interests in other auto and insurance agencies in and around Indianapolis; Vice President **John R. Brown,** partner in law firm Campbell, Gemmill, Brown, Ewer & Torrance, Marion, Ind.; Secretary **George Ramp,** owner of George Ramp Motor Sales, Marion; and Treasurer **Ferdinand S. Kurdys,** vice president and director of John Ramp Inc. City priority status: Gr. B-4, No. 187.

Princeton, Ind.—Princeton Bcstg. Co. (WRAY), uhf Ch. 52 (698-704 mc); ERP 95.1 kw visual, 53.8 kw aural; antenna height above average terrain 428 ft., above ground 416 ft. Estimated construction cost $180,281, first year operating cost $60,000, revenue $85,000. Post office address Box 28, Princeton, Ind. Studio and transmitter location 0.6 mi. west of Princeton on No. side of Hwy. #64. Geographic coordinates 38° 21′ 25″ N. Lat., 87° 35′ 25″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Leon Sclawy, Washington, D. C. Consulting engineer Commercial Radio Equipment Co., Washington, D. C. Principals include **M. R. Lankford,** sole owner, permittee and licensee of WRAY Princeton. City priority status: Gr. A-2, No. 655A.

Des Moines, Iowa—Rib Mountain Radio Inc., uhf Ch. 17 (488-494 mc); ERP 181.2 kw visual, 97.7 kw aural; antenna height above average terrain 580 ft., above ground 550 ft. Estimated construction cost $301,556, first year operating cost $100,000, revenue $125,000. Post office address 1225 Tower Ave., Superior, Wis. Studio and transmitter 28th St. and Hubbell Ave., Des Moines, Iowa. Geographic coordinates 41° 37′ 15″ N. Lat., 93° 33′ 42″ W. Long. Transmitter and antenna RCA. Legal counsel Scharfeld, Jones & Barron, Washington. Consulting engineer Charles B. Persons, Duluth, Minn. Principals include President **W. C. Bridges,** president of Lakes Bcstg. Co., Duluth, Minn., president of WJMC Rice Lake, Wis.; Vice President **Morgan Murphy,** president of Evening Telegram Co., Superior,

"Since going on the air we have enjoyed the

BEST INCREASE IN (*) SALES

since we started handling this product"

This quote is from a letter by one of the local merchants who are using an *all-time record volume of advertising on WSYR.* These are the people who really know what keeps the cash registers ringing. You can profit by their experience.

** Name of product and copy of letter on request.*

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE

NBC Affiliate

570 KC

Wis. and secretary-treasurer Central Bcstg Co., and Secretary-Treasurer **Norman Postles,** CPA practicing in Superior, Wis. **Central Broadcasting Co.,** Superior, is 100% stockholder, also owns WEAU-AM-FM Eau Claire, Wis. City priority status: Gr. B-3, No. 171.

Columbia, S. C.—WIS-TV Corp., vhf Ch. 10 (192-198 mc); ERP 266 kw visual, 159 kw aural; antenna height above average terrain 626 ft., above ground 580 ft. Estimated construction cost $602,136, first year operating cost $300,000, revenue $250,000. Post office address 1111 Bull St., Columbia, S. C. Studio and antenna location Gervais and Bull Sts. Geographic coordinates 34° 00′ 06″ N. Lat., 81° 01′ 44″ W. Long. Transmitter RCA, antenna Federal. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include **The Broadcasting Company of the South** (80.9%), licensee WIS-AM-FM Columbia, S. C., WSPA-AM-FM Spartanburg, S. C., and WIST-AM-FM, Charlotte, N. C.; applicant for vhf Ch. 9 in Charlotte, N. C., and vhf Ch. 7 in Spartanburg, S. C.; President **G. Richard Shafto,** president and director, The Broadcasting Co. of the South, general manager WIS Columbia, S. C.; Vice President **B. Calhoun Hipp,** president of The Broadcasting Co. of the South; Vice President **Herman N. Hipp,** vice president of The Broadcasting Co. of the South; Secretary **R. R. Scales Jr.,** secretary of The Broadcasting Co. of the South. Group withdrawing from WMSC Columbia holds 14.5% of WIS-TV Corp. These include A. R. Heywood II, Thomas B. Boyle, Paul A. Cooper, Joseph L. Nettles, Frank B. Gary and E. Grenville Seibels II. City priority status: Gr. A-2, No. 37.

Rapid City, S. D.—The Hills Broadcasting Co., vhf Ch. 7 (174-180 mc); ERP 11.76 kw visual, 5.88 kw aural; antenna height above average terrain 476 ft., above ground 287 ft. Estimated construction cost $132,938, first year operating cost $170,000, revenue $175,000. Post office address 538 Hamm Bldg., St. Paul, Minn. Studio location to be determined. Transmitter location U. S. Hwy. 16, Rapid City, S. D. Geographic coordinates 40° 02′ 33″ N. Lat., 103° 14′ 14″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co. Assoc., Washington. Principals include President **N. L. Bentson,** 87% owner of WMIN St. Paul, Minn. The Hills Bcstg. Co. is owned in equal shares by **WMIN Bcstg. Co., Edmond R. Ruben,** ⅓ owner of KELO Sioux Falls, S. D., and **Joseph L. Floyd,** also ⅓ owner of KELO Sioux Falls. Mr. Bentson owns the remaining ⅓ of KELO Sioux Falls. City priority status: Gr. A-2, No. 201.

Seattle, Wash.—Puget Sound Bcstg. Co. (KVI), vhf Ch. 7 (174-180 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 1,350 ft., above ground 380 ft. Estimated construction cost $390,690, first year operating cost $400,000, revenue $540,000. Post office address Camlin Hotel, 1619 Ninth Ave., Seattle 1, Washington. Studio location Camlin Hotel. Transmitter location about 4 mi. NW of Issaquah, about 3¼ mi. NW of Squah Mtn., Washington. Geographic coordinates 47° 32′ 38″ N. Lat., 122° 06′ 24″ W. Long. Transmitter and antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **Vernice Irwin** (11.28%), Vice President and Secretary **Laura M. Doernbecher** (61.44%), Treasurer **Dorothy D. Butler** (11.28%), **Vivian V. Irwin** (8%) (Vernice Irwin, as trustee for Miss Irwin, a minor, controls voting rights to stock) and **Pamela D. Butler** (8%) (Dorothy D. Butler, as trustee for Miss Butler, a minor, controls voting rights to stock). Applicant is licensee of KVI Seattle. City priority status: Gr. B-4, No. 185.

TV Call Letter Assignments

FCC assigned the following call letters to TV station permittees:

(Listed by States)

WJLN-TV Birmingham, Ala. (Johnston Bcstg. Co., uhf Ch. 48); **WSGN-TV Birmingham, Ala.** (The Birmingham News Co., uhf Ch. 42); **KCNA-TV Tucson, Ariz.** (Catalina Bcstg. Co., vhf Ch. 9); **KPIK (TV) Los Angeles, Calif.** (John Poole Bcstg. Co., uhf Ch. 22); **KICU (TV) Salinas, Calif.** (Salinas-Monterey TV Co., uhf Ch. 28); **KTVU (TV) Stockton, Calif.** (San Joaquin Telecasters, uhf Ch. 36); **KRDO-TV Colorado Springs, Col.** (Pikes Peak Bcstg. Co., vhf Ch. 13); **WNLC-TV New London, Conn.** (The Thames Bcstg. Corp., uhf Ch. 26); **WPFA (TV) Pensacola, Fla.** (Southland Telecasters, uhf Ch. 15); **KIDO-TV Boise, Idaho** (KIDO Inc., vhf Ch. 7); **WHFC-TV Chicago, Ill.** (WHFC Inc., uhf Ch. 26); **WDAN-TV Danville, Ill.** (Northwestern Publishing Co., uhf Ch. 24); **WTVH-TV Peoria, Ill.** (Hilltop Bcstg. Co., uhf Ch. 19); **KTVH (TV) Hutchinson, Kan.** (Hutchinson TV Inc., vhf Ch. 12); **WLOU-TV Louisville, Ky.** (Robert W. Rounsaville, uhf Ch. 41); **KFAZ (TV) Monroe, La.** (Delta Television Inc., uhf Ch. 43); **WABI-TV Bangor, Me.** (Community Telecasting Service, vhf Ch. 5); **WITH-TV Baltimore, Md.** (WITH-TV Inc., uhf Ch. 60); **WKMI-TV Kalamazoo, Mich.** (Howard D. Steere, uhf Ch. 36); **WTVM (TV) Muskegon, Mich.** (Versluis Radio & Television Inc., uhf Ch. 35); **KROC-TV Rochester, Minn.** (Southern Minnesota Bcstg. Co., vhf Ch. 10); **WJON-TV St. Cloud, Minn.** (Granite City Bcstg. Co., vhf Ch. 7); **WCOC-TV Meridian, Miss.** (Mississippi Bcstg. Co., uhf Ch. 30); **KOMU-TV Columbia, Mo.** (The Curators of the U. of Missouri, vhf Ch. 8); **KACY (TV) Festus, Mo.** (Ozark Television Corp., uhf Ch. 14); **KCTY (TV) Kansas City, Mo.** (Empire Coil Co., uhf Ch. 25); **KSTM-TV St. Louis, Mo.** (Broadcast House Inc., uhf Ch. 36); **KYTV Springfield, Mo.** (Springfield Television Inc., vhf Ch. 3); **KOPR-TV Butte, Mont.** (Copper Bcstg. Co., vhf Ch. 4); **KFBB-TV Great Falls, Mont.** (Buttrey Broadcast Inc., vhf Ch. 5); **WTLV (TV) New Brunswick, N. J.** (New Jersey Department of Education, uhf Ch. 19); **WBES (TV) Buffalo, N. Y.** (Buffalo-Niagara Television Corp., uhf Ch. 59); **WBUF (TV) Buffalo, N. Y.** (Chautauqua Bcstg. Corp., uhf Ch. 17); **WHCU-TV Ithaca, N. Y.** (Cornell U., uhf Ch. 20); **WIET (TV) Ithaca, N. Y.** (U. of State of New York, State Education Dept., uhf Ch. *14); **WJTN-TV Jamestown, N. Y.** (James Bcstg. Co., uhf Ch. 58); **WKNY-TV Kingston, N. Y.** (Kingston Bcstg. Corp., uhf Ch. 66); **WWNY-TV Watertown, N. Y.** (The Brockway Co., uhf Ch. 48); **WCOG-TV Greensboro, N. C.** (Inter-City Advertising Co. of Greensboro, N. C., Inc., uhf Ch. 57); **WDAY-TV Fargo, N. D.** (WDAY Inc., vhf Ch. 6); **WIFE (TV) Dayton, Ohio** (Skyland Bcstg. Corp., uhf Ch. 22, changed *from* WONE-TV); **WIMA-TV Lima, Ohio** (Northwestern Ohio Bcstg. Corp., uhf Ch. 35); **WLOK-TV Lima, Ohio** (WLOK Inc., uhf Ch. 73); **WLEC-TV Sandusky, Ohio** (Lake Erie Bcstg. Co., uhf Ch. 42); **WHIZ-TV Zanesville, Ohio** (Southeastern Ohio Television System, uhf Ch. 50); **KSWO-TV Lawton, Okla.** (Oklahoma Quality Bcstg. Co., vhf Ch. 7); **WFBG-TV Altoona, Pa.** (The Gable Bcstg. Co., vhf Ch. 10); **WGLV (TV) Easton, Pa.** (Easton Publishing Co., uhf Ch. 57, changed *from* WEEX-TV); **WTPA (TV) Harrisburg, Pa.** (Harrisburg Bcstrs. Inc., uhf Ch. 71); **WAZL-TV Hazleton, Pa.** (Hazleton Bcstg. Co., uhf Ch. 63); **WENS (TV) Pittsburgh, Pa.** (Telecasting Co. of Pittsburgh, uhf Ch. 16); **WKJF-TV Pittsburgh, Pa.** (Agnes J. Reeves Greer, uhf Ch. 53); **WTVQ (TV) Pittsburgh, Pa.** (J. Frank Gallaher, Loren M. Berry and Ronald B. Woodyard, a partnership, uhf Ch. 47); **WGVL (TV) Greenville, S. C.** (Greenville Television Co., uhf Ch. 23); **KBMT (TV) Beaumont, Tex.** (Television Bcstrs., uhf Ch. 31); **KGUL-TV Galveston, Tex.** (Gulf Television Co., vhf Ch. 11); **KTVR (TV) Galveston, Tex.** (Rudman Television Co., uhf Ch. 41); **KNUZ-TV Houston, Tex.** (KNUZ Television Co., uhf Ch. 39); **KGKL-TV San Angelo, Tex.** (KGKL Inc., vhf Ch. 8); **KFDX-TV Wichita Falls, Tex.** (Wichtex Radio & Television Co., vhf Ch. 3); **KWFT-TV Wichita Falls, Tex.** (Wichita Falls Television Inc., vhf Ch. 6); **WBTM-TV Danville, Va.** (Piedmont Bcstg. Corp., uhf Ch. 24); **KVOS-TV Bellingham, Wash.** (KVOS Inc., vhf Ch. 12); **KMO-TV Tacoma, Wash.** (KMO Inc., vhf Ch. 13); **WKOW-TV Madison, Wis.** (Monona Bcstg. Co., uhf Ch. 27); **WNAM-TV Neenah, Wis.** (Neenah-Menasha Bcstg. Co., uhf Ch. 42), and **KFBC-TV Cheyenne, Wyo.** (Frontier Bcstg. Co., vhf Ch. 5).

New AM Stations . .

Actions by FCC

Fresno, Calif. — The McMahan Co. Granted 1340 kc, 250 w unlimited time. Engineering condition. Estimated construction cost $27,670, first year operating cost $50,000, revenue $65,000. Principals include President **Robert O. McMahan,** president McMahan Furniture Co.; Secretary-Treasurer **George T. McMahan,** secretary-treasurer of McMahan Furniture Co., and Director **Robert C. Holding,** general manager of McMahan Furniture Co. (BP-8522). Granted Feb. 11.

Greenville, N. C.—Interstate Bcstg. Co. Granted 1290 kc, 1 kw day. Engineering condition. Estimated construction cost $12,750, first year operating cost $24,000, revenue $36,000. Equal partners are **John C. Greene Jr.,** commercial manager of WRHI Rock Hills, S. C., and **S. Vasco Yonce,** automobile dealer. (BP-8475.) Granted Feb. 11.

High Point, N. C. — North State Bcstg. Co. Granted 1590 kc, 1 kw daytime. Engineering condition. Estimated construction cost $18,100, first year operating cost $30,000, revenue $36,000. Principal is **R. Glenn Hendrix & Sons Inc.** (75%), representatives for Lincoln Industries, Burton Upholstering Co., Bur-Mon Upholstery Co., and others. (BP-8470.) Granted Feb. 11.

Applications

WWPF Palatka, Fla.—Palatka Bcstg. Co. Requests change to 550 kc, 500 w from 800 kc, 250 w (BP-8740).

New FM Stations . . .

Actions by FCC

KCMS (FM) Manitou Springs, Col.—Garden of the Gods Bcstg. Co. Granted 100.1 mc (Ch. 261), ERP 670 watts; antenna height above average terrain 1,450 ft., above ground 100 ft. Estimated construction cost $4,452, first year operating cost $8,500, revenue $17,280. Grantee is composed of **Mr. and Mrs. C. M. Edwards,** each holding 50% interest, who are owners of Research Assoc. (laboratory devoted primarily to design, construction and installation of high quality sound equipment, both for reproduction and recording). Application filed Aug. 18, 1952; granted Jan. 8, 1953.

Nashville, Tenn.—Nashville Bcstg. Co. (WSOK). Granted new Class B FM Ch. 290, 103.3 mc, ERP 3.6 kw, antenna 60.2 ft. Engineering condition. Estimated construction cost $6,522 (no new construction or land needed), first year operating cost $10,400, revenue $8,800. Principals include president and treasurer **H. C. Young, Jr.** (75%), vice president **W. J. Faulkner** (10%), secretary **Lawrence D. Faulkner** (10%), and **C. H. Webster** (5%). Filed Dec. 24, 1952 (BPH-1822). Granted Feb. 5, 1953.

Ownership Changes . . .

Applications

KRUX Glendale, Ariz. — Radio Arizona Inc. Transfer of control to **Elizabeth Ann R. Parkman, Timothy D. Parkman, Alice M. Schultz and Stanley N. Schultz** for $55,625. Timothy D. Parkman is partner in law firm of Merchant & Parkman, Tucson, Ariz., and Stanley M. Schultz is program director, KTUC Tucson. Filed Feb. 3.

WDLA Walton, N. Y.—Delaware County Bcstg. Co. Transfer of control from Lena H. Kellam, Elmer J. Kellam, Dr. E. Ogden Bush, Mary P. Smith, Ralph D. Clark, Marvin D. and Wallace M. Wynkoop, Salenda C. Bush and Anna M. Granlees to **James A. McKechnie, Dr. Donald A. Corgill** and **David A. Kyle** for $25,000. Filed Feb. 4.

KWIN Ashland, Ore.—Rouge Valley Bcstg. Co., in bankruptcy. Assignment of license to Presi-





dent and General Manager **H. Richard Maguire**, manager KFJI Klamath Falls, Ore., Secretary-Treasurer **W. D. Miller**, holder of 98% stock in KFJI Klamath Falls, **Don Miller** and **Orin E. Lewis**. Sum of $45,000 subject to bankruptcy proceedings approval. Sale by auction on Dec. 22, 1952. Filed Feb. 3.

KIVY Crockett, Tex.—Pioneer Bcstg. Co. Involuntary assignment of license to **Margaret E. Callen**, executrix of estate of H. H. Callen, deceased, and **James H. Gibbs**, doing business as **The Pioneer Bcstg. Co.** No monetary consideration. Filed Feb. 3.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

Sacramento, Calif.—New TV, vhf Ch. 10. Examiner Thomas H. Donohue.

Wichita, Kan.—New TV, vhf Ch. 3. Examiner Hugh B. Hutchison.

February 17

Duluth-Superior—New TV, vhf Ch. 3. Examiner Herbert Sharfman.

February 18

Canton, Ohio—New TV, uhf Ch. 29. Examiner Fanney N. Litvin.

Flint, Mich.—New TV, vhf Ch. 12. Further hearing. Examiner Benito Gaguine.

Azalea Bcstg. Co., Mobile, Ala.—New AM, 1340 kc, 250 w, unlimited. Examiner William Butts. Docket 9964.

John W. Blake and Charles R. Wolfe, partners, and High Lite Bcstg. Co., Killeen, Tex.—Both seeking new AM, 1050 kc, 250 w day. Examiner not designated. Dockets 10122, 10123.

February 24

William O. Barry, Lebanon, Tenn.—New AM, 1340 kc, 100 w, unlimited. Examiner not designated. Docket 10375.

February 25

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie Neal Huntting.

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper.

March 16

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith.

Wichita, Kan.—New TV, vhf Ch. 10. Examiner Hugh B. Hutchison.

March 25

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion. Docket 10089.

April 15

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith.

Continued Without Date

Duluth-Superior—New TV, vhf Ch. 6. Examiner Herbert Sharfman.

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William Butts.

Sacramento, Calif.—New TV, separate hearings for vhf Ch. 3, uhf Ch. 40 and uhf Ch. 46.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Lancaster, Pa.—New TV, vhf Ch. 8. WGAL-TV and Peoples Bcstg. Co. (WLAN). Examiner J. D. Bond.

Theatre Television; Allocation of Frequencies—Before Commission *en banc*.

New Petitions . . .

February 5

Champlain Valley Bcstg. Corp. (WXKW), Albany, N. Y. Modification of CP 850 kc, 10 kw fulltime, DA (Docket 9515, BMP-4580) KOA Denver and WHDH Boston are protestants.—Motion by Metropolitan TV Co., new licensee KOA, to postpone for three weeks oral argument, set Feb. 16, because of illness of counsel.

Amendment of Sec. 3.606 of TV Rules—Suffolk Bcstg. Corp. (WALK), Patchogue, N. Y., files opposition to Jan. 26 petition of American-Republican Inc. (WBRY), Waterbury, Conn., requesting that FCC allocate Ch. 54 to Patchogue in lieu of Ch. 75 sought by Suffolk. American-Republican contends use of Ch. 75 might prevent use of Ch. 83 at Waterbury.

Aladdin Radio & TV Inc. (KLZ) and Denver TV Co., Denver, Col. New TV, vhf Ch. 7 (Dockets 9041, 10240; BPCT-426, 951)—Aladdin takes exception to Jan. 28 order of examiner granting petition of Denver TV Co. to reopen record to correct its exhibit 54 to show signature of John M. Wolfberg and to substitute word "signed" for "sent" on line 2 of page 1178 of transcript of proceeding.

Rollins Bcstg. Co. (WJWL), Georgetown, Del. CP increase power from 1 kw to 10 kw, operating daytime on 900 kc—Rollins petitioned for waiver of clear channel rule Sec. 3.25(d) to allow use of 10 kw. Station claims it will deliver less signal to Mexican border than present operation of several stations operating on 900 kc or on other Mexican clears.

Amendment of Sec. 3.606 of TV Rules (Docket 10373)—Supreme Bcstg. Co. (WJMR), New Orleans, filed support of FCC proposal to correct allocation errors by substituting Ch. 69 for 39 at Bogalusa, La., and Ch. 65 for 29 at Newton, Iowa, and requested dismissal of comment by Miss-Lou Inc. filed Jan. 26 which objected to substitution of Ch. 69 for 39 at Bogalusa.

WGAL-TV and Peoples Bcstg. Co. (WLAN), Lancaster, Pa. New TV, Ch. 8 (Dockets 10366, 10365; BPCT-910, 654)—Petition by Peoples supporting its request of Jan. 16 to enlarge and change hearing issues and replying to opposition of WGAL-TV to this request filed Jan. 26.

February 6

Lawrence A. Harvey and Spanish International TV Inc., Los Angeles. New TV, uhf Ch. 34 (BPCT-1525, 1527) — Supplemental petition by Harvey for oral argument or other relief respecting his petition of Jan. 12 requesting dismissal of Spanish International application on grounds of being defective.

Harbenito Bcstg. Co. (KGBS), Harlingen, Tex. CP for 850 kc, 5 kw fulltime, DA (Docket 8836, BP-6350)—Petition by Metropolitan Bcstg. Co. (KOA), Denver, to postpone oral argument set Feb. 16 to earliest available date. Conflict of other cases cited. Opposition to request filed Feb. 9 by Harbenito.

Amendment of Sec. 3.606 of TV Rules and Hearst Radio Inc. (WISN), Milwaukee. New TV, Ch. 10 (Docket 8955, BPCT-383)—Statement filed by Board of Vocational and Adult Education of City of Milwaukee supporting reservation of Ch. 10 for educational use and asking dismissal of Hearst petition for rehearing of FCC opinion of Dec. 17, 1952. Oral argument on Hearst petition set Feb. 16.

Amendment of Part 3 of FCC Rules (Docket 10369)—Comments filed by W. R. G. Baker, director RTMA Engineering Dept.

Brush-Moore Newspapers Inc. (WHBC) and Stark Bcstg. Corp. (WCMW), Canton, Ohio. New TV, uhf Ch. 29 (Dockets 10272, 10273; BPCT-264, 949)—Petition by Stark to continue hearing set Feb. 18 until some date subsequent to April 10. Stark plans to organize new applicant in view of illness of its 50% owner, J. Irvin Schultz.

February 11

WBKB (TV) Chicago—Petition filed by Zenith Radio Corp. to stay effectiveness of FCC memorandum opinion and order of Feb. 10 granting assignment of WBKB's license from Balaban & Katz to CBS. Stay of switch of WBKB from Ch. 4 to 2 also requested. Zenith plans to petition for reconsideration, to be filed not later than Feb. 20.

Routine Roundup . . .

February 5 Decisions

BY COMMISSION EN BANC

Designated for Hearing

KDIA Auburn, Calif., Charles E. Halstead—By order, designated for hearing at Auburn on March 2, 1953 application (BR-2544) for renewal of license.

License Renewal

Following FM stations granted renewal of licenses for regular period:

KALB-FM Alexandria, La.; KCRA-FM Sacramento, Calif.; KFEL-FM Denver, Col.; KFPW-FM Fort Smith, Ark.; KLCN-FM Blytheville, Ark.; KNBC-FM San Francisco, Calif.; KPFM Portland, Ore.; KSCJ-FM Sioux City, Iowa; KSEI-FM Pocatello, Ida.; KSO-FM Des Moines, Iowa; KWKH-FM Shreveport, La.; WBBM-FM Chicago, Ill.; WBCM-FM Bay City, Mich.; WBSM-FM New Bedford, Mass.; WCAE-FM Pittsburgh, Pa.; WCRS-FM Greenwood, S. C.; WCSC Charleston, S. C.; WDBJ-FM Roanoke, Va.; WBDO-FM Orlando, Fla.; WDEL-FM Wilmington, Del.; WDOD-FM Chattanooga, Tenn.; WELD Columbus, Ohio; WFMY Greensboro, N. C.; WGH-FM Newport News, Va.; WGPA-FM Bethlehem, Pa.; WHBS-FM Huntsville, Ala.; WHOO-FM Orlando, Fla.; WHPE-FM High Point, N. C.; WIBX-FM Utica, N. Y.; WIOD-FM Miami, Fla.; WISC-FM Madison, Wis.; WJAC-FM Johnstown Pa.; WMBH-FM Joplin, Mo.; WMBO-FM Auburn, N. Y.; WMBR-FM Jacksonville, Fla.; WMRC-FM Greenville, S. C.; WMVA-FM Martinsville, Va.; WNAC-FM Boston, Mass.; WNAO-FM Raleigh, N. C.; WNBC-FM New York, N. Y.; WNEX-FM Macon, Ga.; WOHS-FM Shelby, N. C.; WPAD-FM Paducah, Ky.; WPAM-FM Pottsville, Pa.; WQXR-FM New York, N. Y.; WROY-FM Carmi, Ill.; WTAG-FM Worcester, Mass.; WTAR-FM Norfolk, Va.; WTIC-FM Hartford, Conn.; WTOP-FM Washington, D. C.; WVBT South Bristol Township, N. Y.; WVJS-FM Owensboro, Ky.; WWCF Greenfield Twp., Wis.; WXHR Cambridge, Mass.; WFAM Lafayette, Ind.; WJMC-FM Rice Lake, Wis.; WPDX-FM Clarksburg, W. Va.

Advised of Hearing

KSJV Sanger, Calif., John Poole Bcstg. Co.—Is being advised that application (BP-8410) for CP to change frequency from 900 kc to 1150 kc and hours of operation from d to unl involves interference to existing stations and indicates necessity of hearing.

Replace Expired CP

WAGS Bishopville, S. C., Lee County Bcstg. Co.—Granted application (BP-8703) for CP to replace expired CP (BP-8203) which authorized new station on 1380 kc 1 kw d.

WJWS South Hill, Va., Mecklenburg Bcstg. Corp.—Granted application (BP-8710) for CP to replace expired CP (BP-8332) which authorized new station on 1370 kc 1 kw d.

Move Studio Site

KFDA Amarillo, Tex., Amarillo Bcstg. Corp.—Waived Sec. 3.30 of rules and granted application (BML-1533) for mod. license to move main studio to site outside city limits.

Advised of Hearing

Luther M. Jones, Jackson, Ohio—Is being advised that application (BP-8435) for new AM on 1280 kc 1 kw D, involves engineering questions involving trans. site and ant. system, and indicates necessity of hearing.

WAVA Ava, Ill., Ava Bcstg. Co.—Is being advised that application (BML-1519) to change main studio location to Du Quoin, Ill., indicates necessity of hearing to determine if such a move would adequately serve city of Du Quoin as required by sec. 3.30(c) of Commission's rules.

Prosperity Land Bcstg. Co., Lubbock, Tex.—Is being advised that application (BP-8221) for new AM on 580 kc 500 w D involves interference with existing stations which indicates necessity of hearing.

Brownfield Bcstg. Co., Brownfield, Tex.—Is being advised that application (BP-8540) for new AM on 1250 kc, 1 kw, D, indicates necessity of a hearing because of daytime interference which would be caused to station KLVT Levelland, Texas.

Remote Control Operation

WTIP Charleston, W. Va., Chemical City Bcstg. Co.—Waived sec. 3.165 of rules to permit continued remote control operation from WTIP studios, until Aug. 1, 1953.



Designated For Hearing

Darlington Bcstg. Co., Darlington, S. C.—By order, designated application (BP-8158) for new AM on 590 kc 500 w D, for hearing; made WGTM Wilson, N. C., and WAYS Charlotte, N. C., parties to proceeding.

February 5 Applications

TENDERED FOR FILING

Change DA

WWJ Detroit, Evening News Assn.—CP to make changes in DA system to accommodate TV ant.

February 6 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KROC Rochester, Minn., Southern Minnesota Bcstg. Co. (BR-867); KXKX (FM) San Francisco, Electronic Service Corp. (BRH-269); KOKX-FM Keokuk, Iowa, Keokuk Bcstg. Co. (BRH-338).

Extension of Completion Date

WCAR-FM Pontiac, Mich., WCAR Inc.—Mod. CP (BPH-538), as mod., which authorized new AM, for extension of completion date. (BMPH-4808).

February 10 Decisions

BY BROADCAST BUREAU

Replace Expired CP

KSWB Yuma, Ariz., Maricopa Broadcasters Inc.—Granted license to cover CP replacing expired CP which authorized new AM 1240 kc 250 w unl. (BL-4847).

License Granted

WRGA-FM Rome, Ga., Rome Bcstg. Co.—Granted license for FM; Ch. 293; ERP 1.15 kw; ant. 40 ft. (BLH-874).

KRMS Osage Beach, Mo., Robert M. Smith—Granted license for new AM; 1150 kc 1 kw D (BL-4885).

KWHP Cushing, Okla., Cimarron Bcstrs.—Granted license for new AM; 1600 kc 1 kw D (BL 4886).

Granted Informal Application

National Bcstg. Co. Inc., New York, N. Y.—Granted informal application pursuant to sec. 1.327 of Commission's rules as required by sec. 325(b) of Communications Act of 1934, as amended, to deliver via direct relay, air or rail express, various TV programs broadcast in U. S. over TV stations owned by NBC to CBFT Montreal and CBLT Toronto, for broadcast in Canada, for period Feb. 6, 1953 to Feb. 5, 1954.

Extension of Completion Dates

Following granted extension of completion dates as shown: WXEL Cleveland, Ohio, Empire Coil Co., to 8-25-53 (BMPCT-967); KSL-TV Salt Lake City, Radio Service Corp. of Utah, to 8-8-53 (BMPCT-966); WHAM-TV Rochester, N.Y., Stromberg-Carlson Co., to Sept. 11, 1953 (BMPCT-968); WICC Bridgeport, Conn., The Bridgeport Bcstg. Co., to March 6, 1953 (BMP-6114); engineering condition.

Increase Antenna Structure

KOLN Lincoln, Neb., Cornhusker Radio & Television Corp.—Granted mod. CP to increase height of combination AM-TV ant. structure (BMP-6107); engineering condition.

Change Name

WAAB Worcester, Mass., The Olin Corp.—Granted mod. license to change name to WAAB Inc. (BML-1535).

Modification of CP

WPME Punxsutawney, Pa., Punxsutawney Bcstg. Co.—Granted mod. CP to change type trans., change studio location, and approval of ant., trans. location (BMP-6094).

WJAU Spartanburg, S. C., James Cozy Byrd Jr.—Granted mod. CP for approval of ant., trans. and studio location (BMP-6102); condition.

WETZ New Martinsville, W. Va., Magnolia Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location (BMP-6112); condition.

WBTO Linton, Ind., The Linton Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio locations and change type of trans. (BMP-6098).

Remain Silent

WCLC Flint, Mich., Adelaide Lillian Carrell—Granted request for authority to remain silent for period of 60 days pending financial reorganization.

February 10 Applications

ACCEPTED FOR FILING

Modification of CP

KTLO Mountain Home, Ark., Mtn. Home Bcstg. Corp.—Mod. CP (BP-8420), which authorized new AM, for approval of ant., trans. and studio location as S.W. of state highway #5, approx. 1 mi. N.W. of city square, near Mtn. Home, Ark. (BMP-6119).

KUDL Kansas City, Mo., David M. Segal—Mod. CP (BP-8394), which authorized new AM, for approval of ant. and trans. location as 6200 Independence Blvd., Kansas City, and change type trans. (BMP-6122).

KIDB Idabel, Okla., Idabel Bcstg. Co.—Mod. CP (BP-8399), which authorized new AM, for approval of ant., trans. and studio location as on Section Line Rd., ½ mi. E. of state highway 87 and ½ mi. S. of city limits of Idabel (BMP-6121).

WNRV Narrows, Va., Giles Bcstg. Co.—Mod. CP (BP-8437), which authorized new AM, for approval of ant., trans. and studio location as on state highway 100, 2.1 mi. N.E. of Narrows, Va. (BMP-6120).

Change Name

WSOY Decatur, Ill., Illinois Bcstg. Co.—Mod. license to change name to Lindsay-Schaub Newspapers Inc. (BML-1536).

License Renewal

KOKX Keokuk, Iowa, Keokuk Bcstg. Co.—Requests renewal of license (BR-1783).

February 11 Applications

ACCEPTED FOR FILING

TV Applications Amended

WCAE Inc., Pittsburgh, Pa.—Amended application to change frequency from 198-204 mc (Ch. 11) to 66-72 mc (Ch. 4); ERP from 316 kw visual, 158 kw aural, to 100 kw visual, 50 kw aural; antenna height above average terrain from 849 ft. to 1,000 ft., studio and transmitter location from 740 Ivory Ave., Pittsburgh, to studio location "to be determined", but within limits of Forest Hills, Pa., transmitter location to Sutersville, Rillton Road, R.D. #1, Irwin, Pa. (BPCT-293, amended).

KDZA-TV Pueblo, Col.—Pueblo Radio Co. Mod. CP (BPCT-1172 which authorized new TV station) to change ERP to 16.7 kw visual, 8.35 kw aural, from 10.5 kw aural, 5.3 kw aural, and to correct geographic coordinates (not a move). Ant. height above average terrain 275 ft.

KCSJ-TV Pueblo, Col.—The Star Bcstg. Co. Amendment to correct geographic coordinates.

WTVE (TV) Elmira, N. Y.—Elmira Television. Mod. CP (BPCT-1161 which authorized new TV station) to change ERP to 62.4 kw visual, 31.2 kw aural, from 58 kw visual, 29 kw aural, change ant., etc. Antenna height above average terrain 896 ft.

TV Stations to Share Time

Salinas, Calif.—The Monterey Radio-Television Co. (BPCT-1225, amended) and **Salinas Bcstg. Corp.** (BPCT-1222). Applications of both applicants amended to change hours of operation from fulltime to sharing time with each other. In addition, Salinas Bcstg. Corp. further amends its application to change ERP from 11.5 kw visual, 5.9 kw aural, to 10 kw visual, 5 kw aural; transmitter location from Mt. Toro, about 10 mi. south of Salinas, Calif., to Baldy Peak, Monterey County, Calif., and studio location from West Laurel Drive, Salinas, Calif., to "To be determined," Salinas, and change in equipment.

AM Application Amended

South Plains Bcstrs., Slaton, Tex.—Amended application to change name of applicant from D. P. Pinkston, M. M. Rochester and Rex Webster to Rex Webster, tr/as South Plains Bcstrs. (BP-8291, for 1340 kc, 250 w fulltime).

Seek Emergency Antennas

KECA-TV Los Angeles, Calif.—Requests CP for installation of emergency antenna with ERP of 4.26 kw visual, 2.13 kw aural (BPCT-1561).

KGO-TV San Francisco, Calif.—Requests CP for installation of emergency antenna with ERP of 3.7 kw visual, 1.85 kw aural (BPCT-1562).

License for CP

WPID Piedmont, Ala.—License for CP (BP-8081, as mod.) which authorized new AM station on 1280 kc (BL-4903).

KINY Juneau, Alaska—License for CP (BP-8464) which authorized frequency change (BL-4899).

KBLO Hot Springs, Ark.—License to cover CP (BP-8181, as mod.) which authorized new AM station on 1470 kc (BL-4900).

WACB Kittanning, Pa.—License for CP (BP-8518, for 1380 kc) which authorized power increase and changes in transmitting equipment (BL-4901).

KFYO Lubbock, Tex.—License for CP, as mod. (BP-4391), which authorized frequency change, power increase, change in DA-DN and change transmitter location, for 790 kc (BL-4898).

Specify Transmitter Locations

WLSE Wallace, N. C.—Mod. CP (BP-8171 which authorized new AM station on 1400 kc) to specify antenna, transmitter and studio locations as on U. S. 117, 1.2 mi. north of Wallace, N. C. (BMP-6123).

WFRM Coudersport, Pa.—Mod. CP (BP-8374 which authorized new AM station on 600 kc), for approval of studio location as 9 Main St., Coudersport, Pa., and transmitter and antenna location as 600 ft. east of State Highway Alternate 872, atop summit of Dutch Hill, 1.6 mi. SE of center of business district of Coudersport (BMP-6125).

Elk-Cameron Bcstg. Co., Emporium, Pa.—Mod. CP (BP-8265 which authorized new AM station on 1340 kc), for approval of studio, transmitter and antenna location as 400 ft. off Cameron Road (U. S. Route 120) at eastern end of Emporium, 100 ft. east of Emporium city limits (BMP-6126).

WAGS Bishopville, S. C.—Mod. CP (BP-8703, which authorized new AM station on 1380 kc) for approval of studio, transmitter and antenna locations (BMP-6129).

Power Measurement

WOPI Bristol, Tenn.—Requests authority to determine operating power by direct measurement of antenna power (BZ-3460; station operates on 1490 kc).

Side Mount FM Antenna

WFAH Alliance, Ohio—Mod. CP (which authorized new AM station on 1310 kc) to change transmitter type and side mount FM ant. on center AM tower (BMP-6128).

Extension of Completion Date

WNBH-TV New Bedford, Mass.—Mod. CP (BPCT-217 as amended which authorized new TV station) for extension of completion date from March 11 to Sept. 7, 1953.

WCTV (TV) Flint, Mich.—Mod. CP (BPCT-930 which authorized new TV station) for extension of completion date from March 11 to Sept. 8, 1953.

WHIO-TV Dayton, Ohio—Mod. CP (BPCT-890 which authorized changes in existing station) for extension of completion date March 11 to Sept. 11, 1953.

WCAR Detroit, Mich.—Mod. CP (BP-8219, which authorized installation of new vertical antenna and to mount FM antenna on top of

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AM tower) for extension of completion date (BMP-6124).

WTMJ-TV Milwaukee, Wis.—Mod. CP (BPCT-695, as mod., which authorized changes in facilities of existing TV station) for extension of completion date from March 11 to June 11, 1953 (BMPCT-977).

Request License Renewals

Following stations request renewal of license:

KBIS Bakersfield, Calif. (Marmat Radio Co., BR-2596); **KXOC Chico, Calif.** (KXOC Inc., BR-2341); **KVEC San Luis Obispo, Calif.** (The Valley Electric Co., BP-926); **KGMC Englewood, Calif.** (BR-2687); **WFLA Tampa, Fla.** (The Tribune Co., BR-1110); **WGGH Marion, Ill.** (George W. Dodds, BR-2359); **WKCT Bowling Green, Ky.** (The Daily News Bcstg. Co., BR-1908); **WILK Wilkes-Barre, Pa.** (Wyoming Valley Bcstg. Co., BR-1408); **WRRF Washington, N. C.** (Tar Heel Bcstg. System, BR-1171); **KWAT Watertown, S. D.** (Midland National Life Insurance Co., BR-1048); **KDET Center, Tex.** (Center Bcstg. Co., BR-2234); **KPRC Houston, Tex.** (The Houston Post Co., BR-408); **KTLW Texas City, Tex.** (Texas City Bcstg. Service, BR-2153), and **KTW Seattle, Wash.** (The First Presbyterian Church of Seattle, Wash., BR-64).

Seek Experimental TV Renewal

KE2XHZ Nutley, N. J.—Federal Telecommunications Labs. Inc. Application for renewal of experimental TV broadcast station (BREX-11).

APPLICATIONS RETURNED

KICO Calexico, Calif.—Charles R. Love. *Returned* request to measure antenna power to determine operating power (1490 kc).

WDLA Walton, N. Y.—Delaware County Bcstg. Corp. *Returned* request for transfer of control from licensee to James A. McKechnie, Dr. Donald A. Corgill and David A. Kyle (1270 kc).

WKKO Cocoa, Fla.—Brevard Bcstg. Co. *Returned* request for assignment of license (860 kc).

KIVY Crockett, Tex.—The Pioneer Bcstg. Co. *Returned* request for involuntary assignment of license (1570 kc).

KTRN Wichita Falls, Tex.—Texoma Bcstg. Co. *Returned* request to install new trans. as aux. trans. for D use and alternate main trans. for N use at present location of main trans., 1290 kc, 1 kw, DA-N.

APPLICATIONS DISMISSED

Lexington Park, Md.—Fulton Lewis jr. *Dismissed* request for new AM station of 920 kc, 1 kw fulltime (BP-8452).

KGLN Glenwood Springs, Col.—Western Slope Bcstg. Co. *Dismissed* request for frequency change from 1340 kc, 250 w, to 970 kc, 1 kw day and 500 w night, change ant. system (BP-7975).

PARAMOUNT CASE

Selected portions of FCC decision on the merger of ABC with United Paramount Theatres Inc. and on finding Paramount Pictures Inc. controls Allen B. DuMont Labs. (See story this issue)

21. This part of the proceeding involves the proposed merger of American Broadcasting Company, Inc. (ABC) into United Paramount Theatres, Inc. (UPT), the merged company to be known as American Broadcasting-Paramount Theatres, Inc. (AB-PT). The particular applications before us in connection with the proposed merger are applications for assignment of ABC's authorizations for television, AM and FM stations in Chicago, Los Angeles, San Francisco and New York, and for the transfer of control over ABC's wholly-owned subsidiary WXYZ, Inc. (licensee of television, AM and FM broadcast stations in Detroit) to AB-PT, and the application by UPT to transfer to AB-PT its negative control over WSMB, Inc., licensee of WSMB and WSMB-FM in New Orleans. While the particular applications we must pass upon are related, strictly speaking, only to the stations referred to above, in applying the statutory standard of "public interest" we must consider the effect of the merger not simply upon the owned and operated stations but also upon the ABC radio and television network and its competitive status.

22. We have long recognized that network broadcasting is an integral and necessary part of radio,[5] and we have more recently extended this recognition of the benefits of network broadcasting to the field of television.[6] We have also recognized that the public interest is served by competition among the networks, both radio[7] and television.[8] Indeed, it was our concern with the necessity of stimulating competition in network broadcasting, as discussed in detail in paragraph 99 of the findings, that led to the establishment of ABC in 1943 as an independent, competitive network. However, while ABC has been aggressive in securing AM affiliates, in obtaining its full quota of owned and operated television stations in major markets, in pioneering with respect to certain practices now standard network usage, and in developing special events and news programs which could be produced at moderate cost, it has not been able to compete effectively with NBC and CBS either in radio or television.

23. The dominant positions of NBC and CBS in network broadcasting, both in radio and in television, together with some of the reasons for their position, have been discussed in detail in paragraphs 105 to 110 of the findings and that discussion need not be repeated here. ABC has been unable to compete effectively with NBC and CBS, principally because it lacks the financial resources, the working capital, and the diversity of revenue-producing activities of the other networks or the companies with which they are associated. Increased financial resources are essential to enable ABC to improve its program structure, build larger audiences, and thereby attract and retain sponsors and affiliates. ABC has attempted from time to time to secure additional capital but with only meager success. The methods by which large amounts of capital can be attracted to a non-diversified and somewhat speculative enterprise are limited, particularly where the enterprise, in nine years of operations, has never paid a dividend. Attempts to secure equity capital through public issues of stock have been only partially successful. Short term bank loans, already resorted to by ABC, afford no permanent answer, and such loans have recently been obtained only through the personal endorsement of ABC's principal stockholder. The management of ABC therefore decided to seek a merger with another company and, after unsuccessful discussions with other organizations, finally initiated negotiations with United Paramount Theatres, Inc., which resulted in the proposed merger.

24. The financial, organizational and operational details of the proposed merger are set forth in paragraphs 113 to 126 of the findings. They indicate that the merged company will have an ABC Division which will be a self-contained unit having full charge of the day-to-day broadcast operations and following existing ABC program and public service policies, and which will continue to have as its president Robert E. Kintner; that the merged company will have adequate resources to enable the ABC Division to strengthen its programming and improve its physical properties, and thereby compete more vigorously with the other networks; and that the ABC Division, while retaining substantially its existing personnel organization, will secure the benefit of the full-time efforts of four of UPT's top executives, including Robert H. O'Brien, a former member of the Securities and Exchange Commission. ABC will have representation on the Board of Directors of the merged company and Edward J. Noble, organizer and presently majority stockholder of ABC and chairman of its board of directors, will be a director of the merged company, chairman of its finance committee and the largest individual stockholder.

25. Thus far, we have been concerned with the affirmative aspects of the proposed merger, chiefly the increased competition that ABC would be able to provide to the other networks. We now turn to a consideration of the possible adverse effects arising from the merger of a theater chain and a radio and television network.

26. One possible adverse argument is that the merged company could dominate the field by virtue of its size. However, ABC combined with UPT would still be dwarfed by the Radio Corporation of America, and the organizations now enjoying network supremacy are too strong to warrant any fear that the competition to be afforded by AB-PT, while formidable, would place it in a dominant position. Another possible adverse argument is that UPT is entering into a merger with ABC in order to suppress ABC and thereby cripple television. The obvious answer to this is that pursuing such a course would have only a relatively minor adverse effect on television, would cripple UPT financially, and produce only a minute increase in attendance at UPT's own theatres. There are, however, elements of competition presently or potentially existing between ABC and UPT as separate organizations which will probably suffer to a degree should the merger be effectuated, and these elements require and have received serious consideration. Paragraphs 127 through 142 of the findings contain a brief analysis of the competitive factors involved in the merger, particularly with respect to competition for audience and competition for product, the availability and future use on television of motion picture feature film in comparison with films made specially for television, and the effect upon competition of theatre television and pay-as-you-see television. The autonomous operation of the ABC Division and the decentralized operation of UPT's theatre subsidiaries and the obvious determination of the AB-PT officials to promote both media should serve to preclude the elimination of the competition for audience that probably exists between UPT theatres and ABC television stations and affiliates; on the other hand, we do not for a moment believe that some lessening of competition may not inevitably occur. However, we feel that there will not be any substantial lessening of competition, in view of the external competition facing UPT theatres and ABC radio and television stations and affiliates in every area, as pointed out in paragraphs 131 to 135 of the findings, and in view of the reasonable expectation that this competitive situation will continue, for the reasons stated in paragraph 136 of the findings.[9] Furthermore, this external competition, particularly in radio and television, is sufficiently strong to compel AB-PT, even if it were not already so committed, to promote vigorously its activities in each medium; failure to develop strong ABC programming would more probably result in greater

[5] *Report on Chain Broadcasting* (Docket No. 5060, 1941), page 88. The benefits of network broadcasting, as set forth in this Report, are referred to in paragraph 97 of the findings *supra*.

[6] Notice of Proposed Rule-Making, Docket No. 9807, adopted October 5, 1950.

[7] *In re Radio Corporation of America*, 10 FCC 212.

[8] Notice of Proposed Rule-Making, *supra*.

[9] It has been suggested that the Commission's decision on the merger will eventually permit the motion picture industry to take over television. This argument ignores the fact that the operation of television stations is conducted pursuant to a statutory licensing plan. No transfer of a license may be made without Commission consent. This consent is also required for the renewal of a license. Both require determinations as to the public interest. The fear of domination of television by motion picture interests, therefore, is unwarranted in view of the Commission's continuing supervision of the growth of television.

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audience for programs of its broadcast competitors than for AB-PT theatres.

27. It is the aforementioned factors, among others, which distinguish the proposed merger from the situation which existed within NBC at the time it operated two networks, the Blue and the Red, a situation which the Commission regarded as adversely affecting competition. Specificially, the competition, or more accurately, the potential competition between the Blue and Red networks could have been direct and on "all fours", whereas the competition, present or potential, between a television network and a theatre chain is by no means as direct and complete as that between two independent networks. Secondly, whereas AB-PT will face the competition of other theatres, and of other networks in a dominant position, and will have to promote both of its activities vigorously, NBC was the dominant company in the field, had no great need to promote both networks vigorously, and, as a matter of fact, did not promote the Blue Network as vigorously as it did the Red. In fact, as we pointed out in the Network Report (page 45) the Red and Blue networks were not "even two distinct operating divisions or departments within NBC," and there was no real competition, as indicated in part by the policy of granting discounts on combined billings of the two networks (page 45). Finally, whereas the proposed merger offers the affirmative benefit of fostering competition between ABC and the dominant networks, the preservation of the two networks under NBC would not have promoted competition but would have limited it and maintained the dominant position of NBC.

28. Turning to the question of competition for product, we find that there is little, if any, competition presently existing between theatres and television for films, and the sources from which theatres and television secure films are separate and distinct. Any expectation of competition between television and theatres for films assumes that current motion picture feature films produced by the major producers would be made available to television; based upon the financial and other problems referred to in the findings, particularly paragraphs 61 to 65 and 128, we do not anticipate that the "majors" will initiate during the next few years a general release to sponsored home television of current feature film produced for motion picture theatre exhibition. In any event, we must bear in mind that the ABC network does not regard motion picture feature films as having much value for networks, and that the trend, for reasons outlined in paragraph 130 of the findings, is to film made specially for television. Such films are presently being produced by independent companies (as distinguished from the "majors") and three of the networks are either actually engaged in making them or, as in the case of ABC, preparing to do so. The "majors" may find that their high costs of production, high standards of technical perfection, late start in making films specially for television and the existence of other sources for such film give them only a modest role in the television film market. In summary, it appears unlikely that the "majors", who are the principal source of film for UPT theatres, will be the principal source or even a substantial source of film for the ABC network or ABC owned and operated stations. To the extent that the "majors" may in the future be a source of film, either substantial or minor, for both UPT theatres and the ABC network and owned and operated stations, to that extent, the merger might reduce the competition between them that might otherwise exist, but then only to the extent that the merged company's pledge to promote both media aggressively and the autonomous operation of ABC and decentralized operation of the theatre subsidiaries prove ineffective to maintain that competition.

29. While UPT, through its theatre subsidiaries, has been a substantial purchaser[10] of film (amounting to approximately $30,000,000 in 1951), its so-called purchasing power must be considered in the light of the requirement of the consent judgment that pictures must be licensed, picture by picture and theatre by theatre, solely upon the merits and without discrimination in favor of affiliated theatres, circuit theatres or others. Furthermore, the announced policy of AB-PT is to make no package deals for theatre and television, and as stated above, its proposed organization is designed to effectuate this policy. Under these circumtances and in view of all of the uncertainties concerning the purchase by television and theatres of films from the same sources, we cannot credit with reasonable probability any suggestion that an unfair competitive advantage might accrue to ABC in the purchase of films, as a result of being associated with UPT.

30. The competition between theatre and home television for audience and product, as it exists today, is analyzed briefly in paragraphs 138 and 139 of the findings. Paragraphs 79 to 83 of the findings refer to the number of theatre television installations in theatres of UPT subsidiaries, the number of events televised, the financial results of theatre television events, the use of theatre television by the Civil Defense Administration and its projected use by business corporations for meetings. On the basis of the facts and findings on this record, we do not believe there is any reasonable probability that the merger of the home television and theatre television interests here involved will result in a substantial lessening of competition. As far as the future of theatre television is concerned, we do not propose to anticipate here what will develop in the pending rule-making proceeding (Docket No. 9552).

31. As far as pay-as-you-see television is concerned, to evaluate its role in the competitive situation in view of its experimental status, calls for stacking one assumption upon the other. This we have done in paragraph 140 of the findings. However, the competitive situation assumed is too remote and speculative to require or warrant any conclusions. The competitive situation with respect to stories and talent is referred to in paragraphs 141 and 142 of the findings; it is sufficient to state here that no competitive problems arise as far as stories are concerned and, as for talent, it is unlikely that the merger would substantially lessen competition in that respect.

32. Upon reviewing the competitive factors hitherto discussed, we conclude that while the merger may result in some lessening of some aspect of the competition that exists, either presently or potentially, between ABC and UPT as separate companies, there is no reasonable probability that the merger will substantially lessen competition or tend to monopoly in any section of the country or in any line of commerce. We believe that the merger meets the test of Section 7[11] of the Clayton Act, 15 U.S.C. 18, as amended on December 29, 1950, as well as the test of issue No. 9[12] of the Commission's Order of August 27, 1951. In our opinion, the merger will not only fail substantially to lessen competition but will promote competition. The merger will provide ABC with the financial resources to carry out its plans to strengthen its programming and improve its physical plant and thereby provide substantial competition to the other networks, enabling both its owned and operated stations and its affiliates to improve their service to the public, and stimulating the other networks and stations to compete in turn. Furthermore, the increased competition which the merger will foster appears certain, substantial and immediate whereas the lessening of competition which may occur would be minor, limited and remote. We therefore conclude that the merger will be in the public interest.

* * *

Control Issue

5. The rights which Paramount holds in DuMont constitute both negative control of important phases of DuMont's corporate existence and potential affirmative control over all phases. It is the largest single stockholder, holding all 560,000 shares of the "B" stock and 2.4% (43,200 shares) of the "A" stock. Dr. DuMont, the largest single "A" stockholder, owns only 3%. Its ownership of the "B" stock gives it an automatic uncontestable right to name three of the eight directors as well as three officers. The practical consequences of these facts in terms of influence, and potential and negative control, are clear. No amendment can be made to the Certificate of Incorporation, nor can any other provision affecting the voting or other rights and privileges of either class of stock be made, without the affirmative vote of Paramount's "B" stock. The following additional corporate actions cannot be taken without the affirmative vote of Paramount's "B" stock; reduction of capital, dissolution and liquidation, consolidation or merger (a matter of obvious importance in view of our decision on the merger approved in this proceeding), and sale of assets and franchise.[2] Furthermore, the corporation's by-laws can only be amended, repealed or adopted by unanimous vote of all of the directors, including the Paramount directors, or by a majority vote of both classes of stock. Whatever the likelihood that any of these actions will be considered in the immediate or distant future, Paramount is clearly in a favored position, by virtue of its ownership of all the class "B" stock and a substantial block of class "A" stock, to dominate the corporation in any situation where it determines that such domination is essential to serve Paramount's corporate interests.

* * *

9. Paramount, through the corporation's charter, has assured itself of a position of influence which no other DuMont stockholder is given. We have found that the day-to-day operation of corporate affairs is predominantly in the hands of Dr. DuMont, and that he has consistently solicited and secured a majority of "A" proxies. We have also found that, with rare exceptions, the "A" and "B" directors have agreed in their voting. We are not unmindful of these findings.[3] They cannot, however, change the realities of Paramount's existing negative and potential positive control, and influence of the very type which must be recognized if Section 310(b) and Section 3.636 (b) are to be effective. Their impact is also diminished by the necessity of evaluating Paramount's actions in the light of the Commission's past determinations that DuMont was controlled by Paramount and the pendency of the present proceedings. See Television Pro-

[10] UPT does not produce or distribute film. As for its relationship to Paramount Pictures Corporation, see paragraphs 28 and 29 of the findings and paragraph 37 of the conclusions.

[11] No "corporation engaged in commerce shall acquire, directly or indirectly, the whole or any part of the stock or other share capital and no corporation subject to the jurisdiction of the Federal Trade Commission shall acquire the whole or any part of the assets of another corporation engaged also in commerce, where in any line of commerce in any section of the country, the effect of such acquisition may be substantially to lessen competition, or to tend to create a monopoly."

[12] "To determine whether the effect of the proposed merger of American Broadcasting-United Paramount Theatres, Inc., if consummated, would substantially lessen competition or tend to monopoly in any line of commerce in any section of the country."

[2] It has been asserted that the Commission need not be concerned about this aspect of Paramount's control, since before such a merger or transfer of assets could be consummated the Commission's approval would have to be sought under section 310 (b) of the Act, but Paramount's control in these matters is negative, not positive. It could, for example, prevent a merger between DuMont and one of its moving picture competitors, and this exercise of control would not be reviewed by the Commission. For the Commission passes upon transfers and assignments agreed to by a licensee or permittee, not upon the possible transfers and assignments which the controlling element in a licensee have vetoed.

[3] We have given careful consideration to the Hearing Examiner's findings on these matters. His conclusions are reversed because we find control as a matter of law in the legal position of Paramount in DuMont, and because we disagree, in light of the whole record, with his evaluation of the impact of these facts upon that legal position.

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

General manager. If you have a record of successful management and sales in a small market here's an opportunity for you to qualify for similar position in large metropolitan market. Box 750S, B•T.

Florida network station desires to employ experienced radio station manager preferably with money to invest, although not essential. Box 787S, B•T.

Salesmen

Salesman. $50. weekly salary plus 10% commission. Must be experienced. Southeast area, lucrative market. Good for $10,000. Box 685S, B•T.

Sales manager wanted. Unusual opportunity for aggressive sales manager with good past record to obtain promotion in metropolitan market. Box 751S, B•T.

If you are not making as much money as you should, your inquiry into this opportunity of a permanent sales career in a large metropolitan market may reward you with unlimited success. Salary plus commission. Box 799S, B•T.

Salesman-announcer. Two and one-half hour weekly evening announcing shift and sales days. Salary plus commission. Really good and permanent smaller market deal for really good man. Southern Minnesota. Box 813S, B•T.

Sales manager qualifications? If ready to move up, looking for security, recognition and challenge, here is unusual opportunity. New York state major network affiliate seeks high caliber responsible worker with established record local sales. Healthy two station market, right size community for family life. Top organization, TV interests. Every benefit, company paid retirement plan. Salary incentive arrangement. Send complete presentation including references. Confidential. Box 830S, B•T.

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

New York transcription firm desires station relations representative with radio and/or television business background. Must own car, free to travel. Will interview in New York. Submit complete personal and business resume. Box 847S, B•T.

TV account executive for new Illinois station on air late March. Guarantee and commission arrangement. Man we are looking for probably is in TV sales with middle market station and is interested in joining new operation that offers him opportunity for advancement. Write qualifications in reply, will be treated in confidence. Photo. P. O. Box 865, Rockford, Illinois.

Local salesman for 5000 watt fulltime Mutual affiliate. Top station in excellent market. Write full details with photo to: Manager, KWHN, Fort Smith, Arkansas.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Comedy DJ, flowing, non-hesitant ad-lib. "Cue-in"gimmicks. Movie-star impersonations, dialects. Single preferred. Box 703S, B•T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

Help Wanted—(Cont'd.)

AM-TV station in southeastern market of 100,000 has opening for qualified announcer. Salary open. Prefer applicants from this region only. Complete information, photo and tape or disc to Box 732S, B•T. All applications will be acknowledged.

Versatile announcer-newsman for Michigan station. Must be capable gathering local news and covering special events plus general announcing duties. Good conditions, excellent future. Send audition, photo, complete resume. Box 756S, B•T.

Michigan station wishes versatile staffer with leaning to sports. Send tape. Photo, full details. Box 785S, B•T.

Announcer-technician wanted. Emphasis on announcing. Good network station in southwest. Want clean-cut experienced young man. Send full info, voice audition and photo. Box 796S, B•T.

Announcer-salesman. Two and one-half hour weekly evening announcing shift and sales days. Salary plus commission. Really good and permanent smaller market deal for really good man. Southern Minnesota. Box 813S, B•T.

Progressive Iowa independent has an opportunity for a good morning man with ad-lib ability and relaxed commercial style. Send only resume and picture with first letter. Box 815S, B•T.

Announcer-engineer with first phone. Emphasis announcing. 1000 watt independent in progressive Texas market of 35,000. $350.00 per month. Send letter and audition. Box 817S, B•T.

Will Pay $60.00 for versatile ad-lib announcer, good voice and English. Box 837S, B•T.

Announcer, immediate opening solid organization in multi-station midwest area. Congenial staff. TV applied for. Fine opportunity. Audition returned. Send complete resume. Box 838S, B•T.

Experienced staff announcer, top newscaster and versatile disc jockey. Apply only if permancy in mind and if worth minimum $75 weekly. Box 1056, Twin Falls, Idaho. Send photo, tape, experience and references.

Immediate opening combo man with first class license, good on news, wire or call KBLI, Blackfoot, Idaho.

Wanted, a combo man, KBOW, Butte, Montana. 40-hour week, CBS affiliate, send disc, salary expected. Box 1932, Butte, Montana.

Need two announcers for fulltime network station now under construction LaFollette, Tenn. Must have now, or obtain in 45 days, second class ticket. Contact Ross Charles, WATO, Oak Ridge, Tenn.

Announcer with good voice for all-round staff work. No specialist. Some experience. Contact Mangaer, WCOJ, Coatesville, Penn.

Versatile, mature staff announcer for a 5000 watt ABC station in Virginia's largest market. Send tape or disc audition to Ambert Dail, WGH, Newport News, Va.

Experienced, all-round announcer, WICY, Malone, N. Y., immediately.

Wanted, two experienced straight announcers for new North Carolina daytimer. Good salary and living conditions. Contact John Greene, Manager, WKMT, Kings Mountain, N. C.

Announcer for morning DJ, sports and special features. Hours rough. Pay $60-$80 plus. Must be versatile and experienced. Contact Mr. Hope, WKRT, Cortland, N. Y.

Immediate opening announcer and announcer-engineer. Floaters and drifters need not apply, give full details. Apply today, salary open. WMJM, Cordele, Ga.

Help Wanted—(Cont'd.)

Southern regional daytimer dominating market of 100,000 has opening for experienced staff announcer who wants chance to build his own specialty. Send E. T.'s, photos, tapes to Bob Mann, WPNX, Phenix City, Alabama.

WRBL, Columbus, Ga., now holding audition for announcer. Send tape, background to Ridley Bell, Program Director.

Announcer with ad-lib experience, read news, hillbilly and colored disc jockey shows. Announcing must be good. Joe Phillips, WSSO, Starkville, Mississippi. Home of Mississippi State College.

Combination announcer - engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Technical

Virginia kw needs engineer. State minimum salary expected. Box 639S, B•T.

1st class experienced engineer capable assuming chief engineer duties 250 watt Ohio daytime station. Good working conditions and salary. Box 776S, B•T.

Wanted. First class engineer-announcer. Box 810S, B•T.

Wanted immediately: 1 kw station needs first class engineer immediately. Good working conditions. Salary $280 per month, raise in 3 months. No announcing. Transportation necessary. Call or wire KECK, Odessa, Texas.

Wanted—Transmitter engineer with car, 5000 watt regional station with television application on file. Radio Station KJAY, Topeka, Kansas.

Wanted, an engineer with first phone. $72.00 for forty-eight hour week. Write, phone or wire KLMS, Lincoln, Nebraska.

First class operator. Transmitter work. Union. Experience not necessary. Permanent. 40 hour week, 1½ overtime. WAOV, Vincennes, Indiana.

First phone license; AM transmitter operator with opportunity to work into UHF TV. Starting wage $50.00/40 hours with periodic increases. Experience not necessary, but automobile is. Contact Chief Engineer, WBCK, Battle Creek, Michigan.

Urgently need first class operator. Transmitter, remotes, recording, no combo, no experience necessary. Chief Engineer, WCNB, Connersville, Indiana.

Wanted—First class engineer with car. $65.00 for 40 hour transmitter shift. Excellent community, friendly working conditions, WE AM transmitter, Federal FM transmitter, topnotch 8 room transmitter building. Submit complete resume to Chief Engineer, WCSI, Columbus, Indiana. Phone 2-1123.

First phone; transmitter operator. WSYB, Rutland, Vermont.

First class phone licensee. No experience needed. Car necessary. Contact Chief Engineer, WTNS, Coshocton, Ohio.

Production-Programming, Others

Midwest CBS station wants good commercial copywriter or combination traffic-copy man. Young, experienced, enthusiastic. Submit outline of qualifications, references, required salary and photo. Box 795S, B•T.

Young woman—Wanted for continuity director. Northeast Pennsylvania. Fulltime network affiliate. Plenty of hard work; well compensated for it. Station expects to go into TV. Must be available June 15th. Send qualifications, experience, references and salary expected. Box 820S, B•T.

Experienced copywriter wanted: Good position with one thousand watt North Carolina station. Salary based on experience. Send full particulars, photo and sample scripts with first letter. Box 833S, B•T.

Film man for advertising agency in large eastern market, experienced in all phases of 16mm production to serve as assistant director, cameraman and editor. Must have extensive background and be able to show samples. Enclose all pertinent data and state salary requirements. Box 849S, B•T.

AM-TV program director. Regional independent with UHF C.P. seeks man experienced in AM and TV. WILS, WILS-TV. Lansing, Michigan.

Stenographer, excellent opportunity for efficient and ambitious steno with experience in radio and TV Time Buying Department of Advertising Agency. Good salary, free insurance, 37½-hour week. Miss Knight, Arthur Meyerhoff & Co., 410 No. Michigan Ave., Chicago, Del. 7-7860.

Help Wanted—(Cont'd.)

TELEVISION

Salesmen

TV topflight account executive for new St. Louis, Mo., U.H.F. station on air May. Guaranty and liberal commission arrangement assures income of well over $10,000 per year—man we are looking for is presently in TV sales and is interested in moving up the ladder in that he will step in as local sales manager within a few months, after proving his abilities. Write complete qualifications in reply, will be treated in strict confidence. WTVI, Signal Hill Telecasting Corp., Room 1939, Boatmen's Bank Bldg., St. Louis 2, Mo.

Production, Programming, Others

Southern TV station needs assistant to promotion director. Duties will include copy, layout, merchandising (art ability very helpful). Good opportunity in rapidly expanding operation. Experience will be important consideration. Send resume, salary requirements and photo. Box 677S, B•T.

Wanted: Production director, film technician and chief announcer for new TV station in southwest. Write giving complete experience, qualifications and salary expected. Box 766S, B•T.

Traffic for new midwest TV. Young lady with either radio or television experience in traffic dept. Prefer telegenic person that can double for limited "on camera" duties. Send details, availability, photo. Box 845S, B•T.

TV production director-announcer interested in midwest middle market station on air March. Man we are looking for is now assistant production director and knows production, traffic, continuity, has commercial ideas and can direct limited live programs. Photo. P.O. Box 865, Rockford, Illinois.

Situations Wanted

Managerial

Sales manager. Young aggressive. Ten-year record of successful achievement. Radio or TV. Box 757S, B•T.

Manager. 12 years in radio. Grass roots experience in all phases. Enterprising. College graduate. Married. Prefer small market. Box 804S, B•T.

All-round good station-commercial manager with outstanding record of success. Many years experience all phases radio from 250 watts up. Thoroughly capable, progressive live-wire with fine radio and motion picture background. Can handle TV. Mature family man, best references. A decided asset to your station and city. Employed and doing fine job. Desires single station market in mild climate. Box 821S, B•T.

Salesmen

Salesman, experienced other fields. Radio schooled. Capable announcer. Veteran. Let's get together. Box 797S, B•T.

Announcers

Sportscaster. Experienced, employed. Seeks position year-round sports station, TV plans, major market. TV trained. Baseball a must. Air tapes, references. Box 648S, B•T.

Announcer. 5 years experience — music, news, sports, play-by-play. Personality. Box 728S, B•T.

6 years experience, staff, local news, baseball, deejay, emcee. Currently employed 5 kw net affiliate in major 7 station market. Desire east. Box 758S, B•T.

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

Attractive, energetic radio gal, 5½ years experience in two metropolitan stations, seeking greater opportunities in smaller station that thrives on versatility. Prefer east. Box 791S, B•T.

Newscaster. Reporter. Play-by-play sports. 6 years. Family. Tape. Box 793S, B•T.

Announcer-DJ specialty, also all-round—Negro—can carry vast audience in Chicago area. Box 794S, B•T.

Baseball is in the air and young, enthusiastic sportscaster desires play-by-play position, also do all other major sports; plus DJ and special events. Send for disc and photo. Box 800S, B•T.

Announcer, DJ, news, dependable, conscientious, available immediately. Resume, tape or disc on request. Box 802S, B•T.

Announcer, newscaster, DJ. Heavy on news. Single. Disc, tape and resume on request. Box 803S, B•T.

Situations Wanted (Cont'd)

Announcer, 7 years experience, all phases. Authoritative voice, cooperative, congenial. Box 805S, B•T.

Experienced announcer, network, independent, college, young, draft exempt. Desire permanent relocation. Tape, photo, Box 807S, B•T.

Announcer, young, two years with Armed Forces Radio. Experienced in all phases small station operation. Pleasant voice, desires permanent position in southeast. Draft exempt. Tape and photo on request. Will be available May 1. Box 808S, B•T.

Announcer-writer, experience console, DJ, news, all continuity, college grad, married. Ambitious seeking advancement, trained in production. Box 812S, B•T.

Announcer, newscaster, combo man, heavy on sports and music. Audition disc available. Box 818S, B•T.

Announcer, control board operator. Heavy on sports and music. Audition tape or disc available. Box 819S, B•T.

Staff announcer presently employed at small station desires change, tape and references on request. Box 822S, B•T.

Moving up. Experienced play-by-play, DJ, news, etc. Box 825S, B•T.

Versatile announcer wants to locate in midwest. Personality that sells. Box 827S, B•T.

Sports: Ten years, all sports play-by-play. Sportscasts. A-AAA baseball. Excellent references. Background splendid; includes sales, personality shows. Real producer, worker, builder. Employed, want potential. Box 829S, B•T.

Combination man, 6 years experience, excellent references, strong on all phases of announcing, consider all replies. Box 834S, B•T.

Experienced broadcaster, background in electronics and television camera and directing. Desire position as staff announcer, preferably with station contemplating television. Box 839S, B•T.

Comedy DJ team. Good staff men currently with independent. Desire change, California, Arizona. Tape, photos resume available. Single, draft exempt. Box 842S, B•T.

Announcer, Korean veteran, four years experience, 150 miles New York City. Available now. Box 844S, B•T.

Disc jockey and news. Graduate SRT Chicago. All phases of announcing, turntable and board control. Photo and disc on request. Harry F. Carlson, 3502 S. 55th Court, Cicero, Illinois.

Announcer, draft exempt, seeks to broaden experience and grow with progressive small station. Especially good sports play-by-play. News, DJ, control board. Resume, audition available. Andy Denonn, 169 Columbia Heights, Brooklyn, New York. Main 4-0088.

Journeyman-announcer. Top experience, superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Announcer, versatile, dynamic potential, seeks permanent station opportunity, sales, advertising, development. B.S. Degree, single, free to travel. Resume, disc, references. William Fore, 300 Central Park West, New York.

Situations Wanted—(Cont'd.)

Do you want a permanent staff announcer? Experience limited. Ability to learn great. Married, draft exempt. Call E. H. Osborn, 874541, Tampa, Florida, or write P.O. Box 255, Tampa.

Technical

First phone, inexperienced, technically schooled, no announcing, 4 years radio-TV work, single, veteran. Box 788S, B•T.

Want position broadcast field, eastern U.S. First phone license, pleasant voice, prefer combination work. Box 811S, B•T.

Experienced chief engineer with twenty years experience available immediately for AM or TV station chief's position. VOA experience. Southwest preferred. Family. Box 816S, B•T.

Available immediately, chief engineer, nineteen years practical experience. Give full information, salary, housing, etc. Box 832S, B•T.

First phone, radio-TV graduate. One year AM experience. Desire TV or AM position. Eastern states preferred. Box 840S, B•T.

Engineer, five years experience. Full references. State details. Box 848S, B•T.

Radio telephone 1st class. FCC. Desires position out town. Inexperienced. Joseph Carrasquillo, 754 E. 161st St., Bronx, N. Y.

Production-Programming, Others

Sports director, situated network affiliate, seven years sports programming, play-by-play experience, sports writing, production skills, young, married, seeking top radio-TV sports operation. Box 790S, B•T.

Two men, 15 and 20 years at one 50 kw station Production, directing, programming, orch and vocal arranging, copying; vocal coaching, talent exploitation; music and transcription libraries. Some television. Still employed. Will separate. Box 824S, B•T.

Program director-morning man, tops at both jobs. Need me? Box 826S, B•T.

Ambitious, capable, young fem SRT grad desires position with growing TV station in continuity, technical or production department. Box 843S, B•T.

Available immediately sports, program director, five years experience. Draft exempt. Contact Bob French, KIOX, Bay City, Texas. Phone 4642.

News-writer, editor; photographer still, movie; 27 years news business; tape; sports, ad lib; sober; pleasant appearance. Prefer south; salary open. Interview. 30-days notice. Ruston Marshall, Route 1, Bloomingdale, Ohio. Phone Steubenville 4-2830.

TELEVISION

Managerial

Rare combination of engineering and management ability seeks position with TV grantee or applicant. Background includes the construction of 21 broadcasting stations, national sales and advertising management with leading manufacturer of broadcast station equipment. Well acquainted with agencies and sources of program material including motion picture producers. Familiar with current FCC procedure. Salary secondary to long range opportunity with progressive organization. Box 780S, B•T.



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WORTHINGTON, OHIO

** 503 radio salesmen have had training in The Fred A. Palmer Radio Sales Training School.*

Situations Wanted—(Cont'd.)

TV film manager, thoroughly experienced. Programming, procurement, operations. Now with top company. Box 831S, B•T.

Manager-TV traffic, merchandising or sales promotion. Network sales servicing, research and agency time buying experience. College graduate, 30. married, infant daughter. Locate anywhere. G. Mason, 2114 Birchwood, Chicago 45.

Announcers

News-special events. Veteran network radio, magazine correspondent. Datelines Scandinavia, Europe, Balkans, near and Far-East. Writer-director TV and documentary films. Moderator panels and discussion groups. Extensive executive experience. Interested domestic position for family reasons. Box 836S, B•T.

Technical

Wanted, position with larger station with TV CP. Presently employed as chief of 1 kw DA night. Good record and references. Box 755S, B•T.

Engineer with experience gained in establishment of 21 successful broadcasting stations seeks position with TV grantee or applicant to administer operations from construction permit to going business. Salary secondary to opportunity for accomplishment with progressive organization. Box 781S, B•T.

Technical supervisor or assistant chief engineer; first phone license; 5½ years experience all phases with top TV station, including installation, construction; now in supervisory position; ability to train and handle men; married; 31; desire permanent position. Southwest. Box 786S, B•T.

Television opportunity wanted. RCA Institutes TV grad. 2½ years AM experience includes construction, one year chief engineer. Theodore Bonn, 108 Grand Ave., Ridgefield Park, N. J.

Production, etc.

Experienced TV film technician, formerly with medium sized midwestern station, capable of heading department. Best references. Box 360S. B•T.

For Sale

Stations

Midwestern 500 watt daytime indie in market of 150,000. Terms. Box 777S, B•T.

Rocky Mountain. 250 W indie. Nets $20,000. Must be sold. No competition. Box 806S, B•T.

Equipment, etc.

Here is a terrific buy on a Western Electric 353E1 transmitter, complete with tubes and spare tubes, can be used for 100 W, 250, 500 or 1000 operation. Chance to start with low power and increase later with same equipment. Another good buy WE-23C console, needs some re-wiring; Gates antenna tuning unit; 3 shure supercardioid microphones. Highest bidder takes part or all. Box 846S, B•T.

For sale—Following equipment recently removed from service following change in operating procedure. 1—Fairchild transcription turntable with RMC vertical and pickering lateral heads, condition excellent, Model 524A1, new value $625, first $250 takes it. 2—Rek-O-Kut model D-16 turntable chassis, motors rebuilt, fair condition, first offers of $50.00 each take them. 2—Presto TL-10 tape play-backs, 7½" & 15" speeds—good condition, best offer above $75 each accepted. 1—New Weston 0-1.5 R.F. ammeter model 425—$20.00. Prices are F.O.B., WCSI, Columbus, Indiana. Contact Chief Engineer.

Towers-no-steal-just a good buy. Two Stainless Inc. 140 ft. tubular steel uniform cross-section guyed towers, 15 in. across face. Present use-support of 2 microwave passive reflectors. 3 years old. Purchaser dismantles and ships from Milford, Michigan site. Contact C. E. Wallace, Chief Engineer, WJIM-TV, Lansing, Mich.

For sale: Television mobile unit. General Electric RA-14272, in new condition, used less than 4,000 miles. Interior arranged with cupboards and storage space for all equipment necessary for TV remote pickups. Save several thousand dollars! Write for description. WKRC-TV, Cincinnati, Ohio.

Lehigh 200 foot insulated self-supporting tower with A-3 lighting. Used six years. Available soon. WNEB, Worcester, Massachusetts.

REL 1 kw. FM transmitter, monitoring and speech input equipment. 250' 1⅝" coax. Two bay RCA Batwing FM antenna. Make offer. WPAG, Ann Arbor, Michigan.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Stations

Cash for CP or small station, by experienced radio man. Confidential. Details first letter. Box 779S, B•T.

Equipment, etc.

FM transmitter, operating condition. State power, specifications, purchase date, hours logged, price. Box 738S, B•T.

RCA type 301-B field intensity meter. Box 792S, B•T.

Second-hand console or consolette. Must be good working condition. Box 801S, B•T.

Wanted: AM console, limiter and modulation monitor. Prices must be reasonable and equipment in good condition. Need one or all. Box 828S, B•T.

Rack-mounted FM receiver wanted by KNCM, Moberly, Missouri. Give price and description.

#10 copper wire, Wincharger type 300 or similar tower, ground screen, tuning unit, phase monitor, coax, modulation monitor, limiter, sampling loops. Lloyd McKinney, WACL, Waycross, Georgia.

Wanted to buy: Console—specify make, price, age, condition. John Bidwell, WFRM, Coudersport, Pennsylvania.

Wanted: Presto 6N recording lathe, or better. State condition and price. Superior Recording Service, 105 W. Howard Ave., Decatur, Ga.

Miscellaneous

Free. 30 sure-fire radio gags to introduce new $1 week joke service. Box 593S, B•T.

Help Wanted

Managerial

ARE YOU THIS MAN?

To a sales-minded manager, who wants to operate a station on his own, opportunity is knocking. No bed of roses but the tough job of bringing a station from low point to a volume it has proved it can produce. Location upstate New York. Salary: whatever you can earn. Stock available if desired. Box 775S, B•T.

Salesmen

EARN $10,000 OR MORE in '53

Liberal commissions paid by Top Radio ET & TV Film Producer. Exclusive territories granted to "live wires." Write Box 495S, BROADCASTING • TELECASTING.

Announcers

disc jockey **Who wants to trade winter wardrobe for Palm Trees and sunshine. Network affiliate on Florida's Gold Coast seeks top-flight man who can take over the most successful record program in town and boost its popularity still higher. Must know records and how to select them; forecast hits, conduct interviews. Some contact with clients to present their sales messages intelligently and translate them into results. Apply by letter in complete confidence with non-returnable snapshot. Tell us about yourself, why you think you're another Martin Block, and salary. No auditions until requested. Must stand complete investigation. No beginners or newcomers please. Box 798S, B•T.**

COMBINATION
night news
and control operator.
Excellent working conditions. Good opportunity for advancement. Send complete details, tape, audition to
KHMO HANNIBAL MISSOURI

Miscellaneous

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N. W., Washington, D. C.

R FOR: *slow* **PULSE**—*dragging* **HOOPERS**—*retarded* **REVENUE!**

$15,000 per year (with a percentage arrangement over a mutually agreeable gross) will buy you a top network disc personality with an enviable record.

Creative ability, background and previous record can soon eclipse established DJ shows and personalities in your area and bring increased revenue to your local and/or regional AM and/or TV operation thru increased ratings, listenership and advertisers' desire to participate in my shows.

References you'll recognize. All inquiries treated with utmost confidence. Principals only, please.

Box 809S BROADCASTING • TELECASTING

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

Employment Service

WANT A GOOD EXECUTIVE?

Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Situations Wanted

Announcers

SPORTS ANNOUNCER

Outstanding play-by-play all sports. Extensive AM-TV experience. Award winner. Now with top station in major market. Station forced to curtail sports. Box 814S, B•T.

70% SHARE OF AUDIENCE
in 5-station market
PROVES ABILITY AS
NEWS-SPECIAL EVENTS MAN
Now seeking improved position with successful midwest operation.
Box 823S, B•T.

TELEVISION

Production-Programming, Others

COMPLETE *TV PRODUCTION DEPARTMENT*

Seven Man Team Covering All Phases of TV Production. Capable of programming your station at minimum cost; assured sponsor satisfaction from first day of telecasting. Experienced in: Production, Direction, Lighting, Film Procurement, News & Commercial Film Production, Stage Management, Set Design & Construction, Writing and Program Origination. Presently employed in successful commercial station. Details and Resumes on request. Box 789S, B•T.

For Sale

Equipment, etc.

ANTENNA • LINES FITTINGS

We are making changes in television transmitting equipment for an impending power increase. As a result, we will have the following available at our studio site, 500 E. Britton Rd., Oklahoma City, on or about June 1, 1953:

One	TF-5A 5-Bay Antenna for Channels 4, 5 & 6, less deicers	$15,000.00
Two	Extra sections feed lines for above ea.	90.00
2,000′	3⅛" 51.5 ohm Teflon insulated transmission line per ft.	4.00
Eight	90° Elbows, long sweep ea.	25.00
Four	Reducers, 3⅛" to 1⅝" ea.	15.00
Three	90° Elbows, 72 ohm-non gas type ea.	30.00

For additional information, contact our Chief Engineer, H. J. Lovell, at WKY-TV.

WKY RADIOPHONE COMPANY
OKLAHOMA CITY, OKLAHOMA

ductions, Inc., 11 F.C.C. 812(1946); New England Theatres, Inc., 4 Pike & Fischer, R.R. 1025 (1948). While Paramount may not have chosen or attempted to exert its influence in recent years, its considerable power to do so remained. Failure to exert power openly does not destroy it. See *Universal Carloading Co.* v. *Railroad Retirement Board*, 71 F. Supp. 369.

10. This record therefore shows that as a matter of basic organization. Paramount has been given a dominating position in DuMont which sets it apart, in terms of influence, from all of the other stockholders. This position derives from the particular stock plan adopted and is reflected in the selection of the Board of Directors, selection of officers, the functions of the officers, and veto control of basic matters of corporate activity which require the consent of both classes of stock. We conclude that Paramount Pictures Corporation controls Allen B. DuMont Laboratories, Inc. within the meaning of, and for the purposes of, both Section 310(b) of the Communications Act of 1934, as amended and Section 3-636(b) of the Commission's Rules and Regulations, and that Paramount Pictures, Inc. possessed this control at the times it arranged to and did transfer its stock in DuMont to Paramount Pictures Corporation.

Introductory Statement of Comr. Hennock (Dissenting)

Since in my opinion the record in this proceeding is clearly inadequate to support most of the majority's conclusions, as well as the findings necessary thereto, I must dissent in large part to the Commission's decision. Only with respect to the determination that Paramount Pictures Corp. controls DuMont do I concur with the Commission's decision; in all other respects I do not. It is my firm belief that the great weight of the evidence before us and the necessity of protecting the public interest require that we find:

I. The proposed merger of the American Broadcasting Company and United Paramount Theatres would not serve the public interest, convenience and necessity, and therefore should not be approved.

II. That Paramount Pictures Corp. and United Paramount Theatres, Inc., their officers and directors, cannot on this record be held to be qualified from the standpoint of character and conduct to be licensees of radio and television stations, and that the hearing should be reopened and completed on this issue.

III. That the unauthorized transfers of control of radio and television licenses from Paramount Pictures, Inc. to Paramount Pictures Corp. and United Paramount Theatres were in willful violation of the Communications Act and the Commission's Regulations, and that a grant of their applications for transfer of control without prior settlement of the entire issue of character qualifications would be contrary to the public interest.

IV. And while I am in complete agreement with the Commission's decision that Paramount Pictures Corp. controls DuMont within the meaning of Section 310 (b) of the Communications Act and the five-station Rule, 3.636 (b), I believe that the Commission has erred in not requiring as a consequence thereof that renewals of DuMont's licenses should not be granted unless and until Paramount Pictures Corp. divests itself of all right and interest in DuMont, such divestiture to be accomplished within a reasonable time and in a manner approved by the Commission as in the public interest.

While these particular matters are treated separately in this dissent, the Commission's action must be viewed as a single entity in order to appreciate in full its enormous significance. And such a view makes clear that the Commission has built what was at most a foothill of difficulty into a mountain of trouble for itself and our entire broadcasting system.

To arrive at its conclusions approving the ABC-UPT merger and finding Paramount Pictures Corp. and UPT to be qualified licensees, the Commission has smashed—often beyond repair—precedents, procedures and policies which have carefully been built up over the years of its regulatory process. In areas without established precedent, the Commission has taken an undue risk with the future of broadcasting by permitting the introduction therein of a new and potentially deleterious force and by setting in motion a series of events that must be productive of harmful future consequences upon our radio and television services. There is no disguising the fact that such consequences will hamper and stunt the growth of that most vigorous and flourishing competitive broadcast system which the American people need and deserve. And I am certain that there will scarcely be an occasion or area for Commission action in the future which will not be vitally affected, if not bound, by those unfortunate decisions it makes today.

I fail to see any real need or substantial justification for the Commission's approval of the proposed ABC-UPT merger. Nor am I able to ascertain any sound basis upon which the Commission could, on this record of their antitrust activities and violations of the Communications Act and Commission Regulations, find Paramount Pictures Corp. and UPT to be qualified as licensees. And given the Commission's decision that Paramount Pictures Corp. controls DuMont, there is, in my opinion, no more reason to permit a continuation of such control of a leading broadcasting network by major motion picture *production* interests, than there is to permit the creation of a combination of another such network with motion picture *exhibition* interests, as is involved in the proposed ABC-UPT merger.

Since my disagreements with the majority in this proceeding are so fundamental, and as most important issues of the public interest are involved herein, I am compelled to spell out, in what unfortunately must be such great length, the basis for my position and decision.

Upcoming Events

Feb. 16-17: Advertising Federation of America, New England District annual meetings, Springfield, Mass.

Feb. 19: NARTB TV Information Committee, Hotel Ambassador, New York.

Feb. 19: FCC officials before House Interstate & Foreign Commerce Committee. Open. New House Office Bldg., Washington.

Feb. 23-24: NCAA TV Committee meets on controlled football video plan details, Chicago.

Feb. 27-28: Third annual Regional TV Seminar (for TV-minded college students), WAAM (TV) and Johns Hopkins U., Baltimore.

March 1-3: American Public Relations Assn. eighth annual conference, Mayflower Hotel, Washington.

March 6: Eighth annual Michigan State Radio & TV conference, Michigan State College, East Lansing.

March 9-12: Canadian Assn. of Broadcasters annual convention, Mount Royal Hotel, Montreal.

March 15-16: Arkansas Broadcasters Assn., annual spring membership meeting, Marion Hotel, Little Rock.

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

March 26-28: Alabama Broadcasters Assn. annual spring meeting, Florence, Ala.

April 12: Seventh annual Frances Holmes awards luncheon, Hotel Statler, Los Angeles.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28-May 2: First national television news seminar, co-sponsored Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 29-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.

June 17-19: NARTB Combined Boards of Directors, Washington.

Sept. 1-3: International Sight and Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 28-30: National Electronics Ninth Annual Conference, Hotel Sherman, Chicago.

Mixed Blessing

THE FCC's decision in the ABC-United Paramount case opens the way for gratifying expansion by the new AB-PT and by CBS, which acquires WBKB (TV) Chicago as a by-product to the merger. What it means for the DuMont Television Network is not as easy to predict.

In reversing its hearing examiner's recommendations, which we thought to be eminently sound, the FCC decided that DuMont is controlled by Paramount Pictures. The immediate effect of this, of course, is to deprive DuMont and Paramount Pictures of owning more than five TV stations between them. The longer-range effect is harder to foresee.

The operating history of DuMont and Paramount Pictures has been that they have gone virtually their own ways as far as television broadcasting was concerned. Paramount owns and operates KTLA (TV) Los Angeles; DuMont, WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. It is an indication of the separateness of the operations that KTLA is not even an affiliate of the DuMont network.

Here we have two large companies whose broadcasting histories are quite disassociated but who are now adjudged to be in business together. Plainly they either must get into business as a single operating entity, or split apart so distinctly that even the myopic FCC can be shown the gulf between them. Neither course would be easy.

In approving the ABC-United Paramount merger, the FCC found that it would achieve the stimulation of competition which that agency professes to desire. We cannot help but point out that the FCC's decision with regard to DuMont and Paramount Pictures seems to promise the exact antithesis and indeed carries the threat of hampering the DuMont Television Network at a time when its competition has been unleashed for new advances.

No reasonable person can disagree with the soundness of the Commission's approval of the merger and the transfer of WBKB to CBS. There is room for serious disagreement, however, with its decision regarding DuMont and Paramount.

Good Fellows Regime

PERHAPS NO enterprise has had more crises than broadcasting. There are still plenty of them. But they're hitting in different areas.

Ten days ago, the NARTB (nee NAB) held its regular quarterly board meeting at Belleair, Fla. Business was handled without a single burning issue, and with no fireworks. Time was when an NAB board session invariably meant controversy, invective and probably reorganization.

The NARTB is in good health, mentally and financially. In the year and one-half that Harold Fellows has served as president, he has succeeded in welding into a smoothly working team a group of experts who heretofore hadn't worked together too well. The *esprit de corps* is at its highest.

We were happy to see the board elevate to vice presidential status such NARTB executives as Bob Richards, Dick Doherty, Ralph Hardy and Thad Brown Jr. They were given security hitherto unknown in NARTB, through three-year contracts.

The principal function of the broadcasters' trade association has always been in two fields—legislation and regulation. Today relations are better both with Congress and with the FCC. The association has unprecedented acceptance and prestige. It speaks nobly for the Fellows regime.



Drawn for BROADCASTING • TELECASTING by Duane McKenna

Cradle to Grave TV

SEVERAL issues have elapsed since we last discoursed on educational television and the excesses that have been committed in its name against the taxpayer. Evidently radio and television broadcasters feel that the fight isn't worth the candle; else how can we explain the almost complete silence from broadcasters' ranks?

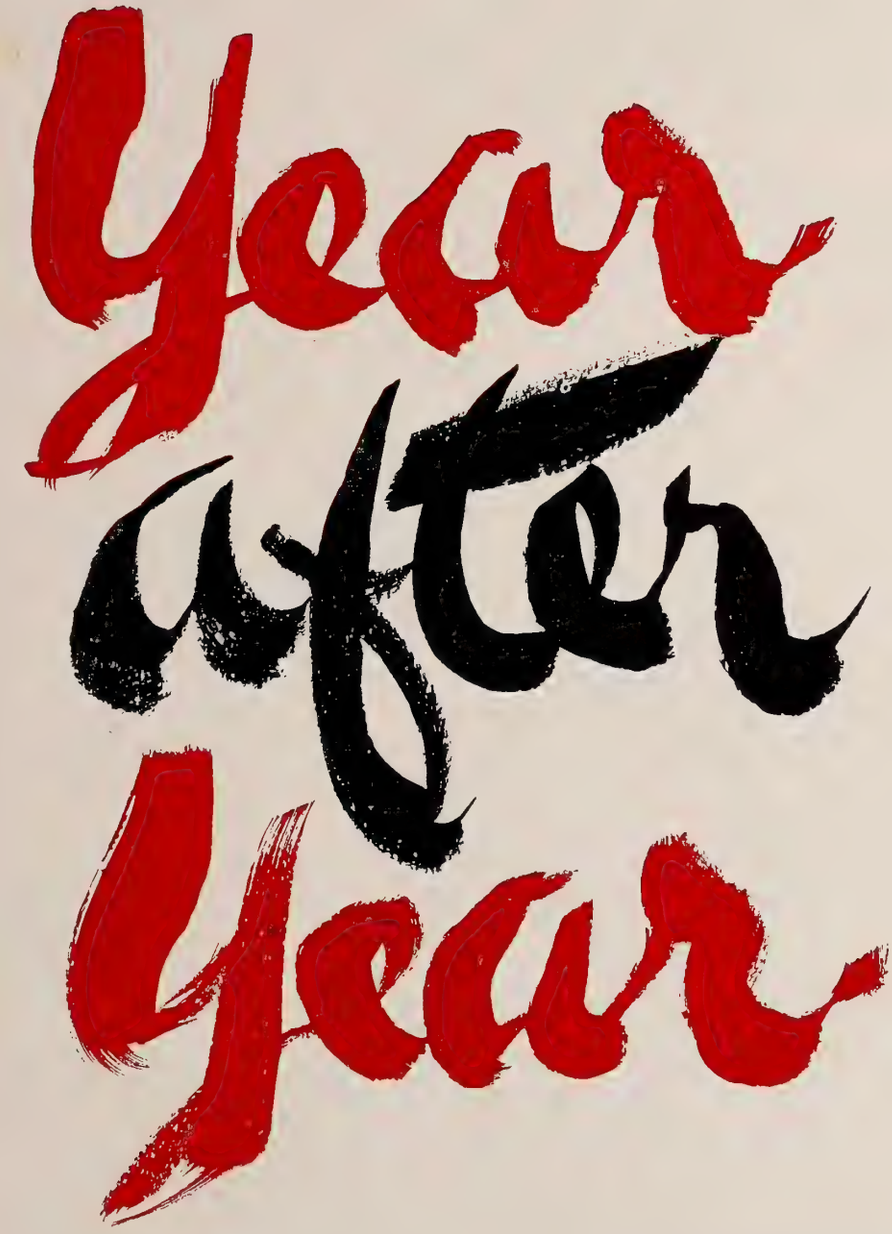
Fortunately, there is one organization about to speak out. The Illinois Broadcasters Assn. has in preparation a brochure which it intends to submit to the Illinois Legislature, urging assemblymen to make no commitments for state funds for educational television stations until they have heard testimony on cost, plans and possible results. We've seen the first draft and we commend it to all broadcasters and all legislators as "must" reading.

The brochure cites the unrealistic costs used by educators in estimating their installation charges and in operation. It points out that the initial cost isn't important, but that taxpayers' money must be pledged in perpetuity. It recites the failure of schools to provide low-cost programs or utilize the time offered by commercial stations, which have the established audiences. And it points out that educational stations in radio cannot show a single example of outstanding audience acceptance. It cites the 60-mile coverage limitiation in TV, and that most of the people footing the TV bill in any given state would get no service.

All these reasons have been cited before. The real hooker, however, comes in a projection of what could happen if several hundred educational stations are authorized. Says Leslie C. Johnson, WHBF-TV Rock Island, chairman of the TV Committee of IBA:

"In the background is the spectre of a giant coast-to-coast educational network of 500 to 600 stations, operated and controlled by educators, either immediately or ultimately of necessity by state and federal Governments. Its purpose: Controlled adult education. What a propaganda weapon! * * * * An educational job from the cradle to the grave. * * * * The hand that controls the purse strings is all-powerful in politics."

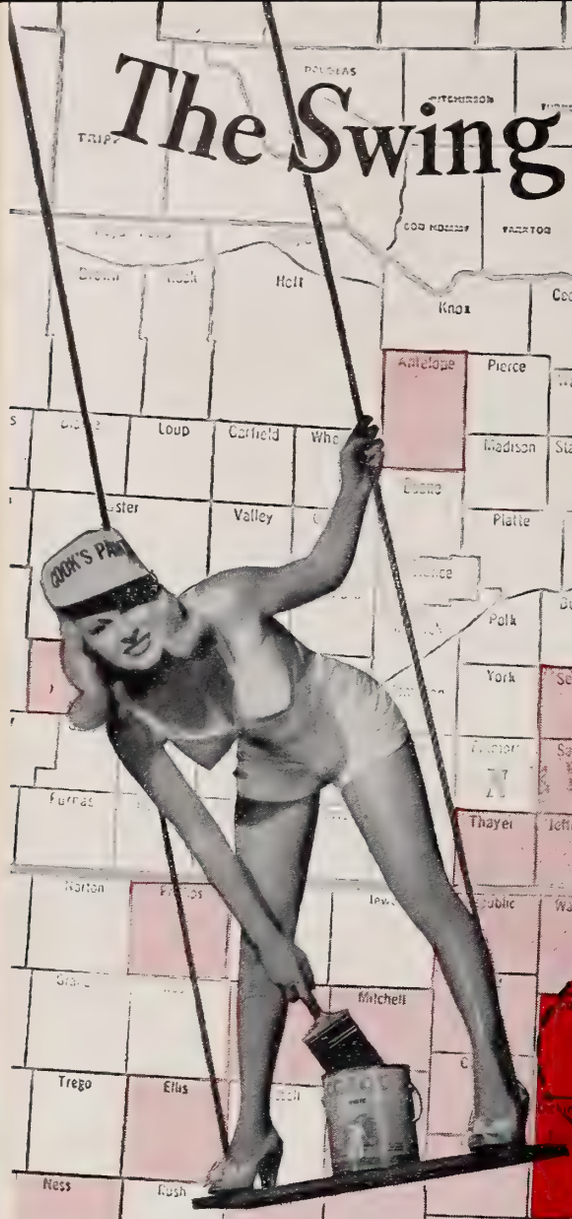
We think Mr. Johnson spoke an erudite mouthful.



. . . for three decades, the great audience and fine facilities of WLW, the nation's most merchandise-able station, have afforded advertisers sales depth unavailable anywhere else. Now, the WLW-Television stations in Cincinnati, Dayton and Columbus offer advertisers this same leadership. For the finest facilities, greatest circulation and market dominance, buy the WLW stations —best buy . . . year after year.

The Nation's Most Merchandise-able Stations — WLW • WLW-T • WLW-D • WLW-C
Exclusive Sales Offices: Cincinnati, Dayton, Columbus, New York, Chicago, Hollywood

The Swing is to WHB in Kansas City



THIRTY YEARS of FAITH and WORKS BUILT THE WHB TRADITION of FRIENDLY PUBLIC SERVICE

But yesterday is past. *TODAY* is the only day that counts. *Right now* is the time to give the best you have! WHB is doing that: Continually proving its worth, day after day, year after year, in campaign after campaign. With alert programming and superb coverage, attracting an ever-growing and responsive audience! Your John Blair Man can offer WHB availabilities that will deliver the results you deserve from this rich market.

KANSAS CITY'S
OLDEST CALL LETTERS



DOTTED LINE ON MAP • WHB 0.5 mv/m CONTOUR

★ 10,000 WATTS IN KANSAS CITY

WHB

DON DAVIS
PRESIDENT

JOHN T. SCHIELING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

FEBRUARY 23, 1953 35c PER COPY

BROADCASTING TELECASTING

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General Mills Plans Spot Push
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RTMA Gives Data On TV Shipments
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FCC Approves Share-Time TV
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FEATURE SECTION
Starts on page 75

22ND year
THE NEWSWEEKLY OF RADIO AND TV

IT WORKED IN '52!

WOR *worked* for more sponsors in 1952 than in any other year during its 30 year history. As a matter of fact, the *number of advertisers using WOR increased 72%* over the preceding year.

IT WORKS IN '53!

WOR's continuing success in selling virtually every type of product... in solving virtually every type of advertising problem... explains why more and more advertisers are placing their confidence in WOR.

Let us show you how WOR can work for *you* in '53.



The New York station where listeners listen and sponsors sell

key station of the MUTUAL Broadcasting System

THE GUARANTEE PLAN
That Sells The
CHICAGO MARKET

WLS—FEATURE FOODS

RADIO PROGRAM AND MERCHANDISING SERVICE

THE PROGRAM

HALF-HOUR DAILY
MONDAY THRU SATURDAY

By far the oldest Homemaker program on any Chicago station, FEATURE FOODS today is more responsive than ever before! Now in its 18th year, the program has outlived dozens of "gimmick" programs . . . because Martha Crane, the "voice of the program" visits with thousands of homemakers as one woman to another, about all the things they are mutually interested in. Loved and respected by millions of women for her practical advice and philosophy, Martha has developed a loyal, believing following of housewives throughout the Chicago Midwest.

Aiding Martha Crane on FEATURE FOODS is Jack Holden, veteran Chicago radio personality, who adds the male element to the program. Both Martha and Jack handle all commercials, weaving them informally into the basic pattern of the show.

NOW GUARANTEED GREATER EFFECTIVENESS

Every 13 weeks each participating advertiser is guaranteed:

- 600 merchandising calls on large and medium "A" stores
- 100 checks on corporate chain stores showing distribution and exposure
- 60 special displays in a group of 60 top Metropolitan Chicago Supermarts . . . with shelf extenders, stack displays, etc.
- 35 BARGAIN BAR promotions in chain and independent supers
- Demonstrations, sampling or couponing available upon request
- 3 reports on distribution, exposure, rate of sale of products—with special comments

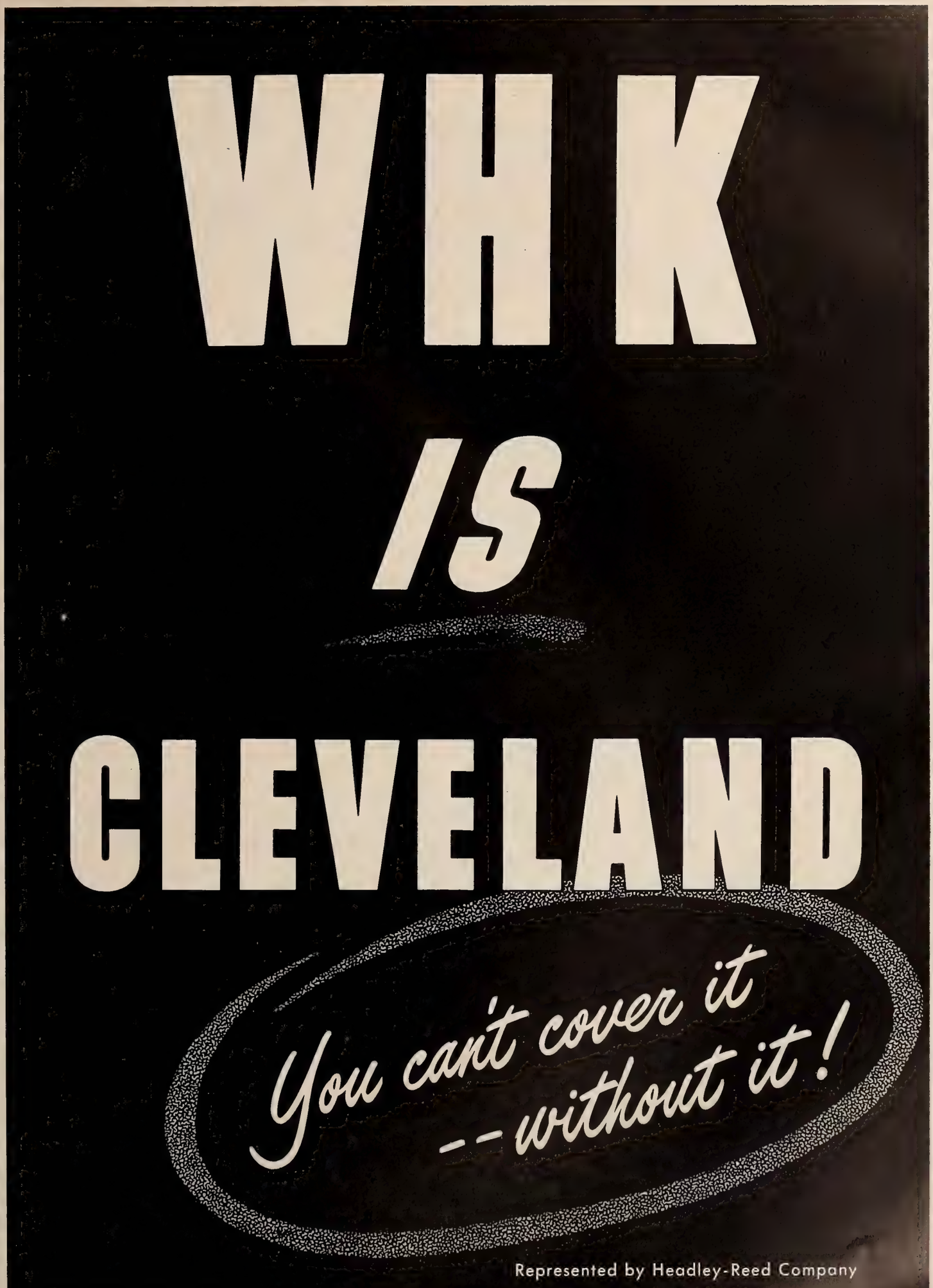
PROVIDING CONTINUOUS MERCHANDISING SERVICE TO ALL SPONSORS

SEE YOUR BLAIR MAN FOR DETAILS

CHICAGO 7
50,000 WATTS
CLEAR CHANNEL

WLS

ABC AFFILIATE
890 KILOCYCLES
JOHN BLAIR REPRESENTATION



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL-TV
LANCASTER, PA.*



MR. CHANNEL 8

symbol of WGAL-TV's increased power, gives advertisers larger coverage, bigger audience, greater sales potential in WGAL-TV's rich Pennsylvania market area through network and locally-produced programs.

* **rich market includes Harrisburg, York, Lancaster, Reading, Lebanon.**



ANACIN long-time sponsor of WGAL-TV's "The Weatherman", now benefits from the new Channel 8 power increase. Many other national advertisers using **locally-produced** shows on WGAL-TV also see their profit view enlarged. Among them:

FORD	R.C.A.
BALLANTINE	NESTLE
SINCLAIR OIL	TYDOL GASOLINE
PYREX	INTERNATIONAL HARVESTER
ROPER RANGES	HAMILTON WATCH

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

WGAL
AM TV FM
A Steinman Station
Clair R. McCollough, Pres.

closed circuit

STANDARDS for "radio shorts," as station Representatives Assn. designates 8-second spots, being worked out by SRA in cooperation with its members and agency time buyers and are expected to be ready for distribution to country's radio station operators within week. In proposing industry standards for midget radio announcements, SRA is following line pursued successfully last year when it set standards for TV station identification announcements.

★ ★ ★

WHITE HOUSE expected to reach independent agency level, including FCC, on reorganization any day now. Despite "new faces" approach advocated by some GOP leaders, it looks as though Rosel H. Hyde will get chairmanship under GOP, since he has almost unanimous endorsement of industry and of most GOP stalwarts.

★ ★ ★

"BE SMART" line being used by supporters of former FCC Comr. Robert F. Jones, who espouse his appointment to FCC chairmanship. They say that Mr. Jones should be supported now for short-term (until June 30 when Walker tenure would expire) and way would be open for elevation of Vice Chairman Rosel H. Hyde, Idaho Republican, and present front-runner, to succeed Mr. Jones, who by then would have handled staff reorganization, and returned to private law practice.

★ ★ ★

WHITE HOUSE liaison on FCC (and other administrative agency) personnel, is C. F. Willis Jr., one of trouble-shooters for Assistant to President Sherman Adams. Among top names reportedly before him for two FCC vacancies (assuming Comr. Hyde's elevation to chairmanship) are: Paull Marshall, Washington attorney; Charles Garland, manager of KOOL Phoenix; Lewis Allen Weiss, Los Angeles, former Mutual and Don Lee chairman; Thad H. Brown Jr., NARTB vice president and counsel for TV; Fred Palmer, radio consultant of Columbus, Ohio.

★ ★ ★

ELIMINATE name of Ex-Congressman Albert D. Cole (R-Kan.) as prospective appointee to FCC. Now serving as director of personnel division of Republican National Committee (patronage), Mr. Cole will accept appointment as director of Federal Housing Authority. He had been urged to seek FCC appointment which he could have had hands down.

★ ★ ★

WHILE scattered information seeps out of Minnesota Mining and Crosby laboratories about progress of TV tape-recording research, there's growing interest in strictly secret development work being done by several groups under government contract at behest of Pentagon. Signs appearing that new DuPont tape base may help bring transition of movie industry from optical to magnetic film because of money savings and promise of improved fidelity.

FCC'S 9 a.m. schedule for hearings, ordered fortnight ago, isn't working out. Both its staff people and outside practitioners have argued impracticability of getting going an hour ahead of normal schedule, in view of necessity of handling mail, office routine and coaching of clients. Likely results: Return to 10 a.m. schedule, effective this week. Comr. Eugene H. Merrill had successfully fostered 9 a.m. start.

★ ★ ★

UPCOMING SOON will be naming of former Senate Democratic Leader Ernest W. McFarland as counsel for three international communications carriers—RCA, IT&T and Western Union—looking toward ultimate consolidation of external communications operations. Project, espoused by former Sen. McFarland for decade, entails lengthy preliminary planning prior to legislative action. Fusion has been advocated by government and carriers alike.

★ ★ ★

WHEN WILL James C. Hagerty, news secretary to President, name his radio-TV assistant? Apparently it's up in air, because White House staff now is bigger than its predecessor under Truman administration. One of names mentioned heretofore has been that of Col. E. M. Kirby, Army radio-TV chief and former NARTB (then NAB) public relations director. Col. Kirby expected to muster out of service within few weeks.

★ ★ ★

PREMATURE disclosure of biggest single-station sale in history—$8.5 million transfer of WPTZ (TV) Philadelphia from Philco to Westinghouse (see story page 27)—almost occurred three times in last fortnight during Portland, Ore., competitive hearing for TV Ch. 8. With Gwilym Price, Westinghouse president on stand, opposing counsel asked about Westinghouse negotiations for acquisition of TV stations and he mentioned Atlanta, Jacksonville and Philadelphia. But counsel didn't follow up. Same thing happened twice with Joe Baudino, Westinghouse Radio Stations Inc. executive v.p., on stand, but there was no follow up.

★ ★ ★

FACT THAT there's been no formal word emanating from FCC on so-called "shakedown" applications in TV, doesn't mean that effort to root out "strike application" blight has been dropped. Top FCC investigator now is in field on one case, and it reportedly has resulted in leads on others [B•T, Feb. 9]. FCC obviously won't disclose where investigator is working lest suspects drop out. But likelihood is one or more quick hearings will be called as soon as adequate evidence is in hand.

★ ★ ★

FLORIDA-INSPIRED campaign under way to hold 1954 NARTB convention at Miami Beach. C. E. Arney Jr., secretary-treasurer, has made official inspection of resort, which has large number of small hotels and auditorium suitable for exhibits.

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LEAD STORY

Westinghouse Radio Stations Inc. buys WPTZ (TV) Philadelphia from Philco for $8.5 million, biggest price ever paid for any station. *Page 27.*

ADVERTISERS & AGENCIES

Colgate keeps *Strike It Rich* on CBS-TV and moves *Big Payoff* to that network. Lever Bros. gives its Surf account to BBDO. *Page 28.*

Brewers begin spring buying on radio and television. *Page 29.*

General Mills reportedly has received approvals from some 20 major stations for long-range saturation spot campaign at special rates. *Page 30.*

FACTS & FIGURES

Complete post-war record of TV set shipments released by RTMA. *Page 35.*

GOVERNMENT

First share-time TV grant is made by FCC on Ch. 8 to KSBW Salinas and KMBY Monterey, former competitors. *Page 42.*

Senate investigation continues into alleged mismanagement and waste in Voice of America operations. *Page 50.*

TRADE ASSOCIATIONS

Hollis Seavey named director of Clear Channel Broadcasting Service. *Page 56.*

American Heritage Foundation commends The Advertising Council and NARTB for their part in "register and vote" campaign. *Page 59.*

STATIONS

Here's rundown of operational plans of new TV station grantees. *Page 62.*

NETWORKS

ABC, fortified with merger money, announces $2 million plan to boost its owned TV stations' power, begins scouting new programs, realigns executives. *Page 65.*

PERSONNEL RELATIONS

Screen Actors Guild strike against TV film commercials ends with settlement over "use payments." *Page 74.*

FEATURES

Miami U. survey shows politicians wasted some TV time in last campaign. *Page 77.*

The Voice of Democracy is described as one of the outstanding industry promotions in the country. *Page 78.*

How radio and television have provided push behind the March of Dimes. *Page 84.*

UPCOMING

Feb. 23-24: NCAA TV Committee meets on controlled football plan details, Chicago.

Feb. 26-27: ABC Radio and Television Affiliates Advisory Boards Meetings, New York.

Feb. 27-28: Third Annual Regional TV Seminar (for TV-minded college students), WAAM (TV) and Johns Hopkins U., Baltimore.

March 1-3: American Public Relations Assn. Eighth Annual Conference, Mayflower Hotel, Washington.

(For other Upcomings, see page 96)

TELEVISION'S



Wee

AI

M

"FA

S

Never before such exciting portrayals . . . such a galaxy of dramatic talent!

television

EACH MAG

MENJOU, THE INIMITABLE,
MENJOU, THE INCOMPARABLE
MENJOU, THE
MASTER PERFORMER
AT HIS ELEGANT BEST!

SMASH HIT!

fter week, brilliant beyond belief...

OLPHE
ENJOU

OUR HOST AND STAR IN

VORITE
TORY"

Planned for 3 Full-Length Commercials Plus Opening and Closing Sponsor Identifications!

reatest dramatic achievement...

CENT STORY A COMPLETE AND CAPTIVATING HALF-HOUR DRAMA!

SOLD . . .

To SCHAEFER BEER for NEW YORK!

To TUMS for CHICAGO and ST. LOUIS!

To BLATZ BEER for MILWAUKEE!

SOLD . . .

To DREWRYS BEER for 6 MARKETS!

To OLYMPIA BREWING CO. for 6 MARKETS!

To GENESEE BREWING CO. for 5 MARKETS!

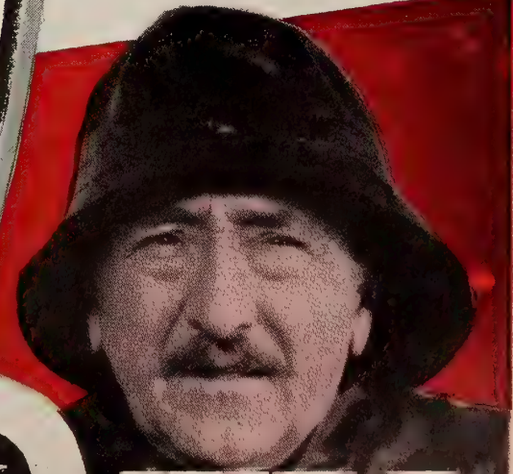
SOLD . . .

To SMITHFIELD PACKING CO. for NORFOLK!

To ZINSMASTER BAKERY CO. for MINNEAPOLIS!

To SUN DRUG COMPANY for PITTSBURGH!





ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD CINCINNATI, OHIO
NEW YORK HOLLYWOOD

WSAV reaches more homes

than any other Savannah medium!



—and in counties where SAM penetration is 50% or better, WSAV has more Audience Families than the two other Savannah regional stations combined.

ASK YOUR BLAIR MAN TO SHOW YOU THE COMPLETE SAM REPORT

COMPARATIVE ANALYSIS

Based upon Official Published Reports-Standard Audit Measurement For Savannah, Georgia stations:

Savannah Station:	Total 1952 Radio Families:	Total Weekly Audience Families	Number Counties:
WSAV	D 157,430 N 106,400	D 76,625 N 55,604	D 40 N 25
Station "A"	D 52,580 N 42,220	D 25,037 N 24,913	D 5 N 1
Station "B"	D 54,510 N 42,220	D 25,896 N 28,108	D 6 N 1
Station "C"	D 53,300 N 51,390	D 25,216 N 16,280	D 6 N 4
Station "D"	D 89,780 N	D 25,019 N	D 19 N
Station "E"	D 97,500 N 92,020	D 59,954 N 50,050	D 22 N 21

Average Daily Circulation (ABC Reports):

Savannah Newspaper "M"—48,567	Savannah Newspaper "E"—24,499



It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

at deadline

ABC Realigns Programs; Advisory Group Meets Feb. 27

NEW MOVES in its rejuvenation program under new ownership by American Broadcasting-Paramount Theatres (also see story page 65) being announced today (Monday) highlighted by realignment of Saturday-Sunday-Monday radio evening programs to make music and news predominant.

On each of those nights starting March 14, name star will preside over two hours of varied musical programming: Singer Margaret Whiting on Saturdays, 8-10 p.m.; actor Burgess Meredith on Sundays, 7-9 p.m. plus his *Adventurer* program, 9-30-10.; opera star Jan Peerce on Mondays, 8:30-10 p.m. including *Metropolitan Opera Auditions on the Air*. News programs and summaries will be integrated in and around musical shows in new music-news format, which Charles T. Ayres, vice president in charge of radio network, said makes "the best possible use of one of radio's strongest potentials."

Plans for meeting of ABC radio stations advisory group in New York on Feb. 27 [B•T, Feb. 16], first since merger of ABC and United Paramount Theatres, also being announced, with stations group slated to get first official details of ABC hopes and plans under merged ownership at that time. Date for similar session of network officials and TV stations advisory board, originally set for March 26, was uncertain late Friday but was expected to be scheduled in early March.

IKE GREETS VOD WINNERS

BATTERY of television newsreel cameras caught President Eisenhower Friday afternoon during quarter-hour session with four young winners of Voice of Democracy contest (story page 44, feature article page 79). Movie and still photographers also filmed proceedings as contest winners gave President gifts and plaque. Robert K. Richards, chairman of VOD committee and NARTB administrative vice president, presented students to President.

CBS Plans Multiple Sponsor Weekend Sales Plan

CBS RADIO working on new multiple-sponsor weekend sales plan, combining features of its "power plan" and its "checkerboard." Subject to change if any programs involved are sold in meantime, tentative blueprint calls for two quarter-hour, one ten-minute and two five-minute news shows, all on Saturday and Sunday, to be made available for three advertisers, each of which would get one spot on each quarter-hour program and have one five-minute segment of others to itself, on rotating basis. Tentative program lineup: Saturdays, Larry Leseuer, 6:45-7 p.m., and Edward P. Morgan, 10:30-35 p.m.; Sundays, Bill Costello, 12:45-1 p.m.; Mr. Leseuer, 5:45-55 p.m., and Mr. Morgan, 10:30-35 p.m.

Commerce Committee Probes FCC Problems

HOUSE Commerce Committee spent full day Friday quizzing FCC Chairman Paul A. Walker, with questions running gamut from why fees could not be charged by Commission to one member's implication that Commission should refuse TV permits to newspapers, motion picture interests and even to radio broadcasters "in the interest of diversification of the media of mass communication."

Flanked by all members of Commission, except Comrs. Rosel H. Hyde and Frieda B. Hennock, and with top staff executives in attendance, Chairman Walker read 41-page statement describing problems of FCC (mainly blamed on lack of personnel) then answered questions for remainder of day. Session was adjourned, to be resumed "sometime in the near future," according to Chairman Rep. Charles A. Wolverton (R-N. J.).

Highlights of day's testimony follow:

- Commission will ask Congress to amend McFarland Act to require 30 days action on protests to grants, instead of 15 days now.
- Most worrisome question at present regarding McFarland Act provision permitting "parties in interest" to protest is definition of party in interest.
- Study of Chain Broadcasting Rules is contemplated by Commission, which has asked for special funds to set up task force in 1954 budget request.
- Speed up in TV hearing cases hoped for with revision of procedures [B•T, Feb. 9], but Mr. Walker said prospects for actual expediting on "gloomy side."
- Explanation of what happens June 2 when one-year ban on amendments to allocation plan runs out satisfied number of Congressmen who apparently were informed ungranted TV educational reserved channels would be "destarred" automatically then. Mr. Walker said Commission has not made up mind whether to extend ban, modify it or permit applications to be filed for changes.
- Strong recommendation that Commission set policy on "diversification" urged by Rep. William L. Springer (R-Ill.), who suggested FCC should deny TV grants to broadcasters because radio and TV are "competitive." He also implied same prohibition should apply to motion picture interests and newspaper groups.
- Subject of "strike" application [B•T, Feb. 9] found Mr. Walker pointing out that Commission could act only if it had evidence of false filing, but that FCC would need investigation staff to run down allegations. He admitted that Commission was looking into one reputed shakedown case, but did not identify the applicant.
- Commission was asked to supply House Commerce Committee with recommendations on changes in Sec. 315 (see earlier story on page 52).

• BUSINESS BRIEFLY

SATURATION SPOTS • Instant Maxwell House Coffee, through Benton & Bowles, N. Y., placing radio saturation spot campaign using chain breaks and minutes each day starting March 16 for 2½ weeks in several markets.

MANHATTAN SOAP CAMPAIGN • Manhattan Soap Co., N. Y. (Blue White flakes), through Scheideler, Beck & Werner, N. Y., placing radio campaign to start March 30. Agency lining up daytime minutes, chain breaks, five, ten and fifteen-minute programs.

PEN FIRM DRIVE • Paper-Mate Eastern (Paper-Mate pens), through Erwin, Wasey & Co., N. Y., preparing radio-TV spot announcement campaign in 15 eastern markets effective March 2 for 17 weeks.

COHEN TO BE NAMED • Protam Corp., N. Y., mail-order products, expected to name Harry B. Cohen Adv., N. Y., as agency. Dowd, Redfield & Johnstone, N. Y., has been handling account.

NEW MARKET FOR ZEST • Procter & Gamble, Cincinnati, for Zest (bar detergent), through Benton & Bowles, N. Y., adding another market, Austin, to radio spot campaign test area.

FRENCH ANNOUNCEMENT • French Chamber of Commerce of U. S. Inc. to start special six-week campaign March 9 announcing Paris International Trade Fair in May. Radio will be used in 14 cities. Agency: Hicks & Greist, N. Y.

CADILLAC ON NETWORK • Cadillac Div. of General Motors, in first use of network radio in 16 years, signs for sponsorship of *Cadillac Choral Concert* on CBS Radio, Sun., 5:30-45 p.m., starting March 15. Program will present orchestra and chorus under direction of Dr. Frank Black. Agency: MacManus, John & Adams, Detroit.

WEIDEMANN BUYS ZIV • Weidemann Breweries, Newport, Ky., has bought Ziv TV program *Favorite Story*, for Cincinnati, Dayton and Columbus, increasing total markets on show to 68.

TV Group To Report

SELECTION of subcommittee to map proposed program for new NARTB TV Information Committee reported Friday, following day-long session of full committee in New York Thursday. Subcommittee, due to meet within next month and submit recommendations to Harold E. Fellows, NARTB president and chairman of committee, composed of Richard A. Borel, director of WBNS-TV Columbus, and public relations executives of four TV networks: Edward D. Madden, NBC; John Pacey, ABC; David Jacobson, CBS-TV, and Gerald Lyons, DuMont. Group assigned to pool ideas on such questions as positive approach to show TV's contributions to culture, education and entertainment, and to counteract charges that TV is overrun with crime and violence and lacks on educational programming.

You get top TV ratings plus top TV merchandising on KEYL



at deadline

Late Friday FCC Actions

FCC Friday reported following TV grants:

KTNT-TV Tacoma, Wash., special temporary authorization for commercial operation, Ch. 11, Feb. 21-Aug. 10; KFDX-TV Wichita Falls, STA commercial operation, Ch. 3, Feb. 18-Aug. 17; KWFT-TV Wichita Falls, STA transmitter output 5 kw visual, 2.7 kw aural, Ch. 6, March 1-Sept. 1; KLAC-TV Los Angeles, change effective radiated power to 31 kw visual, 15.5 kw aural, Ch. 13; KNBH (TV) Los Angeles, change ERP to 47 kw visual, 23.5 kw aural, Ch. 4; KNXT (TV) Hollywood, change ERP to 54 kw visual, 27 aural, antenna height above average terrain, 2,900 ft.; WJIM-TV Lansing, Mich., change ERP to 100 kw visual, 50 kw aural, Ch. 6, antenna 440 ft.; KIMA-TV Yakima, Wash., change ERP to 10.5 kw visual, 5.3 kw aural, Ch. 23, antenna 960 ft.; WBEN-TV Buffalo, change ERP to 91 kw visual, 51 kw aural, Ch. 4, antenna 400 ft.; KCSJ-TV Pueblo, Col., change ERP to 17.5 kw visual, 10.5 kw aural, Ch. 5, antenna 400 ft.; KDZA-TV Pueblo, Col., change ERP to 16.5 kw visual, 8.3 kw aural, Ch. 3, antenna 270 ft.

New Applications

Six new applications filed with FCC late last week, including two requests for non-commercial educational channels at Atlanta, Ga., and Oklahoma City. Late applications:

EL DORADO, Ark.—Southern Arkansas Television Co., vhf Ch. 10; ERP 2.8 kw visual, antenna height above average terrain 253 ft. Construction cost $95,000, first year operating cost $93,000, revenue $100,000. Applicant is licensee of **KVMA Magnolia.**

LOS ANGELES, Calif.—KFWB Bcstg. Corp. (KFWB), uhf Ch. 34, ERP 90 kw visual, antenna 2,951 ft. Construction $359,341, operating $650,000, revenue $723,000. Principals include President **Harry Maizlish** (51%), general manager KFWB; **The Lansing Foundation,** New York (29%); **Winfield Baird Foundation,** N. Y. (20%).

ATLANTA, Ga.—Board of Education of City of Atlanta, uhf Ch. *30, ERP 60.4 kw visual, antenna 697 ft.

DETROIT, Mich.—UAW-CIO Bcstg. Corp. of Michigan, uhf Ch. 62, ERP 200 kw visual, antenna 684 ft.

MENOMINEE, Mich.—Green Bay Bcstg. Co. (WDUZ), vhf Ch. 11, ERP 13.1 kw visual, antenna 178 ft.

OKLAHOMA CITY, Okla.—Oklahoma State Regents for Higher Education, vhf Ch. *13, ERP 316 kw visual, 1,045 ft.

Interference Rule Comments

Comments received by FCC Friday from CBS and RTMA on Commission's proposed rules to restrict interference to TV reception on vhf Chs. 4 and 5 from nonbroadcast fixed stations operating in 72-76 mc band [B•T, Oct. 20, Sept. 8, 1952]. CBS offered more specific counter-proposal. RTMA submitted detailed technical report on receiver sensitivity and alternative methods of interference measurement. KSL-TV Salt Lake City asked FCC for additional time to file respecting local interference from fixed stations.

Zenith Petition Filed

Zenith Radio Corp. late Friday petitioned FCC to reconsider order dismissing Zenith application for TV Ch. 2 in Chicago, issued concurrent with approval of ABC and United Paramount Theatres Merger (see early story page 65).

KXLY Protest Dismissed

Protest of KXLY Spokane against grant to KGAL Lebanon, Ore., of change from 1 kw daytime on 930 kc to 1 kw fulltime on 920 kc, dismissed by FCC. In opinion issued Friday, Commission found KXLY airs insufficient "unique" programs to entitle it to protection from KGAL interference beyond normally protected contour.

TV BOOSTS MUSEUM

TELEVISION is credited with increasing attendance at Chicago Natural History Museum 18.5%. Live TV spots aired by WNBQ (TV) Chicago received credit for increase, according to Christine Tardy, museum public relations director. "We find the live breaks an excellent method of stimulating interest," she said. Boost was recorded for four-month period over same time last year.

FCDA Asks Manufacturers To Build Low-Cost Sets

SMALL low-cost AM radio set will be developed by members of Radio-Television Mfrs. Assn. in cooperation with Federal Civil Defense Adm. Receiver will be of "family protection" type enabling public to receive civil defense information despite power failures and other handicaps.

Manufacturers were asked by FCDA to show Conelrad plan emergency settings via suitable markings on AM radio dials. FCDA will encourage public to buy AM receivers and portable battery sets. Frequencies 640 kc and 1240 kc are utilized in Conelrad plan, which goes into formal operation this spring.

KFMB Sales Signing

PRINCIPALS in $3.15 million sale of KFMB-AM-FM-TV San Diego, Calif., were to meet in New York over past weekend to execute formal papers for filing with FCC for its approval [B•T, Feb. 2]. Seller is John A. Kennedy, buyers are J. D. Wrather Jr. and Helen M. Alvarez, owners of KOTV (TV) Tulsa. Transfer application to be filed at FCC this week, according to Leonard Marks, Washington radio counsel.

KVTV (TV) CBS-TV Affiliate

KVTV (TV) Sioux City, Iowa, will become CBS-TV affiliate starting March 29, B•T has been informed by Robert R. Tichenor, of Cowles Broadcasting Co. Mr. Tichenor said story in Feb. 16 B•T, based on CBS announcement, in error. This story indicated KVTV was to join CBS April 1 as primary, supplementary noninterconnected affiliate. KVTV is assigned to vhf Ch. 9.

WMBR-AM-TV to CBS Spot

WMBR-AM-TV Jacksonville named CBS Spot Sales and CBS-TV Spot Sales as national sales representatives, effective March 1. Appointments follow transfer of stations to *Washington Post,* majority (55%) owner of WTOP-AM-TV Washington (CBS is 45% owner) also represented by CBS Radio and TV Spot Sales divisions. WBBM-TV Chicago, newly acquired by CBS, expected to name CBS-TV Spot Sales shortly.

Canada Drops Listener Fee

CANADA'S annual $2.50 radio listener license abolished in pre-election budget announced at Ottawa late last week. Canadian Broadcasting Corp. will receive $12 million annually, replacing license fee revenues and annual grant from present 15% excise tax on radio and television sets.

PEOPLE

THREE vice presidents of Ruthrauff & Ryan elected to board of directors: **F. M. SCHWEMMER,** with R&R in N. Y. since 1946; **C. L. SMITH,** since 1940, and **HAAKON GROSETH,** with Chicago office since 1939.

Appointment of **ARTHUR GROSS** as manager of advertising and publicity department of Guild Films Inc., N. Y., in connection with all-out exploitation campaign of Guild's series of 117 26-minute films featuring Pianist Liberace, was announced by President Reub Kaufman last week. Series has already been purchased for showing in 11 cities. Mr. Gross has been associated with Smallen-Ross Adv., N. Y., and Skouras Theatres Corp. in promotion and managerial capacities.

FOUR men added to Chicago staff of Calkins & Holden, Carlock, McClinton & Smith. They are: **JAMES EHRILICHER,** former public relations director of City of Chicago, who will head public relations for agency office; **WAYNE FICKINGER,** advertising manager of Sears, Roebuck, to writing staff; **ROY KOSINSKI,** Mall Tool Co., who will supervise production, and **RICHARD BEHERENDS,** Raymond Loewy Organization, who becomes art director.

GEORGE B. ADKISSON, formerly with Chicago office of Henry I. Christal Co., station representation firm, and before that with KSTP St. Paul and other stations, to Chicago office of Free & Peters, station representatives, as radio account executive, effective tomorrow (Tues.).

Sarnoff Gets Medallion

BRIG. GEN. DAVID SARNOFF, RCA board chairman, among seven leaders in communications and amusement fields receiving "Brotherhood" medallions for promoting understanding among Protestants, Roman Catholics and Jews at dinner of National Conference of Christians & Jews in New York late last week. Others honored: Jack R. Howard, Scripps-Howard Newspapers; Spyros P. Skouras, 20th Century-Fox Film Corp.; William Randolph Hearst Jr., Hearst Corp.; John Golden, theatrical producer; Walter D. Fuller, Curtis Pub. Co., and star Danny Kaye.

WAKR-TV Buys Theatre

WAKR-TV Akron, Ohio, has bought Copley Theatre, that city, and will start at once to convert it into $500,000 television center, according to S. Bernard Berk, WAKR-AM-TV president.

KXLY-TV's Debut In Spokane

KXLY-TV Spokane, Wash., was to go on air officially at 3 o'clock yesterday (Sunday) afternoon following program and equipment tests, according to Ed Craney, general manager and operating partner of station.

Harkins Buys DuMont

NEWLY granted Ch. 12 TV outlet of Harkins Broadcasting Co., licensee of KTYL Mesa, Ariz., plans April 15 commencement using all DuMont equipment, Red Harkins reported Friday. Mr. Harkins filed his own application, he said, at total cost of $30.

B • T Receives Citation

CITATION "for emphasizing the value to radio and TV stations of the important listener and audience interest and advertising potential of the 2½ million U. S. employes" awarded BROADCASTING • TELECASTING Feb. 20 by *Government Standard,* national weekly newspaper of American Federation of Government Employes (AFL). Series of citations to radio stations and press announced Friday during WTTG (TV) Washington *Your Government and Mine* TV program.



BLOOD OUT OF A TURNIP!

That's getting more than is expected —True WBBW is not first with the most listeners in Youngstown, at all times. But then considering the cost involved—they shouldn't be. In spite of this fact WBBW IS FIRST part of the time and NEVER LESS THAN SECOND. First or second it delivers the lowest cost per thousand.

	WBBW ABC	STATION B	STATION C
Mon thru Fri 8 A.M.-Noon	26.1	40.9	17.3
Mon thru Fri Noon-6 P.M.	26.3	43.4	18.4
Sunday Noon-6 P.M.	26.7	20.7	25.6
Satuday 8 A.M.-6 P.M.	30.0	28.2	19.2
Sun thru Sat Eve. 6 P.M.-10:30 P.M.	21.3	47.1	20.2

(Hooper Radio Audience Index—Nov. Dec. 1952)

Modestly—We deliver more for the money than can be expected.

Serving Ohio's third largest market.

WBBW

ABC IN YOUNGSTOWN, OHIO

REPRESENTED BY FORJOE

index

BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

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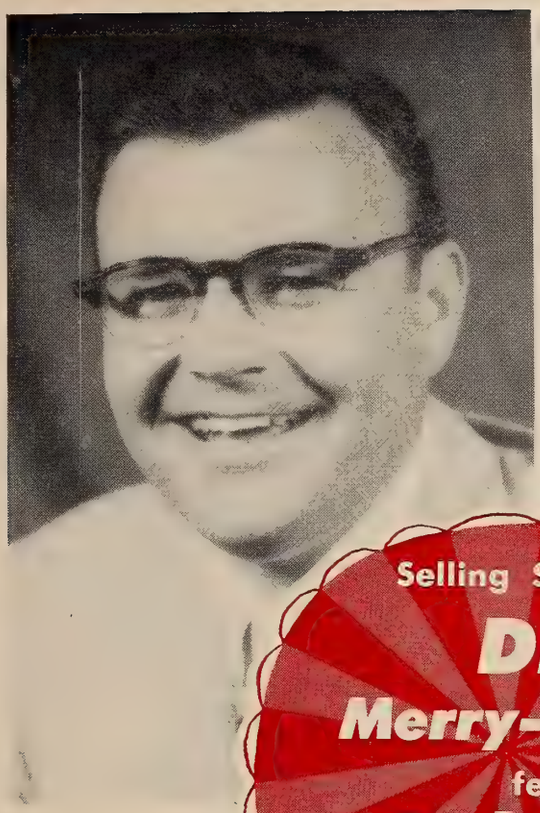
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Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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Here's the guy people buy from in Memphis

One of the truly great radio personalities in Memphis is Aubry Guy.

Heard daily over WMC from 7:00 to 8:00 A.M., his bright chatter, and selected popular recordings make it the top morning show in Memphis.

For 15 years, Aubry Guy has been synonymous with "sell" in Memphis.

Today his style is paying off bigger than ever before.

Selling Southern Style
DIXIE Merry-Go-Round
featuring
Aubry Guy
Memphis' leading disc jockey
7:00-8:00 A.M. Daily

Reprinted from the December 10, 1952, issue of the Memphis Commercial Appeal.

WMC TO BROADCAST SERVICE INTERVIEWS

Far East Sailors Will Talk To Relatives

MERRY-GO-ROUND SHOW

Aubrey Guy of WMC, WMCF and WMCT, The Commercial Appeal stations, will report on his visit to Pearl Harbor on Dixie Merry-Go-Round at 7 this morning on WMC.

Tomorrow morning on the same program Mr. Guy will discuss his trip to Wake Island, whose commander at the time it was attacked by the Japanese was Rear Admr Winfield Scott Cunningham (U. S. Navy retired) of Memphis.



Mr. Guy

Mr. Guy is making the trip with George Sis... report... Appeal.

During the Christmas holidays just past, Aubry Guy went to Korea.

There, he made hundreds of recorded interviews with Memphis and Mid-South servicemen.

He sent these recorded interviews back to play for the families of these servicemen throughout the Mid-South area, direct on his morning broadcasts.

Merchandising features like this keep Aubry Guy and the Dixie Merry-Go-Round on top of the news, and in tune with the vast audience the program enjoys.

If you have something to sell in Memphis, Aubry Guy is the "guy" to do the job.

WMC MEMPHIS

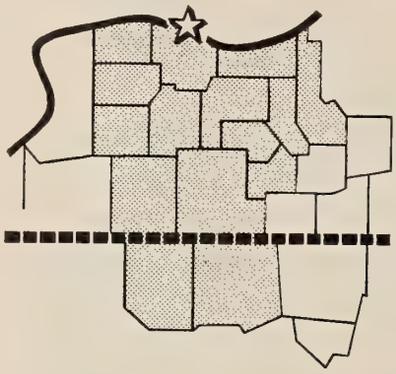
NBC 5,000 WATTS 790 K.C.
National representatives, The Branham Company
WMCF 260 KW Simultaneously Duplicating AM Schedule
WMCT First TV Station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal

For complete details as to availabilities on the Dixie Merry-Go-Round, contact your nearest Branham Office or write, wire or 'phone Earl Moreland, WMC, Memphis.

99.8%

DOMINATION OF 16-COUNTY AREA

WHAM ROCHESTER, N. Y.



MORE LISTENERS ALL THE TIME *

For over 25 years, time buyers have found that whatever their sales goal in Western New York, WHAM consistently outshines the competition. And for good reason! WHAM dominates 16 Western New York-Northern Pennsylvania Counties. The latest area PULSE proves again that WHAM alone with 99.8% listener preference can do your selling job to more people than any of the 24 radio stations in the area.

Call the Hollingbery Representative for Complete Details.

* *Pulse (Oct.-Nov. '52) interviewed 6200 homes in WHAM-land. Out of 552 measured quarter-hour broadcast periods, WHAM was FIRST in 551. Truly overwhelming coverage and listener preference!*

WHAM

ROCHESTER RADIO CITY
"The Stromberg-Carlson Station"
AM-FM-TV ★ NBC Affiliate
Geo. P. Hollingbery, Co., Nat'l Rep.

MR. PEEPERS

Sun. 7:30-8 p.m. on NBC-TV.
Sponsor: Reynolds Metals Co.
Agency: Russel M. Seeds Co.
Producer: Fred Coe.
Director: Hal Keith.
Writers: Jim Fritzell, Everett Greenbaum.
Musical Director: Bernie Green.
Cast: Wally Cox, Marion Lorne, Tony Randall, Patricia Benoit, Ernest Truex.

ORIGINALLY brought to television as a summer replacement, then elbowed off the air by the more assertive crowd of "regular" programs returning in the fall, and finally restored to the NBC-TV program schedule at the insistence of its comparatively small but enormously loyal audience, *Mr. Peepers* could be commended for its durability alone.

Happily, it has other merits, more, indeed, than any other comedy of its kind. It is made of flimsy stuff—gentle satire and sentimentalism in its nicest sense—which would disintegrate if handled clumsily. As managed by the skillful hands of the writers, production men and cast who have been assembled here, the material is carefully shaped into as pleasant a half hour as can be found on anybody's picture tube.

These observations were generally made by critics at the time of the show's original appearance and again when it returned to the air by popular demand. They seem the more valid now, after it has run through a full test against the opposition of "regular" programming. *Mr. Peepers,* it may be said with certainty, has achieved that most difficult of assignments, maintaining a freshness of approach and a subtlety of presentation week after week. It is a television classic.

The Personable Cox

Mr. Peepers would not, of course, be the appealing show it is without the delicate personality of Wally Cox in the title role. His part is rooted in a theatrical stereotype, the teacher who is long on learning but short on knowledge of worldly goings-on. Mr. Cox, however, has left the stereotype for lesser talents to play. His teacher is a complex and full-dimensional person, combining shyness and tenacity, naivete and sophistication, certainty and uncertainty. He is a very human being.

Mr. Cox's skilled characterization was the principal support on which the series was built in its earlier stages. It is a tribute to the imaginativeness of the creators of this show that it now has been given additional support from other characters almost as finely drawn and almost as cleverly played as Mr. Peepers.

Chief among these are Mrs. Gurney, the addled English teacher, and Harvey Weskit, a male member of the faculty, both performed impeccably by Marion Lorne and Tony Randall, respectively.

Weskit, who pretends to the cosmopolitanism that Peepers lacks, is a natural running mate for Peepers. Mrs. Gurney provides a fluttery and effuse off-beat to Mr. Peepers' low-key behaviour and Weskit's faltering attempts to be the man-about-town. A fourth character, the school nurse, with whom Peepers carries on one of the most subdued love affairs of theatrical history, brings still another personality to the show, a quiet, warm and somehow attractive plainness.

The addition of other important parts to assist the central character has guaranteed even greater longevity to *Mr. Peepers.* Mr. Cox and company seem destined to be around forever, and as far as this reviewer is concerned that run will be all too short.

SEE IT NOW

Sun. 6:30-7 p.m. on CBS-TV.
Sponsor: Aluminum Co. of America.
Agency: Fuller & Smith & Ross.
Co-producers: Edward R. Murrow and Fred Friendly.
Director: Don Hewitt.
Editor: Edward R. Murrow.

WHILE Edward R. Murrow's experiment Feb. 15 in televising a session of the Arkansas House of Representatives may not have set any new highs in public entertainment, it undoubtedly did the thing that Mr. Murrow intended.

It established the fact that television, at least the Murrow brand, can bring to the people the deliberations of a legislative body without interfering in any way with those deliberations. It also gave a nationwide audience a large-as-life character study of duly elected representatives of the people at work.

In this case the "work" was a floor debate on a resolution to investigate Erskine Caldwell's controversial play, *Tragic Ground,* which had moved to that state after being chased out of Tennessee by the "law".

Gamut of Lawmakers

Since the debate was supposed to be unstaged it is presumed that Mr. Murrow had no hand in picking the legislators who took part. But no carefully selected cast of character actors could have played a more widely diversified cross-section of typical lawmakers. There was the earnest public servant doing his best, according to his convictions, to protect the people of the sovereign state of Arkansas from immoral influences. There was a southern orator of the old school. And there was a speaker who gave as good an interpretation of a ward heeler as you could find on any Broadway stage.

The resolution to appoint a commission to see the play and report back was defeated. Presumably *Tragic Ground* is still playing to capacity crowds just across the river from Memphis.

Electric Voting

One incidental bit of public education on a national scale was the practical demonstration of the Arkansas Assembly's electric vote tabulater which made possible the calculation of the total in seconds after the vote was taken. Memories of the televised proceedings of the interminable voting at the recent national conventions are in sharp contrast.

Altogether there can be no doubt that CBS' "distinguished analyst" did the nation a good turn. The short statement he made at the conclusion of the program summarizes the event in typical concise Murrow fashion.

He said:

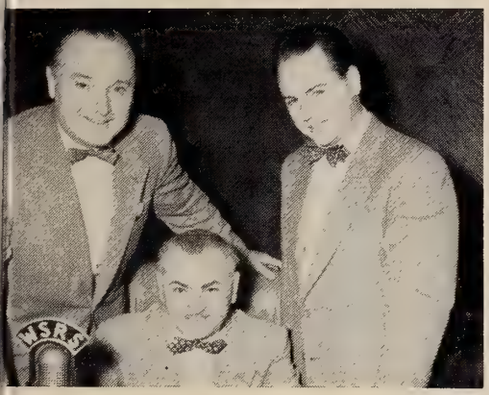
"While our cameras were in the House of Representatives (in Arkansas), action was taken on 39 bills. There were no complaints about the lights, about the cameras, about the cables, no complaints of interference in the ordinary processes of the House of Representatives.

"Perhaps you do not care about Mr. Caldwell's play. Neither do we, but each week important action is being taken on important matters in the House and in the Senate in Washington. We rather believe that if it can be done in Arkansas, perhaps this type of reporting can also be done from the House and from the Senate in Washington."



RADIO NEWSREEL

FOR CIVIC service, Burt McMurtrie (r) KMO Tacoma commentator, receives plaque of appreciation from Evert Landon (l), president, Tacoma Chamber of Commerce, and Major John H. Anderson.



TWELVE hours weekly for 52 weeks is king-size contract Woodland Merchants Assn. signs with WSRS Cleveland. L to r: Samuel R. Sague, WSRS pres.; Hyman J. Kaye, pres., Woodland; Willard L. Dougherty, asst. sales mgr., WSRS.



OWL Drug Co., L. A., spends $42,000 for 3,120 five-minute slots on KMPC Hollywood, with details supervised by (l to r) seated, Robert Benveniste, adv.-sales prom. mgr., Owl Drug; H. C. Bender, Owl pres.; standing, Bernard Weinberg, pres., Milton Weinberg agency, and Stanley Spero, KMPC salesman.

PAUL SHUMATE, (seated), is welcomed to WKRC-AM-FM-TV Cincinnati as prog. dir. by (l to r) Robert Huber, TV prod. dir.; Byron Taggart assist. prog. dir., WKRC; Helen Nugent, assist. prog. dir., WKRC-FM.



public service builds public acceptance!

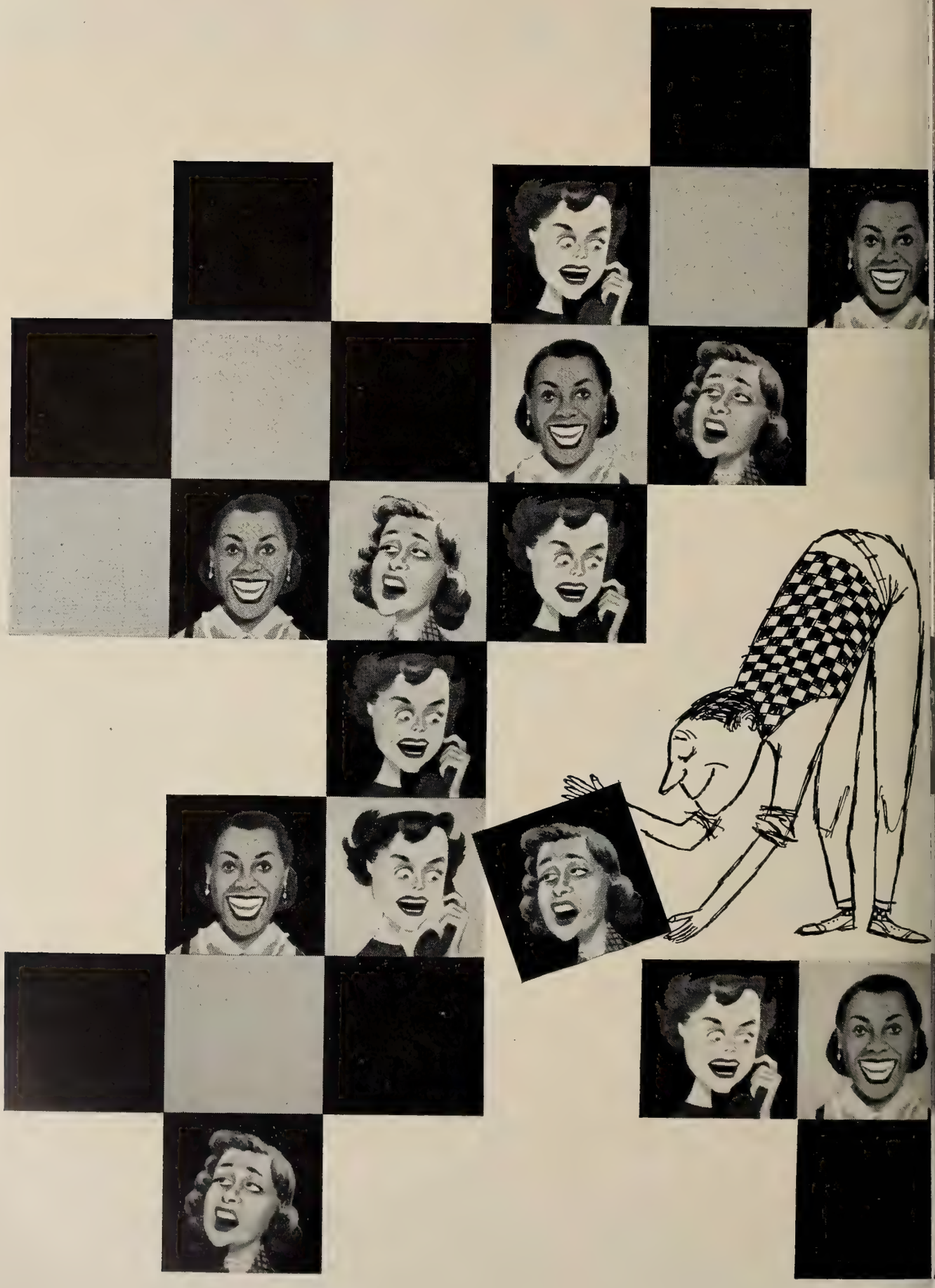
21 years ago, the Cherry & Webb Broadcasting Company began building a 100-watt, share-time, local station into a vigorous 5,000-watt, full-time, regional WPRO—pledged to better serving the public interest, convenience and necessity of the people of southeastern New England. Proof that WPRO has been mindful of its public trust may be found in files crammed with unsolicited letters of appreciation from scores of civic, religious, educational, governmental, health and charitable organizations. WPRO—programmed to entertain and inform—maintains its pledge to continued public service.

one of the reasons why . . .

more New Englanders listen to WPRO PROVIDENCE

than any other Rhode Island station

CBS RADIO • 5000 W • 630 KC • AM & FM
Represented by RAYMER



Pick your own time-and-program pattern—
and build your audience turnover

Checkerboard

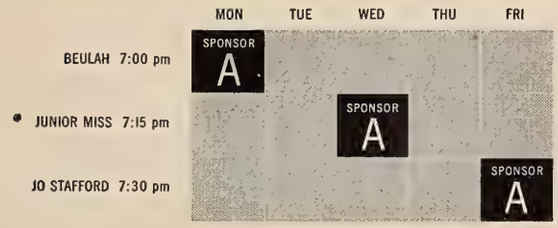


CBS Radio introduces a new pattern of sponsorship—a way to reach nighttime listeners at a *daytime* cost-per-thousand. It works like this:

TAKE THREE TIME SLOTS—three quarter-hours of the early evening—ideal for listening:
(7:00 to 7:45 EST, Monday through Friday.)

TAKE THREE STAR ATTRACTIONS—three of radio's most popular nighttime programs:
Beulah, Junior Miss, and Jo Stafford.

NOW STAGGER YOUR USE OF THESE SHOWS—for example:



CHECKERBOARD spans a wide range of listening tastes and the varied routines of early evening. A sponsor using the plan attracts more *different listeners.* It offers a new freedom to work out time and program combinations best suited to an advertiser's needs.

Here is audience-building strategy as sure of success as Beulah's throaty wisdom... the charm of Junior Miss (in a new party-dress format)... the delight of a Jo Stafford song.

With its "Power Plan" now completely sold, CBS Radio's CHECKERBOARD is a new use of radio's flexibility to take advertising into more and more homes.

THE CBS RADIO NETWORK

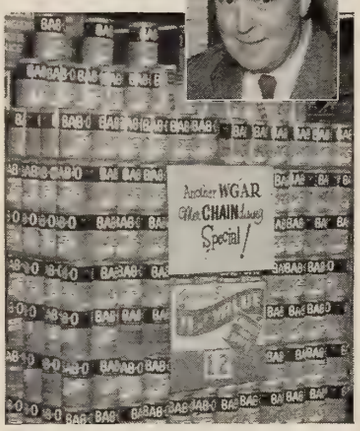
MerCHAINdising
GETS RESULTS!

WGAR PLAN IS EFFECTIVE

22% gain for BAB-O

says D. J. Horgan
District Sales Mgr.
B. T. Babbitt, Inc.





"We delayed writing until after we made a final check on results. According to our figures we showed a gain of approximately 22% during the weeks this sale was in progress."

A. J. Horgan

LISTENERS RESPOND TO WGAR MerCHAINdising!

Sales increases are reported on products ranging from soaps to cereals, from desserts and drinks to dog food!

- 7-Up
- Leisy's Beer
- Creamettes
- Super Suds
- Corn-fetti
- FAB
- Rival Dog Food
- G. Wash. Coffee
- Durkee Marg.
- Mazola
- Junket
- Cheer
- Coca-Cola
- Crackin' Good
- Peter Paul
- POC Beer

With MerCHAINdising you contract for WGAR's effective selling, plus tie-in displays in 191 outlets of two leading national chains. Send for "MerCHAINdising In Action!"

WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office at
655 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

our respects

to BEN LUDY



A MAILING campaign, trademarked by the gadget with a message, has kept the coy glances of agency timebuyers turned for nearly 16 years toward a Kansas radio station and its entertaining general manager.

Master of these three-dimensional billets doux — which have given WIBW Topeka a unique fame while adding to the station's good will, its new accounts and its renewed contracts—is Ben Ludy, general manager of WIBW and of KCKN Kansas City, Kan.

Agency executives since 1937 have been showered several times yearly with WIBW mailing pieces, enclosing such items as coathooks, yardsticks, egg timers, grapefruit spoons, screwdrivers, Christmas Carol books, biscuit cutters, fingernail polish and brass tacks—each keyed to a sales point made by WIBW in an accompanying message.

Mr. Ludy entered radio engineering and construction work in 1922 after attending the U. of Iowa. He was born Oct. 25, 1900, at Cedar Rapids, Iowa, where his father was in the jewelry business.

In the mid-twenties he branched out to the sale of advertising novelties, thus acquiring a background for his present gadgeteering promotion. In 1929 he joined KOIL Omaha, and in 1933 went to WIBW.

When WIBW's gadget mailing campaign started in 1937, Mr. Ludy was assistant station manager and the next year became manager. The three-dimensional mail campaign was originated for the station by Carter Advertising Agency of Kansas City, which still creates and prepares for the station an average of six mailings a year. Mr. Ludy and his staff confer frequently with the agency on ideas for the gadgets.

Gadget and Sales

The first WIBW gadget, mailed in 1937, is a good example of the tie-in of the gadget and the sales message. The gadget was a plastic desk ruler [see feature story, B•T, Sept. 15, 1952]. On the ruler and the folder were printed: "By the yardstick of LISTENERS . . . WIBW is TOPS!"

The direct mail campaign has won Mr. Ludy and WIBW six major awards—the last by National Advertising Agency Network, which gave WIBW a high award in its national competition in 1952.

Realizing that countless pieces of mail are thrown into the wastebasket before they reach the executive for whom intended, WIBW combined gadget and sales message to fetch attention from the right person. And the effectiveness of the mail pieces in getting attention is attested to by the requests that go to WIBW asking for "extra" gadgets.

Since WIBW began keeping records four and a half years ago, some 37,305 extra gadgets have been requested by return reply cards the station encloses in each package. The mailings are sent out regularly to a selective national mailing list of 2,200 to 2,300 names.

Hundreds of gadgets have been used by WIBW since 1937, and WIBW was the cause of one postal regulation being issued. The regulation was passed against the use of windows in mailing envelopes for anything other than the address—after WIBW mailed out envelopes whose windows gave recipients a peek at the gadget inside—but which gave postal employes trouble in handling.

The WIBW gadget promotion was the subject of a BROADCASTING • TELECASTING cartoon on May 21, 1945, which showed a postman delivering a bathing beauty to an advertising executive, and which was captioned: "What'll those WIBW promotion people think of next!"

National Recognition

Mr. Ludy and his staff have fun themselves in thinking up new gadgets to illustrate WIBW sales messages. "We're proud of the 'fan mail' the mailings have brought us, and we appreciate the national recognition that has come to us for the campaign," he says.

"The primary purpose of any kind of advertising is, of course, to get sales results, and without such results we would not have been justified in continuing the campaign," according to Mr. Ludy.

"I'm happy to say that our direct mail campaign has played an important part in achieving for WIBW a proved nation-wide acceptance among its trade. Our sales representatives continually report to me that this advertising has helped them substantially in landing important specific new accounts, and in renewing contracts," he says.

Mr. Ludy is a Mason and Shriner. He married Elizabeth Harris in 1944 and they are the parents of a daughter, Joy Ann, 7.

He is serving his second term as president of the Kansas Broadcasters Assn., which he helped organize in 1951.

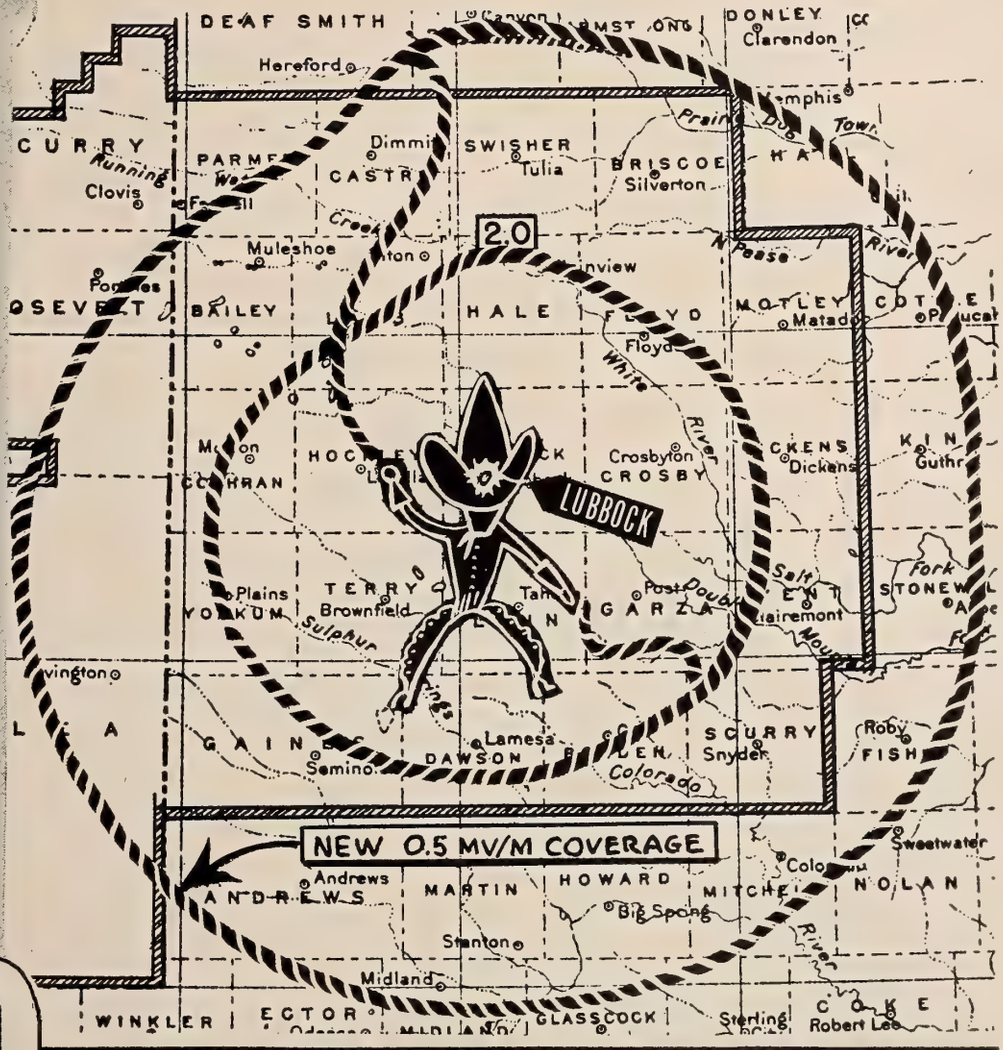
His recreation time is spent on his Osage County, Kan. farm, where he raises cattle and other livestock. The Ludys all are fond of horses and Joy Ann has her own pony.

KFYO

ON 790 KC - 5000 WATTS* NOW THE STRONGEST VOICE ON SOUTH PLAINS OF TEXAS

Look at these Sales Facts

1. 587,600 POPULATION
2. 173,430 RADIO HOMES
3. $690,374,000 RETAIL SALES
4. 1ST IN RETAIL SALES PER TEXAS HOUSEHOLD (10TH IN US)
5. $147,964,000 FOOD SALES
   $147,534,000 AUTOMOTIVE
   $117,714,000 BUILDING MATERIAL



KFYO

PLAINS RADIO BROADCASTING COMPANY · ABC

The old favorite on a new frequency 790 KC after 21 years of broadcasting in Lubbock. Largest metropolitan area between Fort Worth, El Paso, Albuquerque, Denver, San Antonio, and Oklahoma City. Lubbock retail territory extends over 26 counties and wholesale trade covering 51 counties in West Texas and Eastern New Mexico.

KFYO has the highest percentage of listening homes among all radio stations in Lubbock—(Conlan Surveys 1945 thru 1952—Standard Audience Report 1952).

* **1000 watts at night**

LUBBOCK, TEXAS

790 KC
5000 Watts
1000 watts at night
AVALANCHE JOURNAL STATION

Represented by
THE O. L. TAYLOR COMPANY

General Manager Gordon Thompson



CLEVELAND'S
Chief
STATION

WJW

5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

A MAN AND HIS MONEY



Joe Smith

A likeable guy—with an unlikely name . . .

After 100 hours on his March of Dimes marathon Joe Smith shows fist fulls of contributions. Thousands were raised for polio.

His Daily Record Rack (4-5:45 p.m.) is tops in Johnstown, Penna.



WARD . . .
CBS RADIO NETWORK
WEED & CO., Representative

OPEN MIKE

International Coverage

EDITOR:

The International Broadcasting Service of the United States Department of State would like to secure permission to make radio use of material contained in the article "They Can Put a City in Your Parlor," by Rufus Crater, which appeared in the Feb. 2, 1953 issue of BROADCASTING • TELECASTING, page 77.

This would be used in connection with our non-commercial broadcasts to and within worldwide areas, exclusive of the United States. . . .

Evelyn Eisenstadt
International Radio Program Division
United States Department of State
New York

Left Out

EDITOR:

Please do not construe this letter as a querulous whining voice from out of the dark, but the personnel at this station feel that your publication overlooks the excellent TV services which we afford the Lower Rio Grande Valley of Texas and the adjoining territory in Mexico.

First omission came with a survey of important television markets and coverage published by you that covers every crossroads and junction in the entire U. S., it seems, except the four counties which we serve in Texas. If my memory serves me, there was even a listing of Potter County with its four TV sets, or maybe that's a slight exaggeration.

In your current issue, Pages 78-79, there is a map which locates TV markets and future markets. Surely the thousands of people who watch our programs daily attest to the fact there is a television service down here, and a pretty good one too. I do think we rate something more than a marginal footnote.

Bert Metcalf
Director of Operations
XELD-TV Matamoros, Mexico

[EDITOR'S NOTE: Neither of these stories was a B•T survey. The first was report of a survey by J. Walter Thompson Co. and the second an article by John Crandall, media director of Sherman & Marquette, New York.]

Community TV

EDITOR:

That was a splendid round-up article on community TV [B•T, Feb. 9] and I want to thank you for it. It has certainly given me some new slants on the problem which I was studying because of the growing interest of publishers in this form of communication. . . .

Cranston Williams
General Manager
American Newspaper Publishers Assn.
New York, N. Y.

Heedless Headline

EDITOR:

I was disappointed at B•T's handling of the story of my appearance before the education and legislative group in Hartford on non-commercial educational television in Connecticut.

The "opposed to educational TV" headline was wrong and particularly unfortunate since it created a thought that we at WNHC do not share. I, personally, and my principals, are not opposed to non-commercial educational television in Connecticut. As property-owners and tax-payers we feel it only fair that a realistic approach be made to costs of operation (including and especially depreciation) personnel, programming, replacement, etc., and that a more nearly true tax figure be revealed to the people of the state before legislative action is taken.

While the body of your story modified and, in essence, reversed the headline, wouldn't it have been better to have avoided the malapropism in the first place?

Edward C. Obrist
Manager
WNHC-AM-TV New Haven, Conn.

Yippee

EDITOR:

[Here is an] action shot taken during the Jan. 31 Fat Stock Show rodeo that WBAP-TV fed to NBC-TV for the first nationwide tele-



cast of a rodeo. Appropriately, it was WBAP-TV's first feed to the network.

To date over 2,500 cards and letters have been received by WBAP-TV complimenting us on the origination . . .

Thaine Eagle
Dir. Promotion, Publicity, Merchandising
WBAP-TV Fort Worth

Red Tape

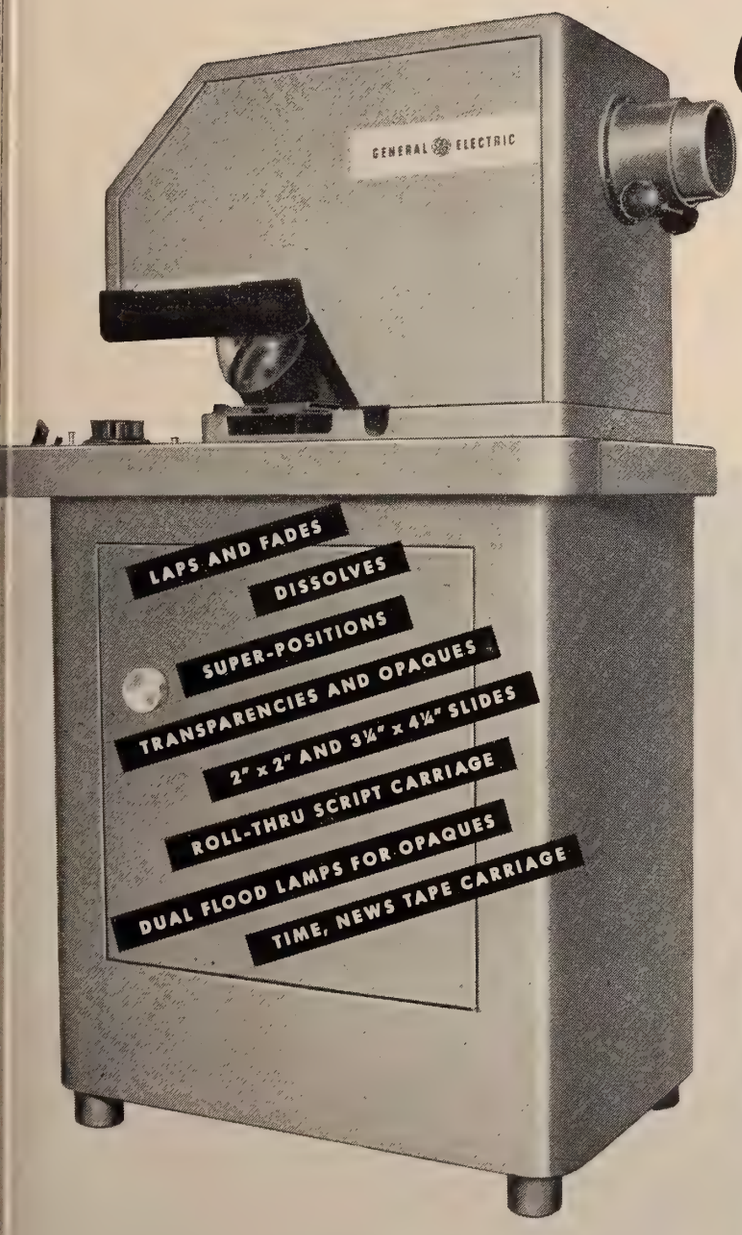
EDITOR:

It was interesting and amusing to me to read your editorial in the Feb. 9 issue of BROADCASTING • TELECASTING on *Faster TV Decisions*. It seems to me that no matter how much *red tape* is taken out of the FCC's rules and regulations one Commissioner of our governmental group, Comr. Hennock, will always dissent for some reason or another. In the Feb. 2 issue of BROADCASTING • TELECASTING (page 48), we find an article concerning the ABC-UPT merger, and low and behold, we find it reported that Comr. Hennock has written a 90-page thesis concerning her reasons for the downing of the merger. Now, I 'thinks' that it's well and good that Miss Hennock takes the pains to give such a full explanation of her reasons for dissent, but I'm quite sure that 90 pages are quite a lot of pages, and I'm sure also that Miss Hennock could have shortened her 'thesis'. That's what I call red tape, or is that just one man's opinion.

Wallace M. Bradley
Syracuse U. Radio and TV Center
Syracuse, N. Y.

[EDITOR'S NOTE: For the record, Miss Hennock's dissent was 63 pages, but the editors suspect that even that length falls within Mr. Bradley's description.]

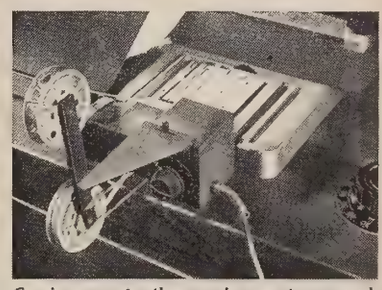
Compare G-E Television Slide Projector Versatility



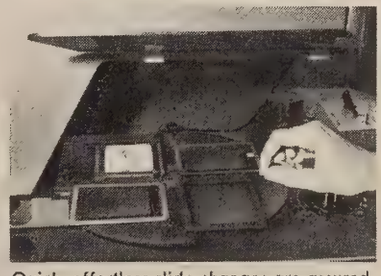
Only G.E. offers such an advanced TV slide projector. You'll find an unlimited variety of laps, fades, dissolves, super-positions, etc., are now possible. You are also able to get additional special effects produced by accessories like the roll-thru and the motor-driven news tape carrier. This dual projector—with its single lens optical system that prevents keystoning—will handle both 2" x 2" and 3¼" x 4¼" slides. For the most versatile, the most advanced money-making piece of TV equipment—insist on a G-E Slide Projector. Write for complete information: *General Electric Company, Section 223-23, Electronics Park, Syracuse, New York.*



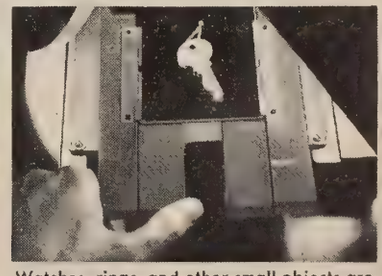
Convenient optical or electrical dissolve and lap controls put a great variety in the treatment of still shots.



Coming events, time and news tapes and commercials receive smooth treatment on large capacity roll-thru carriages.



Quick, effortless slide changes are assured with the four-slide rotary head supplied by General Electric as standard equipment.



Watches, rings, and other small objects are effectively and attractively presented in the G-E Slide Projector.



Projector for 2" x 2" slides or strips and optical box provide another picture source for this piece of equipment.



Individual switch and variable transformer control of each lamp allows quick switching or fading from transparencies to opaques.

● Generous work surface and convenient storage space is a special feature of G-E's Television Slide Projector. The roomy storage cabinet will hold your accessories safely... reduce breakage, help you avoid mishandling and miscuing.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

AN AYE FOR AN EYE





That's the verdict for Jeffrey Jones, TV's fastest-moving private eye. And it's unanimous with viewers and sponsors, *the country over.*

In less than eight months on the air, "Files of Jeffrey Jones" has soared into Telepulse's Top Five syndicated film shows. Current ratings: Chicago, 20.4, Boston, 16.6, San Francisco, 17.8, Pittsburgh, 50.5 (December, 1952).

And sponsors in more than 25 TV markets concur. Jeff has successfully sold biscuits, bread, pharmaceuticals, radios, automobiles, gasoline, beer, milk, laundry service, many other products.

With "Files of Jeffrey Jones," you have action that gets a big reaction...from the cast (starring TV-movie-and-Broadway hero Don Haggerty) through scripts (39 half-hour mystery adventures of a sports-minded private eye whose favorite game is murder) to production (by Hollywood's Lindsley Parsons).

For top TV results in your local and regional markets—at a cost that'll make *you* cheer—ask the CBS Television Film Sales representative nearest you about Jeff now.

FILES OF JEFFREY JONES

a presentation of CBS TELEVISION FILM SALES with offices in New York, Chicago, Los Angeles and Memphis

ALSO AVAILABLE: *Cases of Eddie Drake (also starring Don Haggerty), Annie Oakley, Crown Theatre with Gloria Swanson, Hollywood on the Line, World's Immortal Operas, Holiday in Paris, The Gene Autry Show, Strange Adventure and The Range Rider*

KVOO

Lowest Cost

Per Thousand

That's right!

Take a slide rule . . . or

A calculator . . . or

Your pencil.

Then

The November Pulse Report for Tulsa . . . and

The 1952 NCS Market Area Figures for KVOO . . . and

Our rate card.

Figure any angle you like . . .

You'll find that

Per thousand families

KVOO is by far the

GREATEST ADVERTISING BUY IN

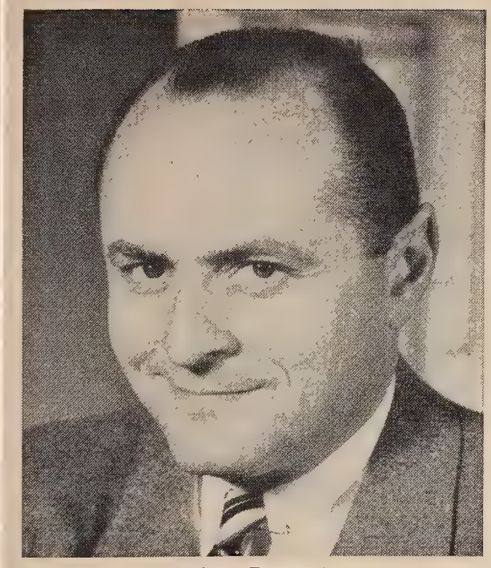
OKLAHOMA'S NO. 1 MARKET!

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.



Robert Brewster

on all accounts

A NATIVE of Belfast, Ireland, Robert Brewster has come a long way, figuratively and literally, to his present post as assistant to the vice president in charge of radio and television at McCann-Erickson, Chicago.

Mr. Brewster is in charge of administration for several radio-TV clients. In this post, he makes use of his experience in the production end of the broadcast media. McCann-Erickson ranked eighth last year among advertising agencies in AM-TV billings.

He was born in Belfast March 14, 1914. Five years later, the Brewster family traveled to St. Louis where young Brewster received his early schooling. He moved east in the early '30s and attended Princeton U.

Upon his graduation in 1936, Mr. Brewster entered the agency field as an apprentice with J. Walter Thompson Co., New York.

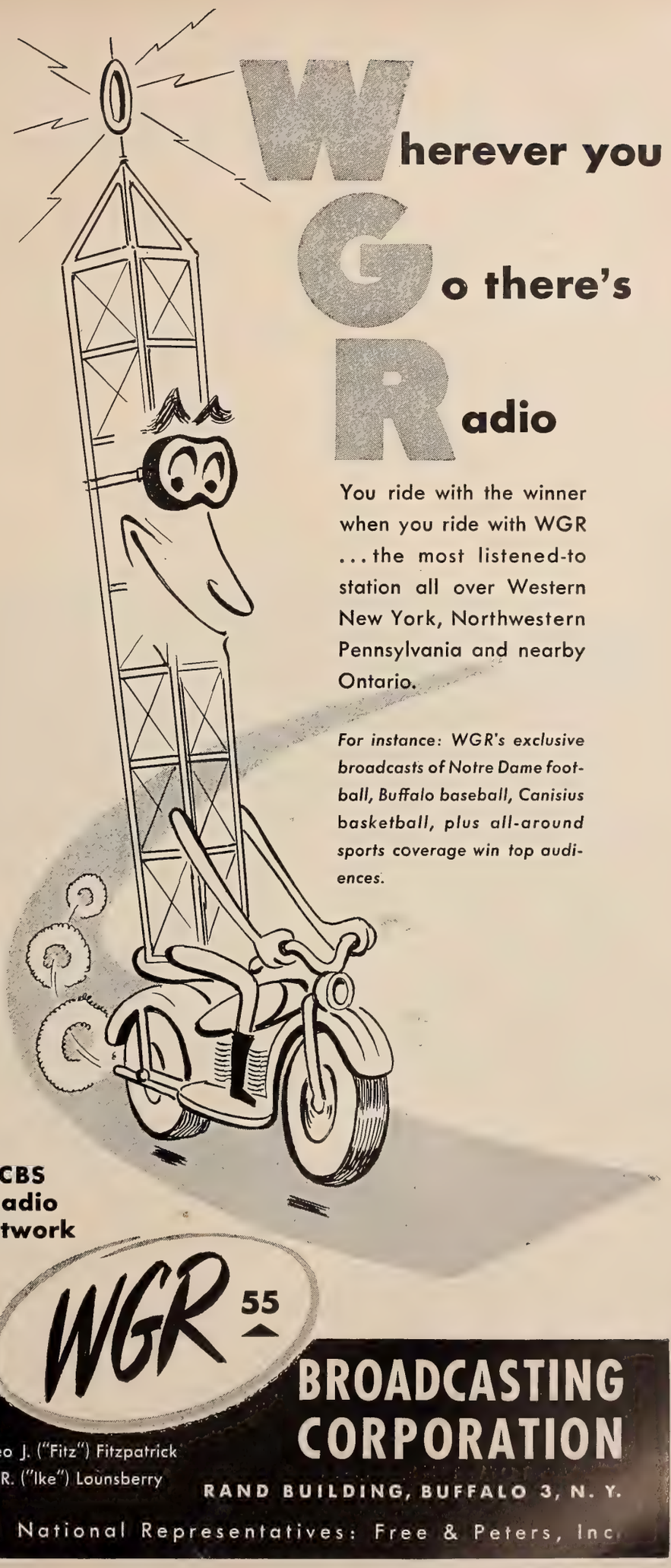
JWT's Hollywood office beckoned in 1937 for what was described to Mr. Brewster as a "summer hiatus" stint. He stayed eight years, during a period when name radio performers increased on the West Coast. Among his production laurels are *The Kraft Music Hall* (with Bing Crosby), and many other shows with big name stars.

Returning to New York in 1945, Mr. Brewster became an executive on the RCA account. In April 1948 he left J. Walter Thompson to join WOR New York, where he was an executive producer and later radio program manager.

In May 1950, he came to McCann-Erickson in Chicago, taking on production chores. Among the accounts on which he rides administrative herd are Standard Oil (of Indiana), Muehlbach Brewing Co., Maytag Co., Bell & Howell, Allied Vans, Swift & Co. (chicken products), Chrysler-Plymouth Dealers of Cook County, Chicago Milk Foundation and others. The agency handles considerable spot radio and TV as well as network for its clients.

There has been heavy emphasis on regional TV network commitments, too, particularly for newscasts, musical shows and football. Mr. Brewster cites the regional Wayne King show as an example of a high quality TV program turned out for a minimum production cost. He feels that more and more advertisers will turn to package shows using the music format, and also to localized newscasts.

Mr. Brewster married the former Sheila Witherspoon, a native of Manhattan. They have a daughter, Sheila Jane, born in Los Angeles. The Brewster family lives on Chicago's near north side. Mr. Brewster has no particular hobbies—he likes the outdoors—and is a non-joiner of fraternal groups.



Like a cat goes for milk

Just like a cat goes for milk, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces big results at low cost. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce big results for you, too—at low cost. Get your Forjoe man to give you all the details.



IN BALTIMORE WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

BROADCASTING TELECASTING

February 23, 1953 Vol. 44, No. 8

WESTINGHOUSE BUYS WPTZ(TV) FOR RECORD $8.5 MILLION

Pioneer WPTZ Philadelphia, which began in 1932 as Philco's experimental outlet, is to join the ranks of Westinghouse Radio Stations Inc. Move expands WRS' TV operations to two outlets.

A NEW HIGH price in television station transactions—$8.5 million—was established last week when Westinghouse Radio Stations Inc. bought the Philco-owned WPTZ (TV) Philadelphia.

The transaction, announced jointly Saturday by E. V. Huggins, president of WRS, and James H. Carmine, executive vice president of Philco, and subject to the usual FCC approval, tops by $2.5 million the previous $6 million paid by CBS for the facilities of WBKB (TV) Chicago a fortnight ago following FCC approval of the ABC-United Paramount Theatres Inc. merger [B•T, Feb. 16].

Acquisition of the 20-year-old WPTZ gives Westinghouse its second TV station. It is the licensee of WBZ-TV Boston, which went on the air in 1948.

WPTZ began operating experimentally in 1932. It was the third commercial TV station in the U. S. when it was given an FCC permit in 1941. It is an NBC-TV affiliate and operates on vhf Ch. 3 with 16.2 kw visual power, charging $1,500 for a one-time Class A hour program and $300 for a minute spot. It is represented by NBC Spot Sales.

Profit for '52

The TV-only Philco station, it is understood, grossed nearly $4 million and showed a profit of almost $2 million in 1952.

WRS has had, for the last five years, a working arrangement with WPTZ that virtually amounted to first refusal rights in the purchase of the Ch. 3 station. Westinghouse's 50 kw clear channel KYW (on 1060 kc) and the Philco TV outlet have cooperated in their operations through the use of similar background identifying announcements.

"This is another step toward the completion of our plan to bring additional service to the millions of people living in areas served by Westinghouse," Mr. Huggins said Saturday. "Since KDKA [Pittsburgh] first went on the air with its first scheduled broadcast Nov. 2, 1920 —the Harding-Cox presidential election returns —it has been Westinghouse practice to broadcast a comprehensive schedule of programs in the public interest."

Mr. Carmine said: "Television broadcasting, on an experimental basis, was undertaken 20 years ago in order to augment the company's early research and engineering program on television receiving sets.

"Sale of station WPTZ at this time will enable Philco to concentrate its activities in its principal fields of research development and the production of television receiver sets, radios and major appliances which are merchandised through its distributors and dealers, and the manufacture of electronic equipment for government and industry."

Contract for the record transaction calls for $500,000 on agreement and the balance in cash on FCC approval of the sale.

Preliminary negotiations over a period of months were carried on by Joseph E. Baudino, executive vice president of WRS, and Ernest B. Loveman, vice president and general manager of the Television Broadcasting Division of Philco. Mr. Loveman will remain with WPTZ.

Messrs. Baudino and Loveman have assured the WPTZ staff that personnel and operating policies would not be affected by the ownership change.

Other recent TV station sales include the still pending buy of Edward Lamb's WTVN (TV) Columbus by the Taft family (WKRC-AM-FM-TV Cincinnati) for $1.5 million [B•T, Jan. 29], the pending purchase of John A. Kennedy's KFMB-AM-FM-TV San Diego by Jack D. Wrather Jr. and Helen Marie Alvarez, who own KOTV (TV) Tulsa, for $3.15 million [B•T, Feb. 2] and the recently approved sales of WLTV (TV) Atlanta from a group of Atlanta businessmen to Crosley Broadcasting Corp. for $1.5 million [B•T, Feb. 2], and of WMBR-AM-FM-TV Jacksonville, Fla., to *Washington Post* (55% owner of WTOP-AM-FM-TV) Washington for $2.47 million [B•T, Feb. 2].

Application for FCC approval of the sale will be made in about a week, it was understood. Upon FCC approval, WPTZ and KYW will move toward integration of their operations, but some months may be entailed, since separate locations are involved. Since 1947 WPTZ has occupied two floors and additional studio space in the KYW building on Walnut St. KYW is affiliated with NBC and is represented by Free & Peters.

All Westinghouse radio and television properties are operated by subsidiary Westinghouse Radio Stations Inc. WRS grossed $9,280,300 with an operating profit of $2,107,193 in 1952.



TERMS of arrangement to buy WPTZ (TV) Philadelphia are discussed by Westinghouse Radio Stations' President E. V. Huggins (l) and Philco Executive Vice President James H. Carmine.

WRS owns and operates KDKA-AM-FM Pittsburgh; KEX-AM-FM Portland, Ore.; WBZA-AM-FM Springfield, Mass.; WOWO-AM-FM Fort Wayne, Ind.; KYW-AM-FM Philadelphia and WBZ-AM-FM-TV Boston.

Westinghouse is a TV applicant in Pittsburgh, where KDKA is competing with WJAS and WWSW for vhf Ch. 11, and in Portland, Ore., where KEX is competing with North Pacific Television Inc. and Portland Television for vhf Ch. 8.

KYW is an applicant for uhf Ch. 17 in Philadelphia. This will be withdrawn upon FCC approval of the WPTZ purchase.

Earlier application by WOWO for uhf Ch. 21, Fort Wayne, has been withdrawn.

CBS-TV GETS C-P-P SHOWS; LEVER BROS. MOVES SURF ACCOUNT

Struggle for "Strike It Rich" ends in renewal contract for CBS-TV as well as capture of "Big Payoff." Big Surf account, including $3 million in annual billings, moves from N. W. Ayer & Son to BBDO. Other changes pending in program lineups.

A ROUND of switching activity, affecting both programs and agencies, last week highlighted advertising developments of two major soap-detergent manufacturers, Colgate-Palmolive-Peet and Lever Bros.

The tug-of-war between CBS-TV and NBC-TV for Colgate's daytime *Strike It Rich* and *Big Payoff* programs [B•T, Feb. 16, 9] ended in victory for CBS-TV, which not only won renewal of the former program, representing two hours a week, but also pulled the latter show, totaling an hour and a half a week, away from NBC.

Lever Bros., meanwhile, moved its Surf account, representing approximately $3 million in annual billings, from N. W. Ayer & Son, New York, to BBDO, also New York. Although BBDO also handles Breeze, another Lever product and competitive to Surf, BBDO will service both accounts.

Other Changes in Works

Aside from the blow which NBC-TV suffered through the loss of *Big Payoff*, there were reports that another loss was impending — possible dropping by Lever of the *Hawkins Falls* quarter-hour daytime TV strip. NBC had wanted the *Strike It Rich* show particularly to bolster its TV daytime schedule, of which *Big Payoff* and *Hawkins Falls* are a part.

Surf, along with other Lever products, currently sponsors, in addition to *Hawkins Falls* (Mon.-Fri., 5-5:15 p.m.), CBS Radio's *Aunt Jenny*, a quarter-hour strip; a quarter-hour of *House Party* on CBS-TV three times a week, and spots on the Arthur Godfrey CBS-TV morning shows.

In addition to switching the Surf account to BBDO, Lever also named G. M. Basford Co., New York, as agency for its new Industrial Sales Division, which handles the sales of bulk shortening, glycerine, hotel soaps, and industrial soaps and detergents.

In retaining *Strike It Rich*, CBS-TV kept an account which, in 1952, represented gross time sales of approximately $2.1 million, while in acquiring *Big Payoff* it got a series whose 1952 gross time charges amounted to almost $2.5 million.

Volume Discounts

It was understood that, net, the two contracts would mean approximately $800,000 each to CBS-TV, and that, through discounts under the CBS-TV structure, Colgate stood to save almost $790,000 as a result of a contiguous rate by having both shows on CBS-TV. Colgate also sponsors *Mr. and Mrs. North* on CBS-TV, Fri., 10-10:30 p.m.

Colgate sponsors the Mon., Wed., Fri. portions of *Strike It Rich* (Mon.-Fri., 11:30-12 noon) and also a Wednesday evening version (9-9:30 p.m.) of the show. *Big Payoff* is scheduled to go into CBS-TV's Mon.-Fri. 3-3:30 p.m. spot, with Colgate sponsoring Mon.-Wed.-Fri. segments, starting March 30.

But CBS-TV still had some arrangements to complete late last week. Lever's Surf—a competitor of Fab, which Colgate plans to promote on *Big Payoff*—sponsors the quarter-hour of *Art Linkletter's House Party* Mon., Wed., Thurs. immediately preceding the 3-3:30 p.m. time set aside for *Big Payoff*, thus raising the possibility of a product conflict on Mondays and Wednesdays. CBS-TV officials said, however, that they were confident Surf would agree to switch quarter-hours with other sponsors to avoid this conflict.

Both *Big Payoff* and *Strike It Rich* are Walt Framer productions. William Esty & Co., New York, represents Colgate for both programs.



FOUR A's operations committee of the board of directors meets for the first time in a new conference room at the American Assn. of Advertising Agencies' New York headquarters. Seated are (l to r): E. E. Sylvestre, Knox Reeves, Adv., Minneapolis; Earle Ludgin, Earle Ludgin & Co., Chicago; board chairman John P. Cunningham, Cunningham & Walsh, New York; vice chairman Henry M. Stevens, J. Walter Thompson, New York; Henry G. Little, Campbell-Ewald, Detroit; president Frederic R. Gamble; standing, Carl K. Tester, Philip J. Meany Co., Los Angeles; J. Paul Hoag, Hoag & Provandie, Boston; Dan W. Lindsey Jr., Lindsey & Co., Richmond; John M. Willem, Leo Burnett Co., Chicago; Lawrence Valenstein, Grey Adv., New York; George P. Richardson Jr., J. Walter Thompson, Detroit; Gordon E. Hyde, D'Arcy Adv., New York; George Link Jr., association counsel; Robert E. Grove, Ketchum, McLeod & Grove, Pittsburgh; William R. Baker Jr., Benton & Bowles, New York; and Clifford L. Fitzgerald of Dancer-Fitzgerald-Sample, New York.

King-Size Success

SALES SUCCESS of the month-old king-size version of Philip Morris is credited greatly to the impact of its *I Love Lucy* show on CBS-TV, the firm announced last week. The first commercial announcement of the Philip Morris king-size cigarette was made by Desi Arnez on the Jan. 26 show to an audience estimated at approximately 50 million. Since then the new product has been promoted by other Philip Morris radio and TV shows. Success of the cigarette was based on reports from many areas which ran out of the new product. Demand for the king-size cigarette was so great that the firm had to use a "sellout! be patient" advertising campaign. Biow Co., New York, is the agency.

$8 Million Contract Signed By Philip Morris for 'Lucy'

With a new king-size product to be sold, Philip Morris last week signed a king-size contract for its Monday night TV show, already with a king-size audience of nearly 50 million.

SIGNING of Lucille Ball and Desi Arnez by Philip Morris & Co. and CBS-TV to an $8 million non-cancellable contract for 2½ more years of the top-rated *I Love Lucy* television series was reported last week by the network, which hailed it "the largest single contract ever signed in television."

On the basis of 39 shows a year, it was estimated the cost per show under the contract would approximate $80,000 and that about $35,000 of this would go for time charges and about $45,000 would represent talent and production costs.

The contract, which Miss Ball and Mr. Arnez, her husband, signed on behalf of their Desilu Productions, will carry the film series through 1955. Featuring the Ball-Arnez team under Philip Morris sponsorship, the program is on CBS-TV on Mondays, 9-9:30 p.m.

'No Option' Provision

The agreement is a "no option" document, containing no cancellation provisions. It was signed Wednesday in Hollywood in the presence of Harry W. Chesley Jr., vice president of Philip Morris; Harry Ackerman, CBS-TV vice president in charge of network programs Hollywood, and Terrance Clyne, vice president of Biow Co., agency for the cigarette company.

Stars of the show are slated to return to General Service studios in Hollywood to resume filming the series about March 20, after a filming hiatus occasioned by the birth of a son to them last month on the same day a son was born to them in the script of the program.

At the contract signing, Mr. Chesley said on behalf of the sponsor:

"We are delighted to sign this contract. With the introduction of the king-size Philip Morris cigarette [see above box] and the guarantee of presenting Desi and Lucy for the next 2½ years, Philip Morris is looking forward to an all-time high in sales."

AM-TV ACTIVITY AMONG BREWERS PREVIEWS SPRING CAMPAIGNS

Beer and ale companies continue to follow their long-set pattern of buying heavy baseball and sports schedules, with some concentrating on spots and network shows.

MOST ACTIVE group of advertisers in the radio-TV industry last week were the brewers, with at least a dozen of the beer accounts underwriting baseball sponsorship, spot announcement schedules and network programs, most of them to begin in the spring.

Falstaff Brewing Co is preparing a radio spot announcement campaign to start March 9 on the West Coast for 13 weeks. Falstaff also will sponsor home games of the St. Louis Browns on a regional radio network, and assume co-sponsorship of the Chicago Cubs games on a 25-station custom tailored regional radio network in Illinois.

The firm has renewed sponsorship of *Game of the Day* on Mutual and will continue local sponsorship of wrestling matches, several sporting events and newscasts in about 20 TV markets. Dancer-Fitzgerald-Sample, New York, is the agency.

Prepare Spot Campaign

Pabst Sales Co., Chicago, for Pabst Blue Ribbon beer, is preparing a radio and TV spot announcement campaign to start March 16 in Florida, Texas and the Middle West. This adds to the year-round sponsorship of *Blue Ribbon Bouts* Wednesdays on CBS-TV, 10 p.m. EST. Warwick & Legler, New York, is the agency.

Standard Brewing Co., Cleveland (Erin Brew), will sponsor coverage of the Cleveland Indians for the fifth straight year on WERE Cleveland. The same games will be sponsored on a tailor-made regional network of some 30 stations in the Cleveland area. Gerst, Sylvester & Walsh, Cleveland, is the agency.

Oertel Brewing, Louisville, will underwrite broadcasts of games of the Louisville Colonels, of the American Assn., on WINN Louisville.

Schlitz Brewing Co., Milwaukee, continues to sponsor its *Schlitz Playhouse* on CBS-TV, Fridays, 9-9:30 p.m., and will supplement the network operation with a spring campaign in Wisconsin and other areas. Lennen & Newell, New York, is the agency.

Gulf Brewing Co., Houston (Grand Prize beer), through Foote, Cone & Belding, Houston, is known to be buying programs for a regional campaign in southwest markets.

Blatz Making Plans

Blatz Brewing Co., Milwaukee, through William H. Weintraub Co., New York, is pondering the future of its *Amos 'n' Andy* program on CBS-TV, with indications the program will be renewed. The company also is expected to start a limited supplementary spot radio and TV campaign. Blatz is expanding its distribution and the spot activity is designed to broaden with market-by-market expansion.

Narragansett Brewing Co., Cranston, R. I., will co-sponsor broadcasts of the Boston Red Sox home and road games on WHDH Boston. Broadcasts will be fed to a New England network of 32 stations.

P. Ballantine & Sons, Newark, will sponsor once again the New York Yankee games on WPIX (TV) New York and on WINS (radio) New York. Both home and road games will be heard on a special network in New York State, Pennsylvania and Connecticut. Ballantine continues to use a 52-week radio spot announcements campaign in Boston, Philadelphia and New York. BBDO, New York, is the agency.

Piel Bros., New York (Piel's beer), has added two more TV shows in the New York area, bringing its total of local video programs to eight [B•T, Feb. 16]. Young & Rubicam, New York, is the agency.

F. & M. Schaefer Brewing Co., Brooklyn (Schaefer beer), which sponsors the Brooklyn Dodgers baseball games on WOR-TV New York and WMGM (radio) New York, will start a regional spot announcement radio-TV campaign March 1. Length of contract varies in different markets. Firm also sponsors *Favorite Story* on WNBT (TV) New York and *Schaefer Headline News,* five minutes, five times weekly on WJZ New York. Agency is BBDO, New York.

Jackson Brewing Co., New Orleans (Jax beer), through Fitzgerald Agency, New Orleans, carries a quarter-hour musical program on a 15-station lineup in the Texas area and during the spring expands its budget to include news programs.

G. Kruger Brewing Co. is planning the largest advertising campaign in its history with a radio spot schedule. Grey Adv., New York, is the agency.

Practice Is Preaching

RADIO will take at least half the advertising budget to be spent in behalf of one client during 1953 by the Burke Co., Seattle agency. The client: The Burke Co.

"We tell everybody else to advertise, and we believe we should advertise ourselves," says William M. Burke, agency partner.

The agency's self-advertising started on KOMO Seattle about a year ago.

"Even though advertising is a specialized business," says Mr. Burke, "radio has proved in these few months that it has a value for us." The agency believes it must expand its own promotion, and its 1953 budget includes an allocation for media advertising, of which at least 50% will go into radio.



PARTICIPATIONS are bought on NBC-TV's *Today* by Trailer Coach Mfrs. Assn., Chicago, on once-a-week basis starting in April. At signing (l to r) are Gordon Mills, NBC account executive; James B. Keithley, account executive, J. Walter Thompson agency; Edward L. Wilson, managing dir., Trailer Coach, and Edward Hitz, NBC Central Div. sales mgr.

New Godfrey Show Buy

ANOTHER Arthur Godfrey program—a new Sunday afternoon half-hour to be sponsored by Vitamin Corp. of America (Rybutol)—was set by CBS Radio last week to start March 1, bringing total weekly Godfrey time to nine hours on CBS Radio and five and a half hours on CBS-TV.

The new show will be heard 4:30-5 p.m. The Rybutol show will be known as *The Arthur Godfrey Hour.*

Agency for Rybutol is Kastor, Farrell, Chesley & Clifford, New York.

Admiral Bouts on 92 Outlets

WHAT DuMont claims is "the largest television network ever assembled for any program or event," totaling 92 stations, has been ordered by Admiral Corp. for its coverage of the Golden Gloves New York-Chicago intercity Boxing Bouts on DuMont TV on March 26 [B•T, Feb. 9], the network has announced. Fights will be carried 9:30 p.m. EST to conclusion. Admiral also is sponsoring the Chicago finals on 34 DuMont stations on March 6, and is sponsoring radio coverage of both events on Mutual. Agency is Erwin, Wasey & Co., New York.

Television commanded the third largest share of Admiral's advertising budget from 1946 to 1952, with last year rated as "TV's best year" in point of expenditures, reports the radio-TV set firm in commenting on its new 1953 $20 million outlay, largest in its history.

Admiral spent $69 million in the previous six-year period, of which $40 million (nearly 60%) was for printed space. Company spokesmen report that this year's TV budget is probably just as large—an estimated $1 million for the Bishop Sheen DuMont show, *Life Is Worth Living,* plus a liberal slice for special events (the Golden Gloves boxing tournament, all-star College-pro football classic). Dealers also buy local radio coverage as in the past.

GENERAL MILLS PLANS SPOT PUSH

The firm's long-range spot saturation plan has already received approval of "20 of the better stations" with many others seeking additional information, reports GM's Lowry Crites.

GENERAL MILLS Inc. last week was reported to have received approvals—"tantamount to options"—from at least 20 major stations and letters from many others expressing interest in its plan for a long-range saturation spot campaign in key markets throughout the country.

At the same time it was revealed that the company would pace its spot plan "almost entirely" to radio spot announcements—with very little television involved—and retain "most or all" of its present radio and TV network properties.

The plan and one or two alternative proposals were to have come up for discussion at General Mills last Thursday, but a meeting of key officials, including Lowry Crites, GM advertising manager, was sidetracked at the last minute. Announcement of the campaign is anticipated sometime this week.

Heard From 20 Stations

Mr. Crites told BROADCASTING • TELECASTING that the firm has heard from "20 of the best stations" on the saturation blueprint—stations with "top listenership," but belonging to no particular network or group. Others had written in asking when it would become operative and for details.

This year's drive—expected to be similar to the one last year which provoked considerable controversy but was far different from GM's forays into network rate structures in 1950—is pegged to start in the spring, advent of the cereal season, thus indicating that cereal products—probably Wheaties or Kix—would be advertised. The campaign will extend through the summer months.

Details have not been worked out, Mr. Crites said. He explained that last year General Mills used over 900 announcements, split among two stations in many individual markets, at an average of 10 per day over a 17-week period.

Stations accepted the plan individually and by groups, with "many" CBS Radio o & o stations and some affiliates of the Yankee Network participating, he said. About 100 other individual or non-group markets were involved. He declined to estimate how many stations had evinced interest in the plan this year.

Last Year's Plan

Last year stations were asked to take four-fifths of the GM schedule in Class A time. The overall rate was based on one-half the station's daytime one-time rate. Mr. Crites declined to say flatly whether this percentage would be followed this time. Under the old formula the discount to the client was estimated in some quarters to be about 60%. Mr. Crites added that spots would be purchased around baseball where there are availabilities.

Radio station representatives in Chicago were reluctant to comment on the proposal pending its announcement. One station representative executive thought it conceivable that General Mills might seek perhaps one-third of each station's daytime one-time rate. This possibility was discounted, however, indirectly by Mr. Crites. He added that there might be no set formula at all covering all markets.

Another station representative said flatly he would refuse to offer the plan to his clients or take the initiative in any way.

Mr. Crites said the campaign will get underway early in March but denied that station representatives would be bypassed on any discussions.

An official of Knox Reeves Advertising, Minneapolis, GM agency, said earlier that "we will try to establish the same sort of plan as last year, but with modifications." He said a "great many" stations—he described it as "enough"—had evidenced interest in it.

Neither the agency executive nor Mr. Crites felt at this time that the single daytime-nighttime rate card adopted by some stations, including ABC's o & o properties, would have an immediate bearing on the plan for 1953—and probably not, in fact, until an established trend takes place.

Video Costs Going Up, Pabst's Fraser Says

TELEVISION costs are going up and still are far from the top. Television, in fact, is a "tremendous, beautiful, frightening and expensive medium" and advertisers must maintain a balance between expenditures and actual returns.



Mr. Fraser

These opinions were expressed by Forrest Fraser, vice president of Pabst Brewing Co., in a luncheon address before the Chicago Federated Ad Club last Tuesday.

Mr. Fraser, who coordinates his firm's advertising, sales and merchandising activities, said advertising by itself will not sell products. He suggested a "sales hook" at the point of selling and follow-through on advertising programs.

Citing Pabst's sponsorship of the Gavilan-Davey championship fight on CBS-TV, he said the firm had used newspaper ads asking readers to buy Pabst beer "because we brought you the fights."

Toni Mulling New Daytime Buy

TONI division of the Gillette Co., which has earmarked over $9 million for radio-TV in its 1953 advertising budget, last week was understood to be in the early stages of negotiation for a new quarter or half hour daytime segment, across the board, on ABC radio.

This move was reported to be under study as the Toni firm laid the groundwork for cancellation of *Crime Letter From Dan Dodge* on ABC Fridays to make room for *Fun For All,* now Saturdays on CBS Radio. The program would continue on CBS Radio, it was understood. Latter features Bill Cullen and Arlene Francis.

The identity of the product and the agency was not known. Toni also has reportedly been considering the dropping of *It Happens Every Day,* 3:55-4 p.m. daily, and sponsored four times weekly by Toni, on CBS Radio, and substituting another show, though the format was undetermined.

Toni is expected to spend about $3 million on TV and about $6.4 million on radio this year [B•T, Feb. 16].

NEW BUSINESS

Spot

Dixie Distributors, Birmingham, Ala. (Norge appliance distributors), has started *Uncle Bob's Dixie Varieties* on 22 Alabama stations for 13 weeks.

City of Cars, L. A. (used car dealers), started two 75-minute feature films weekly and half-hour weekly *Freddy Martin Show* on KLAC-TV Hollywood, for 13 weeks from Feb. 11 and 13, respectively. Also started were weekly feature films on KNXT (TV), KTLA (TV) and KHJ-TV that city. Firm is using TV spot announcements on KTLA (TV), KNXT (TV) and KNBH (TV) with similar campaigns on radio, using KFWB, KMPC, KECA, KBIG and KGFJ. Agency: Irwin Co., L. A.

Network

American Bakers Assn., Chicago, started *Bakers Theatre of Stars* on CBS Radio, Feb. 22, 6-6:30 p.m. EST. Agency: Foote, Cone & Belding Inc., Hollywood.

River Brand Rice Mills Inc., N. Y., sponsoring 3:30-3:40 p.m. EST Wednesday portion of *The Paul Dixon Show* (DuMont, Mon.-Fri., 3-4 p.m. EST), for 13 weeks, effective last Wednesday. Agency: Donahue & Coe, N. Y.

Philip Morris & Co., N. Y., renews *My Little Margie* on CBS Radio, Sun., 8:30-9 p.m. EST, for 13 weeks from April 5. Agency: Biow Co., Hollywood.

General Baking Co., N. Y., has renewed *Hopalong Cassidy,* NBC-TV film series, in 23 markets. Agency: BBDO, N. Y.

T. H. Estabrooks Co., Ltd., St. John, N. B. (Red Rose tea and coffee) on March 6 for 13 weeks starts *Treasure Trail* on 30 Dominion network stations, Fri. 8:30-9 p.m. Agency: McConnell, Eastman & Co., Montreal.

Animal Foundation Inc. (Hunt Club dog food) signs to sponsor the *Galen Drake Show* on CBS Radio, Sat., 10-10:15 a.m., effective March 1. Agency: Moser & Cotins, Utica, N. Y.

Blue Jay Products Div., Kendall Co., placing one-minute radio spot campaign on 309 Keystone Broadcasting System stations on 13 and 26 week schedule beginning today (Monday). Agency: Leo Burnett Co., Chicago.

Agency Appointment

Storer Bcstg. Co., N. Y., appoints Wexton Co., N. Y. Account executive is **Larry Schwartz.**

Carroll Dunham Smith Pharmacal Co., New Brunswick, N. J., appoints Doherty, Clifford, Steers & Shenfield, N. Y.

Taylor Provision Co., Trenton, N. J. (Taylor pork roll), appoints Al Paul Lefton, Phila., to handle advertising.

G. G. Inc., San Gabriel, Calif. (Pinwae home permanent), appoints Byron H. Brown & Staff, L. A. Radio-TV will be used. Account executive is **John M. Farrell.**

La Premiata Macaroni Corp., Connelsville, Pa., appoints Adv. Syndicate of America, Pittsburgh. TV will be used.

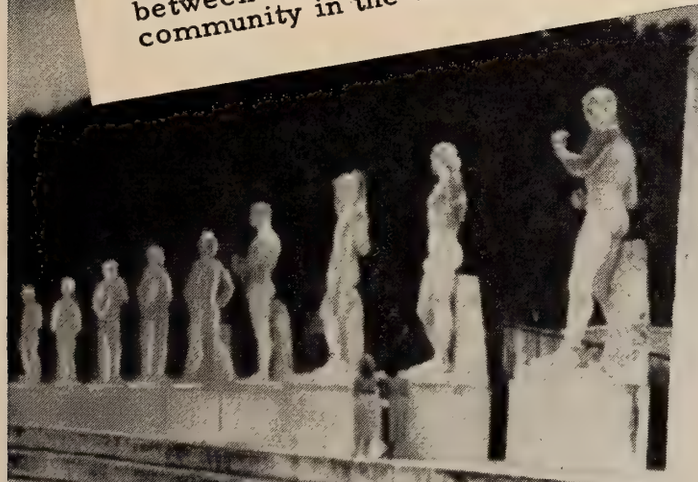
The Italian Influence

In the world of fashions, as in films, food, furniture and American industry and the arts in general, Italian creativeness continues to play a more and more important role in satisfying our demands for better living.

The Italian influence on fashions in clothes, motor cars, home decoration and cuisine has received wide spread publicity and recognition in the past few months.

To you the advertiser, this has a special meaning. More than two million Americans of Italian origin live in and around New York. To them, WOV is the link between the old world and the new. And it is upon this tremendous group that the Italian Influence makes its first and most penetrating impact.

When planning your advertising in New York give careful consideration to the intimate association between WOV and the largest Italian-speaking community in the world.



Originators of *Audited Audiences*

WOV

NEW YORK

5000 WATTS

Representatives:
John E. Pearson Co.

Gown by FONTANA, Rome

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

1952 POLITICS BRING TV NETWORKS $4.5 MILLION IN GROSS REVENUES

Political groups buy $1,448,092 in network TV time, while Admiral, Philco and Westinghouse tabs total $3,074,810 for conventions and election coverage and related programs, Publishers Information Bureau reports. Much of the time was reclaimed from other sponsors, however, and the appliance trio might have bought other programs.

POLITICS, directly and indirectly, contributed more than $4.5 million to gross revenues of the four TV networks last year, according to data on gross network time sales compiled by Publishers Information Bureau.

Political parties, committees and organizations supporting Presidential and other candidates during the 1952 campaign season purchased a total of $1,448,092 in TV network time at gross rates. Admiral Corp., Philco Corp. and Westinghouse Electric Corp. spent $2,444,553 in sponsoring network telecasts of the Democratic and Republican political conventions in Chicago in July and $213,370 for TV network time to report results of Nov. 4 voting. In addition, Westinghouse bought $416,887 in TV network time for its *Pick the Winner* series, presenting candidates and party spokesmen during the interval between conventions and Election Day.

All the more than $4.5 million in time sales was not that much additional revenue for the TV networks, however. Some of the time used for campaign speeches, convention and election coverage was reclaimed from other advertisers normally sponsoring programs during those periods and so represented no additional income, nor profit, for the TV networks.

P&G Top Client

Also, if Admiral, Philco and Westinghouse had not sponsored these political events, they might have purchased TV network time for other programs. But it is a reasonable conclusion that the Presidential campaign of 1952 left the TV networks richer in dollars as well as in experience in political telecasting.

In December, Procter & Gamble Co. was again top client of the TV networks and again the only advertiser to purchase more than a million dollars' worth of time from them (at gross rates). For other top TV network advertisers see Table I. Leading advertiser for each category of TV network advertising is shown in Table II. Table III lists total expenditures of each advertising class for TV network time during December and the complete year of 1952, compared to the same month and the full year of 1951.

* * *

TABLE I

TOP 10 TV NETWORK ADVERTISERS IN DECEMBER 1952

1	Procter & Gamble Co.	$1,439,430
2	Colgate-Palmolive-Peet Co.	875,722
3	Lever Brothers Co.	741,689
4	R. J. Reynolds Tobacco Co.	737,363
5	American Tobacco Co.	634,163
6	General Motors Corp.	481,571
7	General Foods Corp.	478,626
8	Liggett & Myers Tobacco Co.	454,630
9	Pillsbury Mills	425,776
10	General Mills Inc.	404,060

* * *

TABLE II

LEADING TV NETWORK ADVERTISER IN EACH PRODUCT GROUP FOR DECEMBER 1952

Category	Advertiser	Gross Time Expenditures
Agriculture & Farming	Allis-Chalmers	$ 25,738
Apparel, Footwear & Access.	International Shoe	51,102
Automotive, Auto. Access. & Equip.	General Motors	404,201
Beer, Wine & Liquor	Pabst Brewing	196,220
Bldg. Materials, Equip. & Fixtures	Glidden Co.	9,255
Confectionery & Soft Drinks	Pepsi Cola	109,140
Consumer Services	Arthur Murray School	22,056
Drugs & Remedies	American Home Prod.	216,660
Entertainment & Amusements	20th Century-Fox Film	4,515
Food & Food Products	General Foods	478,626
Gasoline, Lubricants & Other Fuels	Texas Co.	135,825
Household Equip. & Supplies	General Electric	302,760
Household Furnishings	Armstrong Cork	96,150
Industrial Materials	Reynolds Metals	105,780
Insurance	Mutual Benefit Health & Accident	89,683
Jewelry, Optical Goods & Cameras	Speidel	110,475
Office Equip., Stationery & Writing Supplies	Hall Bros.	122,470
Publishing & Media	Curtis Publishing	60,930
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	149,100
Smoking Materials	R. J. Reynolds	737,363
Soaps, Cleansers & Polishes	Procter & Gamble	1,172,565
Sporting Goods & Toys	Lionel Corp.	30,436
Toiletries & Toilet Goods	Colgate-Palmolive-Peet	670,090
Miscellaneous	Quaker Oats	49,980

* * *

'Lucy' Leads 'Hooperade'

FOR THE second straight month, CBS-TV's *I Love Lucy* placed first in all six cities covered by C. E. Hooper Inc.'s January "Hooperade of Stars", and *Dragnet, Groucho Marx Show,* and *Colgate Comedy Hour* with Bob Hope, all on NBC-TV, and *Our Miss Brooks* on CBS-TV placed among the first 15 in all the cities. Cities were New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

NIELSEN REINSTATES TV PERCENT IN HOMES

A. C. Nielsen Co., Chicago and New York market research firm, has reinstated its practice of listing percentage of homes reached by programs appearing in its TV ratings.

The reversal was prompted by the interest shown in the percentage listing, it was understood. The table was dropped fortnight ago [B•T, Feb. 9] because of "misunderstanding" over the comparative popularity of ratings, particularly with reference to the number of one-station TV markets, it was explained.

The practice of listing TV percentages was dropped with the ratings for the two weeks ending Jan. 10. It was reinstated with ratings for the week of Jan. 24, released last week.

Total Jan. 24 report follows:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	15,015
2	Inaugural Day Ceremonies (General Motors Corp.) (NBC)	13,148
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	11,449
4	Texaco Star Theatre (NBC)	11,010
5	Colgate Comedy Hour (NBC)	10,881
6	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	9,908
7	Dragnet (NBC)	9,451
8	You Bet Your Life (NBC)	9,170
9	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	9,088
10	Pabst Blue Ribbon Bouts (CBS)	9,025

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	71.7
2	Inaugural Day Ceremonies (General Motors Corp.) (NBC)	67.6
3	Arthur Godfrey's Scouts (CBS)	64.5
4	Texaco Star Theatre (NBC)	58.0
5	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	57.8
6	Colgate Comedy Hour (NBC)	52.2
7	Dragnet (NBC)	49.1
8	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	48.2
9	G. M. Motorama (NBC)	47.9
10	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	46.6

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TABLE III

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR DECEMBER AND JANUARY-DECEMBER 1952, COMPARED TO SAME PERIOD 1951

	Dec. 1952	Year 1952	Dec. 1951	Year 1951
Agriculture & Farming	$ 25,738	$ 25,738	$	$ .....
Apparel, Footwear & Acces.	224,008	2,985,411	316,250	3,141,422
Automotive, Auto. Access. & Equip.	1,377,833	15,464,800	1,220,854	11,050,501
Beer, Wine & Liquor	586,284	5,649,525	609,972	5,755,686
Bldg. Materials, Equip. & Fixtures	9,255	448,889	64,890	125,320
Confectionery & Soft Drinks	474,496	5,042,282	471,888	3,410,763
Consumer Services	22,056	328,884	16,290	402,307
Drugs & Remedies	820,659	6,102,734	477,727	2,799,894
Entertainment & Amusements	4,990	8,865	.....	.....
Food & Food Products	3,255,533	33,806,938	2,635,229	25,839,983
Gasoline, Lubricants & Other Fuels	322,426	3,613,094	329,160	2,925,134
Horticulture	.....	12,370	.....	.....
Household Equip. & Supplies	1,048,558	11,460,099	1,003,122	8,528,403
Household Furnishings	249,064	2,327,885	234,572	3,555,518
Industrial Materials	381,716	3,924,505	293,553	2,719,452
Insurance	$ 114,838	$ 605,061	$ 35,380	$ 391,370
Jewelry, Optical Goods & Cameras	313,741	2,401,070	203,272	1,992,914
Office Equip., Stationery & Writing Supplies	172,395	1,501,630	217,265	918,065
Political	.....	1,448,092	.....	.....
Publishing & Media	98,732	849,540	39,510	864,094
Radios, TV Sets, Phonographs, Musical Instruments & Access.	359,620	5,681,761	433,940	4,660,996
Retail Stores & Direct by Mail	.....	915,842	146,600	2,049,256
Smoking Materials	2,776,847	28,430,197	1,989,050	17,993,092
Soaps, Cleansers & Polishes	2,093,326	21,004,194	1,375,435	11,037,695
Sporting Goods & Toys	32,796	85,899	.....	.....
Toiletries & Toilet Goods	2,550,559	24,803,774	1,950,417	16,455,364
Miscellaneous	146,746	1,865,701	182,685	1,372,484
Total	$17,462,216	$180,794,780	$14,247,061	$127,989,713

This is SAGINAW, MICHIGAN



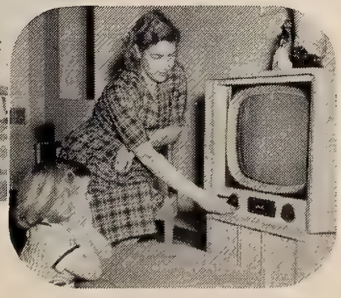
IN SAGINAW'S NEW SOUTHWEST SUBDIVISION

89 out of 126 homes

HAVE TELEVISION SETS, and regularly view WJIM-TV, Lansing . . . the station that serves 5 MAJOR MARKETS in Michigan — Saginaw, Flint, Lansing, Battle Creek, Jackson.



This new home area is representative of the city of Saginaw . . . a steadily growing industrial center of 25,000 homes and 5 great General Motors plants.



Mrs. Elmer Fuhrhop, of Saginaw, pictured here with 4-year-old daughter, Linda, says: "Our family enjoys many hours of wonderful entertainment through WJIM-TV every day."

You get 100% of the audience when you buy WJIM-TV. It's a market of ONE MILLION PEOPLE with annual retail sales of more than ONE BILLION DOLLARS!

MICHIGAN'S AREA STATION

serving 5 major markets

Lansing, Saginaw, Flint
Battle Creek, Jackson

WJIM-TV

Lansing, Channel 6

63.1% of Bridgeport Families Listen to Radio Station WICC AT LEAST ONE HOUR EVERY DAY!*

PERCENTAGE OF FAMILIES WHO LISTEN TO WICC AT LEAST ONE HOUR PER DAY IN THE 12 COMMUNITIES SURVEYED!

BRIDGEPORT	63.1%	DERBY	67.6%
FAIRFIELD	54.3%	WEST HAVEN	28.0%
STRATFORD	54.3%	ANSONIA	70.6%
NORWALK	45.0%	HAMDEN	30.0%
NEWTOWN	45.0%	SHELTON	61.8%
NEW HAVEN	28.4%	EAST HAVEN	45.0%



Yes, it's true! A recent survey by Forman Market Research proved beyond a doubt that by far more Bridgeport and neighboring families listen to WICC than any other radio station in this area. What's more, 91.5% of these families knew that radio station WICC was putting WICC-TV, Channel 43 on the air. Yet, WICC radio was the *only medium used to exploit WICC-TV!* If you're looking for complete coverage of the Bridgeport area, WICC-TV and AM are musts! See your Adam J. Young, Jr. representative or write direct.

COMPLETE SURVEY RESULTS ON REQUEST.

WICC TV
AM 600
CHANNEL 43
BRIDGEPORT, CONN.

NEW RTMA DATA SHOW SHIPMENTS OF TV SETS TO DEALERS

For first time, destination of TV sets after leaving factory is disclosed by trading areas. Figures, however, are not to be confused with tables showing number of TV homes in areas served by each TV station.

FIRST television set figures showing where manufacturers have shipped video receivers since 1946 have been compiled by Radio-Television Mfrs. Assn.

The new figures were made public over the weekend by RTMA, based on compilations by William F. E. Long, RTMA director of statistics. They cover the period from 1946 through the third quarter of 1952.

Since production of TV sets started after the war, manufacturers have shipped 19,175,738 receivers to dealers in the United States (through September, 1952), according to Mr. Long's tabulations.

This breakdown of shipments it based on Rand McNally trading areas. Rand McNally breaks down the nation into 60 arbitrary trading areas. These areas bear no relation to the metropolitan area classes used by the U. S. Census Bureau in publishing results of the 1950 decennial census.

Mr. Long makes clear that the RTMA figures do *not* attempt to show TV circulation—that is, the number of TV homes in any given area.

On the other hand, they show for the first time total sales to dealers. In other words the data reveal the areas where TV sets have gone after leaving the factory. Their basic purpose is to show each manufacturer what percentage of an individual market he has, based on shipments to dealers.

The RTMA figures have been condensed by BROADCASTING • TELECASTING to show 60 major trading areas, as classified by Rand McNally, with principal subdivisions. This table, however, does not show detailed county and city breakdowns in some of the major areas, since the RTMA figures are not broken

TELESTATUS®

Weekly TV Set Summary—February 23, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	24,934
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	5,500
Austin	KTBC-TV	20,459
Baltimore	WAAM, WBAL-TV, WMAR-TV	460,684
Bangor	WABI-TV	14,240
Baton Rouge	WAFB-TV	.....
Binghamton	WNFB-TV	101,450
Birmingham	WAFM-TV, WBRC-TV	150,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	1,002,032
Buffalo	WBEN-TV	328,419
Charlotte	WBTV	290,683
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,316,491
Cincinnati	WCPO-TV, WKRC-TV, WLWT	395,000
Cleveland	WEWS, WNBK, WXEL	711,245
Colorado Springs	KKTV	14,500
Columbus	WBNS-TV, WLWC, WTVN	274,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	225,000
Davenport	WOC-TV	169,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	268,000
Denver	KFEL-TV, WWJ-TV, WXYZ-TV	817,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV, KTSM-TV	17,250
Erie	WICU	175,550
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	225,000
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	152,417
Honolulu	KGMB-TV, KONA	12,386
Houston	KPRC-TV	232,000
Huntington-Charleston	WSAZ-TV	175,117
Indianapolis	WFMB-TV	327,000
Jackson	WJTV	.....
Jacksonville	WMBR-TV	95,100
Johnstown	WJAC-TV	599,215
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	271,890
Lancaster	WGAL-TV	204,774
Lansing	WJIM-TV	168,395
Lincoln	KOLN-TV	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,490,827
Louisville	WAVE-TV, WHAS-TV	226,915
Lubbock, Tex.	KDUB-TV	17,500
Lynchburg	WLVA-TV	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	186,037
Miami	WTVJ	169,900
Milwaukee	WTMJ-TV	407,830
Minn.-St. Paul	KSTP-TV, WCCO-TV	354,000
Mobile	WALA-TV, WKAB-TV	.....
Nashville	WSM-TV	102,938
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	149,721
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000
Norfolk-Portsmouth-Newport News	WTAR-TV	157,340
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	173,917
Peoria	WEEK-TV	.....
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,157,000
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	552,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Pueblo	KDZA-TV	13,000
Reading	WHUM-TV	.....
Richmond	WTVR	160,427
Roanoke	WSLS-TV	39,800
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	169,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	117,750
San Antonio	KEYL, WOAI-TV	127,599
San Diego	KFMB-TV	166,150
San Francisco	KGO-TV, KPIX, KRON-TV	510,000
Schenectady-Albany-Troy	WRGB	256,350
Seattle	KING-TV	232,700
South Bend	WSBT-TV	20,000
Spokane	KHQ-TV, KXLY-TV	18,319
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	211,342
Toledo	WSPD-TV	223,000
Tucson	KOPO-TV	.....
Tulsa	KOTV	134,275
Utica-Rome	WKTV	87,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	425,983
Wilkes-Barre	WBRE-TV	.....
Wilmington	WDEL-TV	130,424
York	WSBA-TV	21,000
Youngstown	WKBN-TV	.....

Total Stations on Air 138* Total Markets on Air 88*

Total Sets in Use 21,234,420

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station KRLD TV Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST TELEVISION MARKET...

Southwest DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area...

NOW 225,000 TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4... Represented by The BRANHAM Company

down that fine.

Mr. Long told BROADCASTING • TELECASTING that broadcasters should be careful to distinguish between these figures and set circulation figures covering major cities having TV stations as shown in the circulation table on page 35 and in other circulation estimates.

He emphasized the need of recognizing what the RTMA figures do not show. These "do not show" factors, he said, are: Obsolescence of sets; trans-dealer shipments from one trading area to another; TV set inventories on the shelves of dealers; kits or parts made and installed a few years ago (now produced in relatively small quantity); exports to other countries.

RTMA has no reliable information concerning these "do not show" factors, according to Mr. Long, nor does it attempt to show movement of population.

The new RTMA figures will serve as benchmarks (foundation points for future projections), according to Mr. Long. He said work is moving ahead on revised tables showing set shipments through the entire year of 1952. These will be ready in a month or so, he estimated.

The Rand McNally trading area breakdown is illustrated by Area No. 1, Albany, N. Y. In the RTMA set shipment data, Albany trading area is split into three main subdivisions—Albany; Bennington, Vt., and Plattsburg, N. Y. Troy and Schenectady are included in the first of the three subdivisions, Albany.

The Rand McNally list of major and basic trading areas is published separately by RTMA for use in connection with studies of TV set shipment figures.

Albany Subdivision

This list includes the following areas for the Albany subdivision: Albany; Berkshire, Mass.; Columbia, N. Y.; Fulton, N. Y.; Greene, N. Y.; Hamilton, N. Y.; Montgomery, N. Y.; Rensselaer, N. Y. (includes Troy); Saratoga, N. Y.; Schenectady, N. Y. (includes city of Schenectady); Schoharie, N. Y.; Warren, N. Y.; Washington, N. Y.

The Bennington, Vt., subdivision includes only Bennington.

The Plattsburg, N. Y., subdivision includes Clinton, Essex and Franklin, N. Y.

As a basic figure, RTMA took the Census Bureau's official count of TV sets in every county, city and area in the U. S. as of April 1950. At that time fewer than 5 million TV sets had been manufactured but the Census Bureau's compilation has been generally accepted as accurate (as of April 1950). By the end of 1952 TV circulation was at the 20 million mark, four times the figure at the time the census was taken.

When census data were collected, RTMA had figures showing set shipments by counties as made available by RTMA member manufacturers (estimated at about three-fourths of total TV set production).

Starting Jan. 1, 1951, RTMA began assembling monthly dealer figures for the entire manufacturing industry, using what it considered reliable projections to include non-member production. These figures were collected by a private auditing firm. Since Jan. 1, 1952, RTMA has handled its own statistics, though not even RTMA officers and members have access to production figures of individual manufacturers. These individual figures are carefully safeguarded to prevent any disclosure.

Mr. Long and his staff of nine faced the job of tracing set shipment data back to 1946 and projecting the figures to cover the entire industry, members and non-members. Then, taking the April 1, 1950, U. S. Census Bureau TV figures, RTMA has added set shipment figures for the last nine months of 1950; all of 1951; three quarters of 1952.

The total figures are those shown in the attached table. Since they are set shipment figures, they do not show dealers' stocks. RTMA explained that retail inventories were high in the third quarter of 1952 but that they are now declining.

The table shows trading areas by 60 areas and major subdivisions; number of radio homes (April 1950); total TV sets shipped to area (to Oct. 1, 1952), and percentage of TV sets shipped to Oct. 1, 1952 compared to total radio homes in 1950:

* * *

Trading Areas	No. Radio Homes April 1, 1950	TV Sets Shipped Thru 3rd Quarter '52	TV Sets as % of Radio Homes
ALBANY, N. Y.			
Albany, N. Y.	291,545	211,071	72.38
Bennington, Vt.	6,670	2,017	30.24
Plattsburg, N. Y.	33,430	3,499	10.47
Sub Total	331,645	216,587	65.33
ALBUQUERQUE, N. M.			
Albuqueraue, N. M.	50,715	14,755	29.09
Gallup, N. M.	8,965	378	4.21
Santa Fe, N. M.	14,055	526	3.74
Sub Total	73,735	15,659	21.24
AMARILLO, TEXAS			
Amarillo, Tex.	78,865	1,875	2.38
Clovis, N. M.	16,845	149	.89
Lubbock, Tex.	72,240	854	1.19
Sub Total	167,950	2,878	1.71
ATLANTA, GA.			
Albany, Ga.	52,460	2,695	5.14
Athens, Ga.	36,345	8,308	22.86
Atlanta, Ga.	297,430	184,553	62.05
Chattanooga, Tenn.	138,055	13,609	9.86
Columbus, Ga.	84,705	9,511	11.24
Gainesville, Ga.	25,810	8,015	31.05
Macon, Ga.	102,560	11,111	10.83
Sub Total	737,365	237,802	32.25
BALTIMORE, MD.			
Baltimore, Md.	396,175	326,592	82.44
Salisbury, Md.	46,270	12,011	25.96
Sub Total	442,445	338,603	76.54
BIRMINGHAM, ALA.			
Anniston, Ala.	26,640	4,823	18.11
Birmingham, Ala.	279,690	97,100	34.71
Columbus, Miss.	44,970	1,622	3.62
Dothan, Ala.	31,865	733	2.29
Florence, Ala.	49,895	2,430	4.87
Gadsden, Ala.	49,165	8,328	16.94
Huntsville, Ala	24,320	1,110	4.57
Montgomery, Ala.	89,290	3,260	3.63
Sub Total	595,835	119,406	20.04
BISMARCK, N. D.			
Bismarck, N. D.	39,300	286	.73
Glendive, Mont.	9,525	100	1.05
Minot, N. D.	30,780	305	.99
Sub Total	79,605	691	.88
BOSTON, MASS.			
Barre, Vt.	30,160	906	2.99
Boston, Mass.	840,270	690,596	82.19
Brattleboro, Vt.	7,845	246	3.13
Burlington, Vt.	28,890	3,286	11.38
Concord, N. H.	44,865	6,129	13.65
Dover, N. H.	18,530	8,098	43.70
Manchester, N. H.	65,070	36,803	56.56
Providence, R. I.	327,610	236,963	72.33
Rutland, Vt.	23,705	4,234	17.86
Springfield, Mass.	148,955	65,843	44.20
Worcester, Mass.	147,770	106,009	71.73
Sub Total	1,683,670	1,159,113	68.84
BUFFALO, N. Y.			
Bradford, Pa.	31,810	2,309	7.26
Buffalo, N. Y.	364,880	294,513	80.71
Elmira, N. Y.	99,290	24,481	24.67
Erie, Pa.	81,890	54,869	67.00
Jamestown, N. Y.	51,505	18,886	36.66
Rochester, N. Y.	182,205	141,868	77.86
Sub Total	811,580	536,926	66.15
BUTTE, MONTANA			
Butte, Mont.	25,350	172	.68
Kalispell, Mont.	13,480	156	1.16
Missoula, Mont.	22,650	103	.45
Sub Total	61,480	431	.70
CHARLOTTE, N. C.			
Asheville, N. C.	122,830	18,043	14.69
Charlotte, N. C.	155,750	60,391	38.77
Columbia, S. C.	116,675	11,572	9.92
Durham, N. C.	48,440	11,746	24.24
Fayetteville, N. C.	38,095	1,868	4.90
Florence, S. C.	52,055	2,994	4.75
Gastonia, N. C.	64,750	23,649	36.52
Greensboro, N. C.	99,040	37,425	37.79
Greenville, S. C.	96,015	12,169	12.67
Raleigh, N. C.	86,305	10,434	12.09
Spartanburg, S. C.	49,725	11,152	22.43
Winston-Salem, N. C.	87,345	25,207	28.85
Sub Total	1,017,025	226,650	22.28
CHICAGO, ILLINOIS			
Aurora, Ill.	65,345	38,206	58.47
Benton Harbor, Mich.	33,170	16,186	48.80
Bloomington, Ill.	32,670	3,413	10.44
Champaign, Ill.	26,090	1,419	5.44
Chicago, Ill.	1,533,845	1,267,803	82.66
Danville, Ill.	25,535	2,207	8.64
Davenport, Iowa	55,625	42,017	75.53
Dubuque, Iowa	56,260	7,564	13.44
Freeport, Ill.	19,405	2,004	10.33
Galesburg, Ill.	40,990	12,042	29.38
Kankakee, Ill.	34,490	13,030	37.78
Moline-Rock Island, Ill.	90,185	50,993	56.54
Ottawa, Ill.	34,705	6,742	19.43
Peoria, Ill.	104,245	17,762	17.05
Rockford, Ill.	83,025	11,381	13.71
South Bend, Ind.	124,280	51,339	41.31
Sub Total	2,359,865	1,544,108	65.43
CINCINNATI, OHIO			
Charleston, W. Va.	153,645	37,331	24.30
Cincinnati, Ohio	404,075	336,146	73.18
Dayton, Ohio	172,165	166,012	96.43
Huntington, W. Va.	146,200	51,594	35.29
Lexington, Ky.	105,625	11,610	10.99
Portsmouth, Ohio	33,790	11,549	34.18
Richmond, Ind	27,730	14,874	53.64
Sub Total	1,043,230	629,116	60.30
CLEVELAND, OHIO			
Akron, Ohio	144,925	109,694	75.69
Canton, Ohio	149,860	92,388	61.65
Cleveland, Ohio	486,895	441,452	90.66
Mansfield, Ohio	35,525	17,235	48.51
Sandusky, Ohio	26,480	14,134	53.37
Youngstown, Ohio	111,495	62,514	56.07
Sub Total	955,180	737,417	77.20
COLUMBUS, OHIO			
Columbus, Ohio	251,720	197,282	78.37
Marion, Ohio	36,660	19,565	53.37
Springfield, Ohio	48,890	32,049	65.55
Zanesville, Ohio	55,515	13,126	23.64
Sub Total	392,785	262,022	66.71
DALLAS, TEXAS			
Abilene, Tex.	62,710	1,125	1.79
Dallas, Tex.	308,740	132,470	42.90
Fort Worth, Tex.	149,725	72,156	48.19
Paris, Tex.	130,465	592	.45
San Angelo, Tex.	55,215	630	1.14
Tyler, Tex.	100,315	4,534	4.51
Waco, Tex.	133,900	7,898	5.90
Wichita Falls, Tex.	71,305	2,033	2.85
Sub Total	1,012,375	221,438	21.87
DENVER, COLORADO			
Casper, Wyo.	19,555	120	.61
Cheyenne, Wyo.	19,620	728	3.71
Colorado Springs, Colo.	29,150	1,155	3.96
Denver, Colo.	237,170	40,895	17.24
Durango, Colo.	12,995	146	1.12
Grand Junction, Colo.	29,455	303	1.03
Pueblo, Colo.	60,600	865	1.43
Raton, N. M.	9,360	47	.50
Scottsbluff, Neb.	31,680	266	.84
Trinidad, Colo.	6,135	52	.85
Sub Total	455,720	44,577	9.78
DES MOINES, IOWA			
Burlington, Iowa	37,520	9,272	24.71
Cedar Rapids, Iowa	63,680	10,825	17.00
Des Moines, Iowa	194,580	70,873	36.42
Fort Dodge, Iowa	39,925	11,428	28.62
Mason City, Iowa	53,975	3,864	7.15
Ottumwa, Iowa	57,190	4,628	8.09
Waterloo, Iowa	66,795	5,382	8.05
Sub Total	513,665	116,272	22.63
DETROIT, MICHIGAN			
Alpena, Mich.	15,000	222	1.48
Bay City, Mich.	40,140	5,075	12.63
Detroit, Mich.	867,810	696,136	80.21
Flint, Mich.	98,155	42,219	43.01
Jackson, Mich.	38,815	11,975	30.85
Lansing, Mich.	68,025	28,535	41.95
Port Huron, Mich.	34,290	15,815	46.12
Saginaw, Mich.	88,400	21,646	24.48
Sault Ste. Marie, Mich.	11,265	100	.89
Sub Total	1,261,900	821,723	65.12
DULUTH, MINN.			
Bemidji, Minn.	13,865	170	1.23
Duluth, Minn.	144,565	4,384	3.03
Sub Total	158,430	4,554	2.87

Trading Areas	No. of Radio Homes April 1, 1950	TV Sets Shipped Thru 3rd Quarter '52	TV Sets as % of Radio Homes
EL PASO, TEXAS			
El Paso, Tex.	105,091	1,526	1.45
Roswell, N. M.	29,595	166	.56
Sub Total	134,686	1,692	1.25
EVANSVILLE, IND.			
Evansville, Ind.	214,385	13,481	6.29
Hopkinsville, Ky.	15,105	1,700	11.25
Sub Total	229,490	15,181	6.61
FARGO, N. D.			
Fargo, N. D.	92,480	1,117	1.21
Grand Forks, N. D.	68,290	747	1.10
Sub Total	160,770	1,864	1.16
GRAND RAPIDS, MICH.			
Battle Creek, Mich.	41,685	23,702	56.86
Cadillac, Mich.	10,810	493	4.56
Grand Rapids, Mich.	147,775	79,712	53.94
Kalamazoo, Mich.	65,420	38,285	58.52
Manistee, Mich.	12,710	1,000	7.87
Muskegon, Mich.	43,625	14,905	34.17
Petoskey, Mich.	10,850	246	2.27
Traverse City, Mich.	12,680	482	3.79
Sub Total	345,555	158,825	45.96
GREAT FALLS, MONT.			
Billings, Mont.	34,260	212	.62
Bozeman, Mont.	10,470	44	.42
Glasgow, Mont.	8,500	38	.44
Great Falls, Mont.	28,465	235	.83
Havre, Mont.	7,795	60	.77
Helena, Mont.	7,970	40	.50
Miles City, Mont.	9,855	25	.25
Sheridan, Wyo.	10,550	82	.78
Sub Total	117,865	736	.62
HOUSTON, TEXAS			
Beaumont, Tex.	66,375	7,464	11.24
Houston, Tex.	328,490	156,384	47.60
Sub Total	394,865	163,848	41.49
INDIANAPOLIS, IND.			
Anderson, Ind.	30,470	22,046	72.34
Indianapolis, Ind.	309,120	213,615	69.10
Kokomo, Ind.	66,675	20,974	31.44
Lafayette, Ind.	35,915	6,836	19.03
Muncie, Ind.	46,005	21,177	46.03
Terre Haute, Ind.	107,650	23,569	21.89
Sub Total	595,835	308,217	51.72
JACKSONVILLE, FLA.			
Brunswick, Ga.	9,890	2,308	23.34
Jacksonville, Fla.	162,985	59,480	36.49
Tallahassee, Fla.	58,700	1,722	2.92
Valdosta, Ga.	18,875	731	3.87
Waycross, Ga.	24,505	1,527	6.23
Sub Total	274,955	65,768	23.92
KANSAS CITY, MO.			
Hays, Kan.	34,600	412	1.19
Joplin, Mo.	104,315	8,000	7.67
Kansas City, Mo.	345,345	155,055	44.89
St. Joseph, Mo.	92,170	17,042	18.50
Salina, Kan.	45,605	882	1.93
Sedalia, Mo.	27,505	2,691	9.78
Topeka, Kan.	77,350	11,722	15.15
Sub Total	726,890	195,804	26.93
KNOXVILLE, TENN.			
Bluefield, W. Va.	74,620	4,066	5.45
Bristol, Va.-Tenn.	104,200	4,422	4.24
Hazard, Ky.	25,885	961	3.71
Knoxville, Tenn.	204,095	5,288	2.59
Somerset, Ky.	20,375	482	2.36
Sub Total	429,175	15,219	3.54
LITTLE ROCK, ARK.			
El Dorado, Ark.	37,705	489	1.30
Hot Springs, Ark.	28,755	309	1.07
Little Rock, Ark.	169,175	5,536	3.27
Texarkana, Tex.-Ark.	79,890	1,632	2.03
Sub Total	315,525	7,966	2.52
LOS ANGELES, CALIF.			
Bakerfield, Cal.	60,110	10,785	17.94
Las Vegas, Nev.	17,230	191	1.11
Los Angeles, Cal.	1,421,300	1,193,123	83.96
San Bernardino, Cal.	146,700	66,777	45.51
San Diego, Cal.	162,370	117,242	72.20
Santa Barbara, Cal.	44,845	7,785	17.36
Sub Total	1,852,555	1,395,903	75.35
LOUISVILLE, KY.			
Bowling Green, Ky.	33,130	4,460	13.45
Frankfort, Ky.	9,485	959	10.11
Louisville, Ky.	253,175	132,623	52.38
Sub Total	295,790	138,042	46.66
MEMPHIS, TENN.			
Greenville, Miss.	38,190	876	2.29
Greenwood, Miss.	43,805	1,919	4.38
Jackson, Miss.	114,380	1,850	1.62
Jackson, Tenn.	84,045	10,049	11.95
Jonesboro, Ark.	43,810	9,089	20.75
Memphis, Tenn.	258,890	100,227	38.71
Paducah, Ky.	33,325	1,259	3.77
Tupelo, Miss.	50,755	3,864	7.61
Sub Total	667,200	129,133	19.35
MIAMI, FLORIDA			
Miami, Fla.	179,325	89,507	49.92
West Palm Beach, Fla.	44,965	2,107	4.68
Sub Total	224,290	91,614	40.84
MILWAUKEE, WIS.			
Appleton, Wis.	21,425	856	3.99
Escanaba, Mich.	11,345	111	.97
Fond du Lac, Wis.	23,080	4,266	18.47
Green Bay, Wis.	51,690	1,605	3.10
Houghton, Mich.	16,870	136	.80
Kenosha, Wis.	21,510	14,283	66.40
Madison, Wis.	70,720	4,864	6.88
Marinette, Wis.	31,515	538	1.70
Marquette, Mich.	15,230	125	.82
Milwaukee, Wis.	310,445	234,304	75.47
Oshkosh, Wis.	38,430	2,213	5.76
Racine, Wis.	42,870	19,141	44.65
Sheboygan, Wis.	41,385	14,137	34.16
Wausau, Wis.	89,930	1,393	1.56
Sub Total	786,445	297,972	37.88
MINNEAPOLIS-ST. PAUL, MINN.			
Aberdeen, S. D.	26,905	304	1.13
Eau Claire, Wis.	52,480	5,168	9.85
LaCrosse, Wis.	90,040	3,283	3.65
Mankato, Minn.	46,330	7,817	16.87
Minn.-St. Paul, Minn.	503,425	251,870	50.03
Rochester, Minn.	17,110	2,789	16.29
Watertown, S. D.	14,290	113	.79
Sub Total	750,580	271,344	36.15
NASHVILLE, TENN.			
Columbia, Tenn.	24,985	2,374	9.51
Nashville, Tenn.	189,645	50,241	26.49
Shelbyville, Tenn.	19,575	3,170	16.19
Sub Total	234,205	55,785	23.81
NEW ORLEANS, LA.			
Alexandria, La.	57,030	1,060	1.86
Baton Rouge, La.	93,950	7,950	8.45
Hattiesburg, Miss.	45,915	1,972	4.29
Lake Charles, La.	91,005	2,339	2.57
Meridian, Miss.	39,785	1,095	2.75
Mobile, Ala.	89,407	4,520	5.06
Natchez, Miss.	15,040	371	2.46
New Orleans, La.	285,390	107,766	37.76
Pensacola, Fla.	76,795	1,587	2.06
Sub Total	794,317	128,660	16.20
NEW YORK, N. Y.			
Allentown, Pa.	157,325	103,218	65.64
Binghamton, N. Y.	91,895	51,151	55.66
Hartford, Conn.	195,940	118,755	60.61
New Haven, Conn.	179,425	146,891	81.86
New London, Conn.	39,120	12,432	31.78
New York, N. Y.	3,984,055	3,323,045	83.40
Scranton, Pa.	84,465	19,746	23.38
Trenton, N. J.	69,665	65,526	94.06
Wilkes-Barre, Pa.	122,980	16,219	13.19
Sub Total	4,924,870	3,856,983	78.31
OKLAHOMA CITY, OKLA.			
Ardmore, Okla.	27,850	3,222	11.54
Oklahoma City, Okla.	243,495	79,115	32.49
Sub Total	271,345	82,337	30.34
OMAHA, NEBRASKA			
Council Bluffs, Iowa	61,400	28,320	46.12
Grand Island, Neb.	36,305	991	2.73
Hastings, Neb.	30,305	731	2.41
Lincoln, Neb.	65,450	15,962	24.38
North Platte, Neb.	35,525	428	1.20
Omaha, Neb.	154,095	97,843	63.49
Sub Total	383,080	144,275	37.66
PHILADELPHIA, PA.			
Atlantic City, N. J.	49,305	29,901	60.64
Harrisburg, Pa.	205,165	91,559	44.63
Lancaster, Pa.	60,280	43,831	72.71
Philadelphia, Pa.	999,260	939,838	94.06
Pottsville, Pa.	85,230	25,508	29.93
Reading, Pa.	71,675	56,678	79.07
Williamsport, Pa.	38,665	1,956	5.06
Wilmington, Del.	120,175	105,179	87.52
Sub Total	1,629,755	1,294,450	79.42
PHOENIX, ARIZONA			
Globe, Ariz.	11,465	379	3.30
Phoenix, Ariz.	114,905	38,059	33.11
Tucson, Ariz.	49,855	1,017	2.03
Sub Total	176,225	39,455	22.39
PITTSBURGH, PA.			
Altoona, Pa.	74,305	18,891	25.42
Clarksburg, W. Va.	85,130	5,870	6.90
Cumberland, Md.	43,370	3,324	7.65
Johnstown, Pa.	94,690	53,533	56.52
New Castle, Pa.	28,325	16,127	56.93
Oil City, Pa.	28,430	12,060	42.42
Parkersburg, W. Va.	39,940	3,125	7.82
Pittsburgh, Pa.	758,315	512,274	67.55
Sharon, Pa.	30,225	13,750	45.49
Wheeling, W. Va.	110,790	35,216	31.79
Sub Total	1,293,520	674,170	52.21
PORTLAND, MAINE			
Bangor, Me.	56,780	695	1.22
Berlin, N. H.	11,205	241	2.15
Lewiston, Me.	39,510	983	2.45
Portland, Me.	78,370	14,578	18.60
Presque Isle, Me.	21,240	150	.71
Waterville, Me.	45,570	1,093	2.40
Sub Total	252,675	17,740	7.02
PORTLAND, OREGON			
Baker, Ore.	4,915	35	.71
Bend, Ore.	11,335	55	.49
Eugene, Ore.	51,305	262	.51
Klamath Falls, Ore.	26,185	222	.85
La Grande, Ore.	7,760	39	.49
Marshfield, Ore.	14,620	60	.41
Medford, Ore.	25,665	153	.60
Pendleton, Ore.	15,605	90	.57
Portland, Ore.	275,510	4,009	1.45
Salem, Ore.	66,255	877	1.32
The Dalles, Ore.	9,220	130	1.41
Sub Total	508,375	5,932	1.16
RICHMOND, VIRGINIA			
Charlottesville, Va.	26,830	3,057	11.39
Covington, Va.	17,575	480	2.73
Fredericksburg, Va.	12,200	4,602	37.72
Goldsboro, N. C.	32,790	1,124	3.43
Greenville, N. C.	30,015	2,089	6.96
Lynchburg, Va.	62,310	8,146	13.07
New Bern, N. C.	19,295	525	2.72
Norfolk, Va.	203,145	97,559	48.02
Richmond, Va.	161,470	73,275	45.38
Roanoke, Va.	108,955	10,067	9.24
Rocky Mount, N. C.	45,820	3,855	8.41
Staunton, Va.	30,625	3,527	11.52
Wilmington, N. C.	57,775	896	1.55
Sub Total	808,805	209,202	25.86
ST. LOUIS, MISSOURI			
Cairo, Ill.	78,655	7,178	9.12
Cape Girardeau, Mo.	64,580	5,346	8.27
Columbia, Mo.	43,245	2,863	6.61
Decatur, Ill.	55,950	4,833	8.63
Jefferson City, Mo.	33,810	1,738	5.14
Poplar Bluff, Mo.	18,185	1,392	7.67
Quincy Bluff, Mo.	71,025	5,134	7.23
St. Louis, Mo.	636,370	419,378	65.90
Springfield, Ill.	77,275	9,001	11.65
Springfield, Mo.	92,290	5,098	5.52
Sub Total	1,171,385	461,961	39.43
SALT LAKE CITY, UTAH			
Boise, Idaho	57,905	363	.63
Ogden, Utah	37,645	2,797	7.43
Pocatello, Idaho	45,030	401	.89
Rock Springs, Wyo.	10,615	152	1.44
Salt Lake City, Utah	149,525	66,179	44.26
Twin Falls, Idaho	27,475	207	.74
Sub Total	328,195	70,099	21.35
SAN ANTONIO, TEXAS			
Austin, Tex.	77,870	4,620	5.92
Corpus Christi, Tex.	82,040	4,630	5.64
Harlingen, Tex.	58,265	7,090	12.18
Laredo, Tex.	17,718	507	2.85
San Antonio, Tex.	190,665	73,077	38.33
Sub Total	426,558	89,924	21.09
SAN FRANCISCO, CALIF.			
Eureka, Cal.	23,560	350	1.48
Fresno, Cal.	136,075	4,068	2.99
Reno, Nev.	35,505	712	2.00
Sacramento, Cal.	173,025	26,406	15.26
San Francisco, Cal.	882,745	430,147	48.73
Stockton, Cal.	116,220	31,720	27.29
Sub Total	1,367,130	493,403	36.09
SAVANNAH, GEORGIA			
Augusta, Ga.	77,640	3,985	5.13
Charleston, S. C.	64,470	1,447	2.24
Savannah, Ga.	84,085	3,753	4.46
Sub Total	226,195	9,185	4.06
SEATTLE, WASHINGTON			
Aberdeen, Wash.	21,870	1,321	6.04
Bellingham, Wash.	34,190	2,519	7.36
Everett, Wash.	37,525	8,681	23.13
Olympia, Wash.	31,210	5,642	18.08
Seattle, Wash.	267,575	113,972	42.60
Tacoma, Wash.	127,350	26,534	20.83
Sub Total	519,720	158,669	30.53
SHREVEPORT, LOUISIANA			
Monroe, La.	68,965	1,012	1.46
Shreveport, La.	109,550	1,844	1.68
Sub Total	178,515	2,856	1.60
SIOUX CITY, IOWA			
Huron, S. D.	13,595	107	.79
Mitchell, S. D.	22,110	349	1.58
Pierre, S. D.	10,775	157	1.45
Rapid City, S. D.	28,830	412	1.43
Sioux City, Iowa	146,215	13,193	9.02
Sioux Falls, S. D.	70,635	1,508	2.13
Sub Total	292,160	15,726	5.38
SPOKANE, WASHINGTON			
Lewiston, Idaho	21,945	131	.59
Spokane, Wash.	110,375	2,334	2.11
Walla Walla, Wash.	17,885	103	.58
Wenatchee, Wash.	29,305	314	1.07
Sub Total	179,510	2,882	1.60

We've got the money and we've got the time!



Here is the nation's third largest inland cotton market and the "cotton-oil capital of the world"*! Here are 317,000 potential customers, a $389,756,000 TV market!

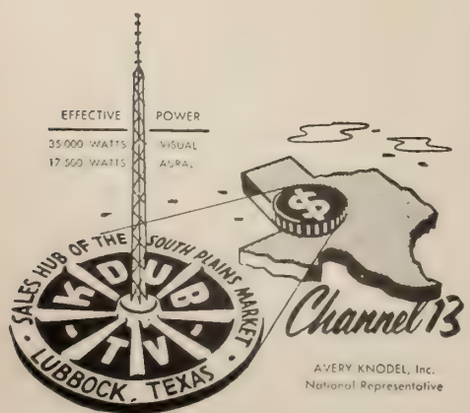
* Replaced Memphis, Tenn.



a typical West Texas cotton-oil mill (the "mountains" are cottonseed!)

KDUB-TV, LUBBOCK – FIRST ON THE SOUTH PLAINS, FIRST IN WEST TEXAS . . . the station with EXPERIENCED PERSONNEL. . the station with your SOUTH PLAINS MARKET SIGNED, SEALED AND AND CHANNELED.

W. D. "DUB" ROGERS — President
MIKE SHAPIRO — Commercial Mgr.



AVERY KNODEL, Inc.
National Representative

AFFILIATES: DuMont CBS Paramount

Trading Areas	No. Radio Homes April 1, 1950	TV Sets Shipped Thru 3rd Quarter '52	TV Sets as % of Radio Homes
SYRACUSE, NEW YORK			
Syracuse, N. Y.	164,685	135,204	82.09
Utica, N. Y.	92,510	55,469	59.96
Watertown, N. Y.	54,585	8,129	14.88
Sub Total	311,780	198,802	63.76
TAMPA, FLORIDA			
Orlando, Fla.	60,840	3,136	5.15
Tampa, Fla.	201,735	8,641	4.28
Sub Total	262,575	11,777	4.48
TOLEDO, OHIO			
Fort Wayne, Ind.	133,800	17,516	13.09
Lima, Ohio	64,940	14,349	22.09
Toledo, Ohio	211,880	169,037	79.78
Sub Total	410,620	200,902	48.92
TULSA, OKLAHOMA			
Fort Smith, Ark.	82,610	1,792	2.17
McAlester, Okla.	20,570	892	4.33
Tulsa, Okla.	212,575	64,705	30.44
Sub Total	315,755	67,389	21.34
WASHINGTON, D. C.			
Frederick, Md.	15,480	7,281	47.03
Hagerstown, Md.	58,260	19,705	33.83
Washington, D. C.	414,790	339,720	81.90
Winchester, Va.	18,990	5,455	28.73
Sub Total	507,520	372,161	73.33
WICHITA, KANSAS			
Dodge City, Kan.	29,230	479	1.64
Enid, Okla.	61,075	9,559	15.64
Hutchinson, Kan.	43,190	754	1.74
Wichita, Kan.	136,510	5,120	3.75
Sub Total	270,005	15,912	5.89
GRAND TOTAL	40,502,751	19,175,738	47.35

Trendex's Feb. 1-7 Listing

TOP 10 evening sponsored network TV programs for the week of Feb. 1-7, as listed by Trendex, were as follows:

	Program	Rating
1	I Love Lucy (CBS)	68.1
2	Godfrey's Talent Scouts (CBS)	47.9
3	Dragnet (NBC)	43.0
4	Godfrey's Friends (CBS)	42.0
5	Texaco Star Theatre (NBC)	41.4
6	Colgate Comedy Hour (NBC)	37.0
7	What's My Line? (CBS)	35.8
8	You Bet Your Life (NBC)	34.0
9	Our Miss Brooks (CBS)	32.9
10	Strike It Rich (CBS)	31.1

Watered Ratings

NEWS REPORTS from St. Louis and Hartford indicate a connection between sudden drains on the cities' water supplies and the intervals or commercial periods between TV and radio programs.

In both cities, the drain on water supplies coincides with intervals between shows, indicating dishwashing, baths, water drinking and other use of the plumbing is postponed until after shows. The St. Louis Water Co. blames commercials for the jumps in water usage.

Water gauges at the Hartford Water Bureau even measure the ratings of TV shows by the amount of extra water used. With most programs drawing an average of 500,000 extra gallons, *I Love Lucy*, at the show's end, registers 800,000 extra gallons.

Viewing for specific days of the week also may be measured, with Monday, Tuesday and Wednesday ratings about the same until the Wednesday fights on TV, when the water gauge goes up. Thursday and Friday are drier with the exception of the Friday fights. Saturday in Hartford is "pretty damp" and becomes a "flood" after the wrestling. Sunday is the wettest night of the week.

The Gavilan-Davey fight Feb. 11 drew one of the largest ratings ever—900,000 to a million gallons.

Joe Ward Outlines Radio Approach to Retailing

PSYCHOLOGICAL gulf between retailers and radio was cited by Joseph B. Ward, president of Advertising Research Bureau Inc., Seattle, speaking before a Radio Executives Club of New England luncheon earlier this month. Blaming radio executives for the breach, he decried their use of Hooper, Pulse and Nielsen ratings as the basis for sales approaches, adding that retailers are not interested in ratings.

They want results, he said, and are interested in a medium which brings customers to their stores. Mr. Ward, speaking on "Putting the Dollar Sign in Sales," and "It's the Results That Count," referred to 201 radio-newspaper comparison studies from all parts of the U. S. except New England. These studies, he said, show there are two, evenly-split markets, one reached by radio and the other by newspapers, with a small overlap which developed more than 10% of store traffic and sales volume.

Commending radio executives on the flexibility of the medium, he recommended that they learn to speak the language of the retailer in order to increase revenue from that advertising quarter.



AMONG those at a Radio Executives Club of New England luncheon are (l to r) Edward R. Mitton, president, Jordan Marsh Co.; Joseph B. Ward, president, Advertising Research Bureau Inc., Seattle, a speaker, and Rudolph Bruce, president of the club and advertising manager of New England Coke Co.

'Lux Theatre' Tops Nielsen

TOP network radio show in number of homes reached for Jan. 11-17 was *Lux Radio Theatre*, according to A. C. Nielsen Co. ratings. Others:

Extra-Week Jan. 11-17, 1953
EVENING, ONCE-A-WEEK—NIELSEN RATING*

Rank	Program	Homes Reached (000)
1	Jack Benny (CBS)	5,729
2	Amos 'n' Andy (CBS)	5,460
3	Charlie McCarthy (CBS)	5,147
4	Lux Radio Theatre (CBS)	5,057
5	People Are Funny (CBS)	4,834
6	Our Miss Brooks (CBS)	4,118
7	Big Story (NBC)	4,028
8	Gene Autry (CBS)	4,028
9	My Friend Irma (CBS)	3,804
10	Gangbusters (CBS)	3,804

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1953 by A. C. Nielsen Company

FILM

Studios Allowed Delay For Antitrust Answers

DELAY until March 11 for answering the Dept. of Justice antitrust suit to force release of 16 mm films to television was obtained last Wednesday by RKO Radio Pictures, Columbia Pictures Corp. and its subsidiary, Screen Gems Inc.

Extension of the deadline (last Wednesday) was set after Leonard Kaufman of the law firm of Mitchell, Silberberg & Knupp, said he had been engaged constantly in court appearance since the deadline was set last Jan. 19 [B•T, Jan. 26].

General denial of the charge of conspiracy to withhold the films was filed last week by other defendants, 20th Century-Fox, Warner Bros., Republic Pictures, Films Inc., Pictorial Films, Universal-International Pictures and its subsidiary, United World Films Inc.

The Justice Dept. earlier had clarified specific charges and amended slightly its original action filed July 22, 1952 [B•T, July 28, 1952].

GT Withdraws Suit on Lease Of Musical Films to KLAC-TV

GENERAL Teleradio Inc., operator of Don Lee Broadcasting System and KHJ-TV Los Angeles, last week withdrew its Los Angeles Superior Court suit to prevent United Television Programs Inc. from leasing 750 Snader Telescriptions to KLAC-TV Los Angeles.

The suit was withdrawn with signing of a new two-year "dual exclusivity" contract giving KNBH (TV) Los Angeles and KHJ-TV continued exclusive rights to the filmed musicals.

The suit, filed in January [B•T, Jan. 19], had charged a breach of contract was threatened by lease of the Telescriptions to another station. It asked declaratory relief as well as specific performance.

Tabakin's Films Off 'List'

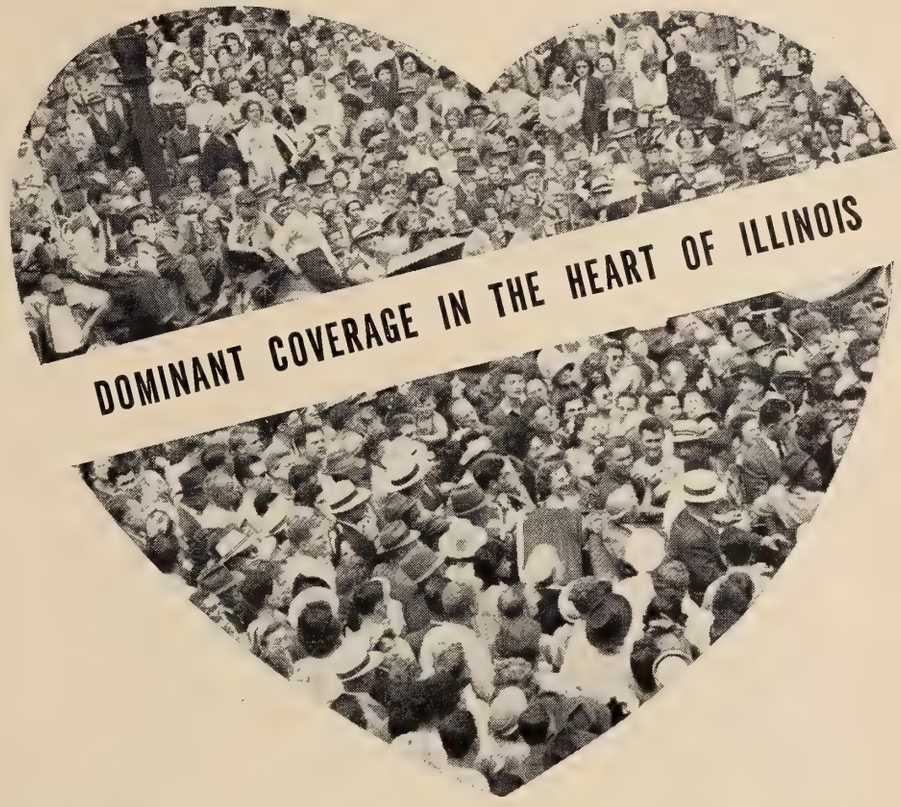
PRODUCER Bernard Tabakin has been removed from AFL Hollywood Film Council's "unfair" list after agreeing to confine his future TV film production to the U.S. In its campaign to halt video film production abroad, the council had protested the six programs in the *Affairs of China Smith* series which were shot in Mexico [B•T, Feb. 9]. Series, produced by Mr. Tabakin, is sponsored on KECA-TV Los Angeles by Thrifty Drug Stores.

New Beverly Subsidiary

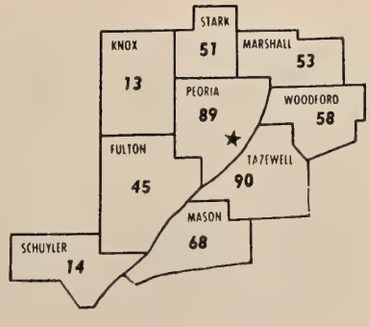
TELEVISION Exploitation Co., new subsidiary of Beverly Pictures, New York, was opened officially Thursday by Beverly's president, Oliver A. Unger, who also is president of the new firm. According to Mr. Unger, TV Exploitation expects to have 27 "exchanges" in operation shortly.

Other new officers: Seymour Scott, treasurer; Harold Goldman, national sales director, and Milton Gettinger, counsel. New company already has acquired 52 half-hour Roller Derby TV films and 22 TV feature films, and within a month officials expect to begin production on *Gulliver and the Little People,* to be produced by the Roller Derby owner, Leo A. Seltzer, and directed by Ron Ormond.

Obviously OUTSTANDING . . .

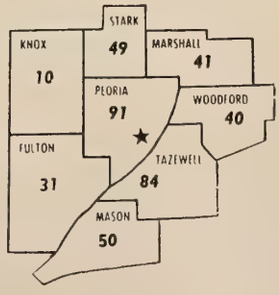


The new STANDARD STATION AUDIENCE REPORT shows once again how WMBD dominates the rich Peoriarea market. With an audience of 87,328 daytime radio families, WMBD reaches 89% of the Peoria County total . . . 90% of the total in adjoining Tazewell County. WMBD audiences in the 9-county market account for 68% of 127,870 daytime radio families. Nighttime figures show equal dominance.



DAYTIME
87,328
FAMILIES

NIGHTTIME
81,241
FAMILIES



See Free & Peters



To SELL the Heart of Illinois, BUY WMBD!

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

Snader Talks Resume March 2

FURTHER arbitration sessions in the case involving Louis D. Snader and his ex-partners, Alexander Bisno and Samuel Markovitch, in Snader Telescriptions Corp. and interlocking companies, have been postponed to March 2, giving an additional two weeks for the parties to prepare briefs. [B•T Feb. 9].

Film Sales

Increase in sales during past few weeks have brought total subscribers to *TV Disc Jockey Films,* produced and distributed by **Screen Gems Inc.,** New York, to 20 stations, the firm announced last week. New station subscribers include: WCAU-TV Philadelphia, WNOK-TV Columbia, S. C., and CBL-TV Toronto. The increase is due in part to "the many new stations going on the air," John H. Mitchell, Screen Gems' vice president in charge of sales, reported.

* * *

DuMont Film Sales, New York, announces the signing of **Tide Water Associated Oil Co.** to sponsor *Madison Square Garden* for 13 weeks over KGMB-TV Honolulu, T. H. This was 11th sale of the program by DuMont in recent weeks. The sports film show is under contract now in 20 domestic and four foreign markets. **Winik Films,** New York, produces the series.

* * *

United Television Programs has sold the Studio Transcription Library of musical shorts to three additional TV stations, bringing total subscribers to 83, according to sales director, **Aaron Beckwith.** Latest sales were to WJIM-TV Lansing, WEEK-TV Peoria and KGNC-TV Amarillo.

* * *

KTLA (TV) Hollywood has leased a new-to-TV group of feature films from **Robert L. Lippert Productions,** that city, for approximately $80,000. Films, which were released in 1951 and 1952, may be shown over a two-year period on an unlimited basis. Programming is scheduled for Saturday, 9-11 p.m., and Sunday, 7:30-9 p.m. All exploitation used in the theatrical release goes to the station.

Distribution

Cornell Film Co., New York, has signed to distribute films produced by **Kenfilm,** Israel production firm, in TV, theatrical and non-theatrical fields.

Availabilities

Alexander Film Co., Colorado Springs, Col., is releasing two new "package series" of TV film commercials, one on bread and the other on milk. Both series employ combination cartoon animation and live action scenes, both include 13 20-second and four 60-second films, and are designed to give local and regional sponsors personalized film commercials. Series is available to dairies and bakeries on an exclusive basis. Sponsors are given rights to unlimited use of the films for six months.

Production

Family Theatre, Hollywood, is in production on an hour-long TV film for Easter week release. Filmed by **Roland Reed Productions,** Culver City, and titled "Trial at Tara," script is based on the religious story of St. Patrick. **Arthur Pierson** is director.

* * *

Video Pictures Inc., 1515 N. Western Ave., Hollywood, has been formed as a self-packaging, self-financing TV film production firm. Headed by **Hank McCune,** one-time NBC-AM-TV comic, the firm is producing 13 half-hour situation comedy films, *The Hank McCune Show.*

Film People

Brandt Enos, business manager of Transfilm Inc. and former business manager of the March of Time, has resigned to launch **Brandt Enos Assoc.,** New York, TV film and motion picture management consultant firm.

* * *

Martin Leeds, chief of business affairs department for CBS-TV West Coast network programs, joins **Desilu Productions Inc.,** Hollywood, as executive vice president in charge of production. Firm, which films CBS-TV *I Love Lucy* and *Our Miss Brooks,* plans production expansion with enlargement of commercials department in addition to several new TV film packages.

* * *

Eugene Wooten, independent Hollywood motion picture producer, joins **Bo-Mor Productions,** that city, as executive producer, succeeding **Richard Morley.** Firm is in pre-production on *Don Willson Show,* half-hour TV film series.

* * *

Siegfried M. Herzig, playwright and motion picture scenarist, has been signed by **Filmcraft Productions,** Hollywood, to assist **Robert Nathan** in preparing scripts for *Mark Twain Television Theatre.*



GLORIA SWANSON discusses business in New York before returning to Hollywood, where she will emcee and star in *Crown Theatre,* a 26-time half-hour dramatic film series which goes into production shortly at Bing Crosby Enterprises' studio. With her (l to r) are Wilbur S. Edwards, general sales manager, CBS-TV Film Sales; Merle S. Jones, vice president in charge of CBS owned stations and general services; Everett Crosby, president, Bing Crosby Enterprises, and Fred J. Mahlstedt, operations director for CBS-TV Film Sales, distributing group.

World Hikes Budgets 35%; Predicts Boom for Local Radio

World Broadcasting notes its business last year was 40% higher than the previous year, giving basis for its vice president's notation: " . . . local radio is a better investment than ever . . . "

PREDICTING a boom year for local radio, Robert W. Friedheim, vice president of World Broadcasting System Inc., last week announced that World's 1953 budgets for production, advertising and merchandising have been increased by 35%. He said:

"We are spending this additional money and enlarging our sales department because of our faith that local radio is a better investment than ever, for a growing list of advertisers at the local level and for those of us who have cast our lot in this business."

Pointing out that 1952 local radio sales were up more than 7% over 1951 on a nationwide basis, Mr. Friedheim noted that World's 1952 business was 40% higher than 1951. He predicted this year's sales will top the 1952 record level.

New Birthday Show

Some of the "name" personalities included in World's 1953 programming are: David Rose, Judy Canova, Dick Haymes, Mimi Benzell, Ray Block and the New World Singers Male Chorus. World is releasing special half-hour holiday programs for St. Valentine's Day, Washington's Birthday and St. Patrick's Day. A new show is *Whose Birthday Is This?,* a human interest program centering around the birthdays of more than 1,500 world-renowned persons.

'Assignment' Principals Sued

RADIO and TV film actress Joan Miller last Tuesday filed suit in Los Angeles Superior Court for a total of $300,000 against NBC, program packager Don Sharpe, NBC *Dangerous Assignment* radio star Brian Donlevy, Donlevy Development Corp. and others. Miss Miller charged the defendants damaged her professional standing in "willfully and maliciously" using her name as that of a Nazi spy depicted on the NBC radio program Feb. 18, 1952. Miss Miller said she did confidential work in World War II with the Office of War Information and the Office of Strategic Services.

McKean Gets New Post

GILBERT S. McKEAN, merchandising manager of Columbia Records' Masterworks Div., has been named director of the company's newly-created special products division, which will handle promotion and market development of current and new products for Columbia Records and its transcription division. Douglas H. Duer, assistant merchandising manager of Masterworks Div., succeeds Mr. McKean as merchandising manager.

WFBG-TV

ALTOONA, PA.

the most powerful VHF in eastern USA

is pleased to announce the appointment of

H-R TELEVISION, INC.

NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

AS NATIONAL REPRESENTATIVES

With full power of 316,000 watts on May 1 and interim power of 75 KW. WFBG-TV Covers Western Pennsylvania from Pittsburgh to Harrisburg.

OVER 300,000 FAMILIES

OVER 69,500 TV SETS (Certified!)

N.B.C. PRIMARY INTERCONNECTED—CHANNEL 10

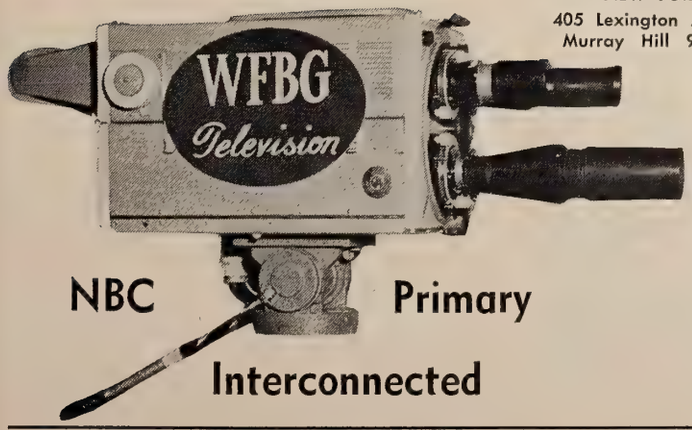


FOR AVAILABILITIES . . . RATES . . . TECHNICAL FACILITIES . . . COMPLETE FACTS

CALL YOUR NEAREST OFFICE OF

H-R TELEVISION, INC.

NEW YORK	CHICAGO	SAN FRANCISCO	LOS ANGELES
405 Lexington Avenue	35 E. Wacker Drive	110 Sutter Street	6253 Hollywood Blvd.
Murray Hill 9-2606	Randolph 6-6431	Exbrook 2-3407	Granite 1480



NBC Primary Interconnected

WFBG-TV

ALTOONA, PENNSYLVANIA

Jack Snyder, managing director.

FCC OKAYS TV TIME-SHARING FOR KSBW, KMBY ON CH. 8

Commission authorization is for sharing of time on a single vhf channel in the Salinas-Monterey area in California. Approval apparently based on fact AM stations do not overlap in competing for sponsors.

FIRST authorizations for sharing of time on a single TV channel by two stations—considered one practical solution to application deadlocks particularly in "hyphenated" cities—were issued by FCC last week to KSBW Salinas and KMBY Monterey, Calif.

Previously competitors for Ch. 8, allocated to the Salinas-Monterey area, the two stations now will share the same transmitter facilities but will maintain separate studios in their respective markets. Their mutually-exclusive applications were amended a fortnight ago to specify sharing of time pursuant to Sec. 3.622 of the Commission's rules which permit voluntary sharing of TV facilities [B•T, Feb. 16].

FCC's approval of the plan is understood to have been based upon the fact Ch. 8 is allocated to a twin-city area in which the two AM stations involved serve their respective markets without competitive overlap for local sponsors. The TV stations will serve both cities on the vhf facility, FCC noted.

One Commission spokesman indicated, however, there may be policy questions involved should two AM stations in the same market propose to share time on the same channel. He noted that while there have been several outstanding successful share-time operations in radio, notably WENR and WLS Chicago and WBAP Fort Worth-WFAA Dallas, the history of share-time since the medium's early days has weighed against such a policy.

The Commission representative cited the waste of dual transmitter and studio facilities, disproportionate cost of operation over available time to earn income, the eventual demands of the share-time operators for full time facilities and administrative headaches for FCC.

He indicated though, respecting TV, that the Commission will consider each share-time proposal on its individual merits.

KSBY and KMBY plan to use the same transmitter facilities, sharing the cost, and will operate with the same effective radiated power of 10 kw visual and 5 kw aural. The site is on Baldy Peak, some nine miles from Salinas, providing antenna height above average terrain of 2,630 ft. Separate studios will be maintained in Salinas and Monterey, about 14 miles apart.

Each station will program 42½ hours a week, according to the present plan, with a two-week cycle scheduled in which each will have evening hours for every night of the week over the period.

KMBY is owned 30% by President Kenyon Brown, 24% by Vice President-Treasurer Bing Crosby and 30% by Vice President-Secretary George L. Coleman. KSBW is owned 25% each by President-General Manager John C. Cohan, Secretary-Treasurer and Assistant General Manager William M. Oates, Vice President Lewis A. Terven Jr., and The Chronicle Pub. Co., licensee of KRON-AM-FM-TV San Francisco.

The share-time grant came on the heels of other Commission actions approving the joining of forces of previously competitive applicants. These were the grant of Ch. 47 at Macon, Ga., to Macon TV Co., comprising stockholders of both WBML and WNEX there, and the grant of Ch. 10 to WIS-TV Corp., Columbia, S. C., owned chiefly by WIS Columbia with minority interest held by a group of stockholders withdrawing from WMSC there [B•T, Feb. 16].

At Tulsa, competitors for Ch. 2, have joined in a common TV application under the name of Central Plains Enterprises Inc. They are Sen. Robert S. Kerr (D-Okla.), with his wife chief owner of KRMG, and W. G. Skelly, owner of KVOO (see Actions of the FCC, page 99).

The respective licensees of KRMG and KVOO will each hold a major interest in the new firm, with balance of control vested in a minor interest to be shared by Tulsa U. and Oklahoma A & M. Separate, competitive AM operations are promised.

Although the merger bid removed competition between the two stations for Ch. 2, FCC last week received two other new applications for the facility. Oil Capital TV Corp. filed for Ch. 2 while Fryer TV Corp., previously seeking uhf Ch. 23, amended to Ch. 2.

Principals in KUGN and KORE Eugene, Ore., competitors for Ch. 13 there, have joined in a consolidated application soon to be filed with FCC, the stations reported last week. A group of local businessmen not identified with the radio stations are included in the proposed new applicant.

PULSE of
ALBUQUERQUE ★
November, December, 1952

Radio Listening is up and KOB is on Top!

60% of all Rated Periods Gained Audience

Of 480 periods surveyed KOB leads all other stations in 384 periods
(Includes 13 first place ties)

KOB Ratings Increased in 61.5% of all Rated Periods

Monday-Friday
KOB delivers 40% or more of total audience, 75% of the time

BRANHAM HAS THE FULL STORY

★ Albuquerque ranked 3rd in the Nation in Percentage of Retail Buying Gains in 1952—Forbes Magazine

★ Albuquerque rated one of 20 High Spot Cities of the Nation with January, 1953 City-National Index of 108.7 — Sales Management

★ Albuquerque Building Permits UP 34% in 1952, totaling $27,572,327.95

KOB
ALBUQUERQUE
50,000 Watts 770 KC
25,000 Watts, Nights
Represented by
THE BRANHAM CO.



(Photograph Courtesy of Cook Truck Lines, Inc.)

"MOVING THE GOODS" IN THE Memphis Market

Eighty-two motor freight lines on 12 Federal Highways keep a constant stream of goods moving into every city and hamlet in the Memphis Market. WREC keeps sales rolling by providing an eager audience throughout the entire 76-county area. Moving the goods into the Memphis Market is a bigger and bigger transportation job. Moving the goods **out** of the stores is a selling job best performed when you select WREC —the station that gets the "better half" of the audience. Ask to see the latest Standard Audit and Measurement Report and Hooper ratings that **prove** it!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

Bills in N. Y. Legislature Would Cut Radio-TV Liability

BILLS were introduced in the New York State legislature last week to limit the liability of radio and television stations in suits for slander and libel based on the programs they broadcast.

Sponsors of the measures, Sen. William S. Hults Jr. of Port Washington, L. I., and Assemblyman Joseph F. Carlino of Long Beach, L. I., explained the bills would make the sponsors of the program, rather than the station that carries it, responsible for any slander or libel, unless the station examined the script before it was broadcast.

Messrs. Hults and Carlino pointed out that on network programs particularly, local stations often have no knowledge of program content until the actual broadcast or telecast is made and therefore have no opportunity to correct a statement they may consider libelous or slanderous.

Idaho Enacts Liability Law

NEW LAW enacted in Idaho fortnight ago relieves Idaho broadcasters of liability for defamatory statements broadcast by candidates for public office, according to Henry H. Fletcher, KSEI Pocatello, president of Idaho Broadcasters Assn. IBA shepherded the bill (H-51) through both House and Senate, with Gov. Len Jordan affixing his signature. Walter E. Wagstaff, KIDO Boise, chairman of the IBA Legislative Committee, and Earl Glade Jr., KDSH Boise, were active in contacting legislators and explaining reasons why the libel injustice should be corrected.

TV Tower Report

ONLY 19 applications requesting approval of the Airspace Subcommittee of the Air Coordinating Committee for TV tower locations or heights were turned down during 1952, the Air Coordinating Committee has indicated in its annual report.

The Air Coordinating Committee is composed of representatives of the State Dept., Defense Dept., Commerce Dept. and the Civil Aeronautics Board.

Annual report said the nine regional Airspace Subcommittees had handled 190 cases regarding TV towers during the last year and had recommended disapproval of only 10%.

VOD Winners End Tour

WEEK of events involving prominent personages in official Washington was concluded Friday as the four winners of the Voice of Democracy radio-TV essay contest received the acclaim of government and industry (see VOD article, page 78).

The students received $500 scholarships and radio-TV receivers at the annual awards luncheon held Wednesday at the Mayflower Hotel, Washington. Sen. Margaret Chase Smith (R-Me.) made the presentations. MBS picked up the program. Dr. Earl James McGrath, U. S. Commission of Education, presided at the affair.

The four winners were Robert Davis, Maui, Hawaii; Frank Lammedee, San Marino, Calif.; Adelaide Nacamu, Peekskill, N. Y., and Thomas J. Walsh, Washington, D. C.

FCC ENDS PUSH ON UNCONTESTED BIDS

Commission begins processing hearing applications, explaining backlog of cases is lightening. Side result is slowing of FCC's TV station grant pace.

THE TEMPORARY expediting policy — effected by FCC last Oct. 15 to push processing of uncontested TV applications by passing over contested bids—quietly died last week.

The Commission, concurrent with issuance of grants for eight more TV outlets, disclosed it once again is sending McFarland letters to applicants notifying them they are mutually exclusive with the bids of others for the same facility.

Last week's grants were less than the number the Commission usually has been issuing in previous weeks because its staff once again is processing bids which must go into hearing. The new grants included two permits for the sharing of Ch. 8 at Salinas-Monterey, Calif., by KSBW Salinas and KMBY Monterey, former competitors for the assignment (see story page 42).

The Commission's resumption of processing hearing applications was explained by FCC representatives last week to indicate the backlog of cases now before examiners is beginning to lighten and some may be able to take new cases soon. They also noted that at the present pace of grants, not counting incoming applications, the Commission staff would have handled most remaining uncontested bids in the next couple of months.

With last week's grants, the total number of TV stations authorized in the U. S. and its territories stands at 363, including 2 vhf and 12 uhf noncommercial, educational outlets. Since lifting of the freeze last spring, FCC has issued permits for 74 vhf and 177 uhf stations. Of all stations authorized, 124 vhf and 12 uhf outlets are in operation commercially.

More than 1,000 applications have been filed with the Commission since lifting of the freeze and resumption of processing, of which some 750 remain to be acted upon. A large number represent competitive bids for the same channels, many of which already have been, or are expected soon to be, set for hearing.

FCC officials, however, are hopeful that with the revision of hearing procedures the new cases will be disposed of more quickly than those to date [B•T, Feb. 9]. One spokesman guessed at least 500 TV CPs by year end.

Under the streamlined hearing procedure, effective Feb. 4, FCC processes an application thoroughly respecting basic legal, financial and technical qualifications prior to the competitive hearing, thus leaving for such proceeding only comparative issues relating to the applicants' experience, proposed operating policies and program service.

McFarland Letters

Several dozen McFarland letters have gone out to mutually exclusive applicants during the past fortnight pursuant to the new hearing procedures. The majority were sent by the FCC Broadcast Bureau. Virtually all were new, more detailed letters to contested applicants who were among the first to receive such notices last summer shortly after provisions of the McFarland Act took effect.

Here are last week's eight new grants:

Wichita, Kan. (City priority Group A-2, Number 6)—The C. W. C. Co. (Stanley H. Durwood, theatre operator), granted construction permit for uhf Channel 16, effective radiated power 200 kw visual and 105 kw aural, antenna height above average terrain 960 ft.

Monterey, Calif. (Group A-2, No. 164)—Monterey Radio-Television Co. (KMBY), granted vhf Ch. 8, ERP 10 kw visual and 5 kw aural, antenna 2,630 ft.; station to share time with Salinas Broadcasting Corp. (KSBW).

Salinas, Calif. (Group A-2, No. 164)—Salinas Broadcasting Corp. (KSBW), granted vhf Ch. 8, ERP 10 kw visual and 5 kw aural, antenna 2,630 ft.; station to share time with Monterey Radio-Television Co. (KMBY).

North Adams, Mass. (Group A-2, No. 240)—Greylock Broadcasting Co. (WBRK Pittsfield, Mass.), granted uhf Ch. 74, ERP 1 kw visual and 500 w aural, antenna 570 ft.

Hannibal, Mo. (Group A-2, No. 250)—Courier-Post Publishing Co. (KHMO), granted vhf Ch. 7, ERP 10.5 kw visual and 5.4 kw aural, antenna 620 ft.

McAllen, Tex. (Group A-2, No. 263)—Texas State Network Inc. (KRIO), granted uhf Ch. 20, ERP 86 kw visual and 49 kw aural, antenna 500 ft.

Mesa, Ariz. (Group B-3, No. 178)—Harkins Broadcasting Inc. (KTYL), granted vhf Ch. 12, ERP 27 kw visual and 13.5 kw aural, antenna 400 ft.

New Orleans, La. (Group B-4, No. 184)—Supreme Broadcasting Co. (WJMR), granted uhf Ch. 61, ERP 200 kw visual and 100 kw aural, antenna 410 ft.

Storer Broadcasting Co.'s WSPD-TV Toledo, operating on Ch. 13, was granted boost in effective radiated power from 24.5 kw to 316 kw, antenna height substantially unchanged, 520 ft. above average terrain. Concerning overlap with proposed increased power operation by WJBK-TV Detroit, Chairman Paul A. Walker in a concurring opinion stated, "As a matter of principle I believe that the overlap in this case is objectionable. In view of the Commission's prior grants of the Crosley applications, however, I do not believe that withholding a grant from Storer Broadcasting Co. would be warranted" [B•T, Dec. 15, 1952].

FCC also directed Meco Realty Co. and the co-owners of WQAN Scranton, Pa., Edward J. and Elizabeth R. Lynett, to elect in 15 days which of two TV applications there they wished to prosecute. Meco and the Lynetts are principals in Electric City Telecasting Co., Ch. 16 applicant, and also MCL Telecasting Corp., which proposes to purchase a majority interest



NEW Library of Congress service, catalog of recordings including radio documentaries, was officially unveiled by Luther Harris Evans (r), Librarian of Congress. First card entered in catalog is "Mr. President," edited and narrated by James Fleming (l), news editor of NBC-TV program, *Today*.

just as in the Conventions

and the Election . . .



AMERICA PREFERRED

NBC FOR



THE INAUGURATION



most people saw the Inauguration on NBC-TV—more in fact than on all other networks combined.*

Superiority in news and public affairs is a habit with NBC. It proves that even when all networks carry essentially the same program, most people prefer to watch it on NBC.

NATIONAL BROADCASTING COMPANY

a service of Radio Corporation of America

**Estimate based on Trendex 51% share for NBC.*



WDOD is your best buy when you want to reach Chattanooga's entire marketing area. The latest Standard Audit and Measurement survey shows that WDOD is the most popular Chattanooga radio station in 21 out of 22 counties. In 7 counties, WDOD was the only Chattanooga station mentioned. In most counties our margin of leadership was very decisive.

For sales success in Chattanooga, it's WDOD. Put our 27 years of leadership and experience to work for you.

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

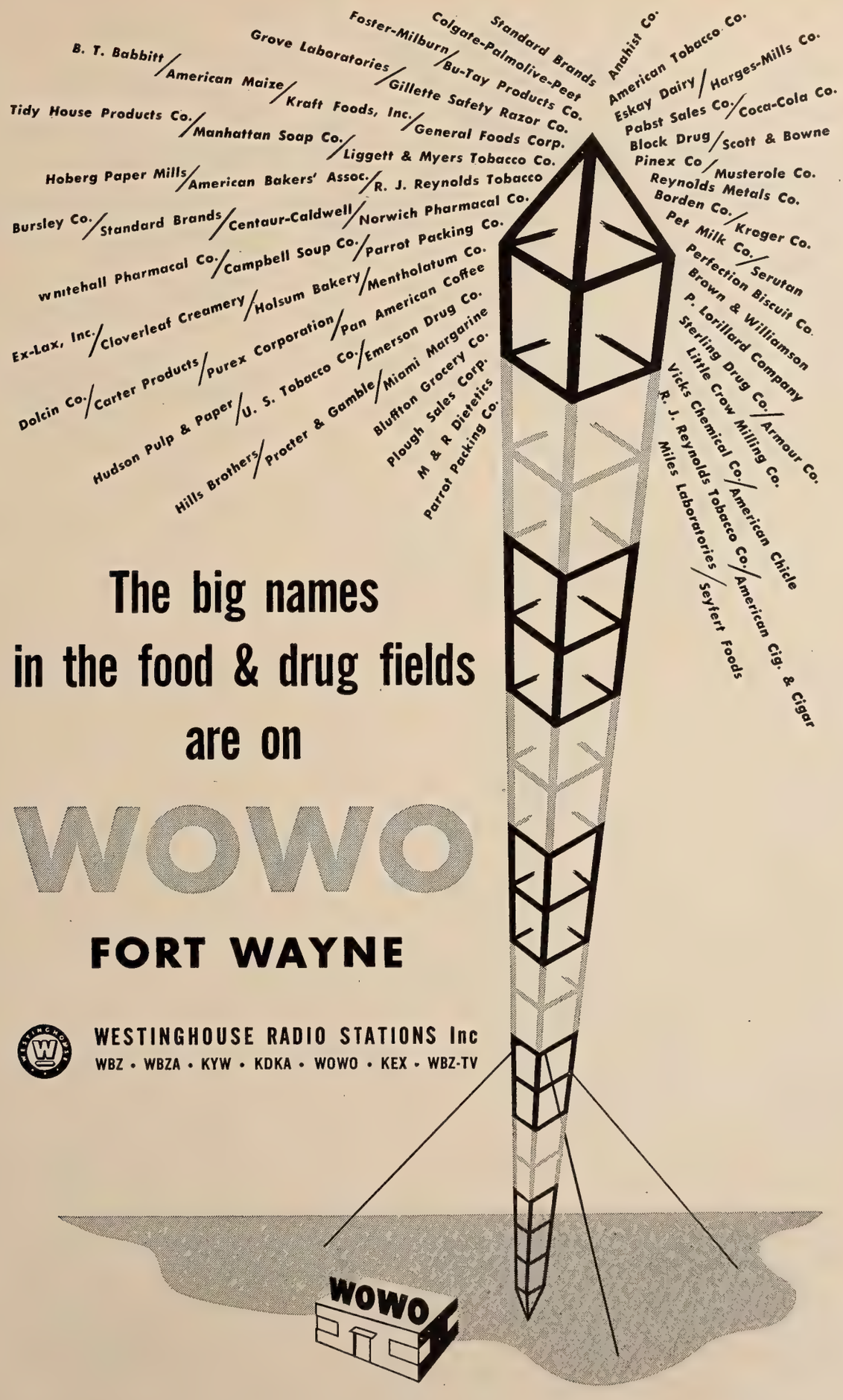
in WGBI-TV Scranton, new Ch. 22 permittee [B•T, Jan. 5]. FCC's ruling was prompted by petition by WARM Scranton, Ch. 16 applicant.

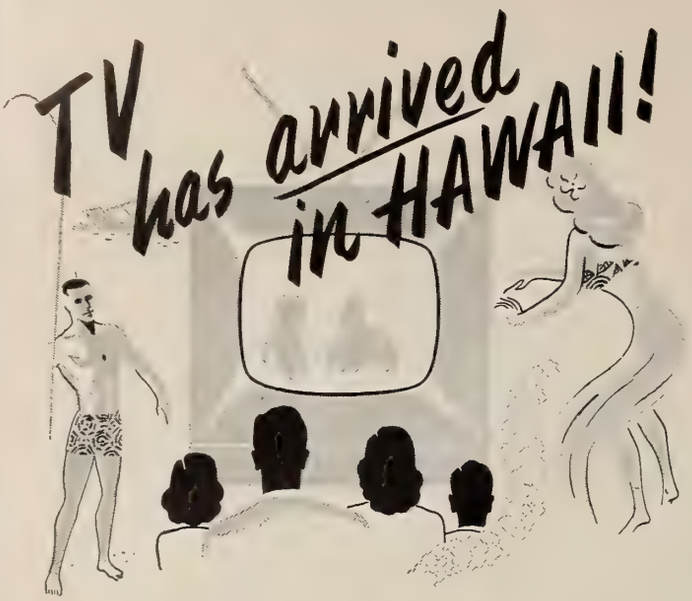
Another TV protest is before the U. S. Court of Appeals for the District of Columbia. WEBC Duluth, seeking vhf Ch. 3 at Superior, Wis., has appealed the FCC ruling to deny WEBC's petition to consolidate into a single hearing the comparative proceedings scheduled on Chs. 3 and 6 at Duluth-Superior [B•T, Feb. 9].

Among the applicants to be sent a McFarland notice last week was Montgomery County Broadcasting Co., seeking uhf Ch. 14 at Odenton, Md., near Annapolis. It is understood the Navy objected to the proposed site.

Following were sent McFarland letters:

APPLICANTS	Date Letter Sent	Date Reply Due
Allentown, Pa. (B-6)		
Channel 39		
B. Bryan Musselman, Olivia P. Musselman, Revel H. Musselman, Albert L. Wentz and Paul I. Wentz; BPCT-958	2/18	3/20
Queen City Television Co.; BPCT-1001	2/18	3/20
Channel 67		
Penn-Allen Broadcasting Co.; BPCT-486	2/18	3/20
Allentown Television Co.; BPCT-1008	2/18	3/20
Spokane, Wash. (A-8)		
Channel 2		
Louis Wasmer; BPCT-920	2/12	2/27
Television Spokane Inc.; BPCT-1087	2/12	2/27
Fort Wayne, Ind. (A-12)		
Channel 69		
Radio Fort Wayne Inc. BPCT-1040	2/10	2/25
James R. Fleming and Paul V. McNutt, d/b as Anthony Wayne Bcstg; BPCT-1400	2/10	2/25
Honolulu, T. H. (Terr.)		
Channel 2		
Herman B. Rosen, L. P. Rosen, Ralph Davis and Helen Speck, d/b as Royaltel; BPCT-923	2/12	3/14
Pacific Frontier Bcstg. Co.; BPCT-945	2/12	3/14
Channel 4		
Advertiser Pub. Co. Ltd.; BPCT-924	2/10	3/12
John D. Keating and J. Elroy McCaw, d/b as Island Bcstg. Co.; BPCT-978	2/10	3/12
San Juan, Puerto Rico (Terr.)		
Channel 4		
Jose Ramon Quinones; BPCT-904	2/10	3/12
American Colonial Bcstg. Corp.; BPCT-1036	2/10	3/12
Chattanooga, Tenn. (A-14)		
Channel 3		
WDOD Bcstg. Corp.; BPCT-676	2/10	2/25
Mountain City Television Inc.; BPCT-882	2/10	2/25
Channel 12		
Southern Television Inc.; BPCT-931	2/16	3/3
Tri-State Telecasting Corp.; BPCT-983	2/16	3/3
WDEF Bcstg. Co.; BPCT-989	2/16	3/3
Portsmouth, Ohio (B-19)		
Channel 30		
Woodruff Inc.; BPCT-1430	2/10	3/12
The Brush-Moore Newspapers Inc.; BPCT-1449	2/10	3/12
Mobile, Ala. (A-16)		
Channel 5		
WKRG-TV Inc.; BPCT-690	2/10	3/12
The Mobile Television Corp.; BPCT-990	2/10	3/12
Lebanon, Pa. (B-29)		
Channel 15		
Lebanon Television Corp.; BPCT-1011	2/16	3/3
Steitz Newspapers Inc.; BPCT-1028	2/16	3/3
Evansville, Ind. (A-17)		
Channel 7		
South Central Bcstg. Corp.; BPCT-707	2/16	3/3
Evansville Television Inc.; BPCT-934	No 2nd letter necessary	
On the Air Inc.; BPCT-991	2/16	3/3
WFBM Inc.; BPCT-1131	2/16	3/3


Standard Brands
Colgate-Palmolive-Peet
Foster-Milburn
Bu-Tay Products Co.
Grove Laboratories
Gillette Safety Razor Co.
B. T. Babbitt
American Maize
Kraft Foods, Inc.
General Foods Corp.
Tidy House Products Co.
Manhattan Soap Co.
Liggett & Myers Tobacco Co.
Hoberg Paper Mills
American Bakers' Assoc.
R. J. Reynolds Tobacco
Bursley Co.
Standard Brands
Centaur-Caldwell
Norwich Pharmacal Co.
Whitehall Pharmacal Co.
Campbell Soup Co.
Parrot Packing Co.
Ex-Lax, Inc.
Cloverleaf Creamery
Holsum Bakery
Mentholatum Co.
Dolcin Co.
Carter Products
Purex Corporation
Pan American Coffee
Hudson Pulp & Paper
U. S. Tobacco Co.
Emerson Drug Co.
Hills Brothers
Procter & Gamble
Miami Margarine
Bluffton Grocery Co.
Plough Sales Corp.
M & R Dietetics
Parrot Packing Co.
Anahist Co.
American Tobacco Co.
Eskay Dairy
Harges-Mills Co.
Pabst Sales Co.
Coca-Cola Co.
Block Drug
Scott & Bowne
Pinex Co
Musterole Co.
Reynolds Metals Co.
Borden Co.
Kroger Co.
Pet Milk Co.
Serutan
Perfection Biscuit Co.
Brown & Williamson
P. Lorillard Company
Sterling Drug Co.
Armour Co.
Little Crow Milling Co.
Vicks Chemical Co.
American Chicle
R. J. Reynolds Tobacco Co.
American Cig. & Cigar
Miles Laboratories
Seyfert Foods
The big names
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FORT WAYNE
WESTINGHOUSE RADIO STATIONS Inc
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AMOS 'N' ANDY
HOLIDAY IN HAWAII
BOSTON BLACKIE
ALL STAR REVUE
FRED WARING
YOUR SHOW OF SHOWS
MARTIN KANE
RACKET SQUAD
JEFF JONES
HANK McCUNE
JACK BENNY
ABBOTT & COSTELLO
PAN AMERICAN WORLD NEWS
FOUR-STAR PLAYHOUSE
DENNIS DAY
TIME FOR BEANY
PLAYHOUSE OF STARS
KIT CARSON
THE UNEXPECTED
BIFF BAKER
TERRY & THE PIRATES
BLUE FLAME THEATRE
PAUL WHITEMAN'S TV TEEN CLUB
GENE AUTRY
YOU ASKED FOR IT
TOOTSIE HIPPODROME
RANGE RIDER
KIERAN'S KALEIDOSCOPE
TONIGHT IN HONOLULU
POPO, THE WEATHER MAN

Choice times are going fast!
FREE AND PETERS can still obtain one for you.
Call them today.

KGMB-TV HONOLULU
CHANNEL 9

CBS • NBC • ABC

APPLICANTS	Date Letter Sent	Date Reply Due
Channel 62		
Trans-American Television Corp.; BPCT-559	2/16	3/3
Premier Television Inc.; BPCT-1014	2/16	3/3
W. R. Tuley; BPCT-1025	2/16	3/3
Akron, Ohio (B-109)		
Channel 61		
William G. Matta and George C. Matta d/b as Matta Enterprises; BPCT-1500	2/16	3/18
Allen T. Simmons; BPCT-1501	2/16	3/18
Shreveport, La. (A-18)		
Channel 3		
KTBS, Inc.; BPCT-464	No 2nd letter necessary	
International Bcstg. Corp.; BPCT-505	No 2nd letter necessary	
Channel 12		
Southland Television Co.; BPCT-992	2/17	3/4
T. B. Lanford, R. M. Dean, Mrs. May Jewel Kimbell Lanford and the Viola Lipe Dean Trust, d/b as Radio Station KRMD; BPCT-993	2/17	3/4
Don George, Ben Beckham Jr., William Carter Henderson, J. C. Smith and Keith M. Pyburn, d/b as Shreveport Television Co.; BPCT-1022	2/17	3/4
Worcester, Mass.		
Channel 14		
Salisbury Bcstg. Corp.; BPCT-1068	2/18	3/20
New England Bcstg. Co.; BPCT-1220	2/18	3/20
Channel 20		
WTAG, Inc.; BPCT-1060	2/18	3/20
Wilson Enterprises Inc.; BPCT-1241	2/18	3/20

WSAU Protest Dismissed In Move of WLIN (WOSA)

PROTEST by WSAU Wausau, Wis., against the move of WLIN Merrill, Wis., to Wausau as WOSA was dismissed by FCC last week as untimely.

WSAU objected to the Commission's grant to WOSA, owned by Rep. Alvin E. O'Konski (R-Wis.), on the grounds of economic injury [B•T, Feb. 16].

WSAU also alleged Rep. O'Konski made misrepresentations to the Commission in his acknowledgment of certain preliminary premature construction at the WOSA transmitter site. These were denied by the Congressmen who in turn questioned the accuracy of statements made to FCC by representatives of WSAU.

Grants Power Boost

In addition to approving move of WLIN to Wausau as WOSA, the Commission granted the station a boost in power on 550 kc from 1 kw fulltime to 5 kw day, 1 kw night, directional. The grant was made Dec. 4, 1952, but after acknowledgment by Rep. O'Konski of the premature construction, FCC on Jan. 2 approved a modification of the permit which constituted the condition that none of the pre-grant construction might be used by WOSA. This condition was suggested by Rep. O'Konski, pursuant to the condition included in the TV grant to TV Colorado Inc., permittee for vhf Ch. 11 at Colorado Springs [B•T, Dec. 1, 1952].

WSAU earlier protested the Dec. 4 grant and was turned down by the Commission.

Legislature on TV

WSAZ-TV Huntington, W. Va., has reported it received permission to film proceedings of West Virginia State Legislature for late TV presentation over the station.

My, how you've grown!



SCANDIA COSMETICS SALES BOOM!

WWDC in Washington makes businesses grow. Here's another factual story to prove that statement.

Scandia Cosmetics reports more than $5,000 in sales for January alone—supposedly the slowest month in the year.

All this by using *only* WWDC to advertise its line of beauty aids.

All this with *only one* cosmetics outlet in town—Julius Garfinckel & Company.

All this by concentrating its sales story on *only one* WWDC program feature — "The Hazel Markel Show," heard daily on WWDC.

Says KAROL LINDBERG, Vice-President in charge of sales for Scandia Corporation:

"WWDC has done a phenomenal job for Scandia in the Washington market. From the first week of our operations in Washington, our sales have risen steadily. And the rate of increase is amazing. January, 1953 was our biggest month of any we have enjoyed in Washington. We are enthusiastic about the results WWDC has produced."

WWDC can help *your* sales in the big Washington market, too. Let your John Blair man give you the whole story.



WWDC'S HAZEL MARKEL



SCANDIA'S KAROL LINDBERG



In Washington, D.C. it's

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

SENATE PROBE OF VOA OPERATION CONTINUES THIS WEEK

While the State Dept. and its Voice of America ready new testimony on charges of "mismanagement, waste, corruption and possible sabotage" made in McCarthy group hearings, IIA's Dr. Compton resigns, and reports indicate Secretary of State Dulles is considering transfer of VOA jurisdiction outside his department.

SENATE investigation last week of "mismanagement, waste, corruption and possible sabotage" in Voice of America and its parent body, the State Dept., was highlighted by these developments:

- Resignation of Dr. Wilson Compton, former president of the U. of Washington and administrator of the State Dept.'s International Information Administration (VOA) for the past year, who said he had submitted it early in January.
- Charges of extensive waste in all VOA divisions, with specific mentions of broadcast operations in Latin America and Ceylon and the proposed Baker East and Baker West stations in the U. S.
- Hints that selection of sites for Bakers East and West in transmission locations affected by magnetic storms and "auroral absorption," was deliberate sabotage, followed Monday by cancellation of work on both.
- Reports that Secretary of State John Foster Dulles is considering transferring Voice of America jurisdiction from the State Dept. to a separate propaganda agency.
- Issuance of State Dept. orders Wednesday that no material used by VOA and allied information services can be written by persons accused of Communism or "fellow-traveling." The order rescinds the opinion of an educational and professional book publishing advisory group.

The State Dept. and its Voice of America division were preparing testimony and witnesses for appearance before the Senate permanent subcommittee on investigations, headed by Sen. Joseph McCarthy (R-Wis.), late last week.

Testimony Prepared

Up to late Thursday, officials had not explained the many charges against operative heads. However, it was learned detailed statements are being worked out carefully.

All testimony since the committee hearings started, on Feb. 13, was critical of operations and policy, with the exception of one witness who appeared Thursday morning.

Hearings opened in New York, in closed executive session, continuing through Feb. 14, and then moved to Washington for open sessions last Monday.

An attorney for the investigation group predicted hearings may continue "for two months." He refused to disclose names of people subpoenaed to testify.

A major point in the investigators' attack was revealed in testimony that transmitter locations for two high-powered propaganda stations, Baker East and Baker West, near Wilmington, N. C., and Seattle, Wash., respectively, were spotted in areas which reduced their transmission effectiveness 90% because the signal passed through the 1,000-mile-wide "auroral absorption" zone, affected by the aurora borealis and causing magnetic interference, thus making it easier for the Soviet's jamming operation.

McKesson's Views

Lewis J. McKesson, former electrical engineer for VOA, said the stations should have been located farther south in the U. S., suggesting California and Florida as preferable for both transmission and cost reasons.

Programs to have been aired by these stations were to reach Iron Curtain countries via short and medium wave relay through Munich and Manila. Construction, in which waste of many thousands of dollars was charged, was suspended Monday on orders from Secretary Dulles.

Sketchy reports emanating from the State Dept. and VOA conflict with testimony before the subcommittee, and are not expected to be amplified until witnesses appear formally at the hearings. These sources seem to agree choice of transmitter sites is made by the State Dept. after various considerations, one of which is national security, and the final selection is based on recommendations by engineers outside the government.

The radiation laboratory at The Massachusetts Institute of Technology (Cambridge,



in this corner—Chicago's Rainbo Arena, where present champions and future champions fight, is the scene of the most exciting boxing shows on television today! Skilled Kling camera crews, shooting at ringside with the modern multi-camera technique, capture all the slam-bang action. Jack Drees, ace sportscaster for ABC and outstanding boxing authority, announces the shows.

in this corner—Your sales message becomes an integral part of each show! Each film is completely titled and designed for your commercial inserts. The films screen as though custom-made for you!

Boxing ranks third highest in popularity of all types of television shows. Boxing's low budget makes tops for results—dollar for dollar! It's a knockout!

BET ON A SURE WINNER—"BOXING FROM RAINBO"
Write, wire, phone—today!

Fred Niles, Vice President in charge of Motion Pictures and Television

KLING studios

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what makes WLAC click



Mr. Lee Jones, Sales Manager of Washington Manufacturing Company, makers of Washington Dee Cee work clothing, Guymont and Deer Creek sport shirts, says, "In 16 days we received 50,626 pieces of mail! That to me is SELLING POWER PLUS! From 6:00 to 6:15 AM, Monday thru Saturday with Andy Wilson, we used only a one minute spot to attain this remarkable record. It's no wonder we at Washington believe WLAC is Nashville's station with sales power."

When WLAC *Clicks* . . . Its Advertisers *Click,* Too!

Whether we are selling workclothes, watches, chickens . . . or any other merchandise . . . WLAC Programs with Personalities hold and SELL radio listeners.

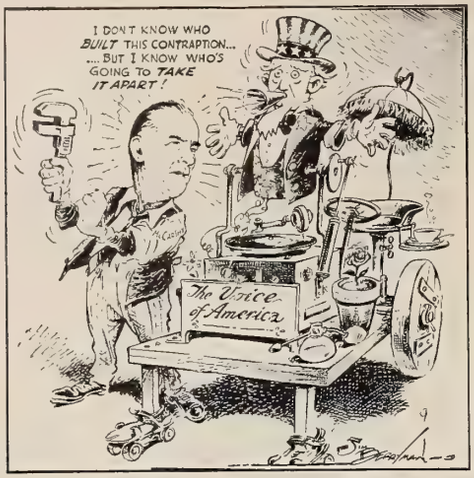
WLAC
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CBS RADIO

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National Advertising Representatives



Jim Berryman in *Washington Evening Star*

Mass.) reportedly worked out basic propagation studies for the two controversial stations in cooperation with the Central Radio Propagation Labs. of the U. S. Bureau of Standards, RCA, the Army Signal Corps and private engineering consulting firms, although MIT was reported last week as having repudiated its initial recommendations on the two Baker stations.

Private broadcast engineers are expected to testify at future proceedings. One leading Washington engineer told BROADCASTING • TELECASTING the charges by Mr. McKesson were "absurd," and that any station at any site in the U. S. would have a certain amount of "auroral absorption" interference. He is not involved in the investigation. Outside engineers have, in the past, handled much of the VOA work on a sub-contract basis with the general contractor, and have worked on any of several projects.

"Loyalty" of a top VOA official was touched upon and challenged by a subcommittee witness at the Thursday morning session, when John C. Caldwell, former deputy director of the U. S. Information Service in South Korea and who also worked in China and Washington, discussed his official duties with W. Bradley Connor, assistant administrator for policy and plans under Dr. Compton in the IIA.

Mr. Connor's name was introduced earlier in the week when a directive bearing his signature and advising use of work by controversial authors, in limited instances for propaganda purposes, was submitted. Mr. Connor, in his testimony, said the directive was not issued by him.

Stupidity rather than subversion was blamed for mismanagement of Latin American broadcasting by Stuart Ayers, acting assistant chief of that division for VOA, who charged almost all of his 1952 budget was "squandered" on a "juvenile" program, *Eye of the Eagle*, with no propaganda value. The show, which cost $50-60,000, he said, featured a scientist who used a helicopter as fast as a jet plane, and was able to see through buildings with aid of an "atomic eye."

Other witnesses: Dr. Newburn Smith, chief, Central Radio Propagation Labs., Bureau of Standards; Wilson S. Compton; Gen. Frank A. Stover (retired), consultant, IIA; Charles B. Carrigan, government agent who negotiated the land purchase for Baker East; Frederick Freeman, acting chief of VOA's contract branch; Donald R. Creed, assistant chief of the domestic transmitter division, VOA; Howard Fast, author, New York; Edward Kretzmann, VOA policy advisor, Virgil Fulling, chief of Latin American news in VOA's central news bureau; J. M. Morgan, ex VOA engineer in Ceylon, and J. G. Watts, Portland contractor.

Future of FCC Hearings On Theatre TV Uncertain

FUTURE of theatre TV hearings before the FCC remained uncertain last week as the Commission studied the answers given to its questions by theatre TV attorneys two weeks ago [B•T, Feb. 16].

Just how the Commission might decide the worrisome problem of exclusive theatre TV frequencies—requested by motion picture producers and exhibitors—was undetermined last week. One close observer foresaw three possibilities:

● Commission might resume the two-days-a-week hearings with no change. Or, it might reframe the issues to speed up the proceedings.

● Commission might order the participants—Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee—to submit the remainder of their case in writing, in order to conserve FCC's time.

● On the grounds that it was familiar with the issues involved, the Commission might issue a decision either granting the request for an allocation for theatre TV or denying that application. This would be based, it was felt, on the fact that all the engineering and accounting data were in and that the policy issues were aired by Attorneys Vincent B. Welch of MPAA and Marcus Cohn of NETTC at the oral argument two weeks ago.

At that time, attorneys for the theatre TV interests answered eight Commission questions regarding the possible use of common carriers for theatre TV, who might operate theatre TV services if the FCC approved a special allocation, and how much use the motion picture industry might make of the spectrum space if their request was granted.

In their oral statements, the attorneys argued that common carriers could not furnish the facilities requested, that they intended to present witnesses to discuss how and who will operate the TV services and how much use might be made of it.

Theatre TV hearings began last October with technical and accounting data [B•T, Oct. 27, 1952]. Requested for exclusive theatre TV frequencies were 360 mc in the 5925-6875 mc band (now allocated for common carrier use). As alternates the motion picture interests suggested use of the Industrial Radio frequencies, 6575-6875 mc extended down to 6425 mc., or a band beginning at 10,700 mc (band 10,700-11,700 mc is allocated to common carrier fixed circuits).

Sarnoff Says Military Can Save $5 Billion

SAVINGS totaling $5 billion, about 10% of the military budget, can be made in the opinion of the Citizens Advisory Commission on Utilization of Manpower, headed by Brig. Gen. David Sarnoff, chairman of the board of RCA.

The 10-man commission of industry leaders disbanded Wednesday after Gen. Sarnoff submitted a final report to Charles E. Wilson, Secretary of Defense. The report said the armed services could operate effectively with 500,000 fewer members.

The commission started its project last November. Gen. Sarnoff had been named Oct. 22 by President Truman to head the organization.

Secretary Wilson named a new committee Thursday to develop a plan to recommend ways of reorganizing the Defense Dept. Gen. Sarnoff was included in the seven-man group, which is to report by April 30.

Hearing Coverage

NBC-TV Washington's production crew sweltered daily in 180-degree temperature in the network's mobile unit outside the Senate Office Bldg. during Voice of America hearings. NBC installed video cameras, using two for live presentation each morning from 10:30 until 12 and a film camera for newsreel clips in its local and network features. NBC radio recorded all proceedings for a 50-minute edited version aired nightly five minutes after midnight. No estimate was available on the number of viewers. WMAL Washington also covered the hearing.

INDUSTRY TO FIGHT EQUAL TIME RULES

BROADCAST industry began to roll up its sleeves in earnest last week with the avowed purpose of taking the thistles out of Sec. 315 of the Communications Act.

This is the provision which requires broadcasters to give all political candidates equal opportunity on the air if they permit one to use their facilities and also forbids them from censoring a candidate's speech.

Approved by the joint board of NARTB at its Florida meeting three weeks ago, and cleared with non-NARTB members, the all-industry assault on the vexatious no-censorship provision has as its primary aim the elimination of that ban.

Ready for Compromise

Failing that, the industry is prepared to accept a bill which will permit broadcasters to delete libelous and slanderous material from the broadcast orations of political candidates.

This would, according to Ralph Hardy, director of NARTB Government Relations, who is captaining the fight, put broadcasters back in the position they occupied before the FCC's 1948 Port Huron decision. This said, in effect, that broadcasters may not touch the speech of a political candidate, whether or not it contained libel or slander.

It was this FCC dicta which put broadcasters on the horns of a dilemma. On the one hand they could be sued for libel and on the other hand they could not protect themselves by forcing obstinate politicos to delete the offending material.

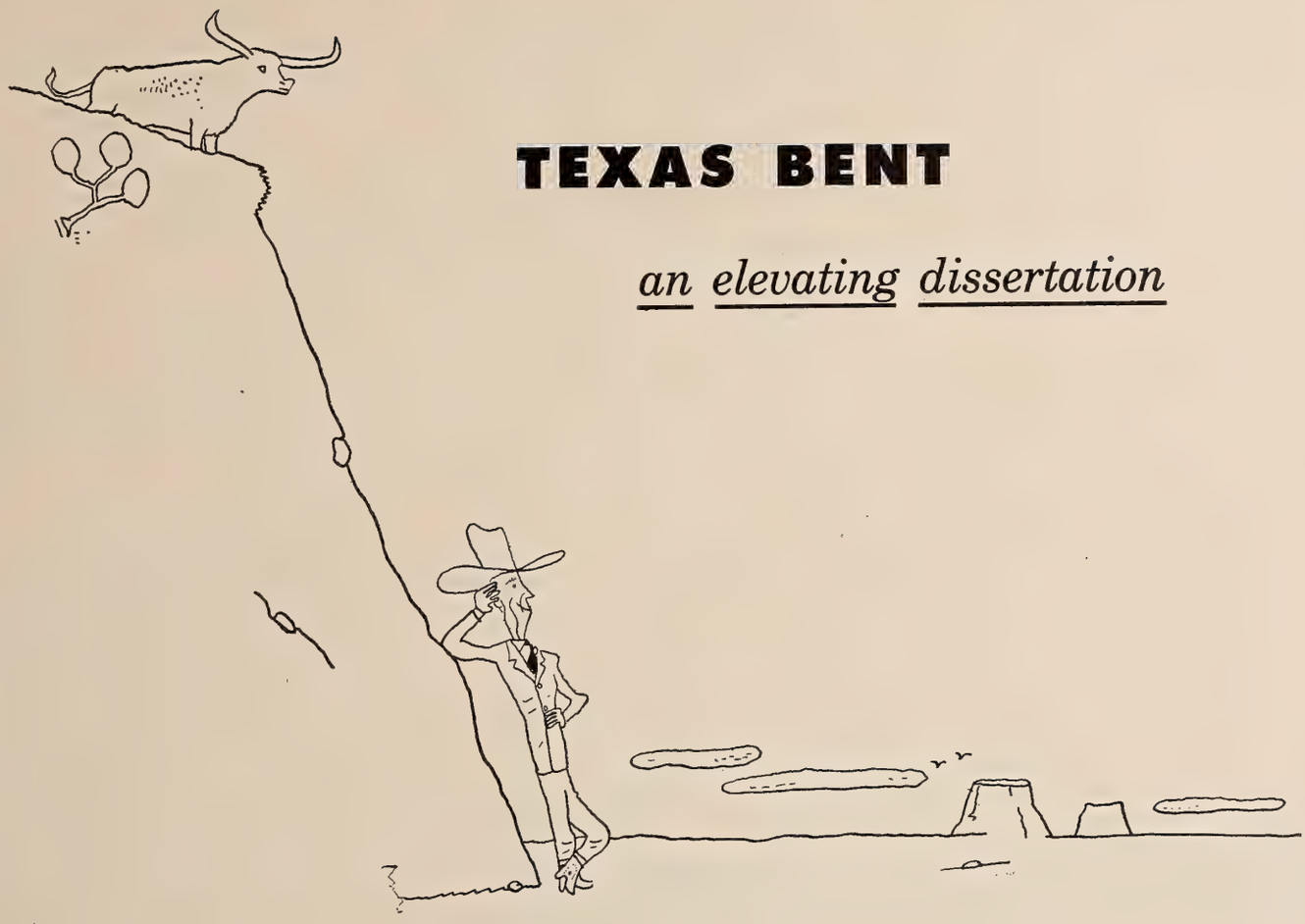
Mr. Hardy has spent the last two weeks preparing the strategy for putting the industry's case before the Congress and the public.

Next steps, he said last week, were to seek a sponsor for a bill to eliminate the offending no censorship provision from Sec. 315.

He has conferred with Reps. Walt Horan (R-Wash.) and Joseph P. O'Hara (R-Minn.), both of whom introduced bills in the 82nd Congress touching on this subject.

Rep. Horan recommended that Sec 315 be changed to grant broadcasters immunity from libel if aired by a political candidate. This was included in the House version of the McFarland Act last year, but was stricken from the final version in conference. This was done, said the conferees, because the subject had not been explored in hearing.

Rep. O'Hara suggested that Sec. 315 be amended by giving the broadcasters the right



TEXAS BENT

an elevating dissertation

FLYING across the unfenced sky, or looking from the windows of transcontinental trains, you miss the up-and-downness of the Panhandle's picturesque barrancas. Back in the days when a mile still had meaning, land-hungry settlers bought countless acres cheap—and unseen. One such stopped in the Land Office, so a story goes, to get directions to his newly acquired property. He got back a month later, was recognized by the clerk, who asked if he had located his land without too much trouble.

"Yes," the settler said, "I found it, but I couldn't get over it. All I could do was lean up against it."

KGNC's 10,000 watts of power climb over, under, around, and through the tamed territory of Texas, New Mexico, Kansas, Oklahoma, and Colorado which makes up our market—78 counties in all—of oil-, gas-, cotton-, wheat- and cattle-rich country. Amarillo is the wholesale and shopping center for this enormous area. If you want to "lean up against" about two million prosperous people via radio we'll be mighty glad to help you. And soon this spring you can lean on TV.



REPRESENTED BY THE O. L. TAYLOR COMPANY

to delete defamatory material, but iterated that there should be no censorship of political material. This was voted down on the floor of the House during debate on the McFarland Act. Rep. O'Hara reintroduced the bill in this session of the 83rd Congress. It is HR 539.

It is understood that Rep. Horan does not intend to reintroduce his bill exempting broadcasters from damages for libel. General consensus of radio attorneys, as well as NARTB, is that there is doubt of the constitutionality of such a course.

NARTB supported Rep. Horan's bill last year, but only as a stop-gap measure to give broadcasters some protection during the 1952 elections.

NARTB will support Rep. O'Hara's bill, Mr. Hardy said, if it is changed to indicate that the deletion of slander or libel does not constitute censorship. This is if it becomes obvious that there is no chance to delete the whole provision regarding censorship.

Fundamentally, NARTB would like to see Sec. 315 eliminated entirely, Mr. Hardy explained. Realizing that this is a long-range objective—and not likely to be realized in this Congress—the next best step is the cancellation of the obnoxious no censorship section, he said.

NARTB will oppose vigorously, Mr. Hardy added, any attempt to extend the blanket of Sec. 315 to include spokesmen for candidates. This was part of the Horan bill which deleted from the final draft of the McFarland Act.

Spokesmen Excluded

That Sec. 315 does not encompass spokesmen for candidates was established in a 1949 U. S. Court of Appeals ruling in Philadelphia *(Felix v Westinghouse Radio Stations)*.

Reasons for giving broadcasters control over all that goes out over their station's transmitters, including the speeches of political candidates, was explained by Mr. Hardy in this wise:

The Communications Act now says that the licensee is responsible for what he broadcasts. Since he is responsible for operating in the public interest, he should be given the right to save himself from slander suits. As a responsible citizen of his community, the broadcaster can be trusted to deal with the problem of political candidates' censorship with extreme care. If any broadcaster were to act arbitrarily or capriciously, a candidate has every right to appeal to the FCC.

In addition to the constitutional question, another reason why NARTB has decided not to throw its weight behind immunity legislation is this, according to Mr. Hardy:

If broadcasters are declared immune to libel damages by legislation, it may be the first step in exempting broadcasters from any responsibility over what goes out from their stations. This logically leads to a common carrier concept (where the carrier is not responsible for the content of his "traffic") which is anathema to U. S. broadcasters.

That hearings may be held on this subject early in this Congress is virtually assured. It is known that Rep. Charles A. Wolverton (R-N. J.), chairman of the House Interstate & Foreign Commerce Committee, is anxious to put this problem at the head of his communications agenda.

ZENITH SUBMITS CH. 2 BID AGAIN

PETITION for reconsideration was scheduled to be filed late Friday by Zenith Radio Corp. asking the FCC to rescind its order dismissing the Zenith application for Ch. 2 in Chicago.

This was done two weeks ago in conjunction with the FCC approval of the merger of ABC and United Paramount Theatres Inc. [B•T, Feb. 16].

As part of the merger, CBS bought UPT's WBKB (TV) Chicago for $6 million. The merged company had to sell one of its two TV stations in Chicago (ABC owned WENR-TV) under the Commission's duopoly rules forbidding the ownership of more than one station in a market by a single company.

WBKB, now CBS owned and renamed WBBM-TV, is due to change from Ch. 4 to Ch. 2 under the FCC's Sixth Report and Order [B•T, April 14, 1952].

FCC's Reasons for Dismissal

The Commission dismissed Zenith's application for Ch. 2, which was filed in 1948, on the grounds that Zenith relinquished its rights by not participating in the allocations proceedings and in the WBKB renewal case (part of the multi-faceted Paramount case).

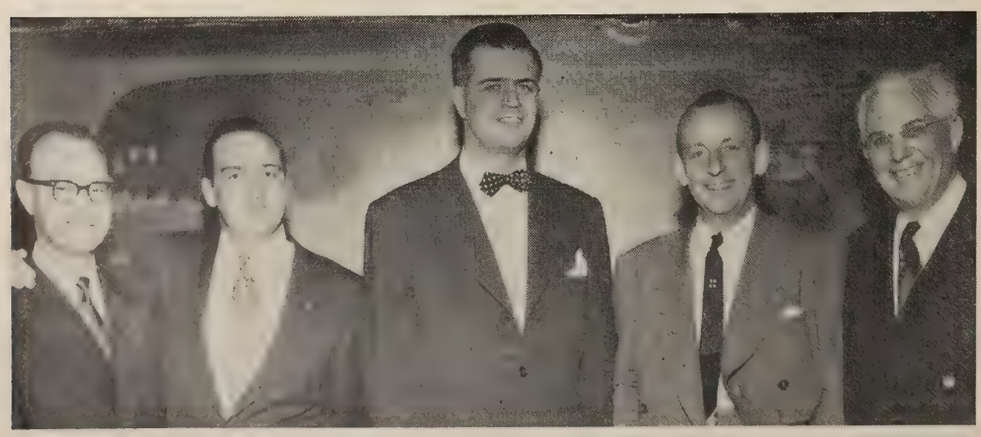
The Zenith petition, it is understood, will stress that it is being discriminated against. It will cite the Lancaster, Pa., case which it will claim is similar to its position.

In the Lancaster situation, the Commission ordered WGAL-TV to change from Ch. 4 to Ch. 8. WLAN Lancaster was an applicant for Ch. 8 and protested the change without hearing. The Commission ordered both applications to hearing, but granted WGAL-TV a conditional grant to operate on the higher frequency. The Lancaster station is now operating on Ch. 8, with WLAN having an appeal in the U. S. Court of Appeals against the Commission's conditional grant to do this.

Rumors that CBS and Zenith were working to keep both Ch. 2 and Ch. 4 in Chicago were dubbed unfounded by both CBS and Zenith officials. H. Leslie Atlass, CBS Central Division vice president, said they were "absolutely incorrect." He said that WBBM-TV had ordered a 100-kw Ch. 2 transmitter and that the transmitter was scheduled to go into operation in three or four months.

Ch. 4 is due to be used by Milwaukee's WTMJ-TV (now on Ch. 3) when WBBM-TV moves to Ch. 2.

The frequency changes, required by the FCC in 30 instances are to overcome interference in the light of the new allocations.



MICHIGAN VIPs greet Worth Kramer, WJR Detroit vice president and general manager, after Mr. Kramer's address at the annual VFW dinner in Washington. L to r are: Sen. Charles E. Potter (R-Mich.); Jasper Kohn, Michigan state VFW commander; Gov. G. Mennen Williams; Mr. Kramer, and Sen. Homer Ferguson (R-Mich.).

FCC Sets in Motion Procedure To Amend Contract Filing Rule

PROPOSED rule-making procedure was set in motion Thursday by FCC to amend its rule (Sec. 1.342) covering filing of contracts by broadcast licensees and permittees.

Two objectives are cited by the Commission in proposing the change—to define more clearly the types of documents it wishes to have in the files and to eliminate the need for filing some contracts required under the rule as it now stands.

Comments will be received through March 20, with another 10 days for replies. FCC will decide after reviewing these comments whether to hold a hearing or oral argument.

The Commission announced an order adopted Feb. 11 which deletes from its Form 323 (Ownership Report) paragraph 8, lines 7 and 8, requiring that licenses report annually the total sum paid by each stockholder for the stock and date of acquisition. This information is not needed and imposes an unnecessary burden on licensees, it was held. The action applies when the ownership report is used to render an annual accounting of ownership.

Sees Ambiguity

Purpose of the proposal to revise 1.342 is to give the Commission full information on contracts covering ownership, management and control of stations. Some of the provisions are ambiguous, the Commission believes, and experience has shown it has no need for some of the documents not filed.

The revision covers six main classes. These follow:

(a) Documents, instruments or contracts relating to network service, designed to keep FCC informed of compliance with chain broadcasting rules. Not required are transcription agreements; TV film contracts; BMI, SESAC or ASCAP documents; news association contracts. Only network affiliation agreements would be required.

(b) Contracts involving ownership or control of licensees or permittees, or of their stock, rights or interest therein. This is designed to inform FCC on ownership and control along with any changes. It is limited to partnership, association and incorporation instruments; by-laws affecting charter, control, number of officers or directors, voting rights, and any instruments affecting changes in by-laws. Agreements on ownership or voting rights involving transfers and new stock are covered as well as proxies for period over one year; mortgage or loan agreements specifying dividends, purchase of new equipment and maintenance of current assets; agreement showing changes in officers, directors or stockholders as specified in Sec. 1.343.

(c) Documents and contracts on sale of broadcast time for resale, including brokerage deals.

(d) Contracts covering functional music

Advertisement

EVER *Psychoanalyze* A CITY?



WEMP DID and found that MILWAUKEEANS prefer

- *MUSIC*

Another reason for the year 'round popularity WEMP enjoys in homes, stores, offices, clubs and cars—day and night.

- *NEWS*

Thirty times daily, prepared by Milwaukee's largest independent radio news department.

- *SPORTS*

More sports broadcasts than any other Milwaukee station. Earl Gillespie, Wisconsin's favorite, does three sportscasts daily, and all play-by-play reports.

They add up to consistently high ratings all year long. Remember, for $100 to $300 per week, or more, a WEMP spot campaign delivers 2 to 2½ times more audience per dollar than any network station in town.* Call Headley-Reed!

* Based on latest available Hooper Comprehensive and SR & DS rates.

WEMP

AM 1340 K.C. — MILWAUKEE'S 24-HR. A DAY STATION — FM 94.1 M.C.

WEMP SCORES NEWS BEAT AS AIR FORCE JETS CRASH

MILWAUKEE STATION SHOWS HOW NON-NETWORK PROGRAMMING PLUS WELL-STAFFED NEWSROOM PERMITS SUPERIOR NEWS COVERAGE.

Superiority of WEMP local news coverage demonstrated again January 31 when WEMP News Department broke tragic story of four F-86 Air Force Jets which crashed near Milwaukee.

Station kept ahead of competition during five-day search for planes and two missing pilots. Initial "trouble" flash on police radio January 31 at 6:53 p.m., was broadcast immediately by interrupting music program. Other bulletins followed.

WEMP News Director Don O'Connor hurried to scene of crashes, joined in search, and employed portable tape recorder to gather on-the-spot descriptive material and interviews.

Meanwhile, Newsroom personnel recorded and broadcast phone interviews with USAF Commanding Officer, Truax Field, Madison, home base of the lost jets. WEMP correspondents out in the State accompanied 650 Civil Air Patrol members, Military Academy students and Air Force personnel, plus 50 planes, and advised the newsroom of developments.

Station beat all competition handily with announcement 5 days later that the last plane and pilot's body had been found. News Department received special commendation from Milwaukee Radio Amateur's Club for early notification of crashes that enabled their mobile radio units to aid in search.



NOT CONTENT with wire service reports, WEMP News Director Don O'Connor goes to the scene of USAF jet crashes in Wisconsin with battery operated tape recorder. The disaster took the lives of two jet pilots, cost four planes and endangered the lives of a million people when the pilots bailed out near Milwaukee.

O'Connor joined the Civil Air Patrol and others in the five-day search for two of the pilots later found dead with unopened parachutes. Top news in Milwaukee for a week, WEMP coverage dwarfed other stations.

Advertisement

such as storecasting, transitcasting, background music and similar services.

(e) Time sales to the same sponsor for 2 hours or more per day, unless length of the events broadcast is not under control of the station (sports events, musical programs, etc.)

(f) Documents and contracts relating to the utilization in a management capacity of any person other than an officer, director, or regular employe but also including the latter persons in all cases where such persons receive either a percentage of the net profits or share in any losses incurred in the licensee's operation. With the exception of the two situations specified, this clause would not require filing of agreements with persons regularly employed as general station manager, with sales managers or salesmen, with program and technical officers and employes, with engineering consultants, accountants, attorneys, performers, station representatives, labor unions and similar agreements.

The proposed rule would not require verification of documents and contracts.

HEARST URGES CH. 10 MILWAUKEE CHANGE

THE TV station proposed by Hearst Corp.'s WISN Milwaukee on vhf Ch. 10 will put on more educational programs than are planned by the pending educational applicant there, FCC was told by the station last week in its plea for removal of Channel 10's reserved status and for immediate grant of the WISN bid.

WISN's application, filed five years ago, went through hearing and was in position to receive Commission action as the only applicant for Ch. 10 and then FCC imposed the TV freeze.

The Commission heard oral argument last Monday on WISN's petition, in effect a request for reconsideration of the Sixth Report and Order which finalized the TV reallocation plan and put an asterisk, or reserved-for-education tag, on Ch. 10 in that city. Also taking part in the argument were FCC's Broadcast Bureau, the Joint Committee on Educational Television and the Board of Vocational and Adult Education of Milwaukee, all three of whom supported FCC's reservation of Ch. 10 and opposed the WISN petition. The Board of Vocational and Adult Education last December filed for reserved Ch. 10.

William J. Dempsey, counsel for WISN, pointed out that even though the Sixth Report wiped out all previous hearings, the Commission in its discretion could just as well choose one of four possible uhf channels usable there and reserve it for education, thus freeing Ch. 10 for an immediate grant to WISN, the only long-pending bidder for it.

By this action, he said, FCC could "immediately institute service of a competitive character. We are prepared to go on the air within 60 to 90 days at the most, and will file immediately an application for maximum height and power."

WTMJ-TV, now on Ch. 3 but assigned Ch. 4 under the reallocation plan, is the only existing station there. A post-thaw grant for uhf Ch. 25 to WCAN there was made by the Commission a fortnight ago. FCC also has allocated vhf Ch. 12 and uhf Chs. 19 and 31 there, but multiple applications pend for these facilities.

Noting the educational application "provides an operation of five to ten hours a week," Mr. Dempsey stated in behalf of WISN:

We have committed ourselves to give more hours than that to the very same agencies and put on the very same programs, so that the people of Milwaukee will get exactly the same programs that the vocational school proposes, will get them on a competitive basis with, I think, a better listening audience, will get them without cost, and produced with far more equipment than the school is going to have available on the basis of its application.

Concerning the petition of WFOX Milwaukee to retain procedural rights should Ch. 10 be made available on a commercial basis, Mr. Dempsey pointed out that the pre-freeze Milwaukee TV hearing did not involve all channels "in one pot" as claimed by WFOX, but rather specific bidders for specific channels. He noted WFOX at that time asserted it sought only Ch. 8.

Joseph M. Kittner, assistant chief of FCC's Broadcast Bureau, asserted WISN no longer has procedural rights to Ch. 10 since the Sixth Report wiped out the hearing as it did 10 other similar proceedings. He argued that if FCC deviates from the allocation plan to grant WISN's plea, the basic principles of the whole allocation decision would be undercut.

Charles S. Rhyne and William F. Rasche, appearing for the Board of Vocational and Adult Education, supported FCC's basic legal authority to make the reservation and opposed giving "second class" uhf service to education.

Seymour Krieger, counsel for JCET, directing his argument to the legal issues involved, contended "it is absolutely crystal-clear that Hearst Radio has no rights whatsoever with respect to Ch. 10." He noted FCC has ruled on this point of an applicant's procedural rights four different times during the reallocation proceeding. "The only rights that mature to an applicant is when the applicant gets a grant and then he is given protection," he said.

WNDR vs. WSYR Case To Go to Trial

SUIT filed by WNDR Syracuse charging WSYR-AM-TV with antitrust violations will go to trial following rejection by Judge Stephen I. Newhouse, in U. S. District Court, of a motion by the defendants in which it was claimed WNDR's suit was not approved by its board of directors.

WNDR charges Samuel I. Newhouse, two Syracuse newspapers and WSYR-AM-TV with conspiring against it, and asks $1,088,112 in damages. The motion was argued last Dec. 26.

Judge Brennan ruled that "for the purpose of this motion it is sufficient to say that a lack of harmony appears to exist in the board of directors, at least insofar as the prosecution of this action is concerned. In the consideration of this motion there immediately arises the question of whether or not the defendants may attack the legality of the procedure taken by the plaintiff corporation as a basis for the instituting of this action."

The court ruled lack of jurisdiction and insufficiency of process had not been shown. The complaint had not been signed, as required by federal court rules, but the court gave permission to remedy the omission.

FCC Grants KWEM Move

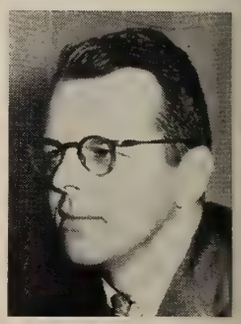
KWEM West Memphis, Ark., 990 kc, 1 kw day, was granted permission last week to move its main studios across the river into Memphis, Tenn., when FCC set aside an earlier action which designed KWEM's request for a hearing.

The application was set for hearing on issues which FCC said related "primarily to future programming policies . . . with particular reference to the needs for expression of the inhabitants of West Memphis." KWEM replied in a petition which contained "all the information" which could be obtained from oral testimony, and which stated that a hearing would delay the decision for an exratordinarily long time. FCC granted the petition and original application.

Hollis Seavey Named Director Of CCBS; Succeeding Quaal

Clear Channel group in Washington will have its new director "in the immediate future." Mr. Seavey leaves MBS as director of its Washington operations.

HOLLIS M. SEAVEY, MBS director of Washington operations and retiring president of Radio-TV Correspondents Assn., has been named director of Clear Channel Broadcasting Service, headquartering in Washington.



Mr. Seavey

In announcing the appointment Edwin W. Craig, WSM Nashville, chairman of CCBS, said Mr. Seavey will assume his new duties "in the immediate future," possibly within a fortnight.

Mr. Seavey succeeds Ward L. Quaal, who resigned last summer [B•T, July 21, 1952] to join Crosley Broadcasting Corp. as assistant general manager. Prior to Mr. Quaal the CCBS directorship had been held by Victor A. Sholis, now vice president of WHAS-AM-TV Louisville.

For three years Mr. Seavey has been Washington operations director of MBS. He had been with WOL Washington when the station was operated by the Cowles interests.

Two weeks ago Mr. Seavey completed his term as president of Radio-TV Correspondents Assn., in which he had been active four years.

Mr. Craig, in announcing the appointment, made this statement: "CCBS has acquired in Mr. Seavey a director with extensive radio experience. We are confident he will carry on with efficiency and skill the functions performed in the past by Messrs. Quaal and Sholis."

The law firm of Kirkland, Fleming, Green, Martin & Ellis serves as CCBS counsel. Norma MaDan continues as assistant to the CCBS director at Washington headquarters in the Shoreham Bldg.

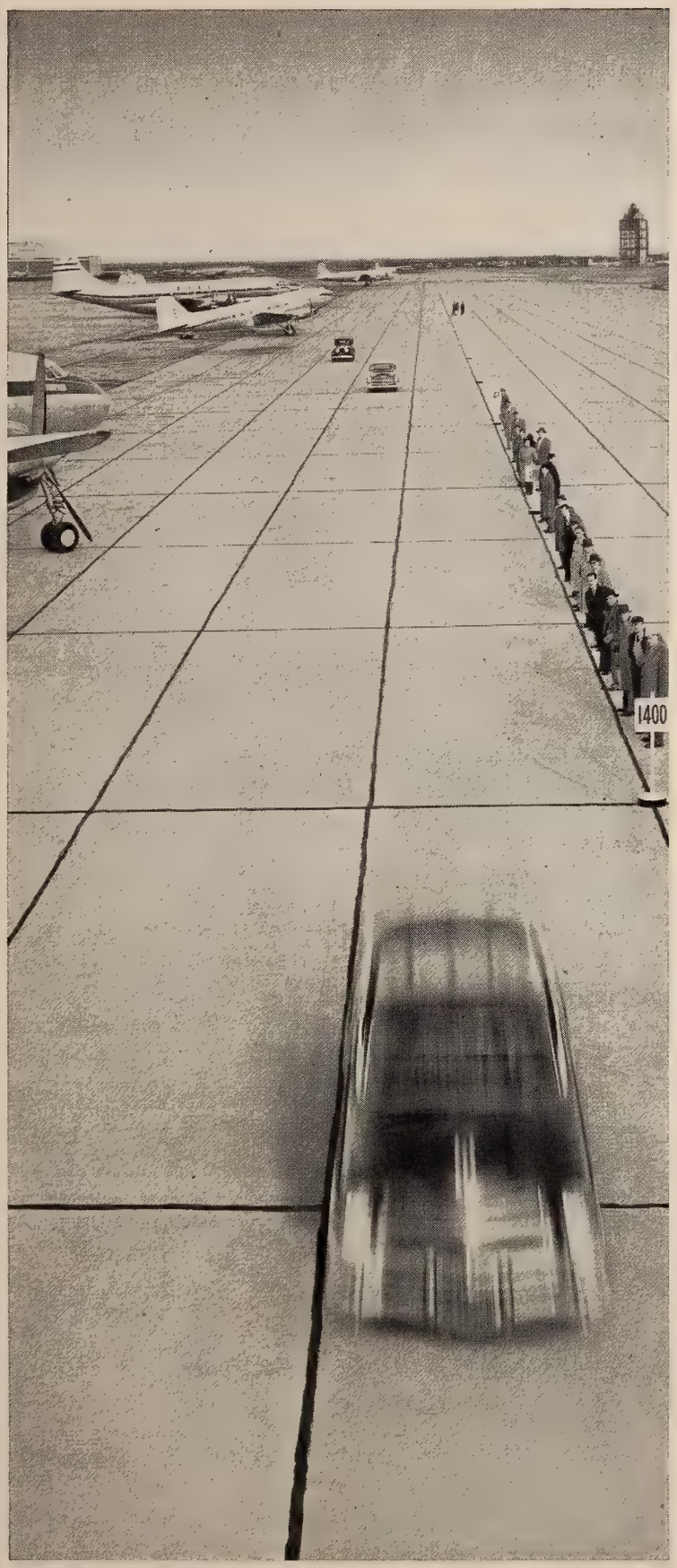
ANA Spring Meet Set March 18 in Hot Springs, Va.

SPRING meeting of Assn. of National Advertisers will be held March 18-20 inclusive at The Homestead, Hot Springs, Va., with programs stressing the role the advertising department can play in making an even greater direct contribution to company profits, ANA president Paul B. West announced last week.



Mr. West

George J. Abrams, advertising manager of Block Drug Co., is chairman of the program committee, whose composition this year is representative of several ANA steering committees and industry groups. Attendance at the spring meeting will be limited to members and invited advertiser guests.



20 SECONDS AFTER start of acceleration test, 1953 car with 1953 gasoline pulls far ahead of same model car using 1925 gasoline. Trailing both new cars is an automobile of the twenties fueled with 1925 gasoline. By every test, including ton mileage, today's gasoline proves 50% better than 1925 gasoline.

Runway Tests Prove Gasoline 50% Better Than in 1925

Priced the same as it was then, 2 gallons now do work of 3

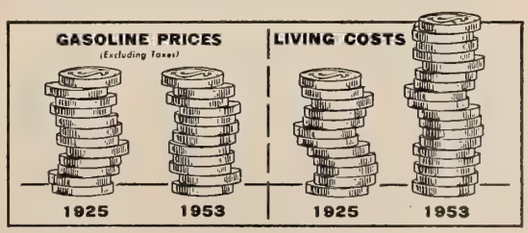
Dramatic automobile tests at New York International Airport, "Idlewild," prove that 2 gallons of today's gasoline do the work 3 gallons did in 1925.

Today's gasoline, these tests show, is worth 50 percent more by every measure of automobile performance and economy — even taking into consideration the great improvement of car engines and designs. To make test results even more remarkable, today's gasoline still costs about the same as gasoline did in 1925 — *only taxes are higher.* In the same period the price of most things you buy has gone up sharply.

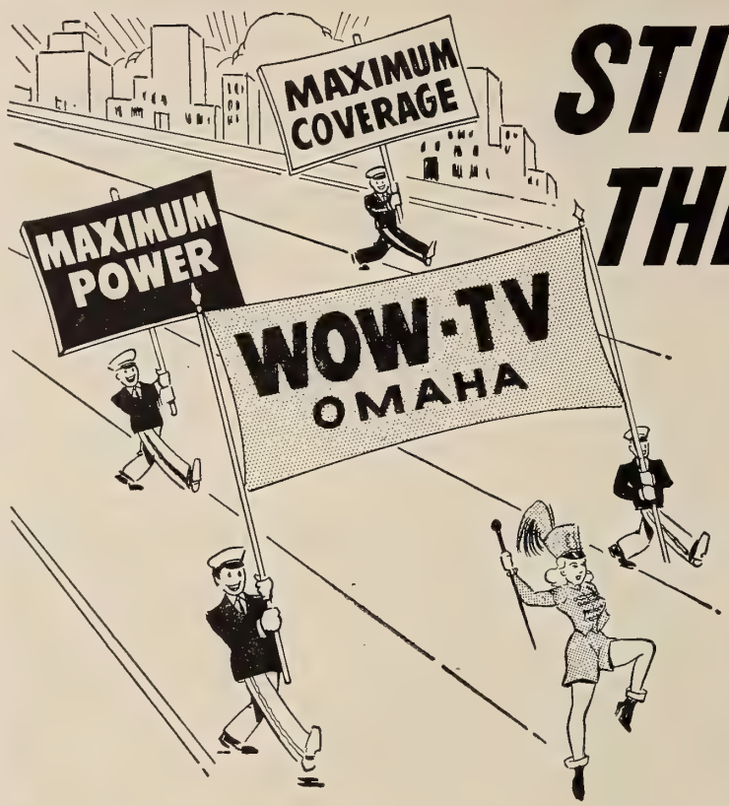
This increase in gasoline quality has been the direct result of constant competition in every branch of the oil industry. Every day, oilmen try to win your business by doing their jobs better, faster, more efficiently.

That's why you get the finest oil products at the world's lowest prices. And this is just one way you benefit from the American system of free competition where privately-managed oil companies have a chance to earn a profit while serving you.

For a free booklet about the improvements in today's gasoline, "2=3," write to Oil Industry Information Committee, American Petroleum Institute, Box 59, 50 West 50th St., New York 20, N. Y.



1953 GASOLINE is an outstanding buy. While general living costs in the U. S. have jumped 52.2% since 1925, gasoline today is priced about the same as gasoline was then — *only the taxes are higher.*



STILL LEADING THE PARADE!

Continuing a lengthy tradition of notable television "FIRSTS"—WOW-TV, Omaha, is the FIRST television station in the massive Midlands to offer advertisers and viewers—

MAXIMUM POWER*

100,000 Watts Video - 50,000 Watts Audio

MAXIMUM COVERAGE

WOW-TV's NEW 100 K. W. "MAXIMUM POWER" envelops thousands of potential new television viewers in Nebraska, Iowa, and Missouri—in the heart of the rich agricultural-industrial Midwest.



NOW! Your advertising message reaches the largest potential television audience possible in the Omaha market area exclusively on—

Frank P. Fogarty
General Manager

WOW-TV

Fred Ebener
Sales Manager

OMAHA - CHANNEL 6

***As Powerful As ANY Station In Its Range Is Or Can Be!**

A MEREDITH STATION — BASIC NBC & DUMONT AFFILIATE — Represented by BLAIR-TV, Inc.

AD COUNCIL, NARTB PRAISED FOR ROLES IN 'VOTE' CAMPAIGN

Advertisers, local and network radio-TV contributed heavily to the pre-election vote drive, sponsored by the American Heritage Foundation. From network radio: 308 million radio home impressions; from network TV, 557 million.

RUNDOWN on the contributions of the radio and television industry to the success of the American Heritage Foundation's national non-partisan "Register and Vote" campaign during 1952 was provided by the foundation last week.

Singled out for special praise were the Advertising Council, which mobilized advertising support of all media on behalf of the campaign, and NARTB, which enlisted the assistance of radio and television broadcasters throughout the nation.

The foundation outlined the long range results of the campaign as follows: The participation of 53 national non-partisan organizations with a combined membership of 26,800,000, without reward, from June until November; the assurance that a majority of these organizations will continue in the national effort to increase interest in registration and voting; and a reversal of the trend of non-voting with a majority of the adult citizens "reassuming the role of active participants to roll up a record-breaking registration and vote."

Pointing out that the Advertising Council has handled American Heritage campaigns in cooperation with the foundation since 1947, AHF declared that council efforts resulted in "millions of dollars worth of advertising [which] stressed the importance of registering and voting." Leo Burnett Co. Inc., Chicago, served as the volunteer advertising agency on the campaign.

Four-Month Breakdown

"Between July 4 and Nov. 4, network advertisers, advertising agencies and the four major networks—ABC, Mutual, CBS and NBC—cooperating with the Advertising Council's radio allocation plan, carried more than 1,100 network program messages," foundation officials said. "Register and vote messages reached every type of audience, during the morning and afternoon and night, in news, sports, daytime serial, dramatic, quiz, mystery, musical and comedy broadcasts."

Pointing up the scope of the network radio support, the foundation revealed that an audience study, made by the Advertising Council of 175 selected commercial network programs whose messages were heard by council monitors, indicated that the campaign received a circulation of 308,117,000 radio home impressions. This circulation on network-sponsored programs alone, the foundation stressed, "is more than 75 times the circulation of a single broadcast of the *Jack Benny Show*, one of radio's most popular nighttime programs.

Cooperating with the council's television allocation plan were the network television advertisers, advertising agencies and ABC, DuMont, CBS and NBC, the foundation reported, noting that these joint efforts resulted in the carrying of more than 300 network program messages on "Register and Vote."

"The council made a special audience study of selected commercial network programs whose register and vote messages were seen or heard by council staff monitors," AHF continued. "The study used the audience measurement figures provided by the A. C. Nielsen Co. Through these 150 sponsored network programs alone, the campaign received a circulation of 566,971,000 television home impressions."

The task of mobilizing the efforts of local and regional radio and television stations was assumed by NARTB, the foundation said. Cited as highlights of NARTB's accomplishments were 201,091 unpaid spot announcements donated by 718 stations; 8,173 non-commercial and locally-originated "Register and Vote" programs on the same stations; 172,868 "minute capsules" devoted to voting messages, and 118½ solid 24-hour days of time in the last 11 days before the election.

Highlights of special radio and television support of the campaign, as cited by the foundation, were distribution of a series of "Register and Vote" kits by NARTB and the foundation periodically to some 3,000 radio stations; broadcasting for five minutes daily for 50 days by NBC of radio messages obtained by the foundation from distinguished Americans; broadcasting of a 15-minute Lowell Thomas program, "What Every Voter Should Know," by CBS several days a week; MBS' "Lights On, Votes Out" project, and the carrying by DuMont of 130 vote messages between Oct. 7 and Nov. 4.

NARTB Exhibitors Sign

NARTB associate members have been notified of plans for the services and light equipment exhibits to be held during the annual industry convention April 28-May 1 at the Biltmore Hotel, Los Angeles, and are reserving space. The association has 90 rooms available on the second floor of the Biltmore, according to Arthur C. Stringer, exhibit manager. Four large exhibit halls will house heavy equipment.

Joint BMI-BAB Clinic Proposal Receives Station Acceptance

PROPOSAL for combined BMI-BAB sales-program clinics [B•T, Feb. 16] has been quickly accepted by station operators, and all 42 of the two-day meetings, starting May 25 and continuing through July 11, have been approved, according to Carl Haverlin, BMI president, and William B. Ryan, president of BAB.

Dates and hotels were set last week for seven of the two-day clinics and arrangements for the others were in the works, as well as the complicated travel schedule involved for the meetings, two of which will be in session concurrently approximately 80% of the time. Mr. Ryan stressed the fact that the BAB sales clinics, in the past restricted to personnel of BAB member stations, will be open this year to all broadcasters attending the BMI program sessions.

Clinics definitely scheduled to date are: May 25-26, Hotel Plankington, Milwaukee; June 10-11, Fort Shelby Hotel, Detroit; June 17-18, Seelbach Hotel, Louisville; June 24-25, Mulnomah Hotel, Portland, Ore.; July 1-2, Cosmopolitan Hotel, Denver; July 8-9, Roanoke Hotel, Roanoke; July 9-10, Radisson Hotel, Minneapolis.

WOR-TV Makes New Strides in Engineering and Programming

When FCC approves, WOR-TV will have its transmitter placed atop the Empire State Bldg. at an estimated cost of $484,830. Coincident with this move, station announces program expansion.

WOR-TV New York took two major steps last week—one in engineering, one in programming—to advance its claim to the title, the "Easy to See" station.

It signed for installation of its transmitter atop the Empire State Bldg., already in use by all other New York City TV stations, and applied to FCC for permission to make the change, which it estimated would cost a total of $484,830.

In the program field, the station announced that its pioneering policy of repeating live dramatic shows five nights a week would be expanded to include two "Matinee" performances, and that another block of live repeats on a five-night-a-week basis would be inserted into the regular evening schedule, effective March 7.

Subject to FCC approval, WOR-TV transmissions from the Empire State locations would start in early summer, Mr. O'Neil said.

The application for FCC approval of the change estimated that "acquiring or constructing buildings" would cost $110,000 and modification of existing equipment, $25,000, and placed total cost of change at $484,830.

It estimated the station's operating cost the first year after the change would amount to $3,240,000 and that revenues for that year would exceed the estimated operating cost by $260,000.

Station spokesmen said no plans had been made for disposition of WOR-TV's present tower in North Bergen, N. J., which was erected in 1949 at a cost of $300,000. They said it might be dismantled (at an estimated cost of $100,000) and sold to a new TV station, or might be retained as a supplementary tower.



THOMAS F. O'NEIL (r), president of General Teleradio Inc., owner of WOR-TV New York, signs contract for installation of transmitting equipment atop the Empire State Bldg. William J. Keary (l), president of the Empire State Bldg. Corp., points to scale model of the skyscraper.



DEAR TIME BUYER:

The station that SELLS is the station to buy in Cincinnati.

It takes more than AUDIENCE TO SELL.

It takes AIR SALESMANSHIP. WCKY gives you BOTH.

We at WCKY have the salesmen to do the job—salesmen like Rex Dale and the Makebelieve Ballroom, Leo Underhill and Breakfast Time, Nelson King and the Daily Hit Parade, Paul Miller and the Paul Miller Show, Nelson King and Marty Roberts on the Jamboree.

WCKY backs up the "know how" of its salesmen with solid, well established local programming of news and music.

Buy WCKY—the station that sells because of its "know how"—the station that concerns itself with your share of sales—the station that is known as THE SELLINGEST STATION IN THE NATION.

Sincerely,

L. B. Wilson

WCKY . . . ON THE AIR EVERYWHERE ● TWEI

The Sellingest Station in the Nation

JOIN THIS LIST OF OUTSTANDING NATIONAL AND LOCAL ADVERTISERS ON WCKY FOR INCREASED SALES:

Tide • Zest • Ford • Premium Crackers • Waverly Fabrics • Shulton Old Spice • New York Central RR • Bavarian Brewing Co • Cincinnati Transit Co • Bayer Aspirin • Florida Citrus • Spic & Span • Hudepohl Brewing Co • Muntz TV • Cincinnati Bell Telephone • Dr Lyons Tooth-powder • Puss 'n Boots • Cincinnati Gas & Electric Co • Vaporub • Vatro-nol • Dr. Caldwell • Kroger • General Electric • McCormick Tea • Virginia Dare • Wonder Bread • MGM • B & O RR.

FIFTY GRAND IN SELLING WATTS

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281



TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

NEW TV GRANTEES PREPARE PLANS

Both new and "old" TV station grantees summarize latest target dates, network affiliations, construction and other plans.

WHEN will last week's new television station grantees get on the air?

Here are their reports, as told to B•T:

WJMR-TV New Orleans, uhf Ch. 61 grantee, will begin construction immediately and the station will be rushed to completion, according to a joint announcement from Chester F. Owens, president, George A. Mayoral, executive vice president, and James E. Gordon, vice president and general manager.

Mr. Mayoral, who also is associated with General Electric as a TV advisory engineer, will supervise the construction.

The joint announcement said it was impossible to set a definite date, but earlier Mr. Owens reported to B•T that he hoped to have the new station on the air within 90 days. He declared negotiations were in progress for GE equipment. There has been no decision as yet in connection with either network affiliation or station representation, he said.

Time Saving

The announcement said much time will be saved because the TV antenna will be atop the present WJMR tower on the Jung Hotel, which, according to the station officials, is the highest tower in the city of New Orleans. Since the transmitter and studio equipment will be housed in the hotel, weather conditions will in no way hamper the construction, they said.

Gene Cagle, president of Texas State Network, told B•T that no definite target date yet could be set for the uhf Ch. 20 operation at McAllen, Tex. He is hopeful of placing the station on the air by September, he said, but this is dependent upon delivery of equipment. DuMont equipment was specified, Mr. Cagle reported. No national representative has been named and network affiliation has not yet been negotiated, he said.

The *Hannibal* (Mo.) *Courier-Post*, permittee of KHMO-TV, said last Wednesday, following FCC's action in granting vhf Ch. 7, that a target date for operation would be set as soon as problems in connection with the transmitter location are settled. It was thought the station would be on the air by fall. RCA equipment is specified. KHMO representative is John Pearson Co. Negotiations for network affiliation will be undertaken promptly, it was stated.

Leon Podolsky, president of Greylock Broadcasting Co., uhf Ch. 74 grantee for North Adams, Mass., said he has no plans for starting date, network affiliation or national representative.

Beloit Broadcasting Co., which was granted uhf Ch. 57 a fortnight ago, expects to begin telecasting sometime this fall, Sidney Bliss, president of WGEZ Beloit, said. The new TV station has named George W. Clark as national representative, Mr. Bliss added. He said equipment has not been ordered yet, nor had the type been determined. He will negotiate network affiliation within the next fortnight. The station, he said, would operate with a 1 kw transmitter, using a 500 to 600 ft. antenna.

Allen B. DuMont Labs. Inc., Clifton, N. J., said it shipped a 500 w transmitter last Thursday to KCJB-TV Minot, N. D., vhf Ch. 13 grantee. The station was to apply for special temporary authorization from FCC last week to begin operation, DuMont representatives said.

The equipment firm reported the station has been operating a closed circuit TV service to bars, eating places and hotels as an interim substitute for regular on-the-air operation, meanwhile training personnel to operate TV equipment.

Temporary Antenna

DuMont said that the station will build a 187 ft. temporary antenna tower atop KCJB (AM)'s building at 104 Main St.

John W. Boler is president and general manager of the station, target date of which is set for May 1, according to DuMont Labs.

WKNB-TV New Britain, Conn., which began operating Feb. 13, was hooked into the Bell System's nationwide TV network facilities the following day, AT&T, New York, reported. Network programs are sent to the station from the New York-Boston relay system, beamed over a new microwave link to a receiving tower near WKNB-TV, the announcement said. With WKNB-TV, AT&T now serves 120 TV stations in 76 cities, the telephone company said.

The official start of operations for WKNB-TV, on uhf Ch. 20, came when the station put its test pattern on the air at 11:55 p.m., Feb. 11, the station said (see picture).

The station went on with full 20 kw radiated power, it reported. WKNB-TV claimed it received 150 telephone calls "from all parts of central Connecticut reporting very good reception," during the midnight to 1 a.m. test pattern period the opening night.

WKNB-TV said it is New England's first uhf station, and it said first reports from dealers and distributors indicate a "tremendous" demand for uhf converters in the area.

WROV-TV Roanoke, Va., assigned uhf Ch. 27, aired its first test pattern at 12:35 a.m. Sunday, Feb. 15, Frank E. Koehler, general manager, told BROADCASTING • TELECASTING.

"Reception at five widely scattered pick-up points included the downtown area and various residential areas showed the best test patterns ever seen in this area—excellent," Mr. Koehler said.

"Some inside antennas—some outside" were used, he reported.

Mr. Koehler said test patterns would be aired daily from 10 a.m. to 5 p.m., and 7:30 p.m. to 9 p.m.

According to George Burgeon, chief engineer of WFPG-TV Altoona, Pa., that station, assigned vhf Ch. 10, is ready to go on the air as soon as an 86-foot General Electric 12-bay antenna is erected atop an 89-foot tower on Wopsy Mt., five miles northwest of Altoona. General Electric said the antenna height above average terrain will be 990 ft.

Network affiliation for two stations was announced last week:

KING-TV Seattle, Wash., a pre-freeze station on the air since 1948, has announced basic primary affiliation with NBC-TV in the Seattle-Tacoma area effective March 1.

Harold Cowgill, manager of WTVP (TV) Decatur, Ill., said his station would be affiliated with CBS-TV.

WBZ-TV Boston was to have increased its power to 100 kw last weekend, barring unforeseen delays, according to W. C. Swartley, manager of Westinghouse Radio Stations in New England. WBZ-TV is a pre-freeze station, having gone on the air in 1948.

Change in call letters for North Jersey's first uhf station was announced by the Atlantic Video Corp., Asbury Park, N. J., of which Walter Reade Jr., motion picture theatre circuit executive, is president.

The new call letters for the Ch. 58 outlet are WRTV (TV), which stand for the "Walter Reade Theatre of the Air," according to the station. Station officials claim there should be good reception in an area 30 miles from Asbury Park, which will include the lower portion of Manhattan, as far north in New Jersey as Newark, as far south as Toms River and as far west as Hightstown.

Harold C. Turke, appointed coordinating director for WRTV (TV), is formulating equipment and operational plans for the station.



THROWING switch to link new uhf Ch. 30 WKNB-TV New Britain, Conn., with CBS-TV on Feb. 13 is President Julian Gross (r), assisted by Manager Peter B. Kenney.

Further Staff Changes Made For CBS-TV's New WBBM-TV

APPOINTMENT of William L. Ryan as program director of WBBM-TV Chicago was announced last week by H. Leslie Atlass, vice president of CBS Central Div.

Mr. Atlass, who also is general manager of WBBM, will broaden his duties to include similar managerial responsibilities for WBBM-TV. Mr. Ryan has been production manager of the old Balaban & Katz WBKB (TV) Chicago.

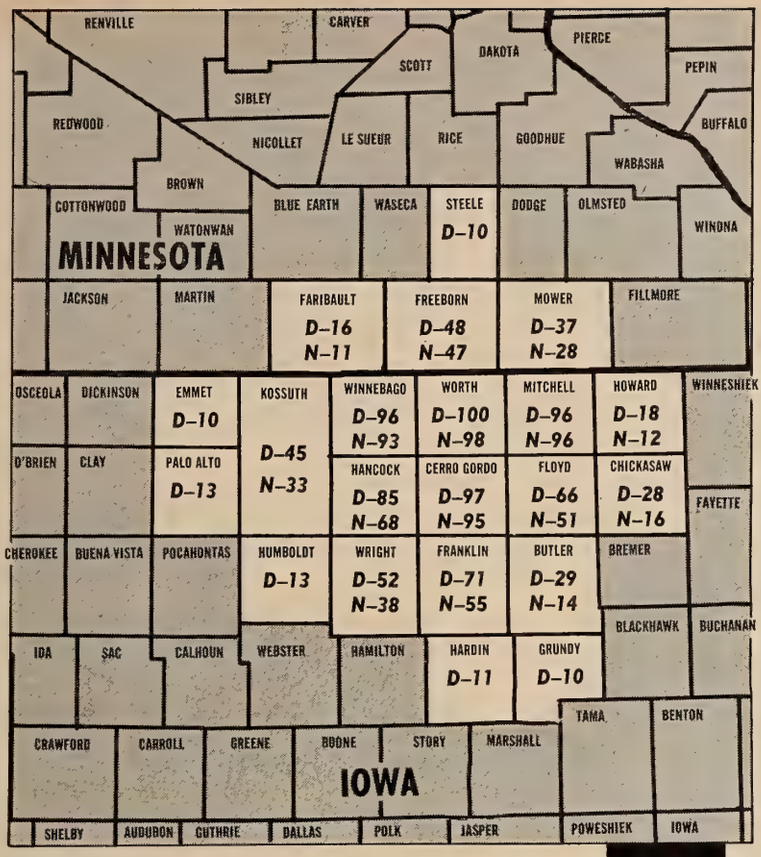
Earlier, George J. Arkedis, CBS-TV central network sales manager, was named WBBM-TV sales chief [AT DEADLINE, Feb. 16].

Other changes at WBBM-TV involve Joseph Novy, who became chief engineer. He was replaced in this post at WBBM by William Fligel. Richard G. Cahill also joined the new CBS-TV outlet as an account executive.

Mr. Ryan's background includes legitimate stage and motion picture production, and radio and electronics engineering. He joined B&K's WBKB in July 1946 as a lighting technician, later became studio manager, and later, in 1947, production chief.

Mr. Arkedis was with CBS in New York prior to joining CBS-TV sales in Chicago in June 1949. He later was an account executive with CBS-TV Network Sales in New York. Previously he was associated with McGillvra Co., station representative firm.

Mr. Cahill formerly was with NBC-TV film sales and WNBQ (TV) Chicago, NBC television outlet.



D - Daytime Audience N - Nighttime Audience
Total weekly audience percentages from Standard Station Audience Report, Spring, 1952.

facts show you need kglo

TO SELL THIS RICH MARKET

There's one sure way of selling northern Iowa and southern Minnesota. Facts and figures *prove* you get your message across to this rich midwestern farm market by KGLO radio. You reach a total weekly *responsive* buying audience of 59,400. Make sure *you* include KGLO . . . for dollars well invested.

HOOPER RADIO AUDIENCE INDEX

Mason City, Iowa **CITY ZONE** **Nov. - Dec., 1952**

SHARE OF RADIO AUDIENCE								
TIME	RADIO SETS IN USE	KGLO	Station "A"	Station "B"	Station "C"	Station "D"	Station "E"	OTHER AM & FM
Mon. thru Fri. 8:00 AM — 12:00 Noon	28.2	59.2	0.3	16.1	6.3	4.4	10.5	3.3
Mon. thru Fri. 12:00 Noon — 6:00 PM	26.6	73.2	1.3	11.8	7.2*	2.1	4.7	1.5
Sunday 12:00 Noon — 6:00 PM	24.3	52.0	0.8	31.6	5.5*	1.5	3.8	6.2
Sun. thru Sat. Eve 6:00 PM — 10:30 PM	38.4	81.7	0.4	7.9	—	0.6	7.4	1.9

*The above measurements are adjusted to compensate for the fact that Radio Station "C" signs off at 4:45 PM in November and December.

kglo, mason city, iowa

1300 KC — 5000 Watts • Full Time, CBS • Affiliated with WTAD, Quincy, Illinois
For availabilities, write:
Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois

Represented by Weed & Company

Lee STATIONS



The WAYNE KING Serenade
. . . an RCA
Thesaurus show*

Looking for increased sponsor sales? High ratings? Big mail response? Better look into this *Thesaurus* success story.

From all parts of the country we've been getting comments like these: "Volume of sales tripled" — WESA (Charleroi, Pa.). "Business increase of 11% traceable to show"—KSUM (Fairmont, Minn.). "Most successful program ever used" — WPAR (Parkersburg, W. Va.).

KRLD (Dallas, Tex.) leads 16 competing stations with a Pulse rating of 28%; WMT (Cedar Rapids, Iowa) reports a Hooper of 27.7; KUJ (Walla Walla, Wash.) a Nielsen of 43.6; KYSM (Mankato, Minn.) a Nielsen of 34.5...

There's lots more to this story: many other *Thesaurus* shows, too, have had similar outstanding sales success. Why not add your name to the growing list? Mail coupon today.

**Thesaurus Success Story #1*

RCA recorded program services

TMKS ®

Radio Corporation of America, RCA Victor Division
New York, Chicago, Hollywood, Atlanta, Dallas

RCA Recorded Program Services, Dept. B-20
630 Fifth Avenue, New York 20, N. Y.

Rush me audition disc for the "Wayne King Serenade" and complete information, including the amazingly low rate, on the 30 *Thesaurus* "Big-name shows for low-budget sponsors."

NAME.....TITLE.....

STATION OR AGENCY.....

ADDRESS.....

.....

WXOK Takes the Air; Third 'OK' Station

LOUISIANA Gov. Robert Kennon took part in dedication ceremonies for WXOK Baton Rouge. Station went on the air Feb. 16 with 1 kw on 1260 kc as the third in the "OK" group. Other outlets are KAOK Lake Charles and WBOK New Orleans, all owned and operated by Jules J. Paglin and Stanley W. Ray Jr.

Show, on which other civic leaders appeared, was aired by all three stations.

WXOK's tower and transmitter building are at Port Allen, near Baton Rouge, and station headquarters are in air-conditioned offices in the downtown area. Lee Bullis, formerly of WPNX Phenix City, Ala., is general manager; Eddie Bishop, formerly of WBOK, program director, and Charles Hogue, formerly of KEUN Eunice, La., chief engineer.

New Knoxville Station

WKXV Knoxville, Tenn., took the air Feb. 14 with a block program schedule which includes "gospel, race and hillbilly" formats. Station leases quarters occupied previously by WIBK, now off the air, and operates on 900 kc with 1 kw as an independent.

Station manager is Tom Carr, who will continue to manage the Georgia Assn. of Local Stations, Atlanta, which handles regional sales for the new outlet. He is part owner of the licensee, Knoxville Ra-Tel Inc., with his father, Roy Carr, city treasurer of Savannah, Ga., and Ben Akerman, chief engineer, WGST Atlanta, who is technical advisor of WKXV.

Storer Plans Own N. Y. Bldg.

STORER Broadcasting Co. is to move its New York office to a five-story building at 118 E. 57th St., which the company has leased under long-term contract and is renaming Storer House, around April 1 upon completion of alterations. Ground and second floors will be used for the national sales and executive offices. Upper floors, designed as living quarters, will be used by visiting executives. Pending the move, Storer New York offices remain at 488 Madison Ave.

TV 'Sneak Previews'

WLWT (TV) Cincinnati reports it is using the movies' "sneak preview" technique to pre-test audience reactions to projected new shows. Holdover audiences from live studio shows attend the preview of a new show and are given comprehensive questionnaires for audience remarks. If reaction is completely unfavorable, the show is dropped before being aired, the station reports. If reaction is favorable, the best suggestions from the questionnaires are incorporated into the show. Thus, the new show, when released, has public approval, according to the station.

WCBS-TV Increases Power

CBS-TV's WCBS-TV New York increased its effective radiated power by more than 2½ times Thursday and became the first TV station in the metropolitan New York area to broadcast its signal with the full power permitted by the FCC, it was announced by General Manager Craig Lawrence.

It was estimated that the cost of increasing the power of CBS-TV's transmitting station to 43 kw exceeded $100,000. Station is on Ch. 2.

Philip L. Jackson Dies

PHILIP LUDWELL JACKSON, 59, president of KPOJ-AM-FM Portland, Ore., and editor and publisher of the *Oregon Journal,* Portland, died Feb. 14 in that city. He had suffered a heart attack earlier.

Survivors include his wife, Mrs. Emma D. Ransom Jackson and his mother, Mrs. C. S. Jackson.

KSTP Adds 'Quickie' Spots

TEN-WORD announcements are included in Rate Card No. 37 released by KSTP Minneapolis. Each "quickie" spot sells without discounts for $20, Class A; $10, Classes B, C, and D. Station also is selling Saturday and week-long packages of 20-second and one-minute announcements. Five one-minute spots on Saturday for example, aired before 6 p. m., cost $75, with no discount allowed. Ten one-minutes per week, all in Class A time, cost $500.



SEVERE ice and wind storm destroyed AM-FM antenna tower of WLYC-AM-FM Williamsport, Pa., on Jan. 11. Chief Engineer Norman Briggs surveys the wreckage which resulted in a loss of eight hours programming on AM and 13 on FM before operation was resumed.

ABC PLANS ADDED POWER FOR TV; EXECUTIVE REALIGNMENTS MADE

At the end of its first week under the merged banner of American Broadcasting-Paramount Theatres Inc., the network had set up its plans for more power among its owned-and-operated outlets, taken first steps towards stronger programming, and assigned more executives to key posts within the organization.

FORTIFIED by United Paramount's financial resources, ABC began to flex its muscles last week, announcing plans for a $2 million-plus expenditure on power boosts for its owned TV stations [B•T, Feb. 16], negotiating for new program properties and making realignments in its executive roster.

In its first full week as a division of the new American Broadcasting-Paramount Theatres Inc., ABC officially declared its intention of becoming the nation's "first" network with "superpower television" for its owned stations, and followed with a series of moves on other fronts. These included:

- Acquisition of two "top" TV story properties, with pilot films to be produced before the end of April at costs of approximately $18,000 each.
- Election of John Mitchell, general manager of the network's WBKB (TV) Chicago, as a vice president of ABC [B•T, Feb. 16].



Mr. Mitchell

- Reassignment of William Phillipson to the post of general manager of radio and TV operations of ABC's West Coast Div., to assist the new vice president in charge of the division, Earl J. Hudson, in expanding ABC West Coast Activities. Mr. Phillipson, who has been Western Div. director, had been slated for transfer to New York as an assistant to ABC President Robert E. Kintner.
- Appointment of Don L. Kearney, national sales manager for ABC's owned TV stations, as assistant national TV sales manager for the network.

Story Properties

The new TV story properties acquired by the network are *Pride of the Family*, starring Paul Hartman, comedian and dance satirist, and an adventure movie melodrama "which will star a top-ranking movie personality, yet to be selected," according to Alexander Stronach Jr., vice president in charge of the ABC-TV network.

Music Corp. of America was signed to produce the pilot films and was scheduled to start work on the Hartman program last week and on the second pilot before the end of the month. Both pilot films will be available for showing to agencies and prospective sponsors before the end of April, ABC reported.

The power boost project for ABC's five owned TV stations is laid out in a series of stages scheduled for culmination with increases to the "ultimate" power for the stations in the fall of 1954, according to Frank Marx, vice president in charge of engineering and general services. General Electric equipment will be used.

Mr. Marx noted ABC's WJZ-TV New York already has an FCC grant to boost its power to 110 kw from its present 16 kw, and that applications are pending for grants covering boosts on the other owned stations: KECA-TV Los Angeles, from present 29 kw to 155 kw, and WBKB, KGO-TV San Francisco, and WXYZ-TV Detroit, from present 29 kw to 316 kw.

"Just as in 1948 when ABC was the first television network to put five owned TV stations on the air," Mr. Marx said, "our network again will be the first to have five stations of comparable superpower on the air."

Meanwhile, ABC plans "early" installation of 20 kw amplifiers in all five stations, "which will permit an immediate substantial power increase but by no means the ultimate power which will be available through FCC action," Mr. Marx continued.

Additionally, each of the five stations will get new type antennas "specially designed to render maximum service" in their respective areas. Described as "a decided departure from the standard television transmitting antennas," the new ones are based on designs made by ABC engineers from data which, to a great extent, was secured in connection with installation of KECA-TV's antenna atop Mt. Wilson and on helicopter signal-surveys in connection with WJZ-TV's antenna on the Empire State Bldg.

The new antennas are designed to "recapture" much of the signal ordinarily radiated skyward and concentrate it downward on the service area.

"The final step in the completion of ABC's superpower television program will be the installation of 50 kw transmitters in all five . . . stations," Mr. Marx said. "These will be of the very latest design and will incorporate all the latest engineering advances in tubes and circuitry.

Can Handle Color

"They will be able to handle the color signals as established by the National Television System Committee and will be the first 50 kw vhf transmitters on the air to use high power tubes designed specifically for these units."

Mr. Marx added that "all of the designs and data have been made generally available to both the television and the engineering industries, and already many consultants have recommended their adoption by their clients."

Among ABC's executive promotions and realignments, the election of Mr. Mitchell to a vice presidency, announced Thursday by President Kintner, came as no surprise. He has been general manager of WBKB (Ch. 4) since 1948 under the station's ownership by Balaban & Katz, a United Paramount Theatres subsidiary, and assumed supervision of WBKB

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

To receive the equivalent of
WDBJ Coverage and Penetration
in Roanoke and Western Virginia
you'd have to buy at least
3 other stations!*

WDBJ TOTAL WEEKLY AUDIENCE
Day . . . 110,861 Night . . . 92,186
and 3 or more days and nights
Day . . . . 92,885 Night . . . 67,743
Compare . . . then call . . . Free & Peters, Inc.
* Based on SAMS—1952

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*



(Ch. 7) when the ABC-UPT merger was approved and ABC's WENR-TV took over the WBKB call.

As vice president in charge of WBKB, Mr. Mitchell will report to Slocum Chapin, ABC vice president in charge of owned TV stations, while John H. Norton Jr., vice president in charge of the ABC Central Div., will continue to supervise ABC's WENR Chicago and the ABC radio and TV networks in that area.

Before entering TV with WBKB, Mr. Mitchell had served in various other capacities with the Balaban & Katz organization, which he joined in 1931. He was in charge of Indiana theatres operated by Great States Theatres Inc., a B&K subsidiary, from 1939 to 1946, and then was in charge of the Central Div. of Great States Theatres for two years before transferring to WBKB.

Phillipson Appointment

The decision to make Mr. Phillipson general manager of the ABC Western Div.'s radio and TV operations represented a reversal of original plans, which called for him to become an assistant to President Kintner. The realignment was seen as a move to strengthen and expedite implementation of Western Div. expansion, utilizing the experience gained by Mr. Phillipson during his tenure as director of the division since November 1951. Officials said that with Mr. Hudson, vice president in charge of the division, he will take a major part in expansion activities.

Mr. Phillipson, a former counsel to the Rockefeller Committee on Inter-American Affairs and to the International Broadcasting Div. of the State Dept., joined ABC in 1950 as a member of the legal department and the following February was made assistant director of TV programming and operations. He continued in that post until his transfer to the West Coast.

Mr. Kearney, named assistant national television sales manager of ABC, assumes his new duties March 2. Formerly with the Katz Agency, representation firm, and with Mutual as co-op sales manager, he moved to ABC in July 1951 as manager of television spot sales. He will serve under Charles R. (Chick) Abry, ABC-TV national sales manager [B•T, Feb. 16].



MORE THAN 1,100 employes of the newly-formed American Broadcasting - Paramount Theatres Inc. met in New York's St. Nicholas Arena to hear details of the company's broadcast plans. Speakers included (l to r) Robert E. Kintner, ABC Div. president; Leonard H. Goldenson, president, AB-PT; Edward J. Noble, finance committee chairman, AB-PT; Robert H. O'Brien, ABC executive vice president; Robert M. Weitman, ABC vice president in charge of talent and programming; Robert H. Hinckley, vice president in charge of ABC's Washington office, and Walter W. Gross, vice president and general counsel of UPT Inc.

Schudt Named CBS Radio Station Relations V. P.

APPOINTMENT of William A. Schudt Jr. as vice president in charge of station relations for CBS Radio was announced Tuesday by Adrian Murphy, president of CBS Radio.



Mr. Schudt

Mr. Schudt, national director of station relations for CBS Radio since September 1951, moves into his new post, after appointment of Herbert V. Akerberg, former vice president in charge of station relations for CBS Radio and TV, as CBS-TV station relations vice president exclusively [B•T, Feb. 16].

The new CBS Radio vice president joined the network in 1929, as manager of publicity for WABC New York (now WCBS). He was appointed general manager of the CBS-owned WBT Charlotte in 1933, and general manager of WKRC Cincinnati in 1938. Mr. Schudt returned to New York in 1940 to serve with the radio transcription division of Columbia Records, a subsidiary of CBS Inc. He was named field manager of CBS station relations in June 1942, and later became eastern division manager and national director under Mr. Akerberg.

CBS Radio Starts Ad Series

CBS RADIO will launch an advertising campaign in leading food and drug publications, beginning next Monday (March 2), to sell network radio to local retail druggists and grocers, it was announced last week by George Bristol, CBS Radio director of advertising and sales promotion.

The significance of the ad campaign, Mr. Bristol said, lay in the attempt of CBS Radio to "talk to the man in the middle, the vital distribution link between the network's clients and its listeners." He noted that the network already reaches the sponsor through its advertising and listeners through its programs.

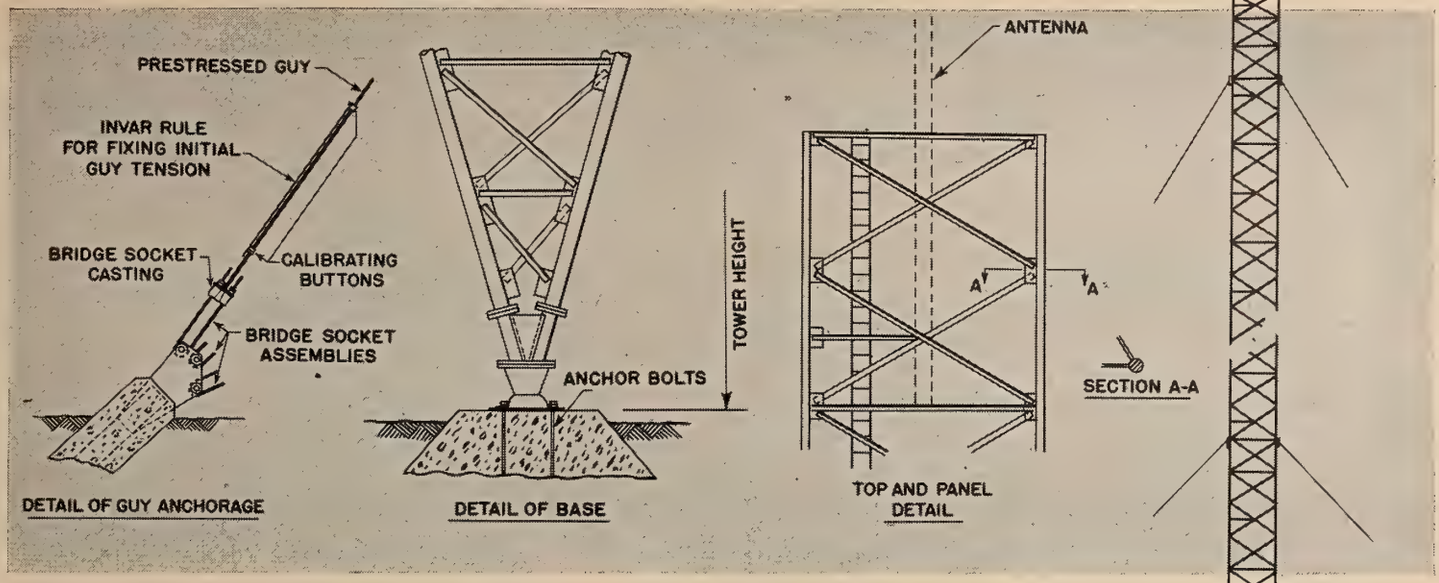
WTTV BLOOMINGTON

Serving a 2 BILLION $ MARKET
34% of the PEOPLE
34% of the FAMILIES
accounting for
35% of the SALES
in ALL INDIANA

WTTV—affiliated with all nets—maintains its own micro wave relay system between Cincinnati and Bloomington to bring LIVE network shows to viewers. WTTV is owned and operated by Sarkes Tarzian and

Represented Nationally by
ROBERT MEEKER ASSOCIATES, Inc.
New York · Chicago · Los Angeles · San Francisco

IN TOWERS—A LOT DEPENDS ON THE POINT OF VIEW



. . . but everything depends on quality design and construction

Whether you look at towers from the viewpoint of a station owner, manager or engineer, you'll appreciate the facts and the "specs" that follow. Let's take an imaginary trip up the new BLAW-KNOX type TG 1000-foot tower*. . .

SAFETY . . . Even at 100 feet, with the first set of guys still far above, you're as high as the average 8-story building. You'll gratefully recall the massive, welded steel base construction below you.

STRENGTH . . . At 500 feet (if you're still determined), you can properly appreciate the solid steel corner legs nearly seven inches thick . . . not to mention the factory pre-stressed, bridge-socketed guys, each proof-tested at full load before shipment.

DURABILITY . . . When you've reached the top of this 1000-foot giant, you'll be happy to know that there are no rust-weakened structural members to "let you down". Every inch of steel has been hot-dip galvanized after fabrication and you can be sure that your tower, with its TV antenna overhead will stand safe and steady.

**Blaw-Knox type TG towers are available from 300′ to 1000′ and over.*

Yes, a lot depends on the point of view, but we think you'll agree that only a quality-designed and manufactured tower is the best bet, in the final analysis. For safety, economy and uninterrupted service, you can always be sure with a Blaw-Knox type TG.

For complete details on Blaw-Knox towers — or on any other TV or AM need — consult with your near-by Graybar Broadcast Equipment Representative. You'll find one near you — in twenty-one principal cities. And, backing him, you can rely on scheduled or emergency deliveries via Graybar's offices and warehouses in 109 strategic locations. *Graybar Electric Company, Inc.*
Executive offices: Graybar Building, 420 Lexington Avenue
New York 17, N. Y. 322-12

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

via GraybaR

IN OVER 100 PRINCIPAL CITIES

Everything Electrical For Broadcasting-Telecasting — Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

30 MILES

BUT

WORLDS APART
IN COVERAGE.

•

Seattle to Tacoma
only 30 miles

BUT

9 out of 10 of the top ten Agencies who billed 115.2 millions in RADIO, 1952 (B•T Jan 5/53)

FOUND

They Couldn't Sell
TACOMA
from
SEATTLE

SO

BBDO, Young & Rubicam, Benton & Bowles, Biow Co., William Esty & Company, J. W. Thompson Company, Dancer-Fitzgerald-Sample, Foote, Cone, & Belding, Leo Burnett Company

TOLD TACOMA
SOLD TACOMA
ON **KMO**

1360 kc 5000 W

Follow the lead of the National Leaders in the Field

BUY
KMO

National Representative:
The Branham Company

Coming Soon: KMO-TV, Ch. 13

RADIO'S SALES POWER, LOW COST CITED BY CBS RADIO'S JOHN KAROL

Armed with statistics to support assertions of radio's superiority, John Karol answered some of the claims of other media, particularly television, at a dinner last Wednesday in New York.

RADIO is a continuously growing medium that has proved it moves merchandise and does it at a cost that means profits for the advertiser, John Karol, vice president in charge of sales for CBS Radio, declared Wednesday at a dinner meeting of the Media Buyers Assn. of New York.

In a hard-hitting talk that challenged the allegation that television has superiority of impact over radio, Mr. Karol asserted that network radio is presently "the most efficient buy in the national media field although radio's research regularly measures *far, far less* than radio's complete universe."

He paid tribute to media men by proclaiming that radio "has largely moved out of the plush front offices of the agencies and into the media departments." He indicated that this change has removed radio from the area of "an emotional buy" and paved the way for its acceptance on the basis of audience and cost. But he added pointedly that "the front office is now the guest room of television."

Beside the Point

"It is, I believe, beside the point to say that TV's cost-per-thousand is getting lower or at least not getting higher," Mr. Karol contended. "It's like telling the $15,000 a year man that a Rolls Royce will last longer than a low-priced car. Even though this be true, the Rolls Royce just plain costs too much for him. And the low-priced car does very, very well as a means of comfortable transportation."

In support of his thesis that radio has demonstrated "unbounded ability to move merchandise" at a cost that is profitable for the advertiser, Mr. Karol cited the high percentage of nighttime radio sets-in-use in television homes in the most competitive areas in the country. In New York, Mr. Karol continued, radio sets-in-use in TV homes average "almost 20% straight through the week" and noted that "the four network stations account for over half the listening."

"On the basis of radio sets in television homes, we find more proof of radio's vitality," Mr. Karol declared. "Comparing October 1952 with October 1951, we discover these facts of nighttime radio usage in the four markets with more than one million TV sets: New York, radio listening up 37%; Los Angeles, radio listening up 18%; Chicago, radio listening up 29%; Philadelphia, radio listening up 2%."

Mr. Karol underlined the importance of big TV markets in radio advertising by noting that Colgate-Palmolive-Peet Co. recently added eight major TV markets to its CBS Radio line-up for *Mr. and Mrs. North*. By way of explanation, he quoted Les Harris, Colgate-Palmolive-Peet's radio-TV director as saying:

"We discovered that being out of these cities deprived us of a considerable audience and it began to show up in the ratings. We figure there is a 30% or better potential for nighttime radio in these markets."

As another example of radio's vitality, Mr. Karol referred to the more than 100 million radio sets that have been produced since the end of the second World War.

He stressed that radio is not now primarily "a living room medium" and cited 14 million sets in kitchens, 20 million in bedrooms, and more than 25 million radios in automobiles, adding that he believed radio to be "the greatest outdoor advertising medium in America."

Shaken But Safe

ABC-TV Technical Director John Irvine was back on the job last week after a harrowing experience on Feb. 7 that parallels many TV thrillers. While driving to ABC's studios in New York, Mr. Irvine was stopped by four men who forced him into the rear of his car and sped toward New Jersey. Near New Brunswick, a state trooper halted the car for speeding and discovered the shaken-up Mr. Irvine. The men were arrested and charged with kidnaping.



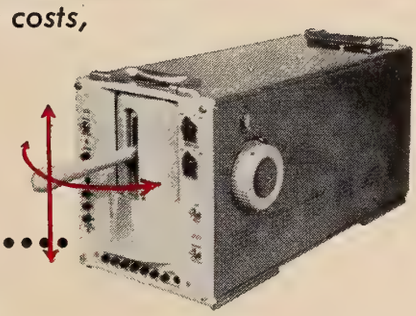
EXECUTIVES at the CBS Television Affiliates Advisory Board meeting in New York Feb. 12-13 included (l to r) James C. Hanrahan, WEWS (TV) Cleveland; E. K. Jett, WMAR-TV Baltimore; Herbert V. Akerberg, CBS-TV vice-president in charge of station relations; J. L. Van Volkenburg, CBS-TV president; Glenn Marshall Jr., WMBR-TV Jacksonville, Fla.; Clyde W. Rembert, KRLD-TV Dallas, and Philip C. Lasky, KPIX (TV) San Francisco.

GPL REMOTE CONTROL CAMERAS

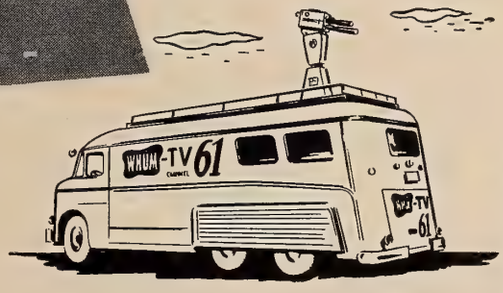
make debut as WHUM-TV puts UHF in Major Operation



Channel 61 in Reading uses 4 of new GPL chains to cut costs, improve studio-field efficiency







Humboldt Greig, president of WHUM-TV, says: *"We picked GPL cameras to gain a truly major reduction in costs by adding remote control. In fact, we feel these will be self-liquidating cameras due to the savings. We have tested them under the roughest conditions with our mobile unit in the past two months and encountered absolutely no difficulties."*

Marking two major milestones in television, WHUM-TV introduces both high powered UHF and remote control for new techniques in camera operation.

For the opening 30 live-hours per week from this 260,000-watt UHF station, 4 GPL image orthicon chains will be used with remote control pedestals. From as far as 1,000 feet away, all actions of pan and tilt, lens change and focus and iris are easily controlled.

Each camera has a "memory" of 6 pre-set positions. With a four-chain set-up, a director has a choice of 24 camera shots. Pushing a "pre-set" button automatically swings the camera on target . . . with lens, focus and iris in correct adjustment. Speed and ease of operation save time, camera handling, and dollars.

For field operations—covering sports and news—WHUM-TV uses the GPL studio-field interchangeability . . . again cutting costs. Two cameras, complete with remote control pedestals, fit atop the station's mobile unit. Pedestals disassemble in minutes for easy transfer between bus and studio.

WHUM-TV is the first station to equip all its cameras with remote control . . . for tops in quality, for utmost in economy.

STATION OWNERS

Our engineers will be pleased to show you, without obligation, how you can get maximum efficiency and economy in either UHF or VHF operations with GPL studio and field equipment. Write, wire or phone:

General Precision Laboratory GPL
INCORPORATED
PLEASANTVILLE NEW YORK
Cable address: Prelab

Export Department:
13 East 40th St., New York City
Cable address: Arlab

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

American Networks to Get Coronation TV Film at Cost

COVERAGE of the coronation of Queen Elizabeth II on June 2 by the American TV networks will identical so far as the actual ceremony in Westminster Abbey is concerned, all four networks having been promised prints of kinescopic films of the telecast made by BBC, which has exclusive video rights within the Abbey.

The BBC films will run about two hours, according to Alec Sutherland, North American program director of BBC, who said they would be edited from the full telecast which, including the procession, will take about five hours of air time. They will be made available to the U. S. TV networks with no charge except the actual cost of processing the films and making the prints, about $250, he estimated.

Radiowise, each U. S. network may carry the full coronation proceedings, including both the procession, for which each network has been assigned a vantage point along the way, and the actual Coronation ceremony within the Abbey, where the BBC will provide the description. As no commentator from any network will be able to cover the complete line of march of the procession, it is probable that the entire broadcast will be on a pooled basis, oustide as well as within the Abbey.

Willys-Overland will sponsor coronation coverage on CBS Radio and TV networks; General Motors will sponsor the NBC broadcast and telecast [B•T, Dec. 29, 22, 15.]

Radio-TV, Media's Advertisers Figure in Freedoms Awards

RADIO and television, and broadcast advertisers, figured prominently in the $100,000 1952 awards announced yesterday (Sunday) by Freedoms Foundation of Valley Forge, Pa.

Principal awards were presented yesterday by Vice President Richard M. Nixon at Valley Forge. More than 800 American individuals, schools and organizations were named to receive the Freedom Awards for outstanding contributions to a better understanding of the American Way of Life during 1952, according to Kenneth Wells, Freedoms Foundation president.

Winner of the top award for national advertising was Ford Motor Co., a radio and TV advertiser. Top radio award went to Robert Montgomery's *A Citizen Views the News,* sponsored by *Life* magazine, while Bishop Fulton J. Sheen's *Life Is Worth Living* was the top TV award winner.

Special 1952 awards went to ABC, CBS and NBC for radio and television coverage of the conventions and election. Other special awards went to National Committee for a Free Europe for its Radio Free Europe achievement, and to Armed Forces Information & Education Div., for Armed Forces *Talks* and radio programs.

Second place awards in the general category were made to MBS' press information service, for coverage of the conventions, to RCA Victor Div., for recruiting and training Negro engineers, and to Westinghouse Electric Corp., for candidate interviews and combined radio and TV advertising.

Distinguished Service Awards for having been selected for awards in four annual Freedoms Foundation programs were: Advertising campaigns—American Oil Corp., Baltimore; General Mills Inc., Minneapolis; John Hancock Mutual Life Insurance Co., Boston; Republic Steel Corp., Cleveland; Union Oil Co. of California, Los Angeles, and Timken Roller Bearing Co., Canton, Ohio; radio—E. I. duPont de-Nemours & Co., Wilmington, Del.; radio program—NBC and WJR Detroit; radio-television programs—Goodyear Tire & Rubber Co., Akron, Ohio, and WWJ-TV Detroit; television program—National Assn. of Manufacturers, for 16 mm motion picture.

The Foundation's George Washington Honor Medal went to the following radio programs:

National Series Broadcasts—*The People Act,* Ford Foundation Fund for Adult Education, New York; *Paul Harvey News,* Paul Harvey, New York; *Freedom Is Our Business: The People Choose,* World Broadcasting System, New York; *I Was a Communist for the F.B.I.,* Ziv Productions, New York.

National Single Broadcasts — "Mission for Mothers," American Legion Auxiliary, Indianapolis, Ind.; "Commentary on October 18, 1952," Earl Godwin, Washington, D. C.; "The Congressman's Temptation," The Hour of St. Francis, Los Angeles.

Local Series Broadcasts—*Sam Jones, American,* Bank of Douglas, Phoenix, Ariz.; *What Price America,* John J. Dixon, Rockford, Ill.; *On the Record,* KPOJ Portland, Ore.; *The Ohio Story,* Ohio Bell Telephone Co., Cleveland; *Seek The Kingdom,* WCAU Philadelphia; *Brown America Speaks,* WDIA Memphis; *Court of Public Opinion,* WHAM Rochester, N. Y.

Local Single Broadcasts—"George Washington Memorial," Albert Charles, Portland, Ore.; "Headlines from History," Radio Council of Chicago Public Schools, Chicago; "The Knight and the Lady," St. Michael's College, Winooski Park, Vt.; "Living Democracy," WBUR Boston; "Hour of Decision," WCNR Bloomsburg, Pa.; "Citizen Jane Doe," WGN Chicago; "The Story That Never Should Be Told," WHAS Louisville; "Who Killed Dr. Drew?" KOIN Portland, Ore.

George Washington Medals

The following television programs received the George Washington Honor Medals:

See It Now, Aluminum Co. of America, Pittsburgh; *Production for Freedom,* ABC-TV, New York; *Government Is Your Business,* The Christophers, New York; *Man of the Week,* CBS-TV, New York; *Keep Posted,* Curtis Publishing Co., Philadelphia; *Song of America,* General Electric Co., Schenectady, N. Y.; *Georgetown University Forum,* Georgetown U., Washington, D. C.; *The Whole Town's Talking,* Iowa State College of Agriculture and the Mechanical Arts, Ames, Iowa; *Operation Big Shot,* KTLA (TV), Los Angeles; *Longines Chronoscope,* Longines-Wittnauer Watch Co., New York; *Mama,* Maxwell House Div., General Foods Corp., New York; *Youth Wants to Know,* Theodore Granik, New York; *New York Times Youth Forums, New York Times,* New York; *Meet the Press,* Revere Copper & Brass Inc., New York; *Sohio Reporter,* Standard Oil Co. of Ohio, Cleveland; *Victory at Sea,* U. S. Navy, in cooperation with NBC-TV, New York.

Tempest Tossed, Robert W. Watt, Trenton, N. J.; *WCAU Summer School,* WCAU-TV Philadelphia and Board of Education, Lower Merion Township, Cynwyd, Pa.; *Tell It to the Mayor,* WFIL-TV, Philadelphia, Pa.

Headliners Awards

NINETEENTH annual national Headliners competition has been announced, including awards for outstanding news coverage during 1952 in four radio-TV classifications—network broadcasting, radio station, newsreel and television. Entries should be submitted by April 1 to Mall Dodson, executive secretary, Headliners, 2307 Boardwalk, Atlantic City.

AVAILABILITY

11:05 - 11:55 PM

MONDAY thru SATURDAY

MUSIC-WEATHER-TIME

PRECEDING and FOLLOWING NEWS

TIME AND TALENT

52 PROGRAMS @ $82.37

312 PROGRAMS @ $65.03

PERFECT FOR mail order or merchandising. Class B and C time in the south and middle west. Class A in the mountain time states. Regular listeners in 19 middle western and western states.

THE SOUTHWEST'S MOST INFLUENTIAL ADVERTISING MEDIUM

50,000 WATT

CLEAR CHANNEL

WIRE OR CALL **WOAI** SAN ANTONIO TEXAS

WHUM-TV

. . THE ONLY STATION . .

completely blanketing

HARRISBURG, PA.

■ Pomeroy's (the largest department store in Harrisburg) has over 4000 microvolts inside the store even though the Turnpike Authority Building across the street is directly in line with the WHUM-TV transmitter. Both the Turnpike Authority Building and Pomeroy's Department Store are steel and concrete buildings.

■ At the home of the RCA distributor in Harrisburg, General Electric had a 46,200 microvolt reading off the antenna which insures more than 10,000 microvolts at street level.

■ The manager of the appliance department at Pomeroy's is able to receive Channel 61 at his home in the suburbs with a VHF antenna, regardless of which way it is turned, and his signal is perfect.

■ Joe the Motorists' Friend, Inc., a leading dealer with 22 stores in Harrisburg, is also getting an excellent TV picture for the first time in his warehouse and display rooms, including the one downtown on 2nd street.

■ Watch for announcement of official surveys in other markets as they are completed.

For further details concerning WHUM-TV having the best signal of any *TV station in all parts of Harrisburg, please call Reading 4-4805.*

Jack Schuler

OPERATIONS MANAGER

RADIO IN THE Upper Midwest...

Always has Been the Best cost per Thousand Medium

Today KSTP Radio is a Better buy Than ever Before

A dollar gets A lot more

Ask your Petry man

KSTP

50,000 WATTS CLEAR CHANNEL THE NBC STATION

REPRESENTED BY EDWARD PETRY and COMPANY

MINNEAPOLIS, ST. PAUL

TEEGARDEN ELECTED RCA EXECUTIVE V. P.

ELECTION of L. W. Teegarden, vice president in charge of technical products of the RCA Victor Div., to the executive vice presidency of RCA was announced last Thursday by President Frank M. Folsom.



Mr. Teegarden

The executive vice presidency has been vacant since Joseph H. McConnell, now president of Colgate-Palmolive - Peet, moved from RCA to the presidency of NBC in October 1949.

In his new assignment Mr. Teegarden will assist President Folsom in handling the presidential load of administrative matters.

"Under Mr. Teegarden's leadership," Mr. Folsom said, "the activtities over which he has had responsibility have attained new high levels of success. His election to the post of executive vice president of the RCA is fitting recognition of his administrative achievements over the many years he has been with RCA."

The new executive vice president joined RCA in 1930 as a district sales manager. A pioneer merchandiser, he became in 1936 the first to serve as regional manager with responsibility for the merchandising of all RCA Victor products. His success in this post led to the formation of a regional organization on a nation-wide basis.

Mr. Teegarden became assistant general sales manager of all RCA Victor product activities six years later, was named general manager of the Tube Dept. in 1944, and was made vice president in charge of the department in 1945. It was under his direction, spokesmen said, that the Tube Dept. achieved mass production of TV picture tubes for home receivers, contributing to the establishment of TV as a home entertainment medium.

In 1949 Mr. Teegarden's responsibilities were expanded to include supervision of RCA Victor Engineering Products Dept., which, officials reported, has established new sales records under his guidance.

A native of Salem, Ohio, Mr. Teegarden now resides with his wife and two children at Berwyn, Pa., a Philadelphia suburb.

NEREM Meet Set April 11

THE New England Radio Engineering Meeting, sponsored by the North Atlantic Region of the Institute of Radio Engineers, will be held April 11 at the U. of Connecticut, Storrs, Conn., A. M. Millard, publicity committee chairman, has announced.

Papers will be presented as follows: "Some Ancient Propagation Discoveries—Their Lessons," by Maj. E. H. Armstrong, "father" of FM; "New Cosmotron Instrumentation," Dr. Frederick Cowan, Brookhaven Labs.; "Field Tests of Compatible Color Television," Donald Fink, Philco Radio; "TD2 Microwave Systems," R. C. Glancy, AT & T; "Acoustical Design Including Strategic Locations of Loudspeakers," Prof. Robert Newman, consultant, Massachusetts Institute of Technology; "Servo-Mechanisms," Prof. P. M. Schultheiss and C. A. Wogrin, Yale U.

Armour Foundation Silent on Magnetic TV Tape Research

THE Armour Research Foundation of the Illinois Institute of Technology, in Chicago, is quietly pursuing the development of magnetic tape recording of live TV, not oblivious to the claims made by others in the industry but preferring to remain mum on its own progress.

Officially, the Foundation's tape recording experts have nothing to report on its continuing program of research and development, not alone on TV but also types of magnetic recording.

The Foundation professes to be embarked on a scientific venture, along with RCA and other firms, but won't talk about it in the same breath with the more-publicized pronouncements of commercial companies.

And it acknowledges that, if any pronouncements are to be made, its clients or sponsors will have to make them—clients with whom the Foundation maintains licensing agreements. Armour does claim that it has a substantial number of such agreements within the industry itself and conceded that, of course, it is working on magnetic tape recording for TV, as well as other types.

Armour officials had no comment on particular claims made by Bing Crosby Enterprises [B•T, Feb. 16].

Tressel Promotes New Model Of Its Projectall

TRESSEL Television Productions, Chicago, has distributed a circular listing stations using its new Super-300 Projectall equipment. Firm stresses advantage of "versatile low-cost TV programming" and special features. Model combines a double 35mm slide projector, a double 3x4" opaque projector and two 16mm motion picture projectors, projecting them under exact control into one iconoscope film camera. International News Service TV Dept. is sales agent for the company.



UNLOADING of new equipment WPIX (TV) New York will use to increase its power from 21.7 to 100 kw maximum is supervised by (l to r) Tom Howard, chief engineer, and Otis Freeman, assistant chief engineer.

Plamondon Charges Threat In Board Chairmanship Spat

A. D. PLAMONDON Jr., president, Indiana Steel Products Co., told a Federal District Court in South Bend, Ind., last Wednesday that he was threatened with the loss of his position as a result of a dispute over the creation of a board chairmanship in his company.

Mr. Plamondon, president and board chairman of Radio-TV Mfrs. Assn., testified during hearings on a stockholder's suit seeking a preliminary injunction to restrain a majority of five board members from removing him as president.

He charged the threat was made by Paul R. Doelz, Minneapolis securities executive, who opposed his taking the dispute to stockholders. He said he saw no value in the creation of a board chairman, adding that he also differed with Mr. Doelz and two other principals on a suggested refinancing program.

AT&T Requests Relay

AT&T application filed with FCC Thursday calls for construction of a radio-relay system between New York and Albany which, hooked up with the new Albany-Buffalo relay, will provide a second radio-relay route westward from New York. System will be used initially for TV exclusively, AT&T said, with three of the seven channels devoted to northbound TV service and two to southbound, the other two channels being reserved for protection and maintenance in either direction. Five intermediate relay towers will be erected along the 177-mile skyway, three in Connecticut and two in New York. Present plans call for the route to be ready for TV traffic late this year.

James M. Skinner Dies

JAMES M. SKINNER, 64, retired president and board chairman of Philco Corp., died Feb. 13 at his home in Philadelphia after a heart attack. After graduation by the U. of Pennsylvania in 1911, he went to work for the old Philadelphia Storage Battery Co., later the Philco Corp., and became president in 1931 and board chairman in 1939. Survivors are his wife, the former Florence Sayre, a son, James M. Jr. and a daughter, Mrs. Karl deSchweinitz, Berkley, Calif.

IRE to Hear Sarnoff

BRIG. GEN. DAVID SARNOFF, RCA board chairman, will deliver the major address of the annual convention of the Institute of Radio Engineers, speaking Wednesday evening. Meeting is set March 23-26 at New York's Hotel Waldorf-Astoria.

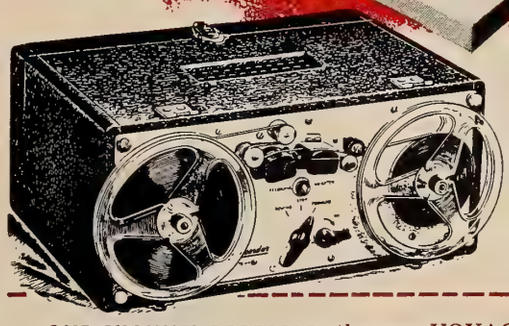
Plan Engineering Meet

MORE THAN 1,000 engineers and technical workers are expected to attend the 1953 electronics components symposium at the Shakespeare Club in Pasadena, Calif., April 29-May 1. Event is to be sponsored cooperatively by the Radio-Television Manufacturers Assn., the American Institute of Electrical Engineers and the West Coast Electronic Manufacturers Assn. Dr. A. M. Zarem is chairman of the conference executive committee.

THERE'S A **magnecorder** FOR EVERY

Communications Monitoring





1-, 2-, and now 4-channel Magnecorder

ONE-CHANNEL MAGNECORDER—long accepted as the standard professional tape recorder in the communications and broadcast fields. Conversion kits quickly adapt your equipment for all special purposes.

ONE-CHANNEL PORTABLE—the new VOYAGER, a one-case truly portable recorder of professional quality. A standard PT6-AH Magnecorder is mounted back-to-back with line level amplifier which swings forward for instant use. Unsurpassed for remotes or field tests. Lightweight, rugged, reliable.





TWO CHANNELS—The acclaimed new Binaural Magnecorder provides either two-channel monitoring or brilliantly realistic 3-dimensional sound on one tape. Two simultaneous tracks accurately reproduce separate sounds or can provide stereo depth and direction, permitting one sound to be identified among many. The versatile dual channels can also be used for separate two-channel communications monitoring.



FOUR CHANNELS—The first *automatic* continuous recorder that monitors up to four channels at once on a standard ¼" tape. Originally engineered and JANized for the CAA, it is adaptable for utilities and carriers, fire and police calls, airports and civil defense.

Magnecord INC.

225 West Ohio Street, Dept. B2-A • Chicago 10, Illinois

THREE-MONTH SAG STRIKE SETTLEMENT

First SAG dispute in 20 years ends as a new pattern for actors' "use payments" is adopted by union board and New York film producers.

SCREEN ACTORS GUILD's 12-week-old strike against producers of TV filmed commercials throughout the nation was at a virtual end Thursday as the union's board of directors and the Film Producers Assn. of New York announced they had approved a proposed contract.

The strike, which has affected some 8,500 SAG members since its beginning Dec. 1, will end officially when the entire membership ratifies the proposal. SAG noted that the tie-up will continue in effect at least until next Monday (March 2), when ratification is expected to be completed.

SAG declared that the contract will establish a new pattern for "use payments" for actors engaged in TV film commercials. It was disagreement over this issue principally that touched off the only strike in the 20-year history of the guild. Though the union modified its original demands [B•T, Dec. 1, 1952], an SAG spokesman told BROADCASTING • TELECASTING Thursday that "we are highly pleased with the proposed contract and especially for the inclusion of the use payment principle."

Highlights of the contract approved by SAG and the New York producers follow:

1. Minimum "production payment" to actors "on camera" will be $70 for each television filmed commercial delivered by producer to advertiser or his advertising agency.

2. Minimum "use payments" for "on camera" on filmed commercial programs: Class A, defined as more than 20 cities, will be $70, single use; $50, each individual re-use; guaranteed payment for three uses prior to first use, $150; eight uses, $350; no further payment during 13-week period if actor has been paid $650. Class B, defined as 6 to 20 cities, $140 for 13 weeks; Class C, defined as one to five cities, $105 for 13 weeks; $185 for 26 weeks if guaranteed and paid prior to first use.

3. Minimum "use payment" for "on camera" for each film spot announcement: Class A, $140 for 13 weeks, plus $140 for each additional 13 weeks; Class B, $105 for 13 weeks, plus $105 for each additional 13 weeks; Class C, $70 for 13 weeks, plus $35 for each additional 13 weeks.

4. New York, Chicago and Los Angeles are counted as 7 cities each in defining class of "use payments" and any combination of two of these cities automatically puts the "use payments" in Class A.

5. Minimum "production payments" and "use payments" for actors "off camera" are graduated downward from the "on camera" rates with "production payments" based on two-hour recording sessions rather than eight-hour day.

6. All "production payments" are credited against "use payments."

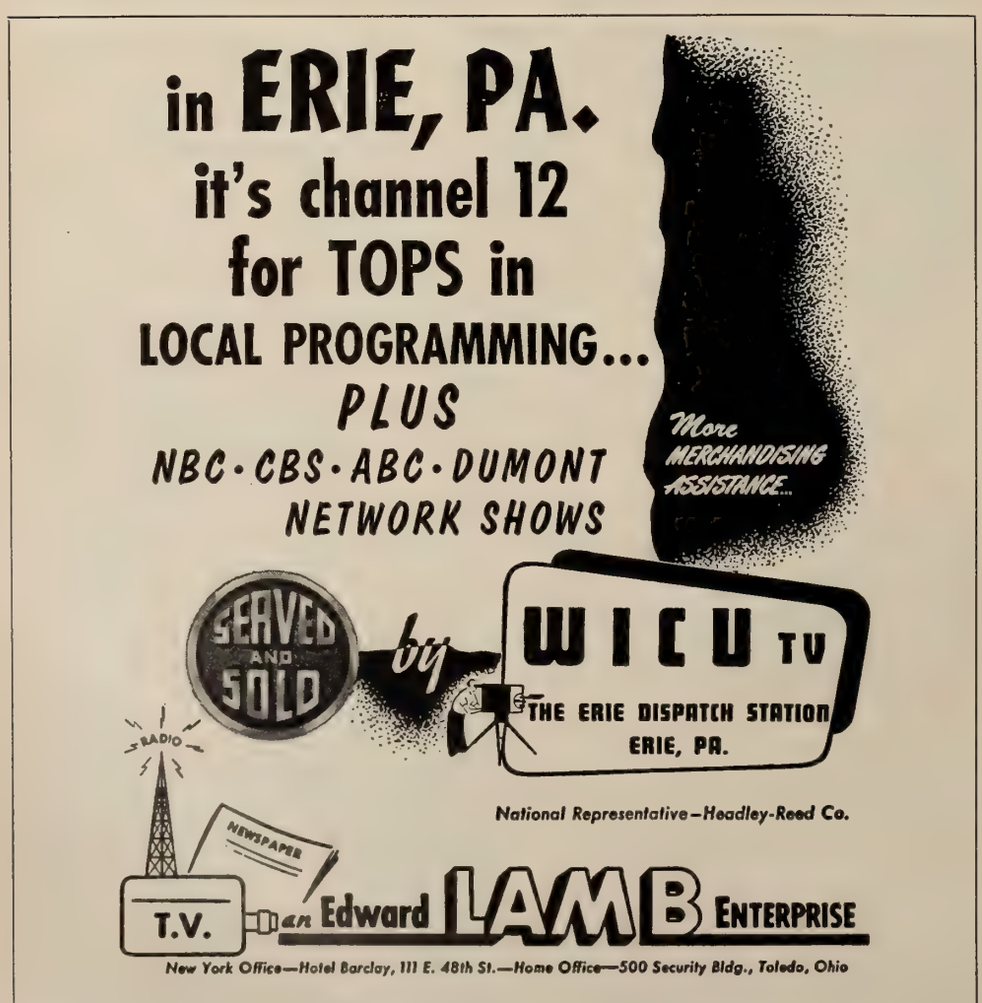
7. Spot announcements are defined as commercials broadcast by non-interconnected single stations and used independently on any programs or used on local participating programs available to more than one advertiser but not "sponsored" by any advertiser. All other uses of a commercial are deemed to be program uses and carry program rates.

SAG said the membership meetings will be held in New York, Detroit, Chicago and Hollywood to ratify the board's approval of the contract. The guild expressed the hope that ratification would be completed by next Monday.

The contract will run for a two-year period. Though film producers are primary signatories, national advertising agencies have agreed to sign letters of adherence to the contract.

Peter Mooney, president of the Film Producers Assn. of New York, expressed gratification that the long strike was at an end. He said that "producers, as well as the actors, are anxious to get back to work." Mr. Mooney described the proposed contract as "the best agreement we could possibly reach with SAG" and hoped it would work out to the "satisfaction of all parties."

The three-month strike was marked by exchanges of sharp letters from both unions and producers. Outside of several interim agreements effected by SAG and the producers to permit production of vitally-needed TV commercials, output was at a standstill as some 35,000 members of unions belonging to the Associated Actors & Artistes of America lent assistance by refusing to accept work on such commercials.



Retroactive Pay Benefits 71 ABC, CBS and NBC Writers

Staff writers at the three networks are eligible for more than $85,000 total in back pay because of the government's order removing wage controls.

SEVENTY-ONE dramatic, continuity and news writers at ABC, CBS and NBC are eligible to receive more than $85,000 in back pay because of the removal of wage controls Feb. 6, Hector Chevigny, Radio Writers Guild president, announced last week.

Back pay represents salary increases and commercial fees included in a new contract between RWG and the networks after last summer's three-week strike [B•T, July 21, 1952]. According to Mr. Chevigny, pay rises of $15 per week from Oct. 1, 1951, to Oct. 1, 1952, and $20 per week thereafter have accrued to each writer.

Chevigny, Higley Comments

Mr. Chevigny said this was "the final step in activating the contract won by a three-week strike, the longest in the history of the broadcast industry . . . "

Philo Higley, the guild's eastern region vice president, said the new contract was "precedent-shattering" because it established "the principles of commercial fees for network news programs and a commercial writing differential for local news writers."

Mr. Chevigny estimated that each writer will receive at least $1,100 and in some cases nearly $2,000, in back pay.

KXYZ Union Election

ENGINEERS and technicians at KXYZ Houston will vote before March 5 on whether or not they want to be represented by the National Assn. of Broadcast Engineers and Technicians (NABET-CIO), according to the National Labor Relations Board, Washington.

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Business is



in Detroit

MARKET-wise, Detroit is the sweetest sales-territory in the U.S.A. That was true in '52 . . . *and it'll continue to be in '53.* The rhythmic music of machinery in action, of men at work, of cars and trucks and tanks rolling off production lines, of money changing hands, of clinking coins and ringing tills . . . all blend into a "hum sweet hum" of 4½ billion dollars retail business annually . . . in a market where hourly and weekly earnings of factory workers are at an all-time peak.

MEDIA-wise, you can make your sales hum in this market by spotting or programming your campaign on WWJ, Detroit's NBC affiliate. For 33 years, WWJ has been *first* in programming, in public services, and in getting results for its advertisers.

MONEY-wise, you can buy WWJ for 14.5% LESS than the average cost-per-thousand listeners for radio time in Detroit.

MERCHANDISING-wise, WWJ offers a follow-through service, from distributor to dealer levels, to help keep everyone humming about your advertising program on WWJ.

MAKE '53 a humdinger. Put more "*sell*" into your Detroit campaign by putting more of your ad money into WWJ.

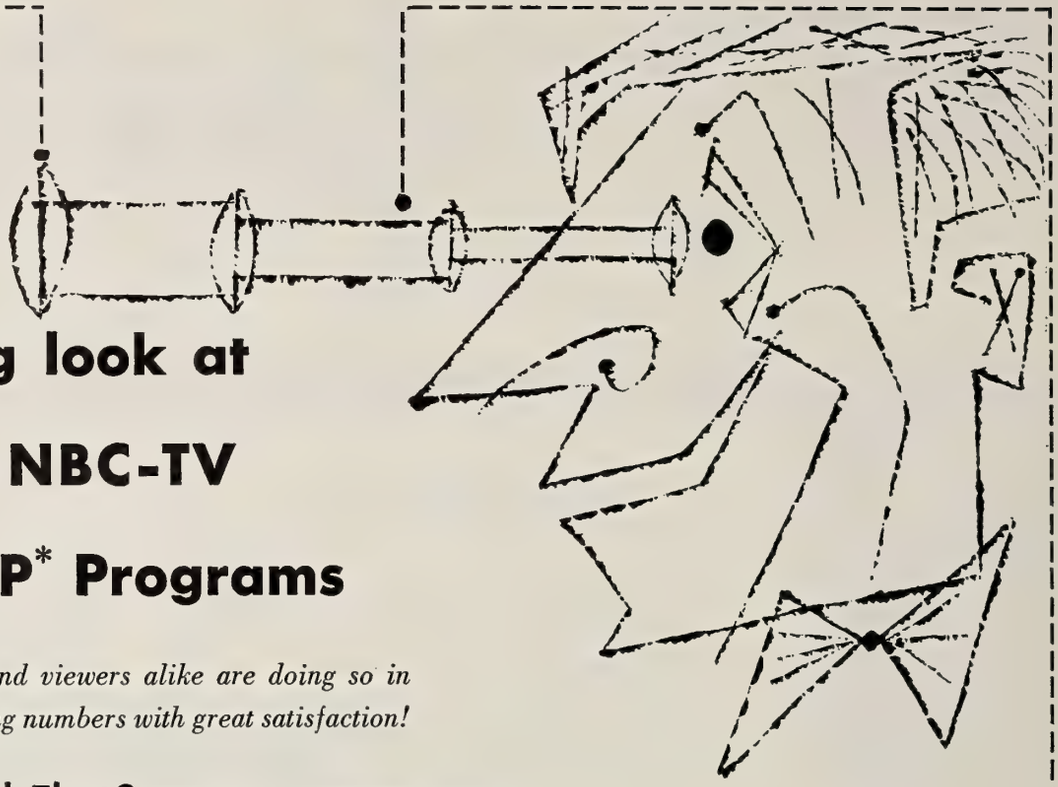


AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Associate Television Station WWJ-TV

THE WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY



take a long look at these NBC-TV CO-OP* Programs

Advertisers and viewers alike are doing so in ever-increasing numbers with great satisfaction!

Who Said That? *(Mondays — 10:30 PM — NYT)*

Currently sponsored in 25 markets, WHO SAID THAT? has a current rating of 19.2. Walter Kiernan guides a panel of celebrities who attempt to guess quotes from the news in television entertainment continually proving its ability to create customers for a variety of advertisers.

American Forum of the Air *(Sundays — 2:30 PM — NYT)*

Public service, prestige, promotion, plus profits for any advertiser availing himself of the nation's best-known, most-honored forum show. Ted Granik moderates top leaders in vital, current discussions.

The Gabby Hayes Show *(Wednesdays — 5:15-5:30 PM — NYT)*

A foolproof Western film format, already proving itself for Quaker Oats on Mondays and Fridays. Excellent adjacency to Hawkins Falls and Howdy Doody. Tremendous merchandising and point of purchase aids.

**An NBC-TV CO-OP gives you all the flexibility of a syndicated feature with the added impact of live television. Exclusive sponsor identification in the market(s) of your choice at a surprisingly low cost.*

Among current NBC-TV CO-OP advertisers are:

Pure Oil Company
Pittsburgh Brewing Co.
Reynolds Metals
National Bank of Tulsa
Manor House Coffee
Rochester Gas & Electric
Philco Dealers (Portland, Ore.)
Indiana Motor Truck Ass'n.
Lone Star Gas Co.
Shenandoah Life Insurance Co.
First Fed. Savings & Loan (Wash., D. C.)

NBC Radio CO-OP Programs are:

Bill Stern
Dangerous Assignment (Brian Donlevy)
The Jane Pickens Show
Howdy Doody
Every Day (Meredith Willson)
H. V. Kaltenborn
Richard Harkness
Morgan Beatty
World News Roundup
Home Edition of the News

for further details consult your nearest NBC-TV station or

NBC CO-OP SALES

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

A new survey suggests changes in political TV

MAXIMUM benefit out of money spent for television during the last Presidential campaign came in the final 10 days, according to preliminary results of a six-month survey made public yesterday (Sunday) by Dr. Joseph C. Seibert, chairman of the marketing department at Miami U., Oxford, O.

The university conducted the study on a $10,000 grant made available by the Crosley Broadcasting Corp., Cincinnati. Crosley Board Chairman James D. Shouse said the grant was offered in anticipation of questions and speculation "certain to arise as the result of the first nation-wide television political campaign in history."

The Miami U. marketing department selected some 1,000 residents of the Miami Valley as a panel for its study. The two biggest urban areas in the valley are Dayton and Cincinnati. Panel members represented urban, smaller community and rural regions.

The survey, according to Dr. Seibert, revealed that peaks of television viewing came during the political conventions and the 10 days preceding Election Day. Between those high points, Dr. Seibert added, there was a decided let-down, with the exception of Vice President Richard Nixon's talk from Los Angeles in which he explained his financial problems.

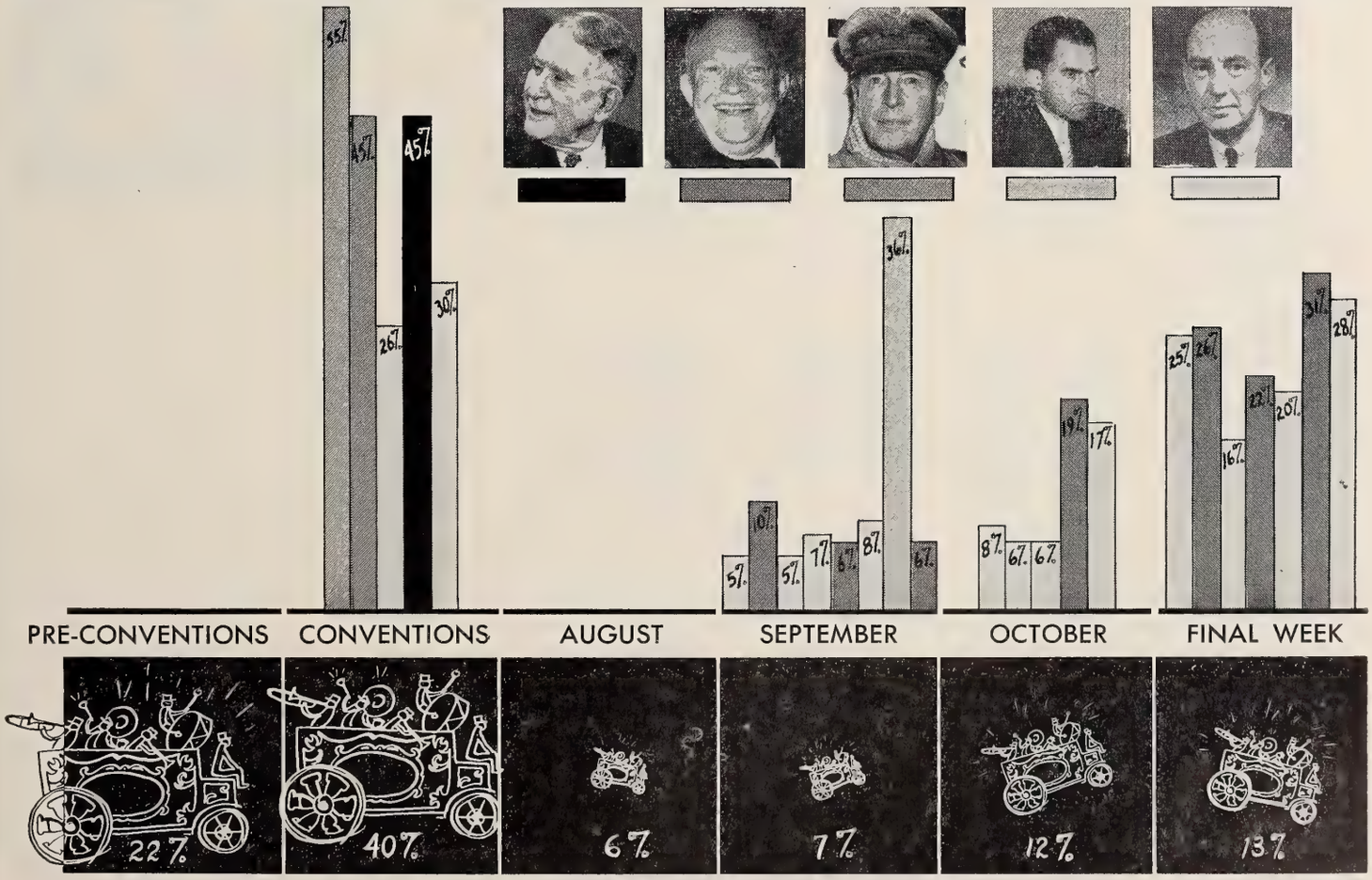
"Mid-summer decline in interest could well indicate that candidates might profitably devote their efforts to personal appearances—whistle stops—confined to local areas," Dr. Seibert commented.

The survey also revealed, Dr. Seibert noted, that television viewers were better acquainted with campaign issues than non-viewers. He cited the case of the Democratic Party's opposition to a federal sales tax, pointing out that 19% of those who saw and heard the platform read to the convention were aware of the party's position, in contrast with 12% who received their information in other ways.

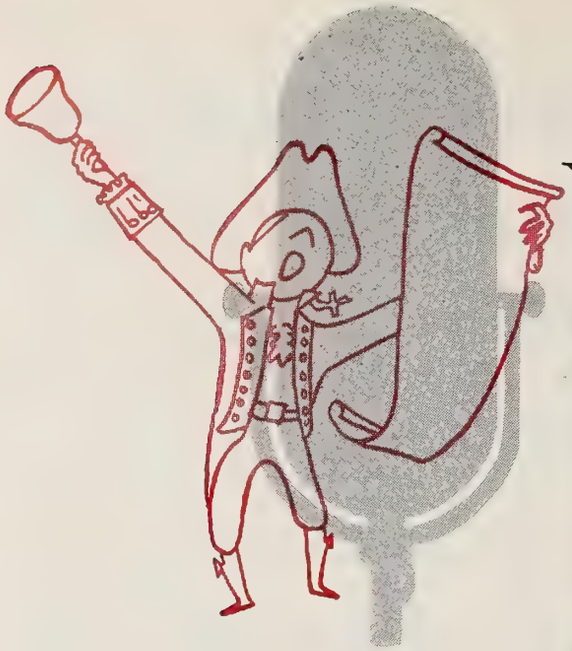
Dr. Seibert reported the survey indicated the ability of TV to project personality traits. Approximately four times as many TV viewers believed President Eisenhower to be more sincere than Mr. Stevenson while the latter impressed the TV audience with his humor and speaking ability.

A final report on the entire study will be published in June, Dr. Seibert said. The Miami U. survey is the third such study made under Crosley grants. In others, the U. of Cincinnati explored TV as a tool of education and Xavier U. of Cincinnati examined effects of TV on students' homework.

HOW MANY SAW TV SPEECHES; WHEN THEY CHOSE CANDIDATES



The upright bars in the chart above indicate the percentage of members of the Miami U. panel who saw particular TV speeches by key political figures. The bandwagons below the bars indicate the percentage of panel members who made up their minds about their choice of candidates in the periods shown. Note that 22%, all apparently party die-hards, had decided to support party nominees before they were selected. By far the most made their choice during the conventions, when, as shown by upright bars, viewing was also heavy. Each upright bar represents TV speech by political figure pictured in upper part of chart. The September Nixon speech, which outranked all other postconvention TV appearances of candidates, was, of course, his explanation of personal finances. MacArthur keynote got biggest audience of all.



YOUNG VOICES

In the past six years five million high school students have participated in the annual Voice of Democracy contest which is sponsored by the NARTB, RTMA and the U. S. Junior Chamber of Commerce. Both as public service and promotion, the project is without equal.



FOUR STUDENT winners of 1952-53 Voice of Democracy contest don wigs and other colonial dress for workshop in historic capitol at Williamsburg, Va. Depicting four episodes in history of free expression are Robert Davis, Hawaii; Adelaide Nacamu, Peekskill, N. Y.; Thomas J. Walsh, Washington, and Frank Lammedee, San Marino, Calif.

THE other day a demure immigrant girl of 14 raised herself to her full five-feet-one and spoke fervently on the blessings of democracy.

She stood on a hallowed spot—the Burgess' Chamber in the historic capitol at Colonial Williamsburg, Va. In ringing tones she said:

"Heading the privileges my country gives me are the right to express my personal opinion, the right to write what I think, and to worship in the way I believe. . . . Since that day, three years ago, when I became a citizen, I have been and still am proud to say that I am an American."

On that very spot 188 years ago Patrick Henry, unabashed by the cries of "treason" shouted by fellow legislators berating him for opposition to the Crown's Stamp Act, had uttered these famed words:

"Tarquin and Caesar each had his Brutus, Charles the First his Cromwell and George the Third may profit by their example. If this be treason, make the most of it."

Adelaide Nacamu, Italian born but 100% American, spoke as the voice of freedom as she stood in the historic Williamsburg chamber. She spoke as one of four high school students who last week held the national spotlight as winners of the radio industry's Voice of Democracy contest. The quartet had been picked out of a million young people who participated in the competition, itself symbolic of the American way of living.

All last week the four students associated with Washington's highest personages, from President Eisenhower to members of Congress, the Supreme Court and the Cabinet. This itinerary was preceded by participation in a Democracy workshop at Williamsburg.

Their pilgrimage was highlighted by the annual Voice of Democracy awards luncheon held Wednesday at the Mayflower Hotel. There they were given $500 scholarships, awards certificates and radio-TV consoles, with Sen. Margaret Chase Smith (R-Me.) making the presentations.

The sixth annual Voice of Democracy contest again represented the cooperative effort of three national associations, the National Assn. of Radio & Television Broadcasters, Radio-Television Manufacturers Assn. and U. S. Junior Chamber of Commerce.

Five Million Entries

Since the first contest was started in 1947, five million students in the 10th, 11th and 12th grades have written and voiced five-minute essays on the topic, "I Speak for Democracy." Fourteen boys and 10 girls have been national winners, surviving carefully organized eliminations that start at the classroom level. All 48 states plus Alaska, Hawaii and other territories are encompassed in the contest area.

This year's group of winners is typical. For the second time a 14-year-old student has won national honors, this of course being pretty Miss Nacamu, a native of Milan, Italy, who came to this country in infancy. She had acquired citizenship rights from her father, but has been an American citizen in her own right only three years. Her school is Peekskill High School, Peekskill, N. Y.

Robert Davis, who lives in the little town of Paia, on the Hawaiian island of Maui, is aged 17. He is the first national VOD winner to come from beyond continental boundaries of the United States.

Frank Lammedee, also 17, coming from South Pasadena High School, in the Los Angeles area, had the benefit of radio experience in voicing his winning essay. He is an announcer at KPPC South Pasadena.

Thomas J. Walsh, 17-year-old student at Gonzaga High School, Washington, D. C., has enjoyed school radio training and once won a newspaper writing contest. He aspires to a radio-TV career.

Like their million fellow students, these four studied basic material on the fundamentals of American democracy and prepared their scripts. They survived eliminations until only 12 finalists remained. A board of distinguished judges selected the national winners on a point basis—40% for content (organization and development

SPEAK FOR DEMOCRACY

By J. Frank Beatty

of ideas, presentation, writing); 40% for delivery (broadcast technique, voice quality, effectiveness, sincerity); 20% for originality.

The statistician doesn't live who would attempt to evaluate the cumulative impact of this eloquent voice of freedom. The spread of democracy's message starts with the first classroom assignment of listening to official broadcast discussions prepared by the contest committee. Reinforced by this instruction obtained via local radio and TV stations, the young folks start their individual research, combing books and publications in thousands of school libraries. Their essays completed, first audiences are family groups. Voice coaching is provided by teachers and friends. Then come the classroom competitions, with students hearing their classmates cite the blessings of democracy and inferentially the curses of its absence.

Next come school eliminations, community contests, county and state competitions. The 48 state winners are carefully screened on a "blind" basis by a judging committee, using transcriptions carrying code numbers. The official board of judges then selects four out of the remaining 12 finalists for national honors.

Two Near Misses

Everyone wins in this contest—participants, listeners, viewers, judges, classmates. All are winners because they learn, and take refresher courses, about democracy.

A dramatic episode of the contest just ended centers around a two-time finalist, Janet Clowers of St. John, Kan. She reached the finals but just missed top honors. A good sport, Miss Clowers sent this message to Robert K. Richards of NARTB, chairman of the Voice of Democracy Committee:

"For the second time in two years, I have placed as one of the 12 finalists in the contest. Although I did not receive the high honor of being one of the top four co-winners, I received something much more valuable.

"The thought and time spent on preparing the script was time well spent. This individual effort and thought has made me appreciate the U. S. A. even more than before. I would like to compliment the sponsors on their fine program for the young people of America."

The national welfare, too, has benefited from the contest, its backers sincerely believe. They cite evidence of a new awareness of the meanings of democracy, particularly among young people. The participations point to signs of improved relations with the American people as a whole and their government.

The story of the contest's conception and its execution is a story of free enterprise operating in the public interest. It is a

PAST WINNERS OF THE CONTEST

Of the five million youngsters who have entered the Voice of Democracy competition, these 20 plus the four on the opposite page have captured the top prize, a trip to Washington, introductions to the nation's governmental leaders, a scholarship and a radio-TV console.



1948

Janet Geister
Cuyahoga Falls, O.



Laura Shatto
Hagerstown, Md.



Rose Ellen Mudd
Missoula, Mont.



Alice Tyree
Lawton, Okla.



1949

Kerron Johnson
St. Paul, Minn.



George Morgan Jr.
Hutchinson, Kan.



Charles Kuralt
Charlotte, N. C.



Richard Caves
Everett, O.



1950

Anne Pinkney
Trinidad, Colo.



Robert Shanks
Lebanon, Ind.



Gloria Chomiak
Wilmington, Del.



Richard L.
Chapman
Brookings, S. D.



1951

Robert A. Burnett
St. Louis, Mo.



Marcia Anne
Harmon
San Bernardino,
Calif.



Ricardo Romulo
Washington, D. C.



Norita Newbrough
Baton Rouge, La.



1952

Mara Gay
Masselink
Burlington, Ia.



George A.
Frilot III
New Orleans



Dwight Clark Jr.
Fort Collins, Colo.



Thaddeus S.
Zolkiewicz
Buffalo, N. Y.

story of a successful promotion that has attracted worldwide attention, particularly among non-democratic nations where its emulation would never be sanctioned.

In the confused post-war year of 1947, democracy, as Americans had understood it for nearly two centuries, was starting to waver a bit as a result of attacks from without—and from within, too.

Radio and its baby sister, television, were targets of those who wanted to take over these powerful mass communications media for their own ends and those who had been misled by pious pleas of interest in the public's welfare.

At that time the two business associations serving the electronics industries—broadcasters and manufacturers—had a faltering promotion project on their hands. The project was National Radio Week, which had done rather well as a feature of radio's 25th anniversary in 1945. Unfortunately the second version a year later had engendered only mild enthusiasm.

Right there existed a prime setting for a new undertaking that first could serve democracy and its front line of defense, freedom of speech, and second, could inject needed life into Radio Week.

The answer, as history often has recorded, had its beginning in the mind of a child. Sitting around the dinner table at the home of Mr. Richards, at that time the new public relations director of NARTB, his seven-year-old daughter, Susan Richards, asked the meaning of the word "Communism" and wondered if Americans were Communists.

Higher Authority

Mr. Richards performed his fatherly duties by hemming through an attempt to define the term—and then postponed his answer until he could consult a higher authority: Judge Justin Miller, NAB's president and famed for his battles on behalf of free speech.

This conversation produced the conviction that there should be some opportunity for young people to learn more about democracy, and that radio was the medium to handle the assignment.

An idea was starting to assume signs of definite form. A few days later a joint committee representing NAB and Radio Mfrs. Assn. held its first session of the year in the office of James D. Secrest, RMA's public relations director. The group faced the job of planning the 1947 National Radio Week.

Out of that meeting came a fully-conceived project—the first Voice of Democracy contest. Taking part in the discussion were Messrs. Secrest and Richards; W. B. McGill, advertising manager of Westinghouse Radio Stations; Ronald Loudermilk of the U. S. Office of Education, and James Dawson, assistant public relations director at NAB.

The group represented radio stations and networks, set manufacturers, government and education. It included specialists in public relations, manufacturing, broadcasting, teaching and advertising—all serving organizations dedicated to freedom.

The germ of an idea had emerged in a few hours as a project that became the high spot of 1947's National Radio Week. Within a year the tail was wagging the Radio Week dog, and it still dominates an event that otherwise might have been lost amid Starched Collar Week, Feed-Your-Dog-Horsemeat Week, and a thousand other more or less hackneyed promotions.

Time was short—much too short, it appeared, to organize a nationwide contest before school opened in September.

But Labor Day came and the Voice of Democracy Committee, with Mr. Richards as chairman (a post he still holds), was ready with a complement of literature, promotion and contest rules. The assignment was performed so ably that the original rules still stand. Only a few brief paragraphs, they offer a model for those who stage contests—and America is a land of many and varied contests.

The promotion had to be executed with care and tact to avoid the stigma of "commercialism," an evil word at that time. It had to be executed in thousands of schools and hundreds of communities if a goal of 15,000 entries were to be approached.

THESE simple rules governing the Voice of Democracy contest are often cited as a model for events of this type:

The contest is open to 10th, 11th and 12th grade students of all public, private and parochial high schools in the United States and its territories.

Broadcast scripts are to be original; source material may be used, if identified.

Voice script not to exceed delivery time of five minutes.

Students who have been national winners previously are not eligible to compete again. State and local winners are eligible.

Broadcast scripts should approach subject positively, speaking *for* democracy and not *against* other governmental processes.

Composition of the script must be by the student, although supervision (*i.e.*, in classroom exercises) is encouraged.

Judging deadlines at the school, community and state levels must be observed.

Basis of judging: Scripts will be judged as follows—Content 40 points; delivery 40 points; originality 20 points.

The delivery element of the weighting will depend upon suitability for broadcast, not for oratorical or ordinary public speaking purposes.

A ready-made organization with units everywhere was needed. The answer was found in the U. S. Junior Chamber of Commerce. Support of school officials was required. Here the answer came—and with enthusiasm—from the Assn. of Secondary School Principals.

There was the setup. The Jaycee's had the task of community organization and promotion, working with local broadcasters and radio dealers. Their role extended through the state level. NAB was assigned a multi-faceted role—publicizing the contest by radio and the then limited TV facilities; preparing model broadcast talks on the contest topic, "I Speak for Democracy"; having them broadcast; helping students with radio techniques; recording community winners' reading of their scripts for state and national judging.

RMA set about to provide school and community awards, with dealers and manufacturers supplying radio and TV sets as prizes for local winners and their schools. The Office of Education endorsed the contest as worthy of attention from school principals and teachers. The combined groups divided the work of promotion and publicity. A fund of $10,000 was set up by NAB and RMA to finance cost of recording, promotion, four $500 scholarships, trips to Washington for the winners and chaperons, and finally the awards luncheon.

Broadcasters, dealers and manufacturers bolstered this budget with services and products of incalculable value.

That year National Radio Week was observed with genuine interest in hundreds of cities and towns. It was observed in 20,000 homes as eager students enlisted Dad, Mom and the other kids as audiences for their spoken essays on the meaning of democracy. It was observed in hundreds of schools covering 38 states as classes, school assemblies and community groups listened—and learned. It was observed on hundreds of radio stations as the competitors used the most far-reaching of all communications devices, the radio microphone.

The culmination came Jan. 28, 1948 when four excited young winners came to Washington for their awards. They were no more excited than those who had conceived and fathered the event. By that time the nation, and its top officials, had become interested. Attorney General Tom C. Clark had taken judicial notice of the contest by agreeing to present the awards.

Female Sweep

Jan. 28, 1948 was Ladies Day in the South American Room of the Statler Hotel. The winners, much to the surprise of everybody involved, were four girls—and highly photogenic as well as oratorical.

Attorney General Clark handled the awards ceremonies, held before such distinguished personages as Gen. Omar N. Bradley; FCC Chairman Wayne Coy and Dr. John W. Studebaker, U. S. Commissioner of Education, to mention a few. The board of judges that picked the four finalists after the list of winners had been screened to a dozen, included Messrs. Clark and Bradley; Father Edward J. Flanagan, director of Boys Town; Mrs. Oveta Culp Hobby, operating KPRC Houston; Fleet Admiral Chester W. Nimitz and James Stewart, actor.

The first contest was a complete success. Scarcely a detail in the pattern has been changed in the intervening years. Last Friday the sixth contest ended, a freedom-promoting project described by the Office of Education as *"the* contest for high school students."

Six years of planning by businessmen and educators, plus the earnest literary and vocal efforts of five million students, have brought results which Mr. Richards describes in this way:

"I believe the unselfish sponsorship of this annual event by the broadcasters, manufacturers and the Jaycees reflects credit upon all of them—and certainly such credit extends to the nation's public, private and parochial schools which have supported it so enthusiastically."



To sell cake mix
to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline



Cake mix—or *whatever* your product—the way to sell in *inland* California is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.*
(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA Paul H. Raymer, National Representative

COMPARATIVE NETWORK SHOWSHEET

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BROADCASTING

EVE

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Carter Products Drew Pearson (175)	Amer. Bakers Theatre of Stars (202)	Libby, McNeill & Libby Nick Carter	Hy Gardner Calling
6:15	Lorillard Monday Morning Headlines (328)	"	6:25 State Farm Ins., C. Brown	Meet the Veep
6:30	Co-op George Sokolsky	Palmolive Soap Our Miss Brooks (203)	Squad Room	Juvenile Jury S
6:45	Vacationland U.S.A.	"	"	"
7:00	Songs by Eddie Fisher S	Ameri. Tobacco Jack Benny (209) R	U. S. Marine Band	My Son, Jeep S
7:15	The Three Suns S	"	"	"
7:30	TBA	Rexall Drug Amos 'n' Andy (210)	Little Symphonies	Aldrich Family
7:45	"	"	"	"
8:00	American Music Hall S From 8-9 p.m.	Richard Hudnut Charlie McCarthy Show (210) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)
8:15	"	"	"	"
8:30	"	Philip Morris My Little Margie (200)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)
8:45	"	"	"	"
9:00	Gruen Walter Winchell (325)	Hall Brothers Hallmark Playhouse (194)	Jazz Nocturne	"
9:15	Lorillard Taylor Grant News (328)	"	"	"
9:30	Melody Highway S	Escape	Answers For Americans (S)	Chesterfield L&M Dragnet (171) R
9:45	Alistair Cooke S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	Music For You	Oklahoma City Symphony	Barrie Craig Confidential Investigator OT*
10:15	Gloria Parker Show S	"	"	"
10:30	Science Editor S	10:35-45 p. m. Edw. P. Morgan-News Thinking Out Loud	"	Meet the Press
10:45	Looking Into Space S	UN Report	"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Coast Guard Show S	Dance Orchestra	Dance Orchestra	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	Kaltenborn
6:15	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Beulah	Co-op Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Junior Miss	Dinner Date S	No Network Service
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Gabriel Heatter	Miles Labs News of World (166)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (102)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (193)	The Falcon	AA of RR's Railroad Hour (192)
8:15	Field & Stream S	"	"	"
8:30	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (169) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)
8:45	"	"	"	"
9:00	Met. Opera Auditions S	Lever Brothers Lux Radio Theatre (183)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
9:15	"	"	"	"
9:30	Solo & Soliloquy S	"	Co-op Off and On The Record	Cities Service Band of America (113) N
9:45	"	"	"	"
10:00	News of Tomorrow Wine Corp. 180	R. J. Reynolds Bob Hawk Show (185)	A. F. of L. Frank Edwards (151)	Encore
10:15	Dream Harbor S	"	Tex Fletcher Trio	"
10:30	Laurence Welk Treasury Show (see footnote) S	Trout 10:30-35 Ford (103)	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)
10:45	"	Cedric Adams Sonotone (155)	"	Al Goodman's Orchestra 10:35-11
11:00	Frank & Jackson S	Three Suns News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	News
6:15	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	(Junior Miss)	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	Jo Stafford Show	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
8:00	Sparring Partners Attorney S	Mars Inc. People Are Funny (190)	That Hamner Guy	duPont Co. Cavalcade of America (166)
8:15	"	"	* "	"
8:30	Paul Whiteman Teen Club S	Halo, Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	Red Skelton * OT
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wrigley Life with Luigi (194)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)
9:15	"	"	"	"
9:30	"	R. J. Reynolds My Friend Irma (185)	Co-op Off and On The Record	Reynolds Metals Fibber McGee & Molly (180)
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
10:00	News of Tomorrow Wine Corp. 180	C-P-P, L.Parsons 10-10:05 (184)	A. F. of L. Frank Edwards (151)	P. Lorillard Two for the Money (190)
10:15	Dream Harbor S	Doris Day	Falstaff Thompson & His Valley Boys	"
10:30	The Embers (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams 10:35-45	Bands For Bonds	Int. Cellucotton John Cameron Swayze (196)
10:45	"	Three Suns		Miller Brewing First Nighter(118) 10:35-11
11:00	Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WEDN

	ABC	CBS
6:00 PM	Not in Service	Metro. Life I Allan Jackso (129)
6:15	"	Cook Interviews Asia
6:30	"	No Service
6:45	"	P&G-Ivory Lowell Thom (106) R
7:00	Co-op Headline Edition	Beulah
7:15	Co-op Elmer Davis	(Junior Miss)
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Sh
7:45	" (See Footnote)	Am. Oil-Hamm Ed. R. Murro (101)
8:00	Sterling Mystery Theatre (325)	Brylcreem P & G FBI in Peace War (194
8:15	"	"
8:30	Life Begins At 80 Beltone 100	Chesebrough Dr. Christian (186) R
8:45	"	"
9:00	Co-op Mr. President	Philip Morri Playhouse (1
9:15	"	"
9:30	Co-op Crossfire	J. Montenie What's My L (126)
9:45	"	"
10:00	News of Tomorrow Wine Corp. 180	December Bride The Lineup
10:15	Dream Harbor S	"
10:30	Latin Quarter Orchestra S (see footnote)	Ford-Trout 10:30-35 (103 Cedric Adam
10:45	"	Dance Orchestra
11:00	Frank & Jackson S	News
11:15 PM	Sports Report S	Dance Orchestra

DA

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	The Living Word
12:00 N	News S	Europe East Story	College Choirs	Sammy Kaye's Sunday Serenade
12:15 PM	Brunch Time S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Co-op Merry Mailman	"
1:00	Churches of Christ Herald of Truth (108)	String Serenade	Vandeventer & The News S	Youth Wants to Know
1:15	"		J. R. Wood Lanny Ross	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	O-Cedar Corp. Breakfast Club (M-F-W) (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
9:30	"	"	"	Thy Neighbor's Voice
9:45	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
10:00	Sterling Drug My True Story (212)	Snow Crop Cons. Cosmetic Godfrey (193) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"	Star-Kist Owens-Corning Godfrey (192) R	Mutual Music Box	"
10:30	General Mills Whispering Streets (224)	Lever Bros. Frigidaire-Arthur Godfrey (190) R	10:35-11 Co-op Jack Kirkwood	Campbell Double or Nothing (147)
10:45	Durkee Foods When A Girl Marries (165)	Pillsbury Arthur Godfrey (193) R	"	"
11:00	Live Like A Millionaire S	National Biscuit Toni-Arthur Godfrey (190) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
11:15	"	Liggett & Myers Arthur Godfrey (204) R	Queen For a Day	"
11:30	Bristol-Myers (MWF) ½ hr Break the Bank	Contnl. Baking Grand Slam (53)	Tu & Th Quaker Wed.-A. C. Weber	C-P-P Bob & Ray (183)
11:45	Toni (Tu-Th) ¼ hr	P&G Ivory Snow Rosemary (143)	M-F 11:45-12 P. Lorillard	Gen. Foods Bob Hope (140)
12:00 N	Durkee Foods News-Gardiner 12-12:10 (165)	General Foods Wendy Warren (157)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	Valentino S	Lever Bros. Aunt Jenny (167)	Johnson & Son News (12:15-12:25)	"
12:30	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (183)	Swift All Sweet Music Box	"
12:45	Not in Service	Whitehall Our Gal Sunday (178)	Faith In Our Time	"
1:00	Co-op Paul Harvey	P&G Ivory Road of Life (151)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15	"	No Service	"	"
9:30	Skinner Mfg. Co. 9:30-10 (36)	Ferry-Morse Garden Gate (202)	"	Mind Your Manners
9:45	"	Milner, Robt. Q. Lewis (104)	"	"
10:00	"	Animal Fdtn. Galen Drake (78)	Miscellaneous Program S	Archie Andrews S
10:15	"	Super Noodle Show I. J. Grass (35)	"	"
10:30	Ralston Space Patrol (284)	Let's Pretend	Dixie Four Quartet	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Brown Shoe Co. Smilin' Ed Mc-Connell (158)	Cream of Wheat Grand Central Station *(124)	11:00-11.25 Sylvan Levins Music Meeting	My Secret Story
11:15	"	"		"
11:30	Eddie Fisher Show S	Cannon Mills Give & Take (155)	Farm Quiz	Hollywood Love Story S
11:45	"	"		"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (190)	Quaker Man on the Farm	News (12-12:05)
12:15 PM	"	"	"	Luncheon with Buster Crabbe (12:05-12:30) S
12:30	American Farmer S	Carnation, Stars Over Hollywood (195)	5th Army Band	Coffee in Washington
12:45	"	"	"	"
1:00	Navy Hour S	Toni Fun For All (189)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)
1:15	"	"	"	"

	ABC
1:30 PM	National Vespers S
1:45	"
2:00	Pan American Union S
2:15	"
2:30	Lone Pine & Mountaineer S
2:45	"
3:00	Marines In Review S
3:15	"
3:30	Dr. Billy Grah Hour of Decis (229)
3:45	"
4:00	Gospel Bestg. Old-Fashion Revival Hr. (2
4:15	"
4:30	"
4:45	"
5:00	This Week Around The World S
5:15	"
5:30	Goodyear Greatest Ste (328)
5:45 PM	"

ING

FOR MARCH 1953

AY

ABS	NBC
eat of Strips	Kaltenborn
"	Bill Stern's Sports Review (MM)
"	No Network Service
"	Sun Oil Co. 3-Star Extra (34)
Lewis jr. (42)	Pure Oil Co. News Parade (34)
-op Corner	No Network Service
Heatter	Miles Labs News of World (168)
-op 5-7:55 Newsreel	Miles Labs 1 Man's Family (166) Rp
Files of mond	R. J. Reynolds Walk A Mile (179)
"	"
"	"
-op) Fighters	Kraft Gildersleeve (180)
"	"
Theatre	DeSoto Plymouth Dealers, Groucho Marx Show (191)
"	"
-op and On Record	Amer. Cig. & Cig. Big Story (191)
"	"
F. of L. Edwards 26)	Gen. Foods Bob Hope (140)
Garver's hestra	"
ance hestra	Int. Cellucotton John Cameron Swayze (196)
"	Dangerous Assignment *M-M, 10:35-11
-op kkhage lking	No Network Service
.N. hlights	News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	News
"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
Co-op Elmer Davis	Junior Miss	Co-op Rukeyser Reports	No Network Service
General Mills Silver Eagle (137)	Jo Stafford Show	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
The Top Guy S	Brylcreem P & G Meet Millie (196)	Official Detective	General Foods Roy Rogers (162)
"	"	"	" News 8:25
Heritage! S	Cathy & Elliott Lewis Onstage	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)
"	"	"	"
Tales of Tomorrow S	Andrew Jergens Time for Love (119)	Co-op Rod & Gun Club of the Air	Pet Milk Truth or Consequences (166)
"	"	"	"
Time Capsule S	Gen. Elect. Bing Crosby (205)	Co-op Off and On The Record	Eddie Cantor Show S
"	"	"	"
News of Tomorrow Wine Corp. 180	Amer. Tob. Horace Heidt (208)	A. F. of L. Frank Edwards (151)	Judy Canova (OT) *
Gene Pringle's Orchestra S	"	Falstaff Thompson & His Valley Boys	"
The Embers (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)
"	Dance Orchestra	"	Jane Pickens Show 10:35-11 Co-op
Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	Kaltenborn
"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
Co-op Elmer Davis	Junior Miss	Dinner Date	No Network Service
Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Union Pharmaceutical Gabriel Heatter	Miles Labs News of World (168)
" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
Toni Co. Crime Letter From Dan Dodge (327)	Brylcreem P & G Mr. Keen (195)	Movie Quiz	All-Star Bands For Bonds
"	"	"	"
Michael Shayne S	Yours Truly Johnny Dollar	(Co-op) True or False	Name that Tune S
"	"	"	"
Adventures of Ozzie & Harriet Lambert & Hotpoint (325) (alt. sponsors)	There's Music in the Air	Great Day Show	Your Challenge
Electric Cos. Meet Corliss Archer (325)		Co-op Off and On The Record	"
"		"	"
Gillette Cavalcade of Sports (325)	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	Critic at Large
"	"	Falstaff Thompson & His Valley Boys	Words in the Night
	Ford-Trout 10:30-35 (103) Cedric Adams	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)
News of Tomorrow S (See Footnote)	Dance Orchestra	"	Radio City Previews 10:35-10:45 Pro and Con
Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Una Mae Carlisle S	Morton Salt Visiting Time (7)	Otto Thurn's Orchestra	News from NBC
Buddy Weed Trio S	UN on the Record	"	H. V. Kaltenborn MM
Co-op Bob Finnegan Sports	Saturday Sports Roundup	(Co-op) Hume Dixon Country Editor	NBC Symphony Orchestra
Labor-Management S	Larry LeSeuer News	Dinner Date	"
"	Broadway Is My Beat	Co-op Al Helfer	"
Women In Uniform S	"	Report From The Pentagon	"
Dinner At The Green Room S	R. J. Reynolds Vaughn Monroe (180)	Down You Go (7:30-7:55)	TBA
"	"	State Farm Auto Ins. Co. C. Brown	"
Dancing Party S	Wrigley Gene Autry (182) R	Wildroot 20 Questions	Inside Bob & Ray
"	"	20 Questions S	"
"	GF-Post Cereal Tarzan (94) R	TBA	Reuben, Reuben
"	"	"	"
"	General Foods Grapenuts Gangbusters (158) R	(Co-op) New England Barn Dance Jamboree	Pee Wee King S
"	"		"
"	Gunsmoke	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)
"	"	"	"
Saturday at Shamrock S	Saturday Night Country Style	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)
"		"	"
Perspective	10:30-35 News-Edw. P. Morgan	"	M. Willson's Music Room S
"	Saturday Night Country Style	"	"
News S	News	News	News from NBC
The Playboys S	Dance Orchestra	Dance Orchestra	Alex Dreier News

6:00 PM
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ME

SUNDAY

CBS	MBS	NBC
pation iece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
"	"	"
gines-nauer honette 62)	Bandstand USA	The Catholic Hour
"	"	"
Overland ors Inc York rmonic phony 98)	US Military Academy Band	American Forum of the Air
"	"	"
"	Top Tunes with Trendler	TBA
"	"	Youth Brings You Music
"	Mutual Ben. H&A On the Line w Considine (183)	
"	Peter Salem	Elmo Roper
-King Size a Calling 39)	Under Arrest	The Chase S
"	"	"
z Kids	Dear Margy, It's Murder	Jason and the "Golden Fleece"
5 p. m. ne (165) e Adams		"
ngan Godfrey able (109)	Wildroot & Sylvania The Shadow	G. I. Joe
"	"	"
55 p. m. l News Trent 192)	Motorola (alt. wks.)	Gulf Oil Co. Counterspy (135)
5 p. m. ur-News	True Detective Mysteries	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not In Service	P&G Crisco Dr. Malone (159)	Luncheon with Lopez	Co-op Home Edition of The News S
	P&G Duz Guiding Light (158)	"	Wesson Oil Dr. Paul (61)
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (141)	Say It With Music	No Network Service
"	P&G Tide Perry Mason (167)	2:25 Johnson & Son, News	Jane Pickens
Tennessee Ernie S (See Footnote)	Toni, Seeman Nora Drake (189)	MWF Sustaining M. Johnson Tu&Th Pequot Paula Stone	Armour (191) Dial Dave Garroway
"	P&G Ivory Fl. Brighter Day (167)	No Network Service	Kukla Fran & Ollie K. Baughart 2:55
"	Miles Labs Hilltop House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)
Toni Co. (128)	Pillsbury House Party (184) R*	"	P&G Road of Life (163)
"	Lever, Kellogg Houseparty * (175) R	"	P&G Pepper Young (166)
"	Quaker *A. Jemina (117)	"	P&G Right to Happiness (163)
General Mills Cal Tinney (274)	Gen. Fds.(4-4:05) Gale (46)* Robt. Q. Lewis (102)	M-F Music With Bruce & Dan M-F 4:30-5 p. m.	P&G Backstage Wife (175)
"	MTW Chicagoan ThF St. Louis Matinee	Lucky U Ranch	Sterling Drug Stella Dallas (151)
Jack Owens Show S	Treasury Bandstand	M-Bobby Benson 5:5:15 Sustaining 5:15-5:30 Kraft	Sterling Drug Young Widder Brown (151)
"	" 4:55-5 News	"	Manhtn. Soap Woman in My House (181)
Co-op Big Jon & Sparkie	5-5:45 p.m. No Service	Tu&Th Quaker Sgt. Preston of the Yukon	Whitehall Just Plain Bill (143)
Fun Factory S	"	W&F Songs of the B-Bar-B	Whitehall Front Page Farrell (138)
"	"	5:30-5:55 M-W-F Kellogg Wild Bill Hickok Tu&Th Derby Sky King	C-P-P Lorenzo Jones (191)
Ronnie Kemper S	Miles Labs Carl Massey Time (147) R		Ex-Lax Inc. Doctor's Wife (172)

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Carter City Hospital (156)	1:30-2:25 Symphonies For Youth	U. S. Army Band S
"	"	"	"
Texas Co. Met. Opera (350)	Hormel & Co. Music with H. Girls (123)	"	U. S. Marine Band S
"	"	2:25 Johnson News	"
"	Make Way For Youth	101 Ranch Boys	Symphonic Adventure S
"	"	"	"
"	Report From Overseas	Bandstand USA	What's the Score
"	Adventures In Science	3:25 Johnson News	"
"	Farm News Co-op	Sports Parade	Design For Listening
"	Correspondents Scratchpad	"	"
"	Treasury Show	Salute to the Nation	Treasury of Music
"	"	"	"
"	Washington U.S.A.	Mac McGuire Show	Robert Armbruster & His Music
"	"	"	"
Roseland Ballroom Orch. S	Eddie Fisher Show	Walter Preston's Show Shop	Big City Serenade S
"	"	"	"
"	Saturday at the Chase	"	Author Speaks S
Club Aluminum Club Time (20)	"	5:55-Johnson & Son News	Public Affairs S

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced RP repeat performance. Time EST.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, Gen. Mills (319). 7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News, (332).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)
CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Gatherin' (107).
8:30-8:45 a.m., M-F, Pillsbury, Jack Hunt (40).
11:00-11:05 a.m., Sat., Campana, Shadel (188)
1:55-2 p.m., Sat., Gen. Foods, G. Drake (153).
3:30-45 p.m., Tu. & F., Kellogg Co., House Party.
3:55-4 p.m., M., Tu. W. F., Toni Co. It Happens Every Day (157).
Seeman Bros. It Happens Every Day on Th.
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (155) R.
10-10:05 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (183).
11:30-11:35 a.m., Sun., Bill Shadel (S)
*3:15-30 p.m., M-Thur., Pillsbury Mills, House Party (167)
3:15-30 p.m., Fri., Gr. Giant, House Party (170)
3:45-55 p.m., M-F., Quaker Oats, Aunt Jemima, Home Folks (115).
Sun. 4:55-5 p.m. Sonotone-Cedric Adams (142 sta.)
4-4:05 p. m. Gen. Fds., Robt. Q. Lewis. (86)

ON A SUNDAY AFTERNOON

String Serenade, 2:30-3 p.m.; Galaxy of Hits; 3-3:45 p.m.; Main Street, Music Hall, 3:45-4 p.m.; Band of the Day, 4-4:30 p.m.
MBS—Titus Moody Speaking—7:55-8:00 p.m. M-W-F—Sustaining. T & Th—Wildroot Co.
8:55-9 a.m., M-F Gabriel Heatter-VCA Labs.
10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson
11:25-11:30 a.m., M-Sat., Johnson & Son. News
Mon.-Sat. 3-3:05 p.m. M.-S.-Burlington Mills—Cameo Lady Talk
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mutual-Multi-Message Plan—Participating sponsors: Mon.-Fri. 8-8:30 p.m. programs—General Mills; Mon.-Tues.-Thurs. 8-8:30 p.m. Programs—R. J. Reynolds.
NBC—8-8:15 a.m., Sktelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.
8:30-9:00 a.m., Sat., Howdy-Doody.
* MM—"Minute Man" Programs.
* OT Operation Tandem—Emerson Drug & Knowmark Mfg.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
February 23, 1953

Radio and television have always done a major job in the annual fund raising campaign for the National Foundation for Infantile Paralysis, but this year their contributions were bigger than ever. Here's how stations, networks and advertisers participated in the drive.

THE BIG PUSH

THE NATION'S radio-TV stations and networks surpassed their usual high public service quotas in behalf of the infantile paralysis fund this year, contributing a record amount of time, talent and facilities to the March of Dimes campaign. Basil O'Connor, president, National Foundation for Infantile Paralysis, told BROADCASTING • TELECASTING the industry's many contributions in the recently-completed fund drive were the greatest in the foundation's history.

National and regional networks, he said, cooperated 100% under the direction of Harold E. Fellows, NARTB president. Station managers and performers, along with big-name stars and unknown behind-the-scenes personnel, worked together in an all-out broadcast effort to collect pledges and donations.

On the national level, Marie Wilson, star of *My Friend Irma* on CBS-TV, offered her services as a secretary for one day to the person or company donating the most money to the March of Dimes. She decided to work a day overtime after getting two large bids, one for $26,000 by employes of Douglas Aircraft Corp. and another for $22,500 from the Resort Hotels Committee of Las Vegas, Nev.

Companies in fields closely allied to on-the-air broadcasting helped, too, with General Electric, for example, installing specially-constructed video sets for iron lung patients in polio wards of City Hospital, Syracuse, its headquarters city.

Among the many stations contributing to the cause was this group from the East:

Eastern Region

To help raise funds for the local March of Dimes campaign, WBUD Trenton staged an all-night benefit program from 9:30 p.m. to 6 a.m. T. J. Martin, WBUD disc jockey, served as m.c., introducing talent from Trenton and Philadelphia.

One hundred consecutive hours marathon was aired exclusively in Boston by WCOP, which fed the program to three New Hampshire stations. More than 100 local and national stage stars helped collect $15,000 during the show, which would have cost $45,000 if bought by an advertiser. During the marathon, 7,500 persons called a WCOP disc m.c., stationed in a window, and more than 1,000 waited in the rain to watch his final signoff.

WFIL-TV Philadelphia netted $14,700 in a telethon continuing from 11 p.m. until 2:30 a.m., increasing its pledges by $4,000 over last year. The event was telecast for the fourth year under direction of Roger W. Clipp, station general manager who was city chairman of the March of Dimes campaign.

WAGE joined WHEN-TV Syracuse in carrying a two and one-half hour simulcast in which more than 100 performers appeared. Station collected 73,864 dimes.

A month-long drive at WHOB Gardner, Mass. was climaxed by a 10-act stage show handled by Frank Mullen, m.c. High school students, interested in radio as a career and members of WHOB's *Radio Club*, distributed collection boxes throughout the city. Individual contributions were larger than in previous years, reports Al Maffie, station manager.

Hour-long remote telecast of the Ice Capades was the high spot of WJAR-TV Providence programming, which used a specially-constructed ramp for camera mobility at a local auditorium. Skaters were interviewed backstage. Station also preempted two commercial shows to aid the "Mothers' March," and aired station breaks, films and interviews on regularly-scheduled shows.

Record Requests

Record requests were aired by two WKNE Keene, N. H. disc m.c.'s for 14½ hours. They charged a minimum of $1 donation for each song played. Joseph K. Close, president of WKNE Corp., contributed a liberal amount in behalf of the 21 station employes.

Donations to WNBF-TV Binghamton, N. Y., totaled almost $25,000 after a 14-hour weekend telecast. Of this sum, more than $8,500 was collected by performers appearing before a studio audience at the station. Some 2,000 telephone pledges came from cities within the station's signal area.

Merchandise and services were auctioned off by WOND Pleasantville, N. J. staffers in 48 hours continuous broadcasting. It was the station's third annual marathon "auction-aire." Show originated during daytime hours from a shop window. John H. Strucknell, general manager, was radio chairman for the Atlantic County drive.

Merchandise, donated by local business was auctioned also by WOTW Nashua, N. H. which was sent $1,000 by listeners. At WPTF Raleigh, N. C., Bill Jackson, early-morning announcer, organized a county-by-county contest among listeners, with the county most heavily represented by donations getting $100 from the station. Total contributions: $1,967.18.

Disc m.c.'s from four radio outlets in Worcester, Mass., paraded in the city's first "Disc Jockey Motorcade" to promote the dimes drive. Planned by Helen L. Elias of WTAG, campaign's radio chairman, the motorcade was followed by record shows playing listeners' requests and airing campaign results every half-hour.

Combined radio and newspaper promotion in Hartford, Conn. brought a total of more than $105,000 to the dimes fund. WTIC and the Hartford *Courant*, for the 13th year, joined in publicizing the need for polio funds. The 13-year total collected by the twosome is nearly $900,000. Highest previous amount raised in any one year was $97,163.

WWNY Watertown, N. Y., raised $4,815 in pledges as a result of its sixth annual March of Dimes marathon broadcast, the station has reported. The appeal, aired from 8:45 p.m. to 1:45 a.m. in one day, brought in 1,182 pledges from Watertown and 34 surrounding communities.

Eight stations in the Albany-Troy-Schenectady area sponsored a one-night public service broadcast which netted $10,000. Originated in the ballroom of the Hotel Ten Eyck in Albany, the show included transcribed appeals by celebrities and a poll of the top tunes of 1952, which cost each voter calling in a $1 donation. Stations participating included WXKW WPTR WABY WOKO and WROW Albany, WTRY Troy and WGY and WSNY Schenectady.

Southeast Section

A nine hour "radio auction" broadcast by WDXI Jackson, Tenn. brought in more than $1,200. Articles donated by Jackson merchants were auctioned off by Jim Hoppers, WDXI program director, who stayed on the job throughout the nine-hour marathon.

The mayor of Easley, S. C., was arrested at the beginning of a three-hour campaign over WELP Easley and placed in jail. He would have been released if only $200 in contributions had been received by 5 p.m., but ended up spending the night in jail as donors paid to keep him there. Local talent appeared on the broadcast, which brought in more than $1,000.

WGH Norfolk assisted the local "Mothers' March" by scheduling a series of broadcasts urging listeners in the five city Tidewater area of Virginia to turn on porch

BEHIND THE MARCH OF DIMES



Two of a kind were Wess Carr, announcer at KLYN Amarillo, and his friend before the March of Dimes campaign. But only the goat has a beard today. Mr. Carr offered his in exchange for the highest donation from a listener. He shaved when a $100 contribution came in.

lights or to tie a white handerkerchief on the front door.

Three programs on WHAS-TV Louisville helped point up the plight of polio victims. Louisville, hard hit last summer by the disease, saw children of polio victims get a remote reunion with their hospitalized parents on Mary Snow Ethridge's special show. She later brought three polio victims before the cameras, each in a different stage of recovery. Technicians explained therapy to the audience, and direct appeals for funds were made. Third program, a drama called *Revenge,* was shown seven times throughout an eleven-day period.

WHAW Weston, W. Va., located in a small community, led its first drive in 1951, netting $2,273. This year the sum was more than $3,000—an average of 17 cents per person in the area.

WLOW Norfolk, Va. pushed promotion of Sheriff Tex Davis, hillbilly disc jockey, in its campaign.

Radio performers Helen Farmer, Herb Johnson, Peggie Milton and Dick Ashby teamed up and competed for contributions at WMAZ Macon, Ga. The ladies went out on streets and painted traffic lane markers at $1 contribution per foot, accompanied by the Lanier High School Band. More than $2,000 was collected.

Every announcer on staff at WRBL Columbus, Ga., handled one and two-hour stints in the center of town, soliciting donations via a loud speaker. George Davis, announcer and production man, organized a dinner at a local country club, with proceeds going to the dimes drive.

Tobacco contributions were asked of farmers in the WROL Knoxville, Ky., area. The slogan "Give a Hand (of Tobacco)" raised a total of $8,576.34 and 303 spots and four special programs were presented during the drive.

Bill Hickey, announcer for WSGN Birmingham, Ala., auctioned goods donated by local merchants from 7:30 p.m. to 1 a.m. The entire station facilities were turned over to *Auction on the Air.* Listeners were asked to offer items for auction, and response was so great that sign-off time was extended an hour. Nearly $1,000 was raised.

Midwest Region

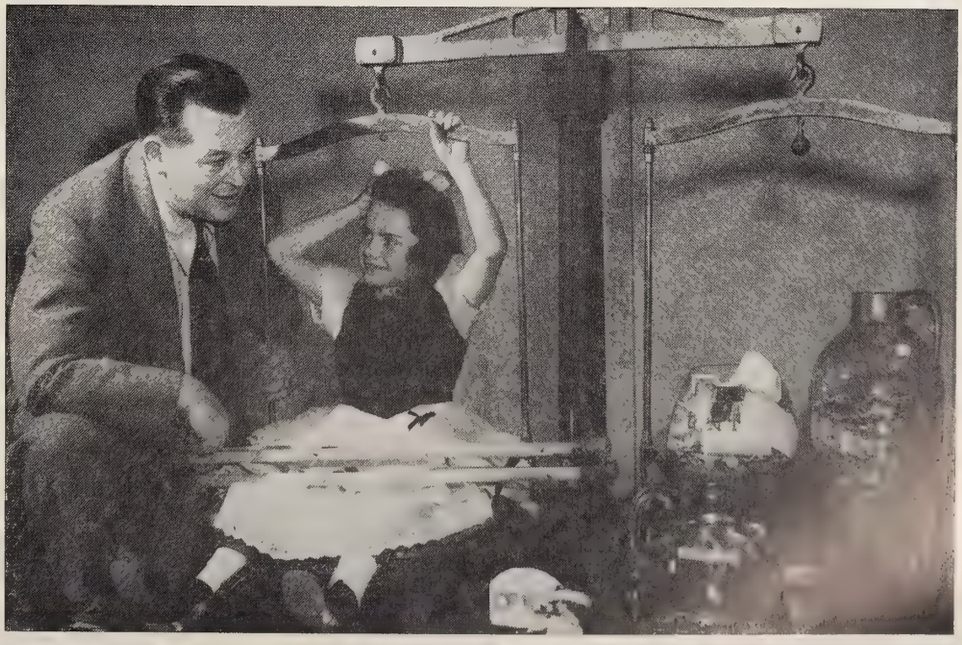
Denver viewers saw their first telethon when KBTV (TV) aired 6 hours, 10 minutes of programming to collect $10,000. Sum was implemented by appearance of a construction firm official at the origination site in the Broadway Theatre and his donation of a check for $1,100 to station newscaster Bill Michelsen.

Combination marathon and basketball game, sponsored by KELO Sioux Falls, S. D., resulted in a total contribution of $1,500 to the drive. All staff announcers and musicians took part in the 10:30 p.m.-2:45 a.m. broadcast. A marathon-auction was used by KFH Wichita to solicit donations, with a song, skit and merchandise auction continuing from 6:15 p.m. until 2:30 a.m., two and one-half hours past the station's usual signoff. Show incorporated on-the-spot recordings of interviews with local polio victims.

Three stations in Monroe, La.—KLIC, KMLB and KNOE — broadcast simultaneously an auction with each represented by a staff announcer. Auctioneering of prizes donated by merchants brought in $3,643 with much of the return credited to advance promotion by Irv Zeidman, KNOE program director.

KSTP-TV Minneapolis-St. Paul collected $10,000 worth of merchandise, including a 1953 Chevrolet, 17-inch Philco television set and $1,000 diamond ring, and launched a public service "giveaway" with "The Marching Man" contest. Viewers were shown a silhouette of a well-known American personality and asked to identify him, sending with their answers $1 donation to the drive and a letter stating their reasons for supporting the March of Dimes. Idea was a promotion co-sponsored with the station by Chevrolet Dealers of the Twin Cities.

The Alexandria (La.) *Daily Town Talk* sponsored a four-hour *Radio Rodeo for*



In response to a plea on *TV Sports Page* over WJAR-TV Providence, viewers contributed more than the weight of polio patient Marilyn Dixon in dimes. Marilyn appeared on the show with Warren Walden.

Polio on KSYL and KALB there. Broadcast, picked up from four remote locations, brought in $2,000 in donations during four hours of air time. One remote was originated in Polio Center wards.

Jay Roberts, chief staff announcer at KXAR Hope, Ark., admits the $73 he collected is no huge sum, but in consideration of the facts its gets bigger. Talking to listeners nightly for 45 minutes during the entire month of January, he asked only for dimes. He received 7,300, and there are only 8,603 residents of Hope.

Pounds of Pennies

Skip Maddox, disc jockey, WANE Fort Wayne, Ind., turned over 142 pounds of pennies or $206.50 to a local drive collection agency after competing with other Indiana deejays to see who could collect the most "Pounds of Pennies to Fight Polio." Idea was originated by Hal Roche, WAOV Vincennes.

An FM station—WCTW New Castle, Ind.—made an imposing record during the drive. In a single show (purchased by 80 local businesses, with the money donated later by the station), staffers took pledges for $5,000 in a town of less than 20,000. Station remained on the air three hours after sign-off. Highest return in previous years was $2,400.

WKBZ Muskegon, Mich. reports double the number of contributions to the polio fund this year as a result of its *Music Marathon.* Station staffers stayed on the air late one night to welcome townspeople to the studios, giving them coffee and doughnuts in exchange for donations.

WLEC Sandusky, Ohio, knows for a fact it has a loyal car radio audience. A man driving through town heard on the station that only $5 more was needed to reach the $500 mark, so he drove to WLEC and deposited that sum. Total donations exceeded $1,455.

Tait Cummins, sports director, WMT Cedar Rapids, got his largest March of Dimes contribution from Collins Radio Co., broadcast equipment manufacturer, where employes collected $3,360, a company record.

Telethon on WCCO

Theo. Hamm Brewing Co., St. Paul, raised $7,855 for the fund drive on a telethon included in its sponsorship of the Minneapolis Lakers and Fort Wayne Pistons professional basketball game on WCCO-TV Minneapolis. During the one and one-half hour show, St. Paul residents pledged $4,700 by phone; Minneapolis, $2,482.50, and out-of-state cities $672.50. WCCO conducted a *Polio Party Line,* on which volunteers in 11 towns and cities in Minnesota handled calls from 87 counties in that state as well as from



TELETHONS on WDTV (TV) Pittsburgh brought in more than $100,000 from viewers for Variety International, showman group interested in charitable work. Harold C. Lund (r), general manager of the station, is commended by William Finkel, president of the Pittsburgh chapter, for the station's service.

Wisconsin, North Dakota, South Dakota and Iowa.

Western Region

Fast collections were made by KGW Portland, Ore. staffers. One driver traveled 100 miles to get $100 from a father of three children with polio. More than 99% of the telephoned pledges had been translated into cash three days after the *Phil Irwin Polio Marathon,* conducted for the third year. Mayor Fred L. Peterson gave a special version of the 11 p.m. news, assisted by Sheriff Terry Shrunk on the commercials. The program honors the late Mr. Irwin, a KGW announcer, a polio victim. Contributions purchased two rocking beds and a resprometer.

KLYN Amarillo raised $1,900 after several hours of evening broadcasting, $100 of which was pledged by a listener who heard announcer Wess Carr's promise to shave his beard for the highest bidder. He appeared on the "treasure hunt" broadcast, on which the station offered several bonus prizes to listeners phoning in pledges.

Window Pains

Len Allen, disc m. c. at KLO Ogden, Utah, got more than he bargained for after a *Dawnbusters* show. Offering to work as window washer for the person donating the most money to the campaign, he was "sold" to an officer at Hill Air Force Base nearby. Mr. Allen, thinking he was to wash windows in the Officers' Club, learned to his dismay the officer had a different project in mind: Cleaning 800,000 square-feet of glass panes at one of the plane hangars. Mr. Allen estimates he would be 65 years old before completing the job, working at the rate of 25 square-feet per day.

Seattle businessmen and civic leaders paid $25 each for the privilege of interviewing any of 27 well-known Pacific Northwest sports personalities of KOL there. Interviews, ranging in length from three to six minutes, continued from 8 a.m. until midnight. Archie Taft Jr., station manager, was

SEWING UP SALES
on Sewing Machines



There's nothing new in the radio "mystery tune" idea; nothing new in offering prizes to listeners who name instrumental numbers played over the air. BUT WOC PUT SOMETHING NEW INTO THIS OLD IDEA WHEN $172.50 SPENT ON SUCH BROADCASTS PRODUCED *$7,370.00 In Sales* for Home Vacuum Store.

This Davenport appliance firm uses a daily 5-minute "Mystery Tune" format, six days a week, to promote the sales of a sewing machine it carries.

The week of November 17, one-hundred-and-fifty WOC listeners won gift certificates for correctly naming masked melodies played on Home Vacuum's broadcasts. This firm obtained appointments with 76 of these winners; *sold 44 of them sewing machines which retail for $167.50 each.*

WOC has a host of success stories proving its effectiveness as a low-cost advertising medium. Get further facts from your nearby Free & Peters office—or from WOC *direct.*

WOC
THE QUAD-CITIES AM • FM ALSO TV

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

state radio chairman for the 1953 campaign.

Third annual dimes telethon sponsored by KOTV (TV) Tulsa netted $11,147 for the fund after a six hour show in which 100 entertainers performed and another $1,500 after an appeal made by newscaster Cy Tuma, bringing the total to almost $14,000. Mr. Tuma spoke from personal knowledge, as he was hospitalized for many months with polio and is partially paralyzed.

Items from turkeys to a Pontiac were auctioned at a local theatre for two nights by KPQ Wenatchee, Wash., which chalked up contributions of more than $4,300 after 12½ hours of radio programming. An additional $4,500 was raised by selling a carload of Wenatchee apples in New York. Station's total collection was $8,800.

Iron Lungs Donated

All-night "telethon" put on by KROD-TV El Paso, Tex., which had been on the air only four weeks, brought in contributions far exceeding its goal. Complete staff of KROD-TV and entertainers from El Paso and Juarez took part. Bernie Bracher was m.c. More than $24,000 was pledged, and two iron lungs were donated during the telethon.

KRON-TV San Francisco scheduled two special live programs, emceed by Ralph Edwards. The first program pushed the Mothers' March, and the second included a report from the city chapter of the Infantile Paralysis Foundation and a plea for pledges.

Five amateur auctioneers chanted for five and one-half hours on KRIO McAllen, Tex., all selling donated articles. More than 140 items, including a 485-pound live calf, $5 grocery coupons and dolls, were sold to net $4,500.

Cuffs on Curfman

A live talent variety show on KRPL Moscow, Ida., raised $1,500. Broadcast from the local Elk's Temple, the program featured the "arrest" of Raymond (Babe) Curfman, head football coach of the U. of Idaho, and Arthur (Buck) Bailey, baseball coach at Washington State College, Pullman. Listeners pledged more money to keep them in jail. Broadcast details were handled by Bert McAllister, KRPL general manager.

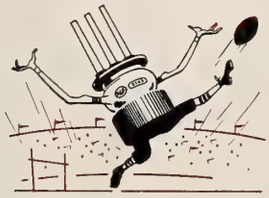
Disc jockey Dick Zook, KVVC Ventura, Calif., conducted his second "disc marathon" this year after chalking up a record of 85 consecutive hours of spinning for the 1951 campaign. Local restaurants donated food, and taxis offered free rides to contributors. Mr. Zook traveled with a mobile unit during the day to make local broadcasts.

WBAP-TV Fort Worth presented the superintendent and assistant superintendent of the polio division, City-County Hospital there, on *Sports Previews*. Host-m.c. Budd Watson signed over his weekly talent check at the end of the program to Mrs. James Leonard, campaign leader.



RCA 5762 forced-air-cooled grounded-grid POWER TRIODE

The "Triple-Threat" Performer



Originally designed for FM, the RCA 5762 has become a "triple-threat" performer throughout the broadcast field. It has won high scores for efficient operation in TV, FM, and AM transmitters.

Because of its improved, more efficient radiator, the 5762 runs cooler . . . lasts longer. More stable operation results from short, direct filament leads.

The use of a conical grid support makes possible extremely low grid-lead inductance, prevents electron bombardment of the bulb, and results in better over-all operating efficiency.

So play it safe in tube replacements. Buy RCA Tubes—the tubes built to give you maximum *Performance Security.*

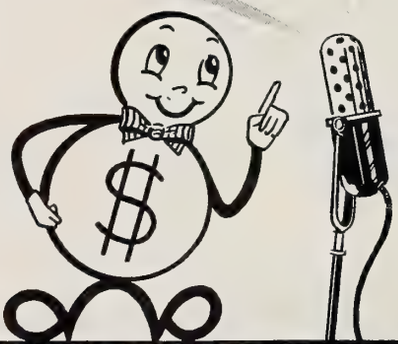
Your RCA Tube Distributor has RCA Tubes in stock for immediate delivery. Call him for fast and friendly service.

RCA® RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

SALES BOOSTER
THE
SILVER DOLLAR MAN
GIVEAWAY SHOW

• The hottest audience-getter to hit the airways in a decade. Exciting—Dramatic—Different. Tailor-made for bottling and frozen food accounts. Successfully used by... Pepsi-Cola, Dr. Pepper, Nehi, Squirt and Coca-Cola. Write, wire or phone about this low priced, high powered, nationally tested program.

A COPYRIGHTED RADIO PROGRAM



SILVER DOLLAR MAN, Inc.
BRUNSWICK, GEORGIA
R. A. PERROTT, President
PHONE: BRUNSWICK 1-900

IOWA
and
ILLINOIS

together account for over 13% of the U. S. total farm income (average per Iowa-Illinois farm—$10,500)

•

From its vantage point in the center of this great farming market WHBF radio is a potent media



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

PEOPLE

Advertisers

Rolland W. Taylor, vice president and director, Foote, Cone & Belding, N. Y., to Colgate-Palmolive-Peet Co. effective March 16 as vice president in charge of advertising.

Clark Ramsay, vice president, Monroe Greenthal Co., Universal City, Calif., to Universal-International Pictures, that city, as executive assistant to **David A. Lipton,** vice president in charge of advertising and publicity.

Michael Keith, manager of national retail accounts for Pepsi-Cola Co., to Philip Morris & Co., N. Y., as sales promotion manager.

James A. Reilly, executive vice president of Colgate-Palmolive-Peet Co. in charge of soap dept., elected to company's board of directors.

Donald S. Greenlief, commercial manager, WWPG Palm Beach, Fla., to *Palm Beach Daily News* and *Palm Beach Life Magazine* as advertising manager.

F. L. Bradway and **Cecil P. Kahmann,** acting advertising managers, Roma Wine Co. and Cresta Blanca Wine Co., respectively (both subsidiaries of CVA Corp., S. F.), named advertising managers of respective firms.

Agencies

Roy Campbell Jr., chairman of plans board, Foote, Cone & Belding, Chicago, and vice president and director of agency, transferring to New York office as member of management group.

J. Norman McKenzie, John C. Dowd Inc., Boston, to James Thomas Chirurg Co., same city, as vice president in charge of merchandising.

John C. Morse, executive vice president, Dan B. Miner Co., L. A., elected president. He succeeds **Dan B. Miner,** who remains chairman of the board.

Alfred A. Hutchinson to Budd Gore & Co., Chicago, as vice president.

Roger Verran, copy chief, BBDO S. F., elected vice president.

Robert C. Whitney, account executive, Arthur G. Rippey & Co., Denver, elected partner.

Howard H. Sharman, director of media and research, Rickard & Co., N. Y., elected executive vice president.

Milton Carlson, vice president in charge of radio-TV, Western Adv. Agency Inc., L. A., having sold his interest in firm to president **Edward E. Keeler,** has resigned. **Ed Lytle,** account executive, KFXM San Bernardino, rejoins agency as radio-TV director.

James Stuart Montgomery appointed to board of directors, Lohmeyer-Adleman, Phila., effective April 1 when firm's name will change to **Lohmeyer, Adleman & Montgomery.**

George Gale, vice president, St. Georges & Keyes, N. Y., has resigned. Future plans have not been announced.

Charles J. Allen, sales service manager, The Kroger Co., Cincinnati, to Gardner Adv., St. Louis, as vice president in charge of advertising.

Joseph R. Joyce, vice president and account

IN THE 75th MARKET
– TEXAS' 5th
EL PASO

KEPO is your Best Advertising Medium to reach the Nation's Largest Trade Territory. KEPO is the powerful, friendly, influential index to a $500,000,000 Retail Sales market . . . a market made up of approximately 525,000 listeners in the El Paso Trade Zone plus the added bonus of the hundreds of thousands of people it reaches in New Mexico, Arizona and Old Mexico.
Figures from Sales Management, May 10, 1952

Ask Avery-Knodel for complete details

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

BMI "Pin Up" Hit

I DON'T KNOW

published by
REPUBLIC

RECORDED BY

WILLIE MABON . . . . . Chess
BUDDY MORROW . . . . . Victor
TENNESSEE ERNIE . . . Capitol

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Federal presents...

a new UHF antenna



Custom-made for each channel, this all-new, all-metal antenna is formed by four vertical tubes subdivided into slotted sections. A single inner-conductor feed system simplifies construction and results in a more reliable and easier-to-maintain system.

The elimination of delicate connectors or insulators—*of any type*—gives ruggedness heretofore unobtainable and allows power inputs limited only by the capacity of the transmission line.

Specifications include:

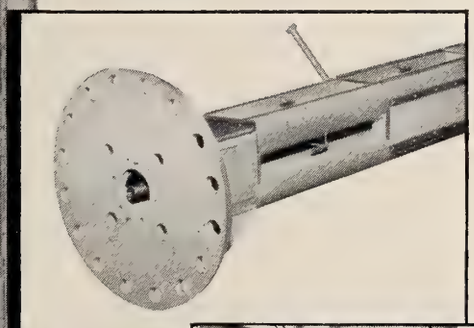
- **HIGH GAIN of 14 (11 db) or 25 (14 db)**
- **VERTICAL BEAMWIDTH 2.1° to 4.2°**
- **VSWR less than 1.1**
- **CIRCULAR HORIZONTAL RADIATION PATTERN within 1 db**

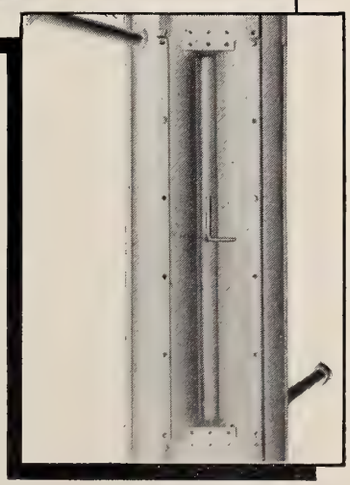
... all contributing to unusually high performance and operating dependability.

For those installations requiring variations in vertical radiation pattern, null fill-in and beam tilt are available.

Check with your nearest Graybar sales office for details on Federal TV equipment ... the finest in UHF and VHF antennas, transmitters and studio equipment.

Simplified base plate for easy mounting.





Cut-away section of slot.

Distributed by GraybaR

Federal Telecommunication Laboratories, Inc.

FEDERAL TELECOMMUNICATION LABORATORIES — FTL — AN I T&T ASSOCIATE

500 WASHINGTON AVENUE • NUTLEY, NEW JERSEY

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

executive, Robert W. Orr & Assoc., to Ruthrauff & Ryan, N. Y., as member of account executive staff.

Bert M. Knighton, assistant to president of Pepsi Cola Co., N. Y., to Criterion Adv., same city, as account executive.

Daniel E. Shea, former merchandising director, Calkins & Holden, Carlock, McClinton & Smith, to Lennen & Newell, same city, as vice president-merchandising director.

Elwood Lindell, copy chief, Crosley & Jeffries Inc., L. A., to Buchanan & Co., that city, as assistant account executive.

L. E. Jemison, general manager of art and production, Hicks & Greist, N. Y., appointed president's administrative assistant.

Philip M. Botfield, associate director of publicity and promotion, Benton & Bowles, N. Y., promoted to account executive on French Government Tourist Office account.

Winston Norman, copy department, Foote, Cone & Belding Inc., S. F., to Guild, Bascom & Bonfigli, that city, as copy analyst and research director.

Fred Beck Jr., TV production department, Dan B. Miner Co., L. A., appointed publicity director. He succeeds **Rockey Spicer,** who joins Consolidated Vultee Aircraft Corp., San Diego, as public relations director.

Hazel B. Holmgren elected secretary and board member, Wyckoff & Downward, S. F.

Joann Morse to art and production staff, Vance Fawcett Assoc., Honolulu.

Robert L. Nicholas, Foote, Cone & Belding, L. A., to Grey Adv., N. Y., as account executive.

Henry Klein, James F. Dallett Jr., and **Henry Candy** to John F. Rich Agency, Phila.

Emil Reisman to Pardee Co., Hollywood, as creative director.

Garrett E. Hollihan, account executive, Foote, Cone & Belding Inc., S. F., to Arthur Meyerhoff & Co., Beverly Hills, as executive assistant to **Jim Ward,** West Coast manager.

Kenneth A. Syfrit to Adrian Bauer Adv., Phila., as account executive.

Armand E. Rivchun, specialist in retail jewelry merchandising and allied fields, to Sullivan, Stauffer, Colwell & Bayles, N. Y., account executive group.

Henry White, former business manager of CBS-TV program department, to Biow Co., N. Y., in executive capacity in radio-TV department.

Jerome McAlevey, assistant production manager, promoted to production manager of Anderson & Cairns, N. Y. **Arthur Pritchard** succeeds Mr. McAlevey.

Winfield C. Goulden, publicity and promotion staff, Benton & Bowles, N. Y., appointed account executive in Post Cereals account group.

Elaine Campbell, Foote, Cone & Belding, to copy staff, Needham, Louis & Brorby Inc., Chicago.

Ralph Draper appointed radio timebuyer, Leo Burnett Co., Toronto.

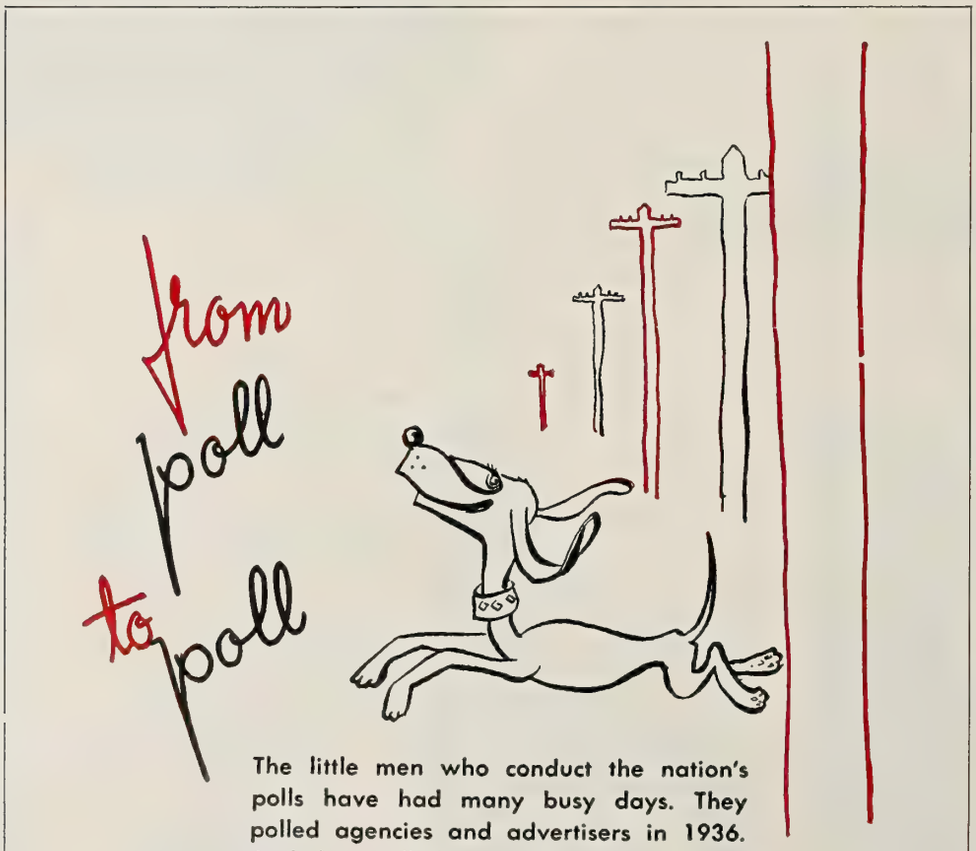
John McQuaig, media department, Young & Rubicam Ltd., Toronto, appointed media director, James Lovick Ltd., same city.

Helen Andrews to N. W. Ayer & Son, N. Y., as copywriter in radio-TV department.

Robert Fox, group art director, Hicks & Greist, N. Y., appointed executive art director of agency.

John H. Hosch Jr., vice president of J. Walter Thompson Co., N. Y., named chairman of advertising division of Legal Aid Society's 1953 fund raising drive.

John Mather Lupton, president of New York advertising agency bearing his name, appointed chairman of advertising and services committee in 1953 Red Cross fund campaign.



The little men who conduct the nation's polls have had many busy days. They polled agencies and advertisers in 1936. And they polled every year right up to today.

In every one—and the surveys were fathered by stations, representatives, transcription companies and networks—BROADCASTING • TELECASTING was first. First in every category . . . whether news, usefulness, accuracy or advertising dependability.

Stations

Neal B. Welch, commercial manager, WSBT-AM-TV South Bend, Ind., appointed general manager, succeeding **Robert H. Swintz,** now business manager of stations.

Arden E. Swisher, general manager, KOIL Omaha, named general sales manager of May Bcstg. Co., licensee of KMA Shenandoah, Iowa, and KMTV (TV) Omaha. He is succeeded by **Bill Talbot,** KOIL program director.



Mr. Swisher

Edward Coughlin, sales representative for Edward Petry & Co., N. Y., to WOR-TV New York sales department as account executive.

Jack Weldon appointed station manager, WAIR Winston-Salem, N. C., **Donald W. Jarvis** and **Larry Patrick** named program and production managers, respectively.

Albert L. Scheible, commercial manager, WENT Gloversville, N. Y., appointed general manager, WLFH Little Falls, N. Y.

Bill Wyman Pennell, production staff, KVER Albuquerque, N. M., to WRHT Griffin, Ga., as commercial manager effective March 15.

Ray Brosseau, sales service coordinator, WLWD

RUST INDUSTRIAL CO.

Now...

PACKAGED REMOTE CONTROL

for Commercial Broadcast Transmitters

AM — FM

THE RUST INDUSTRIAL COMPANY'S REMOTE CONTROL SYSTEM

The Rust System is the *only* transmitter remote control system *proven* in service in United States Commercial AM Broadcasting installations. *It meets all FCC requirements.*



STUDIO UNIT
(Type RI-1080)

REMOTE CONTROL
of transmitters means more effective station operation. Attending personnel may be utilized more efficiently. More convenient location of studio is made possible. Transmitter may be located where transmitting conditions are ideal and real estate costs low.

THE RUST SYSTEM
consists of a studio unit and transmitter unit connected by two telephone pairs. Up to nine meter readings can be made and up to nine operations can be controlled by simply dialing desired functions. Transmitter adjustment is made remotely while simultaneously observing readings of appropriate meter.

The transmitter unit is connected to any one of a number of tuning motors or contactors used for controlling transmitter tuning or other switching functions. Use of various shunts and multipliers permits the metering of several circuits at the remote control point. Any failure of the system immediately removes all power from the transmitter.

The complete system is sold on an installed basis with all components guaranteed for one year. Price includes any necessary modification of the transmitter. Savings can pay for entire cost in as little as ten weeks.



TRANSMITTER UNIT
(Type RI-1081)

WRITE FOR DETAILED INFORMATION.

the rust industrial company, inc.
608 WILLOW STREET
RUST INDUSTRIAL CO.
MANCHESTER, N. H.

(TV) Dayton, promoted to salesman.

Carl Langewisch to KCOW Alliance, Neb., as salesman-announcer.

Warren C. Ashton appointed commercial manager, KEVT Kerrville, Tex. **Dick Hamilton,** WINS New York, to KEVT as sportscaster-announcer.

Harrison Q. Bauman promoted to commerical manager, WOTW Nashua, N. H.

Stanley D. Brown, owner of his own Hollywood advertising agency, to KTTV (TV) that city, as account executive handling industrial, financial and general accounts.

Walter Haase, general manager, WDRC-AM-FM Hartford, Conn., appointed radio-TV director of publicity for Holland Flood Relief drive in southern New England.

Sam G. Ross, assistant manager of CKWX Vancouver, elected chairman of advertising and sales bureau, Vancouver Board of Trade.

Donald W. Thornburgh, president and general manager, WCAU-AM-TV Philadelphia, named chairman of 1953 Easter Seal Campaign in that area.

Floyd Farr, vice president and general manager, KEEN San Jose, Calif., named chairman of public relations committee, Chamber of Commerce, that city. **George Snell,** station program manager, elected board director, San Jose Salvation Army. **Sam Beckwith,** KTIM San Rafael, Calif., to KEEN as announcer, **Montyne Martin** and **John Gardner** to station as traffic manager and account executive, respectively.

Harvey Husten appointed program director, WKDN Camden, N. J., replacing **Jerry Williams** who transfers to WIP Philadelphia. **Tom Fallon** added to WKDN announcing staff replacing **Harry Smith** who also moves to WIP.

James E. McKinney, program director, WSIX Nashville, Tenn., resigns to become executive director of Disciples of Christ Historical Society, Nashville.

Gerry Wells, announcer-disc jockey, WCBA Corning, N. Y., promoted to program director there.

Dick Campbell, announcer, KOTV (TV) Tulsa, promoted to local program director. **Phyllis Metcalfe** and **Hillis Bell Jr.** to station in sales service and production departments, respectively.

John Drew, program and farm director, WASL Annapolis, Md., to WPTX Lexington Park, Md., as program manager.

Bud Cockerton appointed resident manager, CHQC Quebec. **George MacDonald,** CFCF Montreal, to CHQC, as chief announcer.

Freddie Vigder, announcer, WISN Milwaukee, appointed director of recorded music, assisted by **Susan Weber,** continuity staff. **John R. Saxe,** program director, WBEV Beaver Dam, Wis., to WISN announcing staff.

Don Roberts, reporter, KHJ Hollywood *Mutual Newsreel,* to KLAC that city in similar capacity.

Grace Meehan, WHOM New York program department, to WWRL Woodside, L. I., as continuity writer. **Romulada Quici,** J. Walter Thompson Co.'s radio division, to WWRL's accounting department.

Norman Weinstock, Far East Network of Armed Forces Radio Service, Japan, to news desk of WHLI Hempstead, L. I.

Fred Harper and **Mark Olds,** producers, KYW Philadelphia, promoted to production manager and news and special events director, respectively.

Norm Geordan, WTHI Terre Haute, Ind., to WFMJ-AM-TV Youngstown, Ohio.

Burleigh R. Downey Jr., news director, WKAR Michigan State College, Lansing, elected executive secretary of Radio-Television News Directors Assn.



Mr. Downey

Tom Duffy to engineering staff, WICC Bridgeport, Conn.

Forrest H. Respess, continuity director and announcer, WXLW Indianapolis, resigns to enter professional training program, American Theatre Wing, N. Y.

Norman Gittleson, recently released from U. S. Navy, to WJAR-TV Providence, R. I., as head of merchandising and public relations.

Dan Davis, announcer, KGHL Billings, Mont., to KRJF Miles City, Mont., as salesman-announcer. **Don Kern,** chief announcer, KIGV Huron, S. D., to KRJF as librarian-copywriter. **Kurt Forslund,** disc jockey at latter station, inducted into U. S. Army.

Art Hives, announcer, CKFH Toronto, named program director of CKMO Vancouver.

Felipe Cantu to KIWW San Antonio, as head of sales and merchandising staff.

Jim Proctor, WHAS Louisville, to WIBC Indianapolis, Ind., as director of farm programs.

Conway Robinson, WBAL-AM-TV Baltimore agricultural director, appointed to resolutions committee of National Assn. of Radio Farm Directors.

Thomas B. Smith, accounting staff, KRON-TV San Francisco, adds duties of office manager.

Jack Little, traffic manager, KLAC Hollywood, to KFI Los Angeles, sales promotion department.

Networks

Pat McDermott, publicist for CBS-TV Hollywood, promoted to manager of press information.

Charles Von Fremd, producer for CBS Televi-

be..R-W.*

Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!

THE RECORD PROVES IT!

RADIO'S TOP

• Audiences • Markets • Personalities

Time-Buyers in ever increasing numbers are recognizing—and clients are benefiting by—the success of Rahall Stations' Personality Selling Technique. Hitched to programs of music, news and sports geared to local tastes, the idea is paying off in top results for clients national and local.

WKAP
1000 W. ALLENTOWN, PA. 1320 KC.

Rates No. 1 (8:00 a.m.-8:00 p.m.) Pulse and Hooper in the Allentown-Bethlehem area. Independent.
Oggie Davies, Manager

WNAR
500 W. NORRISTOWN, PA. 1110 KC.

Clear Channel Independent station that covers Montgomery County and reaches Mrs. Housewife of the Greater Philadelphia Market.
John Banzhoff, Manager

WWNR
1000 W. BECKLEY, W. VA. 620 KC.

ONE-station coverage of West Virginia's rich coal region and industrialized area. MBS affiliate.
Dick Booth, Manager

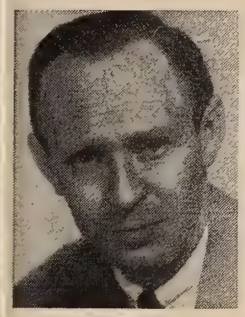
JOE RAHALL, *President*
National Representatives
WKAP - WEED & CO.
WNAR & WWNR - WALKER & CO.

RAHALL STATIONS

sion news, named first White House correspondent exclusively for CBS-TV.

Norman Smith, sound effects department, Don Lee Broadcasting System, Hollywood, promoted to production supervisor.

George Klayer, account executive in network sales dept., CBS-TV New York, named western sales manager for network, effective last Monday, succeeding **George J. Arkedis,** who was promoted to sales manager of WBBM-TV Chicago, newly acquired by CBS [B•T, Feb. 16].



Mr. Klayer

Norman Siegel, West Coast managing director of Howard G. Mayer & Dale O'Brien, public relations firm, appointed director of publicity and exploitation for CBS-TV West Coast operations.

Arthur Phillips, radio comic writer, and **Austin Kalish,** song and fiction writer, to NBC Radio *Dean Martin and Jerry Lewis Show.* They succeed **Ed Simmons** and **Norman Lear,** who continue as writers for comics' NBC-TV *Colgate Comedy Hour* appearances.

Chet Lauck and **Norris Goff** return to ABC radio as co-stars on *Lum and Abner,* after two-year absence.

Jerome Lawrence and **Robert Lee,** writers on NBC radio *Railroad Hour* and Ziv TV's *The Unexpected* and *Favorite Story,* elected members of ASCAP, having composed 60 songs for the radio program.

Joe Stafford, singing star on CBS Radio *Jo Stafford Show,* named radio-TV chairman for fourth consecutive year by American Heart Assn.

Dawn Bender, who portrays Margaret on NBC radio *One Man's Family,* assigned role in Wayne-Fellows Productions feature film, "Island in the Sky."

Bob Greene, special events director, Mutual-Don Lee Network, and editor, West Coast portion of *Mutual Newsreel,* and Lois Fields were married Feb. 13.

Frank D. Tatum, 67, real estate developer and father of **Donn Tatum,** director of television, ABC Western Division, died Feb. 12 in Los Angeles of a heart ailment.

Representatives

Don Staley, southern California and Arizona district representative, Ziv TV Programs Inc., Hollywood, to Weed & Co., S. F., as manager.

John Stebbins, Bolling Co., Chicago, father of girl, Elizabeth.

Equipment

George Krygier appointed administrative engineer CBS-Columbia Inc., Brooklyn, N. Y.

Dwight W. Bloser chief engineer, Transcoil Corp., N. Y., elected vice president.

Myron T. Smith, sales engineering manager, General Radio Co., Cambridge, Mass., appointed sales manager there. **S. W. DeBlois** named firm's export manager.

W. H. Hazlett to New York sales staff, Altec Lansing Corp., Beverly Hills, Calif. **R. W. Amos** and **W. H. Johnson** to firm in same capacity in Dallas and Chicago, respectively.

Alfred Y. Bentley, chief engineer of cathode-ray tube div., Allen B. DuMont Labs. Inc., appointed chief engineer of firm's receiver division.

Edward S. Gagnon appointed broadcast sales engineer for eastern territory, Collins Radio Co., Cedar Rapids, Iowa.

Graeme W. Stewart appointed regional sales manager of radio-TV-electronic products div., Stewart-Warner Corp. He will headquarter in Cincinnati.

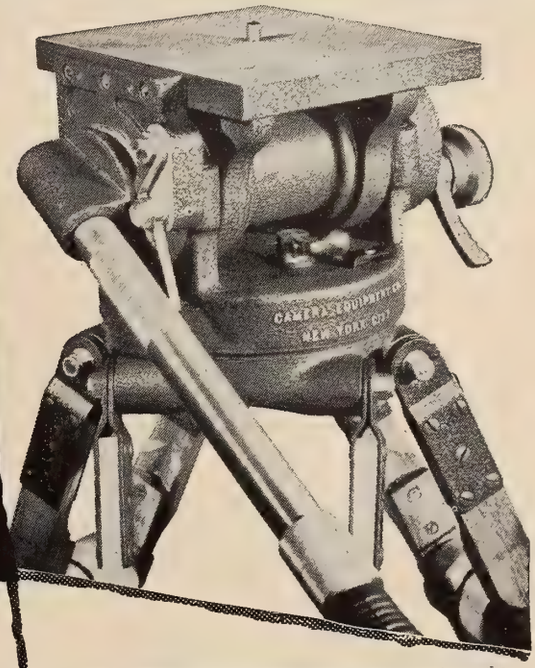
Roger V. Aiman appointed district sales manager in Michigan, northern Ohio, western Pennsylvania and western New York for Hallicrafters Co., Chicago.

Services

Claude Ramsey, manager, United Press Bureau, Texas lower Rio Grande Valley, to William Kostka & Assoc., Denver, public relations firm.

David Shawe, western manager, Air Force Assn., Hollywood, to Bob Wolcott & Assoc., L. A. public relations firm, as account executive.

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PROGRAMS & PROMOTION

AGRICULTURE SERIES

ELEVEN of the nation's top agricultural authorities will be featured on series of five hour-long programs beginning today on WOW-TV Omaha. Show, called *TV Farm Short Course,* will offer farm audiences the opportunity of hearing practical talks by experts on new farming techniques that can be applied on the farm at the present time. Series was originated by Mal Hansen, station's farm service director.

WBMS LISTENERSHIP

MAIL coverage map highlights a promotion piece designed by WBMS Boston. Copy stresses that the station has the attractions that hold listeners. To back up that claim, pictures of leading station personalities are used in the promotion. Numbered among them is The Hon. James M. Curley, former governor of Massachusetts, who has a Sunday through Friday broadcast on WBMS.

KOA COVERAGE STORY

VIRTUES of KOA Denver and its coverage of the western market are told by Bob Hope, screen and radio-TV star, in a promotion piece recently released by the station. Mr. Hope, part owner of the outlet, claims "I think KOA's so good I put some of my hard-earned cash into it!" Coverage map of the station and statistics on the market it serves are included in the piece.

RADIO PROMOTES PREMIERE

PARAMOUNT Pictures has effected a deal with disc m.c.s Gene Norman, KLAC, and Ira Cook, KMPC, both Hollywood, whereby the m.c.s will present the Los Angeles premiere of the new feature film, " The Stars Are Singing," which stars recording artist Rosemary Clooney. Having run a daily contest based on "I'm glad Rosemary Clooney is now a movie star, because . . ." each disc m.c. has awarded 500 pairs of premiere tickets for tonight (Feb 23) to winning letter writers.

PARLIAMENTARY TELECAST

FIRST opening of a Canadian parliamentary session was filmed for telecast by Canadian Broadcasting Corp. on Feb. 12 at Toronto at opening of Ontario provincial legislature. Opening ceremonies, both outside and inside the Ontario legislature, were telecast on the *Newsmagazine* program on CBLT (TV) Toronto, on Feb. 15.

FOOTBALL COVERAGE FOLDER

PROMOTION piece of its 1952 football coverage of U. of Pennsylvania games is being mailed by WCAU Philadelphia to agencies and advertisers. The four-page folder shows an audience analysis breakdown, average quarter-hour ratings and total at-home listenership figures for all stations in Philadelphia, which carried the games. Station's schedule for 1953 broadcasts is also listed.

RELIGIOUS WORKSHOP

SOME 40 church leaders of east central Pennsylvania were briefed on problems and techniques of TV production at a religious television workshop conducted by WBRE-TV Wilkes-Barre on Feb. 4 in connection with The National Council of Churches of Christ and its local branch. The all-day session included talks by Franklin Coslett, WBRE-TV program manager, and council officials, and production of a sample program under the supervision of Robert Clement, WBRE-TV staff director.

SENATORIAL REPORT

WGN Inc. Chicago has made public service time available to Sens. Paul H. Douglas (D-Ill.) and Everett M. Dirksen (R-Ill.) for a weekly series of programs titled *Your Senators Report,* designed as a service for constituents. Program is aired each Saturday on WGN, 10-10:15 p.m. and WGN-TV 8-8:15 p.m. Reports are filmed for television and transcribed for radio in Washington, D. C., and will continue while Congress is in session. Senators share time on each program.

'ST. LOUIS STORY' HONORS

COPIES of KMOX's *St. Louis Story,* aired each Sunday at 12:30 p.m., have been requested by the Missouri Historical Society because of the "wealth of historical interest" contained in the program's scripts. Scripts in recent years have dealt with origin and history of various St. Louis industries, hospitals, colleges and service organizations. Series has been renewed by Boatmen's National Bank for another year.

LENTEN PROGRAMMING

LENT is being observed daily over WTIC Hartford, Conn., with a series of talks by representatives of the Catholic Church and Protestant faiths. *Lenten Messages* is being aired each day 12:25-30 p.m. and will continue through Good Friday, April 3.

AUDITIONS BEGIN AT WLW

CINCINNATI Summer Opera in cooperation with WLW Cincinnati has announced plans for the third annual "Aria Auditions" competition. Contest, which provides a contract to sing with the opera company, is open to singers between 18 and 28 who live in the WLW coverage area. Singers entering the competition will be featured on WLW broadcasts beginning March 21.

CHILDREN'S PANEL SHOW

PROGRAM series titled *Kid Critics* was resumed Feb. 7 on KOIN Portland, Ore. Weekly show, an extemporaneous panel discussion by children on the plot and characters in children's books, is designed to stimulate reading. Moderator on the show is Barbara Ewall, children's librarian at the Portland Public Library.

WSM'S MUSICAL INFLUENCE

TEAR-SHEETS of an article on Tin Pan Alley appearing in the February issue of *Esquire* magazine are being distributed by WSM Nashville. The station and its *Grand Ole Opry* program are mentioned in the article. Accompanying letter points out that the story is "evidence of further public recognition of the influence that WSM . . . has exerted upon the musical trends of this nation."

KATE SMITH PROMOTION

NEARLY 20,000 promotion kits for Kate Smith Week, beginning Feb. 26, have been mailed to chain and independent food stores throughout the country, according to NBC merchandising director Fred N. Dodge. Throughout the week Miss Smith will pay tribute to the grocers of America on the *Kate Smith Hour* on NBC-TV, Mon.-Fri., 4-5 p.m. EST.

CARE Gets Special Care from Radio-TV

ABILITY of radio and TV to evoke speedy and effective audience response to an appeal for help was demonstrated again this month when listeners and viewers contributed approximately $100,000 to victims of the flooded areas of England, Holland and Belgium.

Shortly after the floods occurred, the Advertising Council received an emergency request from CARE for broadcast appeals to the American public for funds for blankets, bedding, food, tools and knitting wool. The council passed this request along to the radio and TV networks on Feb. 6 (a Friday) and the following weekend hundreds of messages on behalf of CARE were presented to radio listeners and TV viewers.

By Feb. 13, just a week after the original request was made, CARE told the council that it had received more than enough money for blankets (the first vital need) and the council notified the networks that the emergency was over. Within the week, CARE had received more than $73,000 in cash, checks and money orders from the radio and TV public.

By the following Monday, (Feb. 16) the broadcast audience contribution total had reached $89,000, with CARE estimating that it would pass the $100,000 mark before the end of the week.

Most of the contributions were small ones, CARE reported, with accompanying letters expressing hope that the $1 to $5 enclosed would help swell the fund to the required total. One day's mail brought two checks for $20 each from the same man, leading CARE to assume that after he had mailed the first a subsequent broadcast appeal led him to send another.

Singled out for special thanks by CARE were Frank Edwards, AFL commentator on MBS, whose appeals were estimated as responsible for contributions totaling $6,000 to $7,000, and WABD (TV) New York, which not only gave scores of announcements to the CARE appeal, but displayed CARE posters on as many telecasts as possible and integrated special appeals into a number of local and network TV programs.

Canadians Prefer U. S. Radio Network Shows

AMERICAN radio network shows and transcribed programs continue to lead in popularity in Canada, according to the January national ratings report of Elliott-Haynes Ltd., Toronto. The report, made up of 2,000 telephone surveys in 23 Canadian cities with populations of more than 10,000, shows 6 of the top 10 network shows are of American origination.

CANADA

Leading are *Edgar Bergen Show*, rating 33.2; *Amos 'n' Andy*, 31.8; *Radio Theatre*, 30.1; *Our Miss Brooks*, 28.9; *Your Host*, 21 (Canadian); *Great Gildersleeve*, 20.8; *Ford Theatre*, 19.4 (Canadian); *Wayne & Shuster*, 18.8 (Canadian); *Suspense*, 18.5, and *NHL Hockey*, 18 (Canadian).

Leading transcribed shows were *Take A Chance*,, 19.6 (Canadian); *I Was A Communist for the FBI*, 18.7, and *Fun Parade*, 18.4 (Canadian).

Leading daytime shows were *Ma Perkins*, 17.8; *Pepper Young's Family*, 17; *Road of Life*, 15.5; *Happy Gang*, 15.2 (Canadian), and *Right to Happiness*, 14.8.

French-language evening shows, all of Canadian origination, were led by *Un Homme et Son Peche*, 35.1; *Radio Carabin*, 34.2; *Chanson de l'Escadrille*, 27.1; *Metropole*, 26.2, and *Jouez Double*, 25.5. Daytime leading French-language shows were *Jeunesse Doree*, 31.9; *Rue Principale*, 30.4; *Les Joyeux Troubadours*, 29.3; *Je Vous ai Tant Aime*, 26.2, and *Vies de Femmes* 26.2.

Ottawa Gets Third TV Outlet

SITE has been chosen for Canada's third TV station at Ottawa, which is expected to take the air in June. Ottawa City Council Feb. 13 approved a site just west of Island Park Dr. near Richmond Rd. in Ottawa's suburban Westboro district. It will take one year to build the entire station, but Canadian Broadcasting Corp. plans to have at least the transmitter room and tower ready for operation by June. Network shows only will be carried at first, with feeds by microwave link from Toronto and Montreal.

CANADA

Philco Relay for Mexico

PHILCO Corp. will supply Mexico's department of communications and public works with a microwave radio relay communications system which will operate between that government's overseas radio receiving station as Escalera and the communications control center in Mexico City. The system, to be installed this year, will provide 35 simplex and 4 duplex voice channels, 12 simplex teletype channels and 4 wideband channels which can receive and transmit fax or radio programs.

MEXICO

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NEA Group Asks Extension Of FCC Reservation Limit

EXTENSION of the FCC deadline for reservation of educational TV channels for three years was advocated by the Assn. for Supervision & Curriculum Development, a branch of National Education Assn., at the NEA's annual meeting Feb. 12. The present deadline is June 3.

Originally the ASCD resolution called for a 10-year extension of the deadline. Carl E. Smith, vice president of United Broadcasting Co., Cleveland (WHK Cleveland, WHKC Columbus), participating as a resource delegate, proposed the time be limited to one year but the three-year compromise prevailed.

Mr. Smith told ASCD delegates the resolution is not consistent in that it states on the one hand that TV channels are an important natural resource of all the people while it also requests that many educational channels be held stagnant for a minimum period of 10 years.

Offers Challenge

"Of all people," Mr. Smith asked, "why should educational people request the government for such favoritism? Do you not have the stamina to pick up and develop this valuable claim in TV that has been offered to you on a silver platter by the FCC?

"I feel that ASCD members can do the most good by returning home to build a favorable record on which FCC can give individual consideration. If you have an interest in educational TV for your community you should express this fact to FCC with an application for one of the reserved channels or if this is not possible it would be advisable for you to report your progress to FCC before June 3, 1953, and request a minimum extension of time in which to prepare your application."

"Hey, Joe, which station do you always use in Altoona?" "Why, naturally, Moe,



WVAM"

"It reaches *more* people in central Pennsylvania with *more* power (1000 watts, day and night) with *more* of radio's best shows—CBS.

"That's why *more* local and national sponsors are putting their sales messages on WVAM."

ARE YOU?

WVAM 1000 WATTS CBS
ALTOONA, PA.
WEED & Co. representatives

Rates Shows for Students

SELECTED radio and TV network shows recommended for student listening, covering the winter quarter, have been listed by the Federal Radio Education Committee. Prepared by Mrs. Gertrude G. Broderick, radio-TV specialist for the committee's office of education, the list rates shows for educational significance, instructional adaptability and program quality. TV shows were included for the second time in the quarterly report.

Tuttle Tells Educators Only 21 Bids for Channels

ONLY 21 educational institutions in the country have applied for television channels, Edward M. Tuttle, executive secretary of the National School Board Assn., said Feb. 14 in Atlantic City.

He reminded more than 1,000 delegates at the association's annual convention at Haddon Hall that the FCC had set June 2 as a deadline for applications for the 242 channels reserved for educators.

Mr. Tuttle said he was certain the channels would be held open beyond the deadline if communities could show "bona fide interest" in education-by-television. He added, however, that it would be futile to ask for a blanket extension.

Frank H. Trotter, retiring president of the association, explained that high costs are deterring many school boards which want to use TV.

A TV station costs $250,000 to $500,000 with operating expenses in excess of $150,000 yearly, Mr. Trotter said. The latter figure, he said, doesn't include "talent costs" since it is assumed educators would appear on educational programs without additional salary.

National TV News Seminar Set April 28 by RTNDA, Medill

FIRST National Television News Seminar, with how-to-do-it sessions for newsmen as well as station managers, will be co-sponsored by the Radio-Television News Directors Assn. and the Medill School of Journalism, Northwestern U., April 28-May 2.

The five-day practical session in television news costs and coverage will take place at the Orrington Hotel in Evanston, Ill., near the N. U. campus. Enrollment is limited to 40 persons in an effort to personalize the seminars, which will be handled by guest experts working in the field.

Subjects to be discussed include how to make TV news pay its way, costs of a video news operation, methods of presentation, station processing of news film and pros and cons of keeping a staff photographer.

Speakers will also give their views on writing, editing and producing techniques, cost breakdowns for sponsors, program building, use of news associations and program services and television as affected by law.

Registration fee is $50, payable to Baskett Mosse, radio-TV journalism chairman at N. U. He is planning the seminar with Tom Eaton, president of RTNDA, WTIC Hartford, and other members of the association.

Upcoming Events

Feb. 23-24: NCAA TV Committee meets on controlled football video plan details, Chicago.

Feb. 27-28: Third annual Regional TV Seminar (for TV-minded college students), WAAM (TV) and Johns Hopkins U., Baltimore.

March 1-3: American Public Relations Assn. eighth annual conference, Mayflower Hotel, Washington.

March 6: Eighth annual Michigan State Radio & TV conference, Michigan State College, East Lansing.

March 9-12: Canadian Assn. of Broadcasters annual convention, Mount Royal Hotel, Montreal.

March 15-16: Arkansas Broadcasters Assn., annual spring membership meeting, Marion Hotel, Little Rock.

March 16: Texas Assn. of Broadcasters meet, Commodore Perry Hotel, Austin.

March 18-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

March 26-28: Alabama Broadcasters Assn. annual spring meeting, Florence, Ala.

March 28: West Virginia Broadcasters Assn. annual spring meeting, Daniel Boone Hotel, Charleston, W. Va.

April 12: Seventh annual Frances Holmes awards luncheon, Hotel Statler, Los Angeles.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28-May 2: First national television news seminar, co-sponsored by Radio-TV News Directors Assn. and Northwestern U's Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 28-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Floridan Hotel, Tampa, Fla.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

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New Grantees' Commencement Target Dates

‡On the air, operating commercially
* Educational permittee

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
WAKR-TV Akron, Ohio (49)	9/4/52 Spring 1953	..... Weed
WTVZ (TV) Albany, N. Y. (*17)	7/24/52 Unknown	....
WFBG-TV Altoona, Pa. (10)	12/31/52 2/23/53	NBC H-R Reps.
KFDA-TV Amarillo, Tex. (10)	10/16/52 March	..... Branham ..
KGNC-TV Amarillo, Tex. (4)	10/9/52 March-April	..... Taylor
WPAG-TV Ann Arbor, Mich. (20)	9/25/52 3/15/53	..... McGillvra
WRTV (TV) Asbury Park, N. J. (58)	10/2/52 Late 1953	....
WISE-TV Asheville, N. C. (62)	10/30/52 Unknown	....
WPTV (TV) Ashland, Ky. (59)	8/14/52 May 1	....
WICA-TV Ashtabula, Ohio (15)	2/5/53 Unknown	....
WFPG-TV Atlantic City, N. J. (46)	10/30/52 ‡12/21/52	NBC, ABC, CBS, DuM Pearson
Matta Entrprs., Atlantic City, N. J. (52)	1/8/53 Unknown	....
KCTV (TV) Austin, Tex. (18)	7/11/52 Unknown	....
KTBC-TV Austin, Tex. (7)	7/11/52 ‡11/27/52	CBS, ABC, NBC, DuM Taylor
KTVA (TV) Austin, Tex. (24)	8/21/52 Unknown	....
KAFY-TV Bakersfield, Calif. (29)	12/23/52 April-May	ABC, CBS, DuM, NBC Forjoe
WITH-TV Baltimore, Md. (60)	12/18/52 Unknown	....
WABI-TV, Bangor, Me. (5)	12/31/52 ‡1/31/53	..... Hollingbery
WAFB-TV Baton Rouge, La. (28)	8/14/52 ‡2/15/53	CBS, DuM NBC, ABC Adam Young
KHTV (TV) Baton Rouge, La. (40)	12/18/52 Unknown	....
WBCK-TV Battle Creek, Mich. (58)	11/20/52 August	....
WBKZ-TV Battle Creek, Mich. (64)	10/30/52 5/15/53	ABC, DuM .....
KBMT (TV) Beaumont, Tex. (31)	12/4/52 May	....
WTVI (TV) Belleville, Ill. (54)	11/20/52 5/1/53	CBS Weed
KVOS-TV Bellingham, Wash. (12)	1/23/53 April-June	....
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WLEV-TV Bethlehem, Pa. (51)	10/30/52 Unknown	Meeker .....
KOOK-TV Billings, Mont. (2)	2/5/53 Unknown	....

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Location & Channel	Date Granted & Target for Start	Network Representative
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Unknown	....
WQTV (TV) Binghamton, N. Y. (*46)	8/14/52 Unknown	....
WJLN-TV Birmingham, Ala. (48)	12/10/52 Unknown	....
WSGN-TV Birmingham, Ala. (42)	12/18/52 Unknown	....
KTVI (TV) Boise, Idaho (9)	1/15/53 Fall, 1953	..... Hollingbery
KIDO-TV Boise, Ida. (7)	12/23/52 7/1/53	NBC Blair TV
WICC-TV Bridgeport, Conn. (43)	7/11/52 2/1/53	ABC Adam Young
WSJL (TV) Bridgeport, Conn. (49)	8/14/52 Unknown	....
Conn. Bd. of Ed., Bridgeport, Conn. (*71)	1/29/53 Unknown	....
WTVF (TV) Buffalo, N. Y. (*23)	7/24/52 Unknown	....
Buffalo - Niagara Television Corp., Buffalo, N. Y. (59)	12/23/52 Unknown	....
WBUF (TV) Buffalo, N. Y. (17)	12/18/52 4/1/53	....
KOPR-TV Butte, Mont. (4)	1/15/53 Unknown	ABC Hollingbery
WCSC-TV Charleston, S. C. (5)	10/30/52 4/1/53	..... Free & Peters
WCHV-TV Charlottesville, Va. (64)	1/29/53 9/1/53	....
WOUC (TV) Chattanooga, Tenn. (49)	8/21/52 Unknown	..... Pearson
WTVT (TV) Chattanooga, Tenn. (43)	8/21/52 Unknown	....
KFBC-TV Cheyenne, Wyo. (5)	1/23/53 Unknown	....
WHFC-TV Chicago, Ill. (26)	1/8/52 Unknown	....
KFUO-TV Clayton, Mo. (30)	2/5/53 Unknown	....
KKTV (TV) Colorado Springs, Col. (11)	11/28/52 ‡12/7/52	ABC, CBS DuM
KRDO-TV Colorado Springs, Col. (13)	11/20/52 April	..... McGillvra
KOMU-TV Columbia, Mo. (8)	1/15/53 July	....
WCOS-TV Columbia, S. C. (25)	9/18/52 March	..... Headley-Reed
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
WNOK-TV Columbia, S. C. (67)	9/18/52 April	CBS, DuM Raymer
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
UHF TV Co., Dallas, Tex. (23)	1/15/53 Unknown	....
WDAN-TV Danville, Ill. (24)	12/10/52 Unknown	..... Everett-McKinney
WBTM-TV Danville, Va. (24)	12/18/52 Unknown	....
WIFE (TV) Dayton, Ohio (22)	11/26/52 July	..... Headley-Reed
WTVP (TV) Decatur, Ill. (17)	11/20/52 July 1	CBS .....
KBTV (TV) Denver, Col. (9)	7/11/52 ‡10/2/52	CBS, ABC Free & Peters
KDEN (TV) Denver, Col. (26)	7/11/52 Spring 1953	....
KFEL-TV Denver, Col. (2)	7/11/52 ‡7/18/52	NBC, DuM Blair-TV Inc.
KIRV (TV) Denver, Col. (20)	9/18/52 Unknown	....
WFTV (TV) Duluth, Minn. (38)	10/24/52 3/1/53	....
WKAR-TV East Lansing, Mich. (60)	10/16/52 September	....
WGLV (TV) Easton, Pa. (57)	12/18/52 Spring 1953	....
WTVE (TV) Elmira, N. Y. (24)	11/6/52 March	..... Forjoe
KEPO-TV El Paso, Tex. (13)	10/24/52 Early 1953	..... Avery-Knodel
KROD-TV El Paso, Tex. (4)	7/31/52 ‡12/14/52	CBS, DuM Taylor
KTSM-TV El Paso, Tex. (9)	8/14/52 ‡1/4/53	NBC Hollingbery
W. G. Allen, Eugene, Ore. (20)	2/11/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
WSEE-TV Fall River, Mass. (46)	9/14/52 May	....
WDAY-TV Fargo, N. D. (6)	1/15/53 Unknown	NBC Free & Peters
KACY (TV) Festus, Mo. (14)	12/31/52 7/1/53	....
WTAC-TV Flint, Mich. (16)	11/20/52 Unknown	....
WCTV (TV) Flint, Mich. (28)	7/11/52 Early 1953	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 10/1/53	..... Pearson

Location & Channel	Date Granted & Target for Start	Network Representative
WFTL-TV Fort Lauderdale, Fla. 23)	7/31/52 4/1/53	..... Weed
WITV (TV) Fort Lauderdale, Fla. (17)	7/31/52 Late 1953	....
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/1/53	..... Pearson
WFMD-TV Frederick, Md. (62)	10/24/52 Unknown	....
KMJ-TV Fresno, Calif. (24)	9/18/52 5/1/53	..... Raymer
WTVS (TV) Gadsden, Ala. (21)	11/6/52 April	....
KGUL-TV Galveston, Tex. (11)	11/20/52 3/1/53	CBS .....
KTVR (TV) Galveston, Tex. (41)	11/20/52 Unknown	....
KFBB-TV Great Falls, Mont. (5)	1/15/53 Unknown	CBS Weed
WBAY-TV Green Bay, Wis. (2)	11/13/52	..... Weed
WCOG-TV Greensboro, N. C. (57)	11/20/52 Unknown	....
WGVL (TV) Greenville, S. C. (23)	1/23/53 Unknown	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
WVEC-TV Hampton, Va. (15)	2/5/53 8/1/53	..... Rambeau
WHP-TV Harrisburg, Pa. (55)	9/25/52 May	..... Bolling
WTPA (TV) Harrisburg, Pa. (71)	12/31/52 Unknown	....
Conn. Bd. of Ed., Hartford, Conn. (*24)	1/29/53 Unknown	....
WAZL-TV Hazleton Pa. (63)	12/18/52 Unknown	..... Meeker
WEHT (TV) Henderson, Ky. (50)	11/20/52 May 1	....
WHYN-TV Holyoke, Mass. (55)	7/11/52 Early 1953	CBS Branham
KGMB-TV Honolulu, T. H. (9)	8/7/52 ‡12/1/52	CBS, ABC, NBC Free & Peters
KONA (TV) Honolulu, T. H. (11)	10/24/52 ‡11/22/52	DuM Forjoe
KUHT (TV) Houston, Tex. (*8)	8/21/52 Unknown	....

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** Name of product and copy of letter on request.*

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE
NBC Affiliate
570 KC

Location & Channel	Date Granted & Target for Start	Network Representative
KNUZ-TV Houston, Tex. (39)	1/8/53 July	..... Ferjoe
Uhf TV Co., Houston, Tex. (23)	1/8/53 Unknown	....
KTVH (TV) Hutchinson, Kan. (12)	1/8/53 July-Aug. 1953	....
WHCU-TV Ithaca, N. Y. (20)	1/8/53 11/15/53	....
U. of N. Y., Ithaca, N. Y. (*14)	1/8/53 Unknown	....
WIBM-TV Jackson, Mich. (48)	11/20/52 Unknown	....
WJTV (TV) Jackson, Miss. (25)	9/11/52 ‡1/15/53	CBS, ABC, NBC, DuM Katz
WJHL-TV Johnson City, Tenn. (11)	1/29/53 9/1/53	..... Pearson
WJTN-TV Jamestown, N. Y. (58)	1/23/53 Unknown	....
WARD-TV Johnstown, Pa. (56)	11/20/52 Unknown	..... Weed
WKMI-TV Kalamazoo, Mich. (36)	11/26/52 Unknown	....
KCTY (TV) Kansas City, Mo. (25)	1/23/53 Unknown	....
WKNY-TV Kingston, N. Y. (66)	1/23/53 Unknown	..... Meeker
WFAM-TV Lafayette, Ind. (59)	12/23/52 5/1/53	..... Rambeau
KTAG (TV) Lake Charles, La. (25)	12/18/52 April-June	..... Adam Young
WONN-TV Lakeland, Fla. (16)	12/31/52 Unknown	....
WILS-TV Lansing, Mich. (54)	2/5/53 9/1/53	....
KSWO-TV Lawton, Okla. (7)	12/4/52 March 1	..... Taylor
WIMA-TV Lima, Ohio (35)	12/4/52 Unknown	..... Weed
WLOK-TV Lima, Ohio (73)	11/20/52 3/15/53	..... H-R Reps
KFOR-TV Lincoln, Neb. (10)	10/16/52 4/1/53	..... Petry
KOLN-TV Lincoln, Neb. (12)	10/2/52 ‡2/17/53	..... Weed
KRTV (TV) Little Rock, Ark. (17)	9/18/52 4/15/53	..... Pearson
KETV (TV) Little Rock, Ark. (23)	10/30/52 Unknown	....
E. Tex. TV Co., Longview, Tex. (32)	2/5/53 Unknown	....
KPIK (TV) Los Angeles (22)	12/10/52 9/1/53	....
KUSC-TV Los Angeles (*28)	8/28/52 Early March	....
WKLO-TV Louisville, Ky. (21)	11/26/53 Spring 1953	....
WLOU-TV Louisville, Ky. (41)	1/15/53 Unknown	....
KCBD-TV Lubbock, Tex. (11)	10/9/52 March-April	ABC, NBC Pearson
KDUB-TV Lubbock, Tex. (13)	10/9/52 ‡11/13/52	CBS, DuM Avery-Knodel
WLVA-TV Lynchburg, Va. (13)	11/13/52 ‡2/8/53	CBS, DuM Hollingbery
WWOD-TV Lynchburg, Va. (16)	11/6/52 Unknown	....
Macon TV Co., Macon, Ga. (47)	2/12/53 Unknown	....
WKOW-TV Madison, Wis. (27)	1/8/53 July	..... Headley-Reed
Bartell Television Corp., Madison, Wis. (33)	1/23/53 Unknown	....
KSAC-TV Manhattan, Kan. (*8)	7/24/53 Unknown	....
WMAC (TV) Massillon, Ohio (23)	9/4/52 4/1/53	....
WHBQ-TV Memphis, Tenn. (13)	1/29/53 8/1/53	....
WCOC-TV Meridian, Miss. (30)	12/23/52 Unknown	CBS .....
Permian Basin TV Co. Midland, Tex. (2)	2/11/53 Unknown	....
WCAN-TV Milwaukee, Wis. (25)	2/5/53 Unknown	....
KCJB-TV Minot, N. D. (13)	2/11/53 6/15/53	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Unknown	....
WALA-TV Mobile, Ala. (10)	11/26/52 ‡1/4/53	ABC, NBC Headley-Reed
WKAB-TV Mobile, Ala. (48)	8/7/52 ‡12/30/52	DuM, CBS Ferjoe
KNOE-TV Monroe, La. (8)	12/4/52 4/1/53	..... H-R Reps
KFAZ (TV) Monroe, La. (43)	12/10/52 4/1/53	....
WCOV-TV Montgomery, Ala. (20)	9/18/52 March	..... Taylor
WLBC-TV Muncie, Ind. (49)	10/30/52 3/8/53	CBS, DuM Walker-N.Y.; Holman-Cgo.
WTVM (TV) Muskegon, Mich. (35)	12/23/52 Unknown	....
WNAM-TV Neenah, Wis. (42)	12/23/52 Fall-1953	..... Clarke
WNBH-TV New Bedford, Mass. (28)	7/11/52 Unknown	..... Walker
WKNB-TV New Britain, Conn. (30)	7/11/52 ‡2/13/53	CBS, DuM Bolling
WTLV (TV) New Brunswick, N. J. (*19)	12/4/52 Unknown	....
WKST-TV New Castle, Pa. (45)	9/4/52 February	..... Meeker
WNLC-TV New London, Conn. (26)	12/31/52 8/1/53	....
WHYU-TV Newport News, Va. (33)	2/5/53 June	....
WGTV (TV) New York City (*25)	8/14/52 Unknown	....
Regional Television Corp., Northampton, Mass. (36)	1/23/53 Fall-1953	....
Conn. Bd. of Ed., Norwich, Conn. (*63)	1/29/53 Unknown	....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 Unknown	....
WOSH-TV Oshkosh, Wis. (48)	11/26/52 4/15/53	....
W. Va. Entprs. Inc., Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WPFA (TV) Pensacola, Fla. (15)	11/13/52 June	..... Young
WEEK-TV Peoria, Ill. (43)	8/28/52 ‡2/1/53	NBC Headley-Reed
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	..... Petry
WIP-TV Philadelphia, Pa. (29)	11/26/52 Unknown	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/52 Unknown	..... Headley-Reed
WENS (TV) Pittsburgh, Pa. (16)	12/23/52 July-August	....
WKJF-TV Pittsburgh, Pa. (53)	1/8/53 Unknown	....
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	....
KPTV (TV) Portland, Ore. (27)	7/11/52 ‡9/19/52	NBC NBC Spot Sales
WEOK-TV Poughkeepsie, N. Y. (21)	11/26/52 Dec. 1953	....
KCSJ-TV Pueblo, Col. (5)	10/30/52 3/1/53	..... Avery-Knodel
KDZA-TV Pueblo, Col. (3)	11/18/52 2/1/53	....
WETV (TV) Raleigh, N. C. (28)	10/16/52 3/1/53	CBS Avery-Knode
KZTV (TV) Reno, Nev. (8)	12/23/52 March	....
WEEU-TV Reading, Pa. (33)	9/4/52 3/1/53	NBC Headley-Ree
WHUM-TV Reading, Pa. (61)	9/4/52 ‡2/17/53	CBS H-R Reps.
WROV-TV Roanoke, Va. (27)	9/18/52 2/23/53	ABC Burn-Smith
WSLS-TV Roanoke, Va. (10)	9/11/52 ‡12/11/52	NBC, CBS Avery-Knod
KROC-TV Rochester, Minn. (10)	1/15/53 April	..... Meeker
WROH (TV) Rochester, N. Y. (*21)	7/24/52 Unknown	....
WTVO (TV) Rockford, Ill. (39)	9/11/52 April	NBC Weed
WROM-TV Rome, Ga. (9)	2/11/53 7/15/53	..... Weed
KSWS-TV Roswell, N. M. (8)	1/29/53 Unknown	....
WKNX-TV Saginaw, Mich. (57)	10/2/52 March	..... Gill & Pern
WJON-TV St. Cloud, Minn. (7)	1/23/53 May-June	..... Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 Spring	..... Headley-Re
KSTM-TV St. Louis, Mo. (36)	1/15/53 April 15	....
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
WSUN-TV St. Petersburg, Fla. (38)	10/9/52 5/1/53	..... Weed
L. A. Harvey, Salem, Ore. (24)	1/29/53 July	....
KICU (TV) Salinas, Calif. (28)	1/15/53 Unknown	....
KGKL-TV San Angelo, Tex. (3)	12/18/52 Unknown	..... Pearson
KTXL-TV San Angelo, Tex. (8)	11/26/52 Unknown	....
KITO-TV San Bernardino, Calif. (18)	11/6/52 Fall 1953	..... Hollingbery
WKAQ-TV San Juan, P. R. (2)	7/24/52 1954	..... Inter-Ameri
WLEC-TV Sandusky, Ohio (42)	1/23/53 12/1/53	....
KEYT (TV) Santa Barbara, Calif. (3)	11/13/52 May-June	ABC, DuM CBS, NBC Hollingbery
Greer & Greer, Santa Fe, N. M. (2)	1/23/53 Unknown	....
WGBI-TV Scranton, Pa. (22)	8/14/52 April	CBS Blair-TV In
WTVU (TV) Scranton Pa. (73)	8/14/52 April 15	..... Bolling
KWTV (TV) Sioux City, Iowa (36)	10/30/52 Unknown	....
KVTV (TV) Sioux City (9)	11/20/52 3/29/53	CBS Katz
KELO-TV Sioux Falls S. D. (11)	11/20/52 3/1/53	..... Taylor
WSBT-TV South Bend, Ind. (34)	8/28/52 ‡12/22/52	NBC, CBS Raymer
KHQ-TV Spokane, Wash. (6)	7/11/52 ‡12/22/52	NBC, ABC Katz
KXLY-TV Spokane, Wash. (4)	7/11/52 ‡1/20/53	CBS, DuM Walker, P NW Bcstrs
WWLP (TV) Springfield, Mass. (61)	7/11/52 February	..... Hollingbery
KTTS-TV Springfield, Mo. (10)	10/9/52 March	CBS, DuM Weed

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Gill-Perna, Inc.

Location & Channel	Date Granted & Target for Start	Network Representative
KYTV (TV) Springfield, Mo. (3)	1/8/53 July	....
KTVU (TV) Stockton, Calif. (36)	1/8/53 September	..... Hollingbery
WHTV (TV) Syracuse, N. Y. (*43)	9/18/52 Unknown	....
KMO-TV Tacoma, Wash. (13)	12/10/52 5/1/53	..... Branham
KTNT-TV Tacoma, Wash. (11)	12/10/52 3/1/53	CBS Weed
KTEM-TV Temple, Tex. (6)	1/29/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	..... Taylor
KCNA-TV Tucson, Ariz. (9)	12/18/52 Unknown	....
KOPO-TV Tucson, Ariz. (13)	11/13/52 ‡2/1/53	....
KVOA-TV Tucson, Ariz. (4)	11/13/52 2/1/53	NBC Raymer
J. A. Newborn Jr., Tyler, Tex. (19)	1/29/53 Unknown	....
KANG-TV Waco, Tex. (34)	11/13/52 6/1/53	....
WHHH-TV Warren, Ohio (67)	11/6/52 Unknown	....
WATR-TV Waterbury, Conn. (53)	10/30/52 5/1/53	..... Rambeau
WWNY-TV Watertown, N. Y. (48)	12/23/52 Unknown	..... Weed
WIRK-TV West Palm Beach, Fla. (21)	12/18/52 Unknown	....
Polan Indstrs., Wheeling, W. Va. (51)	2/11/53 October	....
KFDX-TV Wichita Falls, Tex. (3)	12/18/52 3/18/53	....
KTVW (TV) Wichita Falls, Tex. (22)	11/6/52 April	....
KWFT-TV Wichita Falls, Tex. (6)	1/23/53 3/1/53	CBS Blair-TV
WBRE-TV Wilkes-Barre, Pa. (28)	10/2/52 ‡1/1/53	NBC Headley-Reed
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 2/1/53	ABC-DuM Avery-Knodel
WRAK-TV Williamsport, Pa. (36)	11/13/52 Unknown	....
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 Unknown	....
KIMA-TV Yakima, Wash. (29)	12/4/52 March	..... Weed
KIT-TV Yakima, Wash. (23)	12/4/52 August	....
WNOW-TV York, Pa. (49)	7/11/52 4/1/53	DuM Hollingbery
WSBA-TV York, Pa. (43)	7/11/52 ‡12/22/53	ABC Radio-TV Reps.
WFMJ-TV Youngstown, Ohio (73)	7/11/52 2/18/53	NBC Headley-Reed
WKBN-TV Youngstown, Ohio (27)	7/11/52 ‡1/11/53	CBS, DuM ABC Raymer
WUTV (TV) Youngstown, Ohio (21)	9/25/52 Unknown	....
WHIZ-TV Zanesville, Ohio (50)	12/10/52 4/1/53	..... Pearson

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ACTIONS OF THE FCC

February 12 through February 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)

FCC Broadcast Station Authorizations as of Jan. 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,379	573	98
CPs on air	20	39	39
Total on air	2,399	612	137
CPs not on air	130	15	177
Total authorized	2,529	627	314
Applications in hearing	161	5	66
New station requests	246	12	791
Facilities change requests	194	39	28
Total applications pending	870	183	877
Licenses deleted in Jan.	1	5	0
CPs deleted in Jan.	1	0	0

*Does not include noncommercial educational FM and TV stations.

* * *

AM and FM summary through February 18

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,400	2,380	172	259	165
FM	614	575	55	10	5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	72	161	233
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	124	12	136

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	708	328	578	457	1,036 [1]
Educational	19	...	5	14	19
Total	727	328	583	471	1,055 [2]

[1] One applicant did not specify channel.
[2] Includes 247 already granted.

* * *

Processing on city priority Gr. A-2 line has extended to city No. 263.
Processing on city priority Gr. B line has extended to city No. 194.

New TV Stations . . .

MESA, Ariz. — Harkins Bcstg. Inc. (KTYL). General Manager **Alfred Lowe**, general manager visual, 13.5 kw aural; antenna height above average terrain 400 ft., above ground 400 ft. Engineering condition. Estimated construction cost $326,826, first year operating cost $100,000, revenue $135,000. Post office address Box 885, Mesa, Ariz. Studio and transmitter location 1 mi. west of Mesa city limits on south side of U. S. 80, at site of KTYL (AM). Geographic coordinates 33° 24′ 48″ N. Lat., 111° 52′ 35″ W. Long. Transmitter DuMont. Principals include President **Harry L. Nace Jr.**, Vice President **Harry L. Nace** (53.72%), Secretary **Dwight Harkins** (35.86%) and Treasurer **Lorenzo K. Lisonbee** (10.42%). Applicant also is licensee of KCLF Clifton, Ariz. File No.: BPCT-1409. City priority status: Gr. B-3, No. 178. Granted Feb. 18.

MACON, Ga.—Macon Television Co. (WBML and WNEX). Granted uhf Ch. 47 (668-674 mc); ERP 100 kw visual, 55 kw aural; antenna height above average terrain 500 ft., above ground 437 ft. Engineering condition. Estimated construction cost $255,300, first year operating cost $240,000, revenue $300,000. Post Office address 230 Second St., Macon Ga. Studio and transmitter location 230 Second St. Geographic coordinates 32° 49′ 03″ N. Lat. 83° 59′ 53″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Emmett McKenzie**, ⅓ owner and vice president of WBML-AM-FM Macon and former ¼ owner of WRDW Augusta; Vice President **Edward M. Lowe**, president and 51% owner of WNEX-AM-FM Macon; Vice President **Payton Anderson**, vice president of WNEX; Vice President **Ernest Black**, president and ⅓ owner of WBML; Vice President and General Manager **Alfred Lowe**, general manager, vice president and 21% owner of WNEX, and Secretary-Treasurer **Ellsworth Hall Jr.**, secretary-treasurer and 12% owner of WNEX. Equal (45%) stockholders in applicant are WBML and WNEX Macon. Remaining 10% held by Vice President **W. A. Fickling**, real estate man. File No.: BPCT-1247 as amended. City priority status: Gr. A-2, No. 54. Granted Feb. 12.

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a sparkling 15 minute transcribed radio series

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Hollywood 9-4580

WICHITA, Kan.—The C. W. C. Co. Granted uhf Ch. 16 (482-488 mc); ERP 200 kw visual, 105 kw aural; antenna height above average terrain 960 ft., above ground 642 ft. Engineering condition. Estimated construction cost $379,245, first year operating cost $180,000, revenue $120,000. Post office address 1806 Baltimore Ave., Kansas City 8, Mo. Studio and transmitter location 1701 E. 61st St., Wichita, Kans. Geographic coordinates 37° 47′ 40″ N. Lat., 97° 18′ 55″ W. Long. Transmitter GE, antenna GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer George P. Adair, Washington. Principals include President **Stanley H. Durwood** (100%), theatre operator in Kansas and Missouri, and Vice President **Henry S. Ungerleider,** 50% owner of Ungerleider & McGhan, theatre ticket equipment company. File No.: BPCT-1412. City priority status: Gr. A-2, No. 6. Granted Feb. 18.

NEW ORLEANS, La. — Supreme Bcstg. Co. (WJMR). Granted uhf Ch. 61; ERP 200 kw visual, 100 kw aural; antenna height above average terrain 410 ft., above ground 416 ft. Engineering condition. Estimated construction cost $198,200, first year operating cost $160,000, revenue $140,000. Post office address 1500 Canal St., New Orleans, La. Studio and transmitter location 1500 Canal St. in Jung Hotel. Geographic coordinates 29° 57′ 35″ N. Lat., 90° 04′ 30″ W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer George A. Mayoral, Syracuse, N. Y. Principals include President **Chester F. Owens** (96%), Vice President **Mrs. Chester F. Owens** (2%) and Secretary-Treasurer **Robert E. Jeffers** (2%). File No.: BPCT-1447. City priority status: Gr. B-4, No. 184. Granted Feb. 18.

NORTH ADAMS, Mass.—Greylock Bcstg. Co. Granted uhf Ch. 74; ERP 1 kw visual, 0.5 kw aural; antenna height above average terrain 620 ft., above ground 193 ft. Engineering condition. Estimated construction cost $163,000, first year operating cost $160,000, revenue $170,000. Post office address 8 Bank Row, Pittsfield, Mass. Studio location to be determined. Transmitter location Mohawk Trail nr. Strykers Rd., 2.45 mi. E. of No. Adams. Geographic coordinates 42° 41′ 44″ N. Lat., 73° 03′ 49″ W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer James C. McNary, Washington. Principals include President and Assistant Treasurer **Leon Podolsky** (51%), president of WBRK Pittsfield, Mass., and vice president and ⅓ owner of capital stock of Sun Printing Corp., Pittsfield, and Vice President **Gardner S. Morse** (49%), president of Berkshire County Savings Bank, Pittsfield, Mass. File No.: BPCT-1259. City priority status: Gr. A-2, No. 240. Granted Feb. 18.

LANSING, Mich.—Lansing Bcstg. Co. (WILS). Granted uhf Ch. 54 (710-716 mc); ERP 25.5 kw visual, 13 kw aural; antenna height above average terrain 370 ft., above ground 390 ft. Estimated construction cost $105,254, first year operating cost $280,000, revenue $300,000. Post Office address 407-11 North Washington St., Lansing 30, Mich. Studio and transmitter location Olds Tower Bldg., Capitol Ave. and Allegan St. Geographic coordinates 42° 43′ 57″ N. Lat., 84° 33′ 15″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **W. A. Pomeroy** (26.92%), Vice President **O. D. Campbell** (4.25%), Vice President **Edwin L. Byrd** (17.1%), Secretary-Treasurer **John C. Pomeroy** (26.92%), **Miriam Byrd** (17.1%), **Laura E. Campbell** (4.25%), **Bessie M. Pomeroy** (18.8%) and six other minority stockholders. File No.: BPCT-1415. City priority status: Gr. B-2, No. 147. Granted Feb. 5.

GULFPORT, Miss. — WGCM Television Corp. (WGCM). Granted uhf Ch. 56 (722-728 mc); ERP 21.5 kw visual, 11.5 kw aural; antenna height above average terrain 300 ft., above ground 315 ft. Engineering condition. Estimated construction cost $161,091, first year operating cost $85,000, revenue $95,000. Post Office address Hewes-Martin Bldg., Gulfport, Miss. Studio and transmitter location Arlington Heights at site of WGCM (AM). Geographic coordinates 30° 22′ 28″ N. Lat., 89° 04′ 45″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgenson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include President **Hugh O. Jones** (55.3%), owner of WGCM-AM-FM; Vice President **Joseph S. Perusse** (11.6%), owner of Northrop's Department Store, Gulfport, and 15 others with minority interest or no interest. File No.: BPCT-1529. City priority status: Gr. A-2, No. 226. Granted Feb. 11.

CLAYTON, MO. — The Luthern Church — Missouri Synod (KFUO). Granted uhf Ch. 30 (566-572 mc); ERP 175 kw visual, 91 kw aural; antenna height above average terrain 580 ft., above ground 536 ft. Engineering condition. Estimated construction cost $590,158, first year operating cost $421,219; station to be non-commercial. Post Office address: 210 North Broadway, St. Louis, Mo. Studio and transmitter location: 801 DeMun Ave. Geographic coordinates: 38° 38″ 14′ N. Lat., 90° 18′ 48″ W. Long. Transmitter GE, antenna GE. Legal counsel Cummings, Stanley, Truitt & Cross, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Rev. J. W. Behnken,** D.D., First Vice President **Rev. H. Herms,** D.D., Second Vice President **Rev. F. A. Hertwig,** D.D., and Third Vice President **Rev. Walter F. Lichtsinn,** D.D. File No.: BPCT-404. City priority status: Gr. B-4, No. 179. Granted Feb. 5.

HANNIBAL, Mo. — Courier-Post Pub. Co. (KHMO). Granted vhf Ch. 7 (174-180 mc); ERP 10.5 kw visual, 5.4 kw aural; antenna height above average terrain 500 ft., above ground 537 ft. Engineering condition. Estimated construction cost $206,218, first year operating cost $84,000, revenue unknown. Post office address 102½ S. Main St., Hannibal. Studio and transmitter location N. of intersection of US Hwy. 61 and Mark Twain Ave. on Hannibal-La Grange college tract. Geographic coordinates 39° 43′ 56″ N. Lat., 91° 23′ 32″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Eliot C. Lovett, Esq., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **P. D. Adler** (0.9%), Secretary-Treasurer **E. L. Sparks** (13.75%), Vice President **J. G. Jeffries** (3.82%), **Laura Lee** (41.8%), **Mrs. J. F. Powell** (9.32%), **E. P. Adler Estate** (9.86%, stock voted by Philip D. Adler), **Charles R. Munson** (5.4%). File No.: BPCT-760. City priority status: Gr. A-2, No. 250. Granted Feb. 18.

ST. LOUIS, Mo.—Missouri Bcstg. Corp. (WIL). Granted uhf Ch. 42 (638-644 mc); ERP 79 kw visual, 46 kw aural; antenna height above average terrain 490 ft., above ground 542 ft. Estimated construction cost $312,051, first year operating cost $500,000, revenue $600,000. Post Office address Chase Hotel, St. Louis 8, Mo. Studio and transmitter location 520 De Baliviere Ave. Geographic coordinates 38° 39′ 06″ N. Lat., 90° 17′ 02″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel John W. Giesecke, St. Louis. Consulting engineer Commercial Radio Equipment Co., Washington. President and sole owner of applicant is **Lester A. Benson** (100%), also 90% owner of Blue Ridge Realty & Investment Co. (operation and ownership of real estate), St. Louis. File No.: BPCT-1444. City priority status: Gr. B-4, No. 179. Granted Feb. 12.

BILLINGS, Mont. — The Montana Network (KOOK). Granted vhf Ch. 2 (54-60 mc); ERP 17.5 kw visual, 8.8 kw aural; antenna height above average terrain 440 ft., above ground 124 ft. Estimated construction cost $113,485, first year operating cost $105,050, revenue $137,000. Post office address: 7002 South Billings Blvd., Billings, Mont. Studio and transmitter location 2 mi. ESE of downtown Billings on Cobern Road. Geographic coordinates 45° 46′ 18″ N. Lat., 108° 28′ 00″ W. Long. Transmitter composite, antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **C. L. Crist** (46.8%), Vice President **J. Carter Johnson** (42.9%), Consulting engineer and Secretary-Treasurer **Melvin N. Hoinoss** (2.5%). File No.: BPCT-1486. City priority status: Gr. A-2, No. 152. Granted: Feb. 5.

WINSTON - SALEM, N. C.—Winston - Salem Bcstg. Co. (WTOB). Granted uhf Ch. 26 (542-548 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 360 ft., above ground 344 ft. Engineering condition. Estimated construction cost $245,016, first year operating cost $190,000, revenue $205,000. Post office address 826½ West Fourth St., Winston-Salem, N. C. Studio and transmitter location on North Carolina Route 150, 6.5 miles east of Winston-Salem. Geographic coordinates 36° 05′ 54″ N. Lat., 80° 07′ 23″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **James W. Coan (7.5%),** president and 30% stockholder of WTOB Winston-Salem, N. C.; Vice President **Robert W. Brawley** (5%), attorney and 20% stockholder of WTOB; Secretary-Treasurer **John G. Johnson** (7.5%), general manager and 30% stockholder of WTOB; Assistant Secretary **Archibald Craige** (11.25%), attorney and 20% stockholder of WTOB; **Earl F. Slick** (25%), oil producer; **Albert Butler** (18.75%), president and 25% owner of Arista Mills (textiles); **Jonas S. Rice** (12.5%), president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem, and **Thomas B. Rice** (12.5%), vice president and 50% owner of Dr. Pepper Bottling Co., Winston-Salem. Applicant also seeks new TV stations in Durham, N. C. and Richmond, Va. File No.: BPCT-1497. City priority status: Gr. B-3, No. 175. Granted Feb. 5.

ASHTABULA, Ohio — WICA Inc. (WICA). Granted uhf Ch. 15 (476-482 mc); ERP 19 kw visual, 10 kw aural; antenna height above average terrain 330 ft., above ground 345 ft. Estimated construction cost $138,050, first year operating cost and revenue not given. Post Office address 221 Center St., Ashtabula. Studio and transmitter location Rt. 46, 3½ mi. South of Ashtabula. Geographic coordinates 41° 48′ 45″ N. Lat., 80° 47′ 15″ W. Long. Transmitter and antenna RCA. Legal counsel John A. Colin, Ashtabula. Consulting engineer George E. Gautney, Washington. Principals include President-Treasurer **D. C. Rowley** (50%), Vice President **John A. Colin** and Secretary **W. T. Webb. Olive D. Rowley** is trustee for 50% of voting stock. File No.: BPCT-685. City priority status: Gr. A-2, No. 214. Granted Feb. 5.

COLUMBIA, S. C.—WIS-TV Corp. Granted vhf Ch. 10 (192-198 mc); ERP 265 kw visual, 160 kw aural; antenna height above average terrain 630 ft., above ground 580 ft. Engineering condition and subject to the condition that A. R. Heyward II, Paul A. Cooper, Thomas B. Boyle, Joseph L. Nettle, Frank B. Gary, E. Greenville Seibels II, and/or John C. Cosby divest themselves of all their respective interests in Marseco Bcstg. Corp., which operates AM station WMSC at Columbia, prior to the issuance of the construction permit. Estimated construction cost $602,136, first year operating cost $300,000, revenue $250,000. Post Office address 1111 Bull St., Columbia, S. C. Studio and antenna location Gervais and Bull Sts. Geographic coordinates 34° 00′ 06″ N. Lat., 81° 01′ 44″ W. Long. Transmitter RCA, antenna Federal. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include **The Broadcasting Company of the South** (80.9%), licensee WIS-AM-FM Columbia, S. C., WSPA-AM-FM Spartanburg, S. C., and WIST-AM-FM, Charlotte, N. C.; applicant for vhf Ch. 9 in Charlotte, N. C., and vhf Ch. 7 in Spartanburg, S. C.; President **G. Richard Shafto,** president and director, The Broadcasting Co. of the South, general manager WIS Columbia, S. C.; Vice President **B. Calhoun Hipp,** president of The Broadcasting Co. of the South; Vice President **Herman N. Hipp,** vice president of The Broadcasting Co. of the South; Secretary **R. R. Scales Jr.,** secretary of The Broadcasting Co. of the South. Group withdrawing from WMSC Columbia holds 14.5% of WIS-TV Corp. These include A. R. Heywood II, Thomas B. Boyle, Paul A. Cooper, Joseph L. Nettles, Frank B. Gary and E. Grenville Seibels II. File No.: BPCT-1560. City priority status: Gr. A-2, No. 37. Granted Feb. 12.

DALLAS, Tex.—Trinity Bcstg. Corp. (KLIF). Granted uhf Ch. 29 (560-566 mc); ERP 50 kw

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visual, 25 kw aural; antenna height above average terrain 490 ft., above ground 539 ft. Estimated construction cost $338,700, first year operating cost $275,000, revenue $275,000. Post Office address 2104 Jackson St., Dallas. Studio and transmitter location 2004 Jackson St., 1 mi. east of KRLD-TV tower. Geographic coordinates 32° 46′ 56″ N. Lat., 96° 47′ 16″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Barton R. McLendon** (50%), 20% owner of Tri-State Theatres (motion picture exhibition), Dallas, and Vice President **Gordon B. McLendon** (49%), 20% owner of Tri-State Theatres. Applicant also is licensee of KELP El Paso, Tex., and KLBS Houston, Tex. File No.: BPCT-1388. City priority status: Gr. B-2, No. 155. Granted Feb. 12.

LONGVIEW, Tex.—East Texas Television Co. Granted uhf Ch. 32 (578-584 mc); ERP 20 kw visual, 11 kw aural; antenna height above average terrain 290 ft., above ground 340 ft. Estimated construction cost $178,873, first year operating cost $163,500, revenue $180,000. Post Office address: Route 3, Longview, Tex. Studio location: 6 mi. SW of Longview on State Highway 26. Transmitter location: Same as studio. Geographic coordinates: 32° 26′ 37″ N. Lat., 94° 49′ 5.5″ W. Long. Transmitter GE, antenna RCA. Legal counsel: Ross K. Prescott, Dallas, Tex. Consulting engineer: Guy C. Hutcheson, Arlington, Tex. Principals include **Arlington James Henry** (sole owner), owner of Henry's appliance store. File No.: BPCT-607. City priority status: Gr. A-2, No. 210. Granted Feb. 5.

McALLEN, Tex.—Texas State Network Inc. (KRIO). Granted uhf Ch. 20 (506-512 mc); ERP 86 kw visual, 49 kw aural; antenna height above average terrain 500 ft., above ground 527 ft. Engineering condition. Estimated construction cost $297,204, first year operating cost $180,000, revenue $180,000. Post office address 1201 W. Lancaster Ave., Fort Worth, Tex. Studio and transmitter location on U. S. Highway 281, 1.5 mi. North of city limits of Pharr, Tex. Geographic coordinates 26° 13′ 39″ N. Lat., 98° 10′ 36″ W. Long. Transmitter Dumont, antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Gene L. Cagle** (34%), Vice President **R. K. Hanger** and **Sid W. Richardson** (62%). File No.: BPCT-1274. City priority status: Gr. A-2, No. 263. Granted Feb. 18.

TEXARKANA, Tex. — KCMC Inc. (KCMC). Granted vhf Ch. 6; ERP 18.5 visual, 9.4 aural; antenna height above average terrain 400 ft., above ground 399 ft. Estimated construction cost $264,130, first year operating cost $240,000, revenue $92,000. Post office address 37 Pine St., Texarkana. Studio and transmitter location: Summerhill Road 0.1 mi. S. of Texarkana. Geographic coordinates 33° 26′ 56″ N. Lat., 94° 04′ 04″ W. Long. Transmitter and antenna GE. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **C. E. Palmer** (37%) Vice President **W. E. Hussman** (45%), Vice President **Mrs. C. E. Palmer** (5%) and Secretary-Treasurer **J. Q. Mahaffey** (5%). File No. BPCT-714. City priority status: Gr. A-2, No. 208. Granted Feb. 5.

HAMPTON, Va. — Peninsula Bcstg. Corp. (WVEC). Granted uhf Ch. 15, ERP 220 kw visual, 110 kw aural; antenna height above average terrain 480 ft., above ground 500 ft. Estimated construction cost $331,454, first year operating cost $273,714, revenue $253,887. Post Office address: P. O. Box 481, Hampton, Va. Studio and transmitter location on Hwy. 168, 1 mi. E. of Hwy. 239. Geographic coordinates 37° 02′ 20″, N. Lat., 76° 18′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Lynne C. Smeby, Washington. Principals include President **Thomas P. Chrisman** (28%), Vice President **Harrol A. Brauer Jr.** (15%), Vice President **James E. Swafford** (28%), and Secretary-Treasurer **Julian W. W. Chisman** (28%). File No.: BPCT-1475. City priority status: Gr. B-4, No. 189. Granted Feb. 5.

WHEELING, W. Va.—Polan Industries. Granted vhf Ch. 51 (692-698 mc); ERP 24 kw visual, 13.5 kw aural; antenna height 170 ft. Estimated construction cost $224,500, first year operating cost $200,000, revenue $200,000. Post Office address 521 8th St., Huntington, W. Va. Studio and antenna location Palo Alto St. between 9th and 10th Sts., Wheeling. Geographic coordinates 40° 04′ 16″ N. Lat., 80° 43′ 13″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring and Co., Washington. Principals include general partners **Albert S. Polan** (20%), **E. G. Polan** (20%), **Lincoln M. Polan** (20%), **Dr. Charles M. Polan**, M.D. (20%) and **Lake Polan Jr.** (20%). File No.: BPCT-1048. City priority status: Gr. A-2, No. 31. Granted Feb. 11.

NEWPORT NEWS, Va.—Eastern Bcstg. Corp. (WHYU). Granted uhf Ch. 33 (584-590 mc); ERP 20.5 kw visual, 11 kw aural; antenna height above average terrain 310 ft., above ground 319 ft. Estimated construction cost $152,050, first year operating cost $130,000, revenue $170,000. Post Office address: 114 24th St., Newport News, Va. Studio and transmitter location: 114 24th St. Geographic coordinates: 36° 58′ 36″ N. Lat., 76° 25′ 54″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer George P. Adair, Washington. Principals include President **John Doley** (23%), Vice President **Stuart A. Smith** (16%), Assistant Secretary **Ralph T. Baker** (2%), Assistant Treasurer **Margaret S. Doley** (23%), **C. Archer Smith** (27%), Secretary **Frederick F. Clair, Charles K. Hutchens Sr.** (4.5%) and **L. C. Purdey** (4.5%). File No.: BPCT-889. City priority status: Gr. B-4, No. 189. Granted Feb. 5.

MILWAUKEE, Wis. — Midwest Bcstg. Co. (WCAN). Granted uhf Ch. 25 (536-542 mc); ERP 105 kw visual, 56 kw aural; antenna height above average terrain 478 ft., above ground 420 ft. Engineering conditions. Estimated construction cost $475,433, first year operating cost $453,280, revenue $705,000. Post Office address 723 North Third St., Milwaukee, Wis. Studio location 723 North Third St. Transmitter location 11800 West Grange Ave., at site of WCAN (AM). Geographic coordinates 42° 56′ 44″ N. Lat., 88° 03′ 33″ W. Long. Transmitter and antenna RCA. Legal counsel Phillip Baker, Washington. Consulting engineer Russell P. May, Washington. Principals include partners **Lou Poller** (⅓), owner of WPWA Chester, Pa., president and 51% owner of WARL-AM-FM Arlington, Va., and president and 27.1% owner of WCAN; **Cy Blumenthal** (⅓), sales manager, treasurer and 39% owner of WARL, and vice president and 27.1% owner of WCAN, and **Alex Rosenman** (⅓), secretary-treasurer and 27.1% owner of WCAN. File No.: BPCT-1547. City priority status: Gr. B-4, No. 182. Granted Feb. 5.

Other TV Action

Odenton, Annapolis area, Md.—Montgomery County Bcstg. Co. Is being advised that application (BPCT-1355) for a new TV station to operate on Ch. 14 involves engineering questions which indicate the necessity of a hearing.

CORRECTION

Madison, Wis. — Bartell Television Corp. (WOKY Milwaukee and WMFM (FM) Madison). Granted uhf Ch. 33 (584-590 mc); ERP 16.5 kw visual, 9.3 kw aural; antenna height above average terrain 430 ft., above ground 490 ft. Engineering condition. Vice President **Earl W. Fessler** (16.6%), is licensee of **WMFM (FM)** Madison. (Grant published in B•T, Feb. 2, identified WMFM incorrectly as WHFM [FM] which is in Rochester, N. Y., and in no way connected with Bartell Television Corp.) (BPCT-1484.) City priority status: Gr. A-2, No. 30. Granted Jan. 23.

Passed-Over TV Applications

FOLLOWING is a list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of these applications in order to expedite uncontested TV applications

GROUP A

Location	Ch.	Applicant	File No. (BPCT)
Austin, Minn.	6	Cedar Valley Bcstg. Co.	841
		So. Central Minn TV Co.	1531
Florence, S. C.	8	Pee Dee TV Corp.	1339
		Jefferson Standard Bcstg. Co.	1341

GROUP B

Location	Ch.	Applicants	File No. (BPCT)
San Diego, Calif.	10	Airfan Radio Corp.	313
		Charles E. Salik	555
		T. B. C . TV Inc.	Tend.
Rochester, N. Y.	10	Veterans Bcstg. Co.	833
		WHEC Inc. (Brighton, N. Y.)	326
	15	Meredith Engineering Co.	439
		WARC Inc.	337
	27	Schine Chain Theatres Inc.	1387
		Rochester Bcstg. Co.	Tend.
Toledo, Ohio	11	Toledo Blade Co.	262
		Community Bcstg. Co.	590
		Unity Corp. Inc.	Tend.
		Crosley Bcstg. Corp.	Tend.
Miami, Fla.	7	Biscayne TV Corp.	1453
		Foster & Hoersch	Tend.
		Jack C. Stein	Tend.
		E. Coast TV Corp.	Tend.
	10	Storer Bcstg. Co.	228
		WKAT Inc. (Miami Beach)	399
		David Haber (Miami Beach)	Tend.
	27	Robt. W. Rounsaville (Miami Beach)	Tend.
		Sun Coast Bcstg. Corp.	1390
	33	TV Corp. of Greater Miami	1506
		Miami Biscayne TV Corp.	Tend.
Oklahoma City, Okla.	9	KOMA Inc.	539
		Okla. TV Corp.	768
Allentown, Pa.	39	**B. Byran Musselman, et al**	958
		Queen City Television Co.	1001
Allentown, Pa.	67	**Penn-Allen Bcstg. Co.**	486
		Allentown Television Corp.	1008

New Applications

Phoenix, Ariz.—Arizona Television Co., vhf Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1224 ft., above ground 125 ft. Estimated construction cost $359,090, first year operating cost $420,000, revenue $450,000. Post office address 42 W. Marlette Rd. Studio location to be determined. Transmitter location Salt River Mt., 7 mi. S. of Phoenix. Geographic coordinates 33° 20′ 49″ N. Lat., 112° 03′ 16″ W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include partners **Leon M. Howell** (45%), livestock, farming, reclamation; **Ralph A. Watkins** (45%), auto dealer and farmer; and **Edward Cooper** (10%), director of television, Motion Picture Assn. of America. City priority status: Gr. B-4, No. 200.

Fresno, Calif.—R. M. Schuler, L. E. Chenault, Bert Williamson, and Lena H. Todd, a partnership. uhf Ch. 47 (668-674 mc); ERP 103 kw visual, 62 kw aural; antenna height above average terrain 2314 ft., above ground 238 ft. Estimated construction cost $318,770, first year operating cost $300,000, revenue $375,000. Post Office address % L. E. Chenault, Hotel Fresno, Fresno, Calif. Studio location 2100 Block, N. Barton Ave. Transmitter location Squaw Valley, Fresno County, Calif. Geographic coordinates 36° 45′ 05″ N. Lat., 119° 16′ 48″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington, D. C. Consulting engineer John P. Hearne, San Francisco, Calif. Principals include partners **Robert M. Schuler**, 60% owner of KYNO Fresno; **Lester Eugene Chenault**, 15%

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owner and general manager KYNO, 12½% interest KSTN Stockton, and 5% interest in San Joaquin Telecasters, permittee of uhf Ch. 36 Stockton, Calif.; **Bert Williamson**, 10% owner and chief engineer, KYNO; and **Leona Huffman Todd**. City priority status: Gr. A-2, No. 35.

Minden, La. — Parish Bcstg. Corp. (KAPK Shreveport), uhf Ch. 30 (566-572 mc); ERP 17 kw visual, 9 kw aural; antenna height above average terrain 346 ft., above ground 345 ft. Estimated construction cost $130,667, first year operating cost $85,000, revenue $110,000. Post office address Box 821, Shreveport. Studio and transmitter location Lake Shore Dr. near city limits. Geographic coordinates 32° 37′ 54″ N. Lat., 93° 16′ 50″ W. Long. Transmitter and antenna GE. Legal counsel Harry J. Daly, Washington. Consulting engineer F. O. Grimwood Co., St. Louis. Principals include President **Martin Kirsch Jr.** (6.25%); Vice President **Anita P. Kirsch** (90.6%); Secretary-Treasurer **Armand W. Roos.** City priority status: Gr. A-2, No. 537.

Tulsa, Okla.—Central Plains Enterprises Inc., vhf Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,226 ft., above ground 1,050 ft. Estimated construction cost $945,810, first year operating cost $462,500, revenue $525,000. Post office address 1510 Nat'l Bank of Tulsa Bldg. Studio location to be determined. Transmitter location 6½ mi. W-NW of downtown Tulsa. Geographic coordinates 36° 11′ 40″ N. Lat., 96° 06′ 00″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington; and Fly, Shuebruk & Blume, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include **Southwestern Sales Corp.** (50%) licensee KVOO Tulsa; and **All-Oklahoma Bcstg. Co.** (50%) licensee KRMG Tulsa. All-Oklahoma Bcstg. Co. is controlled by Robt. S. and Grayce B. Kerr, who control WEEK Peoria, Ill. Southwestern Sales Corp. and All-Oklahoma Bcstg. Co. have each agreed to give 2½ shares Class A Common Stock to be distributed equally between Tulsa U. and Oklahoma A. & M. upon grant of this appeal. City priority status: Gr. B-4, No. 197.

Tulsa, Okla.—Oil Capital TV Corp., vhf Ch. 2 (54-60 mc); ERP 100 kw visual, 51.45 kw aural; antenna height above average terrain 883 ft., above ground 701 ft. Estimated construction cost $719,000, first year operating cost $636,000, revenue unknown. Post office address 1400 S. Boston St. Studio location 5301 W. Edison St. Transmitter location 2 mi. N. of intersection of W. Edison St. and 72nd Ave., West Tulsa. Geographic coordinates 36° 11′ 35″ N. Lat., 96° 04′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Eliot C. Lovett, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Thomas P. McDermott** (10%), director, Independent Tire Dealers Assn., Washington, D. C.; Vice-President-Secretary **Fred Jones** (35%), 50% owner of KFMJ Tulsa; and Vice President-Treasurer **L. F. Rooney** (55%). City priority status: Gr. B-4, No. 197.

Anderson, S. C.—Anderson Television Co., uhf Ch. 58 (734-740 mc); ERP 22.3 kw visual, 12 kw aural; antenna height above average terrain 410 ft., above ground 269 ft. Estimated construction cost $150,405, first year operating cost $150,000, revenue $165,000. Post office address c/o T. F. Watkins, 207 N. Main St., Anderson, S. C. Studio location 210 E. Whitner St. Transmitter location approx. ½ mi. E. of U. S. Hwy. 29. Geographic coordinates 34° 26′ 26.6″ N. Lat., 82° 41′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel Wilkinson, Boyden, Cragun & Barker, Washington; and Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include general partners **Wm. L. Watkins** (5%), **T. F. Watkins** (5%), with interests in Carolina-Television Inc., appl. for Ch. 4, Greenville, S. C.; **Dan Brown** (10%); **C. R. Johnson Sr.** (10%), 60% owner of WANS Anderson; **Lily E. Farmer** (10%); **H. G. Anderson** (10%); **Dr. C. H. Young** (10%); **S. H. Lander** (5%); **J. L. Sadler** (5%); **L. S. Horton** (5%); **John C. Taylor** (5%); **J. H. W. Snead** (5%); **J. A. Blake** (5%); **F. C. McLees** (5%); **W. R. Pruitt, Vance D. Sullivan, A. Jerome Cromer, F. E. Pearman,** and **A. E. Holman,** (each 1%). City priority status: Gr. A-2, No. 269.

Spartanburg, S. C.—Sterling Telecasting Co., uhf Ch. 17 (488-494 mc); ERP 105 kw visual, 63 kw aural; antenna height above average terrain 597 ft., above ground 558 ft. Estimated construction cost $220,531, first year operating cost $154,800, revenue $184,792. Post office address 124½ East Main St. Studio location corner of Magnolia and St. John Sts. Transmitter location 0.45 mi. NE of Lyman, S. C. on Hwy. 29. Geographic coordinates 34° 57′ 10″ N. Lat., 82° 06′ 54″ W. Long. Transmitter and antenna RCA. Legal counsel Wilkinson, Boyden, Cragun & Barker, Washington. Consulting engineer O. K. Garland, Johnson City, Tenn. Principals include President **Sterling W. Wright** (17.37%), Vice President, Secretary and Treasurer **Robert M. Carlisle** (2.61%); and **Fred W. Symmes** (17.37%), who holds interests in WESC Greenville, WBCU Union City, and WMRC Greenville. City priority status: Gr. A-2, No. 120.

Rapid City, S. D.—KOZY-TV Inc., vhf Ch. 7 (174-180 mc); ERP 111 kw visual, 66 kw aural; antenna height above average terrain 358 ft., above ground 376 ft. Estimated construction cost $41,249, first year operating cost $200,000, revenue $175,000. Post office address 1819 W. St. Joe St. Studio and transmitter location on Skyline Dr. opp. St. Andrews St. (extended). Geographic coordinates 44° 04′ 10″ N. Lat., 103° 14′ 38″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Robert J. Dean,** principal owner of Black Hills Bcstg. Co. (KOTA KOZY Rapid City); Directors **Helen S. Duhamel** (25%) and **Warren J. Morrell** (25%); **Black Hills Bcstg. Co.** (24.97%); and **Black Hills Amusement Co.** (24.97%). City priority status: Gr. A-2, No. 201.

Norfolk, Va.—Beachview Bcstg. Corp. vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 383 ft., above ground 419 ft. Estimated construction cost $642,825, first year operating cost $750,000, revenue $900,000. Post Office address 431 Granby St., Norfolk, Va. Studio and transmitter location Hampton Blvd. and 27th St. Geographic coordinates 36° 52′ 36″ N. Lat., 76° 18′ 02″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington, D. C. Consulting engineer Kear & Kennedy, Norfolk, Va. Principals include president and treasurer **Dudley Cooper** (50%), with jewelry and real estate interests in Norfolk; secretary **Irving M. Kipnes** (50%), acc't exec., Cohen & Miller, ad agency, Washington, D. C.; and vice president **George M. Cootes,** CPA practicing in Norfolk. City priority status: Gr. B-4, No. 189.

Sheboygan, Wis. — Television of Sheboygan, Inc., uhf Ch. 59 (740-746 mc); ERP 20 kw visual, 10 kw aural; antenna height above average terrain 340 ft., above ground 364 ft. Estimated construction cost $175,000, first year operating cost $140,000, revenue $130,000. Post Office address 632 Center Ave., Sheboygan, Wis. Studio and antenna location 632 Center Ave. Geographic coordinates 43° 45′ 12″ N. Lat., 87° 42′ 46″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer McIntosh & Inglis, Washington, D. C. Principals include sole owner **Press Pub. Co.** (WHBL-AM-FM Sheboygan); president **A. Matt Werner,** president and stock-holder, Press Pub. Co.; vice president **Dorothy E. Werner,** vice-president and stockholder, Press Pub. Co.; secretary **Roland C. Grimmer,** and assistant secretary **Orin Purintun.** City priority status: Gr. A-2, No. 100.

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Existing TV Stations . . .

Actions by FCC

WKNB-TV New Britain, Conn. — New Britain Bcstg. Co. Granted special temporary authority to operate on a commercial basis on Ch. 30, to June 30, 1953.

KOLN-TV Lincoln, Nebr.—Cornhusker Radio & & Television Corp. Granted mod. of CP to change ERP from vis. 21.5 kw, aur. 11 kw to vis. 27 kw, aur. 13.5 kw; antenna 360 ft. (BMPCT-963).

WABD New York — Allen B. DuMont Laboratories, Inc. Granted mod. CP to change main studio location, change ERP from vis. 2.5 kw, aur. 1.38 to vis. 37 kw, aur. 18.5 kw; change type of transmitters, type of antenna, correct geographic coordinates, and make other equipment changes.

WCSC-TV Charleston, S. C.—WCSC, Inc. Granted mod. CP to change ERP from aur. 50 kw to 17 dbk (50 kw), change transmitter location and make antenna changes 470 ft. (BMPCT-961).

WFMY-TV Greensboro, N. C.—Greensboro News Co. Granted mod. of CP to change ERP from vis. 1.67 kw, aur. 0.835 kw to vis. 100 kw, aur. 50 kw; change type of transmitters and type of antenna (430 ft.) and make other equipment changes; condition (BMPCT-955).

WALA-TV Mobile, Ala. — Pape Bcstg. Co. Granted mod. of CP to change ERP from aur. 235 kw to aur. 190 kw; install new antenna system and make other equipment changes (BMPCT 959).

WATV (TV) Newark, N. J.—Bremer Bcstg. Corp. Granted mod. of CP to increase ERP from vis. 3.4 kw to vis. 180 kw, aur. 3.4 kw to aur. 105 kw; install new transmitters and make other equipment changes. (BMPCT-956).

WTVU (TV) Scranton, Pa.—Appalachian Co. Granted mod. of CP to change ERP from vis. 11 kw, aur. 5.9 kw to vis. 23 kw, aur. 11.5 kw; install new transmitters, change transmitter location and make antenna and other equipment changes. (BMPCT-962).

WLVA-TV Lynchburg, Va.—Lynchburg Bcstg. Corp. Granted STA to operate on a commercial basis on Ch. 13 to July 17, 1953.

Versluis Radio & Television Inc., Muskegon, Mich.—Commission dismissed protest by Music Bcstg. Co., licensee WGRD Grand Rapids, Mich., directed against FCC action of Dec. 23, 1952, granting new TV station for uhf Ch. 35 in Muskegon. Comr. Frieda B. Hennock dissented. Memorandum opinion and order Feb. 6.

Applications

WAKR-TV Akron, Ohio—Summit Radio Corp. Mod. of CP to change ERP from vis. 145 kw, aur. 73 kw to vis. 182.4 kw, aur. 91.2 kw; change antenna system and make other equipment changes. Antenna height above average terrain 366 ft.

New AM Stations . . .

Decisions

Streator, Ill.—Streator Bcstg. Co. Granted 1250 kc, 500 w daytime, DA, antennas 175 ft. (two); engineering conditions. Estimated construction cost $18,600, first year operating cost $42,000, revenue $56,000. Principals include **Stephen P. Bellinger** (20%), 25% owner of WVMC Mt. Carmel, Ill.; **Vernon R. Nunn** (20%), assistant manager of WVMC; **Roland J. DeMarco** (20%), partner in Mt. Carmel (Ill.) law firm of Barnhard, DeMarco & Scriber; **Charles G. Campbell** (10%), president of Kamp Motor Co., Mt. Carmel; **Frank G. Wolk** (10%), partner in Mt. Carmel Coca-Cola Bottling Co.; **H. Paul Waterbury** (10%), geologist, Mt. Carmel, and **Josephine Grandini** (10%), housewife. (BP-8549). Granted Feb. 18.

Richmond, Ky.—Richmond Bcstg. Co. Granted 1340 kc, 250 w fulltime, antenna 180 ft.; engineering condition. Estimated construction cost $12,388, first year operating cost $60,000, revenue $80,000. Principals include equal (⅓) partners **J. W. Betts,** general manager of WFTM Maysville, Ky.; **Charles P. Clarke,** president of Standard Tobacco Co. (loose leaf tobacco), Maysville, and **J. M. Finch Jr.** secretary-treasurer of Standard Tobacco Co. (BP-8505.) Granted Feb. 17.

Punxsutawney, Pa. — Jefferson Bcstg. Co. Granted 1290 kc, 500 w daytime, antenna 200 ft.; engineering condition. Estimated construction cost $17,590, first year operating cost $40,000, revenue $60,000. Principals include **Cary B. Simpson** (31%), general manager and 50% owner of WKBI St. Marys, Pa.; **Roy E. Morgan** (11%), general manager and 12½% owner of WILK-AM-FM-TV Wilkes-Barre, Pa.; **Mitchell Jenkins** (11%), Wilkes-Barre attorney and 12½% owner

of WILK-AM-FM-TV; **Dr. Isaiah C. Morgan** (11%), Nanticoke, Pa., physician and 12½% owner of WILK-AM-FM-TV, and six others each with 6% interest. (BP-8387.) Granted Feb. 17.

Falfurrias, Tex.—Ben L. Parker. Granted 1260 kc, 500 w daytime, antenna 235 ft.; engineering condition. Estimated construction cost $15,010, first year operating cost $40,250, revenue $51,000. **Ben L. Parker,** sole owner of permittee, is partner and general manager of KBOP Pleasanton, Tex. (BP-8587.) Granted Feb. 17.

Myersdale, Pa.—WJAC Inc. Granted 560 kc, 500 w daytime, antenna 310 ft.; engineering conditions. Estimated construction cost $39,750, first year operating cost $39,800, revenue $42,000. Permittee is licensee of WJAC-AM-FM-TV Johnstown, Pa. (BP-8322.) Granted Feb. 11.

Applications

Washington, Kans.—Chas. W. Bullimore, 1276 kc, 500 w daytime. Estimated construction cost $10,707, first year operating cost $16,000, revenue $36,500. Applicant is owner of radio and electric appliance store. Filed Feb. 17.

Hodgenville, Ky.—Lincoln Memorial Bcstg. Co. 1320 kc, 1 kw daytime, antenna 200 ft. Construction $16,430, operating $31,250, revenue $40,000. President **Thomas M. Stearman** (74.4%) is auto dealer in Campbellsville, Ky.; stockholders **Chas. Williams, Ernest E. Wright Jr.;** Secretary-Treasurer **Luther Vance;** Vice President **James H. Bloyd;** stockholders **Nelson McQuaide, Ruth Candrell, C. H. Bale, H. E. McQuaide, and Mrs. Nelson McQuaide.** Filed Feb. 17.

Salem, Mo. — "Show-Me" Bcstg. Co. (KTTR Rolla, Mo.) 1340 kc, 250 w unl., 200 ft. Construction $17,984, operating $35,000, revenue $40,000. Partners are **Luther W. Martin, Martin W. Mitchum,** and **Wilson C. Burkhead.** Filed Feb. 17.

Cheektowaga, N. Y.—Niagara Bcstg. System. 1230 kc, 250 w unl., antenna 150 ft. Construction $8,600, operating $75,120, revenue $90,000. Sole owner is **Gordon P. Brown,** owner of WSAY Rochester, N. Y. Filed Feb. 17.

Murfreesboro, Tenn.—Murfreesboro Bcstg. Co. 860 kc, 250 w daytime, antenna 250 ft. Construction $14,875, operating $36,000, revenue $45,000. Partners are **Arthur D. Smith Jr.** (60%), owner of WCDT Winchester, Tenn.; and **T. J. Motlow** (40%). Filed Feb. 17.

Clarksville, Tenn.—Clarksville Bcstg. Co. 1260 kc, 500 w daytime. Construction $34,450, operating $78,000, revenue $84,000. Aaron B. Robinson, sole owner, controls WDIX Jackson, Tenn., WENK Union City, Tenn., WDXE Lawrenceburg, Tenn., WTRP Paris, Tenn., WCMA Corinth, Miss. P. O. address Box 309, Jackson, Tenn. Filed Feb. 16.

Existing AM Stations . . .

WJLS Beckley, W. Va.—Joe L. Smith Inc. Granted change from 1 kw LS to 5 kw LS, 500 w N, on present frequency of 560 kc, DA-N. Engineering conditions. (BP-8472.) Granted Feb. 11.

WACL Waycross, Ga.—Teletronics Inc. Granted change in operating hours from daytime to unlimited, on 570 kc, 1 kw DA-N; engineering conditions. (BP-8439.) Granted Feb. 11.

KCLS Flagstaff, Ariz.—Saunders Bcstg. Co. Granted change from 1340 kc, 250 w fulltime, to 1360 kc, 5 kw daytime; engineering conditions. (BP-8383.) Granted Feb. 11.

WSOO Sault Ste. Marie, Mich.—Hiawathaland Bcstg. Co. Granted mod. license to increase N power from 100w to 250 w, fulltime, on 1230 kc. (BML-1510.) Granted Feb. 11.

WKSB Milford, Del.—The Kent-Sussex Bcstg. Co. Granted mod. CP to change from 1280 kc, 500 w D, to 930 kc, 500 w D; engineering conditions. (BMP-6087.) Granted Feb. 11.

KLVL Pasadena, Tex. — Felix H. Morales. Granted change from D to fulltime on 1480 kc, 1 kw D, 500 w N, DA-N; engineering condition. (BP-8250.) Granted Feb. 11.

WDIA Memphis, Tenn.—Bluff City Bcstg. Co. Ltd. Granted change from 730 kc, 250 w D, to 1070 kc, 50 kw LS, 5 kw N, DA-2; engineering conditions. (BP-8343.) Denied petition filed by WMPS Memphis protesting grant. Actions Feb. 18.

Existing FM Stations . . .

Actions by FCC

KTNT Tacoma, Wash. — Tribune Pub. Co. Granted mod. of CP for FM station to change ERP from 20.5 kw to 10.5 kw; antenna from 400 ft. to 410 ft.; engineering condition (BMPH-4807).

Ownership Changes . . .

Decisions

KCTG Cottage Grove, Ore.—Coast Fork Bcstg. Co. Granted assignment of CP from Philip S. Holt to **Coast Fork Bcstg. Co.,** a corporation, for $1,500. Principals in assignee include **W. Gordon Allen** (60%), president, general manager and 60% owner of KGAL Lebannon, Ore., ⅓ owner of KGAE Salem, Ore., ½ owner of KSGA Redmond, Ore.; Vice President **Philip S. Holt** (assignor) (20%); Secretary **Harold J. Davis** (10%), general manager of KGAE, and **Robert M. Bruce** (10%), ⅓ owner of KRCO Prineville, Ore. (BAP-182.) Granted Feb. 11.

KSLM Salem, Ore.—Oregon Radio Inc. Granted consent to **Glenn E. McCormick** to acquire positive control from **Paul V. McElwain,** who is selling 50% of stock, for $70,000. Mr. McCormick already had 50% interest. (BTC-1443.) Granted Feb. 11.

KIUL Garden City, Kan.—The Telegram Publishing Co. Granted transfer of control to **The Hutchinson Publishing Co.** for $315,000. Principals in transferee include President **John P. Harris** (36.5%), Secretary-Treasurer **Sidney F. Harris** (36.5%) and other members of the Harris families. Transferee publishes *The Hutchinson* (Kan.) *News-Herald* and owns 150 out of 344 shares of stock of KSAC Salina, Kan. (BTC-1445.) Granted Feb. 11.

KCNO Alturas, Calif.—CONR Inc. Granted consent to **Chester J. Stuart** and **Phyllis B. Stuart** to relinquish negative control through sale of 25% of stock to **Roland H. Dow** for $4,500. Mr. Dow is minister of Federated Church, Alturas, Calif. (BTC-1378.) Granted Feb. 11.

WMNE Menomonie, Wis.—Capital City Bcstg. Co. Granted assignment of license to **Chris Hansen, Charles Whitford** and **Wendell Hansen,** d/b as **Menomonie Bcstg. Co.,** for $20,400. Chris Hansen and Charles Whitford have interest in WTRW Two Rivers, Wis., and are fruit growers, and Wendell Hansen is minister of Evangelical & Reformed Church, Lone Tree, Iowa. (BAL-1495.) Granted Feb. 18.

KOWL Santa Monica, Calif. — KOWL Inc. Granted assignment of license to KOWL Inc. for $340,000. Assignee is publisher of *The Evening Outlook.* (BAL-1498.) Granted Feb. 18.

KSGA Redmond, Ore.—Redmond Bcstg. Co. Granted assignment of license to **Juniper Bcstrs. Inc.** Principals in assignee include former 50% stockholder **Harold W. Singleton** (59%), who also owns 52% of KTEL Walla Walla, Wash., and **F. Gilbert Leiser** (36%), general manager of KSGA Redmond, Ore. (BAL-1497.) Granted Feb. 18.

WEMP-AM-FM Milwaukee, Wis.—Milwaukee Bcstg. Co. Granted relinquishment of positive control to **Andrew M. Spheeris, Hugh K. Boice Jr., John C. Gagliano, Thomas T. Dyson, Suzayne C. Cleveland** and **Mid-Continent Radio-Television Inc. for $31,500. (BTC-1449.)** Granted Feb. 18.

WJDA Quincy, Mass., and WESX Salem, Mass. —South Shore Bcstg. Co. and **North Shore Bcstg. Co.** Granted transfer of control from **James D. Asher and Joseph H. Tobin** to **Television & Radio Bcstg. Corp.** for $120,000. Mr. Tobin is president of transferee. (BTC-1440 and BTC-1441.) Granted Feb. 18.

KROX Crookston, Minn.—Crookston Bcstg. Co. Granted transfer of control to **Jerome Dahlberg, Garfield Fox** and **William Kiewel** for $49,500. Transferees are former KROX employes. (BTC-1446.) Granted Feb. 18.

Applications

KBOK Waterloo, Iowa—Waterloo Bcstg. Co. Assignment of license to **Northwestern Schools Bible College, College of Liberal Arts, Theological Seminary** for $56,000 cash. Assignee now owns KTIS-AM-FM Minneapolis. Filed Feb. 11.

WDUZ Green Bay, Wis. and **WMAW Menominee, Mich.—Green Bay Bcstg. Co.** Transfer of control from **I. S. Kramlich** and **C. L. Kramlich** to **Ben Laird, Harold R. Murphy, Edward Schons** and **Wm. E. Schons.** Involves transfer of 140 shares stock (65.1%) for $60,000. Mr. Laird has been a director and stockholder of Green Bay Bcstg. Co.; Mr. Murphy holds interest in WIGM Medford, Wis., and Messrs. Edward and Wm. E. Schons are stockholders in KLIL Estherville, Iowa and WKAI Macomb, Ill. Filed Feb. 12.

WCIN Cincinnati, Ohio—N. Y. Technical Institute of Cincinnati, Inc.—Assignment of outstanding construction permit to **Robert W. Rounsaville** for $15,646.95. Mr. Rounsaville has interests in WBAC Cleveland, Tenn. and other stations in the South. Filed Feb. 16.

Hearing Cases . . .

ABC-Paramount Merger Decision—FCC issued decision authorizing merger of American Broadcasting Co. and United Paramount Theatres Inc., into new entity to be known as American Broadcasting-Paramount Theatres Inc. (Dockets 10031 et al.). Effect is to grant and transfer to new corporation various authorizations covering 6 AM, 6 FM and 5 TV stations. These existing stations are KECA KECA-FM KECA-TV Los Angeles, Calif.; KGO KGO-FM KGO-TV San Francisco, Calif.; WENR WENR-FM WENR-TV Chicago, Ill.; WXYZ WXYZ-FM WXYZ-TV Detroit, Mich.; WJZ WJZ-FM WJZ-TV New York, and WSMB WSMB-FM New Orleans, La. Commission granted consent to acquisition by new corporation of Balaban & Katz Corp., and transfer of Balaban & Katz TV station WBKB (TV) Chicago to Columbia Broadcasting System; also transfer of control of Paramount Television Productions Inc., licensee of KTLA (TV) Hollywood, Calif., from Paramount Pictures Inc. to Paramount Pictures Corp., entity separate from American Broadcasting-Paramount Theatres Inc. Commission held Paramount Pictures Corp. controls Allen B. DuMont Laboratories Inc., within meaning of Sec. 310(b) and five-TV-station limit but renewed certain authorizations covering DuMont's TV stations WDTV Pittsburgh, Pa.; WTTG Washington WABD New York. Comrs. Hyde and Sterling joined in opinion dissenting in part; Comrs. Webster and Hennock dissented in part in separate opinions; Comr. Merrill issued a separate opinion concurring in part and dissenting in part..

Commission finalized its show cause order requiring WBKB Chicago to shift to Ch. 2, and dismissed application of Zenith Radio Corp. for new TV station in Chicago to operate on Ch. 2 (BPCT-322) and Zenith's further request for special temporary authorization to commence commercial TV broadcasting on Ch. 2. Comrs. Walker, Webster and Hennock dissented.

KMYR Bcstg. Co., Denver, Col.—FCC denied petition filed by KMYR Bcstg. Co., Denver, Col., for review of hearing examiner's order of Oct. 16, 1952, granting petition of Metropolitan Television Co., for leave to amend its application for new TV station in Denver to operate on Ch. 4, to show addition of Don Searle as minority stockholder and executive vice president, show minor changes in corporate stockholdings and in persons originally holding offices of executive vice president, secretary and treasurer. (Dockets 9043 and 10238; BPTC-488 and 941. Memorandum opinion and order Feb. 2.)

Metropolitan Television Co., Denver, Col.—FCC granted a petition filed by Metropolitan Television Co., Denver, to substitute it in place of National Broadcasting Co., formerly licensee of station KOA Denver as party in proceeding in re application of Harbenito Broadcasting Co. for construction permit to change facilities of KGBS Harlingen, Tex., from 1240 kc, 250 watts, unl., to 850 kc, 5 kw, DA, unl. (Docket 8336; BP-6350). Order Jan. 30.

Denver, Col.—FCC Hearing Examiner James D. Cunningham issued initial decision looking toward grant of application of Aladdin Radio & Television Inc. for construction permit for new TV station at Denver, Col., to operate on vhf Ch. 7, with ERP of 316 kw visual and 158 kw aural, subject to condition that its antenna structure shall be painted and lighted in accordance with

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Sec. 17.25 of Commission's rules (Docket 9041; BPCT-426), and denial of mutually exclusive application of Denver Television Co. seeking same channel at Denver (Docket 10240; BPCT-951). Initial Decision Feb. 5.

Flint, Mich.—Trebit Corp. and W. S. Butterfield Theatres Inc. FCC denied petitions seeking review of hearing examiner's memorandum opinion and order of Jan. 14, granting petition of WJR, The Goodwill Station Inc., for leave to amend its application for new TV station in Flint, Mich., to operate on vhf Ch. 12, to move its transmitter site and to make certain other minor changes. Commission's memorandum opinion and order with respect to its action denying petitions for review and affirming the hearing examiner's allowance of WJR amendment will be released at later date. (Dockets 10268 through 10270; BPCT-967, 968 and 953). Action Jan. 30.

Portland, Ore.—FCC denied petition filed by Oregon Television Inc., Portland, Ore., for review of hearing examiner's memorandum opinion and order of Oct. 1 which granted petition of Northwest Television & Broadcasting Co. for leave to amend its application for a new TV station in Portland, Ore., to show certain changes in engineering data. (Oregon Television Inc., Northwest Television and Broadcasting Co., and Columbia Empire Telecasters Inc., are applicants for new TV stations in Portland, Ore., to operate on Ch. 12 and are in consolidated hearing in Dockets 10246 et al.) Memorandum opinion and order Jan. 30.

Duluth-Superior, Wis. — Commission (1) dismissed as moot request of Head of Lakes Bcstg. Co. for deletion of issue relating to legal qualifications of applicants in proceeding involving its application for new TV station in Superior, Wis., and that of Red River Bcstg. Co., Duluth, Minn., both seeking Ch. 3 (Dockets 10289 and 10290; BPCT-621 and 903); (2) denied request of Red River Bcstg. Co., for deletion of 307(b) issue in the Ch. 6 Duluth-Superior proceeding involving applications of Ridson Inc., for new TV station at Superior, Wis., and Lakehead Telecasters Inc., for new TV station at Duluth, Minn. (Dockets 10291 and 10292; BPCT-728 and 981); (3) denied petition of Head of Lakes Bcstg. Co. for consolidation of applications in Ch. 3 and Ch. 6 proceedings; and (4) granted petition of Head of Lakes Bcstg. Co. for inclusion of a 307(b) issue in Ch. 3 proceeding, and added issue "To determine in light of Section 307(b) of Communications Act of 1934, as amended, which, if either, of these applicants would provide the more fair, efficient and equitable distribution of radio (television) service". Order Jan. 30.

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Rules and Standards . . .

Public Safety Radio (Docket 10174)—Terms and extent of possible use of facilities in Special Emergency Radio Services were clarified and enlarged by Commission in report and order amending Part 10 of its rules governing Public Safety Radio Services, effective March 27. Proposals were made April 17, 1952.

Experimental Radio Services (Docket 9751)—By report and order Commission revised Part 5 of its rules covering experimental radio services except those authorized under the developmental rules of the various regular radio services, effective March 17. This is pursuant to rule-making proceedings initiated Aug. 2, 1950, and revises present Part 5 which dates from Oct. 1, 1939.

Revision of Subpart E of Part 11, Rules Governing Special Industrial Radio Service (Docket 9703)—Further notice of proposed rule making announced Feb. 13, substituting for proposals advanced earlier. Comments due March 16.

Hearing Calendar . . .

Hearings in Progress

Flint, Mich.—New TV, vhf Ch. 12. Further hearing. Examiner Benito Gaguine.

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

Sacramento, Calif.—New TV, vhf Ch. 10. Examiner Thomas H. Donohue.

Wichita, Kan.—New TV, vhf Ch. 3. Examiner Hugh B. Hutchison.

February 24

William O. Barry, Lebanon, Tenn.—New AM, 1340 kc, 100 w, unlimited. Examiner not designated. Docket 10375.

February 25

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper.

March 2

John W. Blake and Charles R. Wolfe, partners, and High Lite Bcstg. Co., Killeen, Tex.—Both seeking new AM, 1050 kc, 250 w day. Examiner not designated. Dockets 10122, 10123.

March 3

Duluth-Superior—New TV, vhf Ch. 3. Examiner Herbert Sharfman.

March 4

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie Neal Huntting.

March 5

Mid-State Bcstg. Co. and LeRoy E. Parsons, Chehalis, Wash.—Both seeking new AM, 1420 kc, 1 kw daytime.

March 16

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith.

Wichita, Kan.—New TV, vhf Ch. 10. Examiner Hugh B. Hutchison.

March 25

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion. Docket 10089.

April 15

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith.

Canton, Ohio—New TV, uhf Ch. 29. Examiner Fanney N. Litvin.

Continued Without Date

Duluth-Superior—New TV, vhf Ch. 6. Examiner Herbert Sharfman.

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William Butts.

Sacramento, Calif.—New TV, separate hearings for vhf Ch. 3, uhf Ch. 40 and uhf Ch. 46. Examiner Thomas H. Donohue.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Lancaster, Pa.—New TV, vhf Ch. 8. WGAL-TV and Peoples Bcstg. Co. (WLAN). Examiner J. D. Bond.

Theatre Television; Allocation of Frequencies—Before Commission *en banc*.

Azalea Bcstg. Co., Mobile, Ala.—New AM, 1340 kc, 250 w, unlimited. Examiner William Butts. Docket 9964.

New Petitions . . .

February 12

WSTV Inc. (WSTV), Steubenville, Ohio. New TV, Ch. 9 (BPCT-1049)—Petition filed by WSTV for immediate processing of its application so that it will be ready for action at end of 30-day grace period given Storer Bcstg. Co. in which to elect which of its two applications it wishes to prosecute, that for Wheeling-Steubenville or that for Miami, as directed by Commission Jan. 30 [B•T, Feb. 2].

John Blake & Charles R. Wolfe and Highlite Bcstg. Co., both Killeen, Tex. New AM, 1050 kc, 250 w daytime (Dockets 10122, 10123; BP-8173, 8288)—Petition by Blake & Wolfe to continue hearing, set Feb. 18, to March 2 or until such later date as is set by examiner.

February 13

William J. Wagner tr/as Alaska Bcstg. Co. (KTKN), Ketchikan, Alaska. Existing AM, increase day power to 5 kw; 930 kc, 1 kw (BP-8463)—Petition filed by Aurora Bcstrs. Inc (KABI Ketchikan) for extension of time from Feb. 16 to Feb. 27 to file protest. Engineering report is being prepared in Alaska respecting blanketing from proposed KTKN operation. Hearing will be asked.

Allocation of TV Ch. 10 at Milwaukee—Petition filed by Wisconsin Bcstg. System Inc. (WFOX) to reserve procedural rights to seek Ch. 10 should it be made available following oral argument Feb. 16 on petition of Hearst Radio Inc. (WISN).

Key Bcstg. System Inc., Bay Shore, N. Y. New AM, 1300 kc, 250 w daytime (Docket 10379, BP-8422)—Petition to intervene filed by Asbury Park Press (WJLK Asbury Park, N. J.) on grounds of objectionable interference. WJLK is assigned 1310 kc.

Leo Howard tr/as Mid-South Bcstg. Co. (KPLN), Camden, Ark. License to cover CP new AM station (Docket 10363, BL-4782)—Opposition filed by Chief, FCC Broadcast Bureau, to Jan. 30 petition of Leo Howard requesting reconsideration and grant without hearing. Issues include questions of financial misrepresentation and unauthorized transfer of control.

February 16

Tampa-St. Petersburg, Fla. New TV Ch. 8 (Docket 10250 et al)—Outline of areas of comparison between the three mutually exclusive applicants filed by Pinellas Bcstg. Co. (WTSP St. Petersburg) purporting to show reasons it should receive grant rather than The Tribune Co. (WFLA Tampa) or Tampa Bay Area Telecasting Corp., St. Petersburg.

Educational TV, Ch. 26, Washington, D. C. — Letter filed by representatives of area organizations requesting FCC to withhold action on pending application of Board of Education pending proposal for consolidated group which could receive financial aid from Ford Foundation's Fund for Adult Education.

February 17

Heart of the Black Hills Station (KRSD), Rapid City, S. D. Modification of CP to specify site; 1340 kc, 250 w (Docket 10193, BMP-5661)—Petition to accept amendment respecting engineering survey on soil conductivity and to remove from hearing.

Charles E. Halstead tr/as Diamond H. Ranch Bcstrs. (KDIA), Auburn, Calif. Renewal of license (Docket 10405, BR-2544)—Petition by Chief, FCC Broadcast Bureau, that hearing set March 2 in Auburn be continued to April 22.

Routine Roundup . . .

February 16 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WBHP Huntsville, Ala., Wilton Harvey Pollard —Mod. CP (BP-8460), which authorized change in trans. and studio locations and trans. type, for extension of completion date (BMP-6132).

License for CP

KXLR North Little Rock, Ark., Arkansas Air-

Merle V. Watson, Inc.
Over $5,000,000.00 in successful sales campaigns that grossed from $5,000 to $150,000 for some 400 radio and TV stations from coast-to-coast since 1931. Phone Dearborn 2-1664.
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Help Wanted

Managerial

Commercial manager wanted by independent station in progressive, expanding market. The man we want will start at $5,000 per year and work up with the station. Liberal insurance and bonus to experienced, capable man who can sell, promote and coordinate small sale staff. Pleasant dry climate in New Mexico can't be beat. Immediate opening. Present staff knows this ad. Box 870S, B•T.

Salesmen

Regional radio and television station in northeast has immediate opening for experienced salesman to handle local business. Compensation commensurate with ability. Application will receive no consideration unless complete resume is included. Box 912S, B•T.

Salesman-announcer. Two and one-half hour weekly evening announcing shift and sales days. Salary plus commission. Really good and permanent smaller market deal for really good man. Southern Minnesota. Box 813S, B•T.

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

Family man, experienced, fresh ideas, 1 kw network affiliate Iowa, 250,000 market. $350 month salary to start, plus 15% after first $300 week new business. Active account list furnished. Write details Box 899S, B•T.

Immediate opening for top grade sales manager. Must be experienced executive with good background of actual sales. Station is long established in both radio and television. Compensation and future opportunity limited only by ability of man selected. Enclose complete resume with application. All applications will be kept confidential. Box 913S, B•T.

Local salesman for 5000 watt fulltime Mutual affiliate. Top station in excellent market. Write full details with photo to: Manager, KWHN, Fort Smith, Arkansas.

One station market, 18,000 population in primary area. 15% against liberal guarantee draw and expenses. Send personal history and date you are available to J. J. Garvey, WJOL, Joliet, Illinois.

Help wanted: Salesman. Weekly salary, plus commission. Sales or advertising experience important. Excellent opportunity. Send complete details to WJTN, Jamestown, New York.

Proven Muzak salesman. Please call Gene Scanlan, Plaza 1771, Cincinnati.

Announcers

Comedy DJ, flowing, non-hesitant ad-lib. "Cue-in" gimmicks. Movie-star impersonations, dialects. Single preferred. Box 703S, B•T.

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

AM-TV station in southeastern market of 100,000 has opening for qualified announcer. Salary open. Prefer applicants from this region only. Complete information, photo and tape or disc to Box 732S, B•T. All applications will be acknowledged.

Announcer-technician wanted. Emphasis on announcing. Good network station in southwest. Want clean-cut experienced young man. Send full info, voice audition and photo. Box 796S, B•T.

Help Wanted—(Cont'd.)

Announcer-salesman. Two and one-half hour weekly evening announcing shift and sales days. Salary plus commission. Really good and permanent smaller market deal for really good man. Southern Minnesota. Box 813S, B•T.

Midwest station. Personality type disc jockey with plenty on the ball. Must be a good air salesman. Excellent opportunity for right man. Box 863S, B•T.

Wanted, announcer who writes copy. Car necessary. New Iowa station with lots of room for man with ideas. Box 866S, B•T.

Personality disc jockey wanted for greater Boston station. Send resume, tape or platter. Box 868S, B•T.

Want staff announcer, authoritative selling delivery. 10 kw indie. TV applicant. Promising future. Immediate opening for salable item. Box 878S, B•T.

Staff announcer, emphasis news and sports. Unusual opportunity metropolitan Detroit area. Send details, audition to Box 890S, B•T.

Announcer-engineer with first phone license. Permanent, good paying opportunity with small Nebraska AM on net. Box 896S, B•T.

Announcer-engineer. 250,000 Iowa market. Net affiliate. Excellent voice a must. 44 hours, start $350 month. Needed April 1st. Send letter and ET or tape to Box 900S, B•T.

Radio and TV personality for established network AM-TV operation in mid-western market. Send picture, disc, complete biographical data and salary requirements. Box 903S, B•T.

Experienced staff announcer, strong on news and sports. Permanent. Eastern Pennsylvania. 1000 watt daytimer. Salary dependent on ability and experience. Box 911S, B•T.

Experienced staff announcer, top newscaster and versatile disc jockey. Apply only if permancy in mind and if worth minimum $75 weekly. Box 1056, Twin Falls, Idaho. Send photo, tape, experience and references.

Wanted, a combo man, KBOW, Butte, Montana. 40-hour week, CBS affiliate, send disc, salary expected. Box 1932, Butte, Montana.

Announcer, 1000 watt, independent, daytime station. KNBY, Newport, Arkansas.

Announcer with good news voice, experience not necessary but helpful. Wire of phone, no collect calls. Salary according ability. Manager, Radio Station KPDN, Pampa, Texas, immediate work.

Salesman-announcer hungry for money. Guarantee plus commission. Send photo, disc, sales background, KPRK, Livingston, Mont.

Announcer-engineer with first phone. Emphasis announcing. $87.40 for 40 hours. Send letter and audition to KREM, Spokane, Washington.

50,000 watt CBS affiliate needs staff announcer with deep, good quality voice. Must be stable and congenial. Send letter outlining background, references. Send tape or disc covering several types of commercials and complete repertoire. No application will be considered without audition, photo and letter. Apply KWKH, Shreveport, La.

Wanted, two experienced straight announcers for new North Carolina daytimer. Good salary and living conditions. Contact John Greene, Manager, WKMT, Kings Mountain, N. C.

WOND in Pleasantville, New Jersey, is now auditioning announcers for top morning man. Salary excellent. Contact John Struckell, WOND.

Immediate opening for combination man with first or second class license. Write, wire or call collect Edgar H. Kobak, WTWA, Thomson, Ga.

Technical

Wanted. First class engineer-announcer. Box 810S, B•T.

Help Wanted—(Cont'd.)

First class or chief engineer wanted. Permanent. Excellent working conditions. Start $85.00 per week. Box 891S, B•T.

Engineer-announcer with first phone license. Permanent, good paying opportunity with small Nebraska AM on net. Box 897S, B•T.

Transmitter operator with first phone and car wanted at KOPR, Butte, Montana. Contact Mr. Cooney.

Immediate opening first class engineer-announcer. Write Bill Smith, WBIW, Bedford, Indiana.

Urgently need first class operator. Transmitter, remotes, recording, no combo, no experience necessary. Chief Engineer, WCNB, Connersville, Indiana.

Wanted—First class engineer with car. $65.00 for 40 hour transmitter shift. Excellent community, friendly working conditions, WE AM transmitter, Federal FM transmitter, topnotch 8 room transmitter building. Submit complete resume to Chief Engineer, WCSI, Columbus, Indiana. Phone 2-1123.

Permanent position, engineering, first phone, no experience required. Call Schilling, WIMS, Michigan City, Indiana.

Transmitter engineer with car. Union scale $65 to $86 with overtime. Write to Luukinen, WIRL, Peoria, Illinois.

Chief engineer, who can also announce for 250 watt combination operation. Send full information, snapshot and minimum salary requirements to WSSV, Petersburg, Va.

First phone; transmitter operator. WSYB, Rutland, Vermont.

First class phone licensee. No experience needed. Car necessary. Contact Chief Engineer, WTNS, Coshocton, Ohio.

Production-Programming, Others

Midwest CBS station wants good commercial copywriter or combination traffic-copy man. Young, experienced, enthusiastic. Submit outline of qualifications, references, required salary and photo. Box 795S, B•T.

Young woman—Wanted for continuity director. Northeast Pennsylvania. Fulltime network affiliate. Plenty of hard work; well compensated for it. Station expects to go into TV. Must be available June 15th. Send qualifications, experience, references and salary expected. Box 820S, B•T.

250 Mutual outlet in Florida has opening for girl who can write copy and gather local news. A good personality and the ability to meet the public is absolutely essential. Send full photo, snap shot, sample of news-copy and salary expected to Box 859S, B•T.

Promotion writer, capable of analyzing data and writing business producing advertisements, brochures, etc., for newspaper and/or radio and television station. Writing ability of utmost importance. Must be under 45, have good educational background. Salary commensurate with ability. Write in detail to Box 860S, B•T.

AM-TV program director. Regional independent with UHF C.P. seeks man experienced in AM and TV. WILS, WILS-TV. Lansing, Michigan.

TELEVISION

Salesman

North Carolina television station needs topnotch salesman. WFMY-TV, Channel 2, Greensboro, N. C., serving over 1,000,000 people in 50 mile radius, will pay $100 weekly plus commission for man with outstanding sales ability and character. TV sales experience preferred, but radio and/or newspaper experience acceptable. If interested give complete details about yourself and your sales experience. Small photo requested. This is an excellent opportunity for salesman with initiative, ability and good personality. Greensboro affords excellent living conditions.

Production, Programming, Others

Wanted: Production director, film technician and chief announcer for new TV station in southwest. Write giving complete experience, qualifications and salary expected. Box 766S, B•T.

Situations Wanted

Managerial

Manager. 12 years in radio. Grass roots experience in all phases. Enterprising. College graduate. Married. Prefer small market. Box 804S, B•T.

Situations Wanted—(Cont'd.)

Losing money? I'll take over as manager and guarantee results. Experienced in tough, competitive market, all phases. Small salary but expect healthy share of profits. Write 856S, B•T.

Top manager. Outstanding record in management and sales. Absolutely guarantee results. Twenty years experience. 250 or 5000 watt. Finest references. No absentee ownership worries. Box 883S, B•T.

Managerial and/ or sales: Three and half years experience managing small indie in upper midwest. Handled all sales. Profit every year. Experience includes program, board operation, news, disc shows and remotes. Personal sales have run between $47,000 to $51,000 annual. Want larger station, greater opportunity. Write Box 908S, B•T.

Salesmen

Assistant sales manager with proven sales record in tough market and ten years radio sales experience, interested in change and position of commercial manager. Box 853S, B•T.

Announcers

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

Newscaster. Reporter. Play-by-play sports. 6 years. Family. Tape. Box 793S, B•T.

Announcer, DJ, news, dependable, conscientious, available immediately. Resume, tape or disc on request. Box 802S. B•T.

Moving up. Experienced play-by-play, DJ, news, etc. Box 825S, B•T.

Sports: Ten years, all sports play-by-play. Sportscasts. A-AAA baseball. Excellent references. Background splendid; includes sales, personality shows. Real producer, worker, builder. Employed, want potential. Box 829S, B•T.

Announcer, Korean veteran, four years experience, 150 miles New York City. Available now. Box 844S, B•T.

Experienced announcer and sports announcer desire position in midwest. Presently employed as program director and sports announcer. Family man. Box 852S, B•T.

Announcer, school experience, 30 years of age. Also continuity. Box 861S, B•T.

Experienced deejay-newscaster desires change. Currently employed New York state. References, tape. Box 864S, B•T.

It's baseball time! Make a hit with sponsors and fans. Hire experienced sportscaster with good enthusiastic voice who'll sell product, sport and self. Currently completing very successful basketball season. Air checks available. Make offer. Box 865S, B•T.

We are your radio-TV answer. Talented young husband-wife team. Chief announcer, women's PD. Desire TV-radio. Excellent radio background all phases. High commercial ratings. Ready to step into your TV picture with personality-plus. Live wires. Versatile. Enthusiastic. Specialize: children's, homemaker, live-audience and disc shows. Sing, pantomime; professional entertainers 12 years. Will work together or separate. Prefer midwest. However, all replies considered. Box 869S, B•T.

Announcer — excellent, commercials, news, sports, capable, DJ, control board operator. Light experience, conscientious, reliable. Draft exempt, available now. Resume, disc, references. Box 877S, B•T.

Combo man, 1st ticket, 3 years experience news, remotes, continuity writing, emphasis on production of disc shows. Warm personable voice, professional delivery. Looking for a progressive western station in which to grow and develop into radio man, not just talking console operation and reader of spots. Salary $80. Box 879S, B•T.

Experienced, versatile announcer, veteran, single wants location within hundred mile radius New York City. Box 881S, B•T.

All-round announcer. Strong on sports and play-by-play. Eight years experience all phases radio, including sales. Hundred dollar minimum. Box 887S, B•T.

Morning man, six years experience, wants major market. Top Pulse rating. Also sports, three years class A baseball. Base plus talent. Box 888S, B•T.

Hillbilly deejay, ad-lib artist. Produce and MC live and recorded shows. Travel anywhere. Have license. $80. Box 889S, B•T.

Announcer-engineer, first phone, one year experience, console, xmitter, veteran, news, DJ, commercials. Box 901S, B•T.

Situations Wanted—(Cont'd.)

Announcer-engineer, experienced news, commercials. Near New York if possible. Box 902S, B•T.

Available: 15 years all phases radio, 250 to 50 kw, two years on Mutual. Presently commercial manager-program director. Ex-public relations officer. Married, sober, ambitious, can furnish perfect references. Seeking permanent position as announcer-salesman or program director-announcer. Outstanding announcer with proven sales ideas. Worth what you pay. Box 904S, B•T.

Announcer-engineer, 3½ years experience, desires sports position. Box 905S, B•T.

Seasoned sportscaster, play-by-play all sports, ad-lib selling specialist available soon. Excellent references. Veteran, college graduate, five years experience. Box 906S, B•T.

Top play-by-play. At present sports director in 250 indie. College grad. Ready to advance. Prefer midwest. College football and basketball. Minor league baseball. Box 907S, B•T.

8 years experience. Desire move up. Now chief announcer 5 kw. Box 910S, B•T.

Announcer, program directing experience. Can satisfy sponsors. Prefer middle Atlantic area. Disc available. Post Office Box 248, Camden, N. J.

Announcer, experience as program director for 5 kw network affiliate, good voice for general staff duties, strong on DJ work. Write: W. A. Bernam, 6103 Carpenter St., Philadelphia 43, Penna.

Disc jockey and news. Graduate SRT Chicago. All phases of announcing, turntable and board control. Photo and disc on request. Harry F. Carlson, 3502 S. 55th Court, Cicero, Illinois.

Announcer, draft exempt, seeks to broaden experience and grow with progressive small station. Especially good sports play-by-play. News, DJ, control board. Resume, audition available. Andy Denonn, 169 Columbia Heights, Brooklyn, New York. Main 4-0088.

Journeyman-announcer. Top experience, superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Versatile femme DJ. Strong on women's shows. Capable copywriter and console operator. Single, excellent references. Rory Miles, 335 E. 11th St., Berwick, Penna.

Situations Wanted—(Cont'd.)

Announcer, veteran, 29. Strong, sincere delivery. Worked as announcer several shows. Several years summer stock experience. Graduate radio school. Desires to enter field of radio, salary no object. Photo, disc on request. John E. O'Niell, 1536 N. Western, Room 209, Staton Hotel, Hollywood, California.

Good announcer with experience and license. Contact Bob Peters, 8 Upland Road, Brookline, Mass., ASP. 78569.

Announcer, news, DJ, experience limited, strong play-by-play all sports, familiar with control board, 30, single, college BA. Conscientious, reliable, references, audition, resume. Alan Phillips, 318 Snediker Avenue, Brooklyn 7, N. Y.

Technical

Chief engineer or engineer: 10 years experience AM-FM, construction, installation, remotes, studio control. 5 years as chief. 28, family man, sober, car. Good references furnished. Available upon 2 weeks notice. All inquiries answered confidentially. Box 851S, B•T.

Engineer, 1st phone, veteran, experienced, single, wants permanent position with fulltime northeast station. Have car. Box 854S, B•T.

Recent graduate CIRE, 8 months experience straight engineering. Available soon. Box 855S, B•T.

Chief engineer, plenty experience, good references. Can announce, disc available. Florida or southwest. Box 857S, B•T.

Chief engineer seeks position with employer who prefers perfection to penny-saving. Experienced combo man. Technical duties preferred. Permanent family man. Box 858S, B•T.

First phone ticket, with broadcasting experience. Single, draft exempt, ambitious. Good background radio-TV. Box 876S, B•T.

Available immediately. First phone. Twenty months experience. Prefers eastern states. Box 898S, B•T.

Production-Programming, Others

Need program director and/or morning man? Tops at both. Box 850S, B•T.

TELEVISION NEWS

THIS MAN IS AN EXPERT IN

GATHERING,
WRITING,
AND PRESENTATION OF
NEWS ON
TELEVISION AND RADIO

He has a long and successful record of top sponsorship.

He has an outstanding background, an excellent military record, an on-the-scenes mature understanding of national and international events.

He has had extensive station experience in ALL types of programming.

And what's more important, he is not too expensive for your station.

BOX 765S, B•T

Situations Wanted—(Cont'd.)

Available immediately! Top copywriter and traffic manager. Two years experience. Draft exempt. Young, ambitious, original! Box 862S, B•T.

Sports director, five years experience, regional reputation, top sponsor references. Personal interview preferred. Available April 1st. Box 867S, B•T.

Program director, writer, producer, extensive radio and television experience, can revitalize radio program structure to stimulate listening, increase ratings, promote sales. Box 872S, B•T.

Production assistant, radio programming, producing, advertising agency and Chicago TV experience. Wants New York position. Box 874S, B•T.

Young college graduate increased billings small market station 60% last year. Now seeking bigger market, more compensation. Experienced, personable, productive. Box 880S, B•T.

Mature news director-editor. Desires change to larger station. Ten years radio, five in present position as news and program director. Proven record of building news department. Authoritative voice. Presently producing and narrating local news documentary, presenting major newscasts on air and other news work. Degree, family. All offers considered. Box 886S, B•T.

Desire radio or television production opportunity. Experience in advertising and newspaper work. Two years college, 25. Ray Griffin, 1515 West Monroe, Chicago 7, Illinois.

TELEVISION

Managerial

Director of operations-TV desires position as assistant general manager with ambitious, aggressive television station in city with population approximately 500,000 or over. Have broadcast-telecast experience in states and abroad; television experience local and network including production, sales, management and advertising agency—in one of the country's largest TV production centers. Have management experience in planning, designing and putting into operation one of the most successful, modern and largest TV stations. Have been employed in present position for 4 years; desire change and better opportunity. College graduate, early thirties, married, children. Box 909S, B•T.

Production-Programming, etc.

Television producer, writer, administrator, three years New York network TV experience, desires connection with enterprising regional television station. Familiar with film market, formerly program director regional radio stations. Family man. Reasonable salary requirements. Box 873S, B•T.

TV producer-announcer presently in TV department of top N. Y. ad agency. N. Y. indie radio experience. Variety reviews. Would like to join a new TV operation. Box 882S, B•T.

Four years experience as producer, director, writer, engineer; first phone. Have written, produced and directed dramatic, news, panel and musical shows, including opera. Have complete operating experience in studio techniques, camera, lighting, etc. Have set up and taught college level radio and television courses. Interested in station or college television production staff. B. S. in Radio Journalism with minor in electrical engineering. Box 894S, B•T.

For Sale

Stations

One station market, network, 250 watts, full-time. $85,000 yearly gross. Fastest growing market in the U.S. This station can net $40,000 with good owner-manager operation. Can discuss at California NARTB Convention. Box 885S, B•T.

Western and midwestern stations. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Federal 101-C field intensity meter at your price. Used, recently factory recalibrated. All inquiries answered. Box 720S, B•T.

TV/FM tower. One 62 foot Ideco triangular tower, $2500, suitable for building top. Available immediately. Call or write W. J. Jackson, Chief Engineer, KEYL-TV, San Antonio, Texas.

200 foot Ideco guyed tower, welded rod type, designed to permit extension to 550 feet, complete with top double obstruction light, four single obstruction lights and Krause-Hinds beacon flashing switch. Tower now standing at site of former experimental FM station at Glenwood, Indiana. Will consider any reasonable offer based upon purchaser dismantling and removing tower at his expense and risk. Contact Martin Leich, WGBF, Evansville, Indiana.

For Sale—(Cont'd)

For sale—Following equipment recently removed from service following change in operating procedure. 1—Fairchild transcription turntable with RMC vertical and pickering lateral heads, condition excellent, Model 524A1, new value $625, first $250 takes it. 2—Rek-O-Kut model D-16 turntable chassis, motors rebuilt, fair condition, first offers of $50.00 each take them. 2—Presto TL-10 tape play-backs, 7½" & 15" speeds—good condition, best offer above $75 each accepted. 1—New Weston 0-1.5 R.F. ammeter model 425—$20.00. Prices are F.O.B., WCSI, Columbus, Indiana. Contact Chief Engineer.

Towers-no-steal-just a good buy. Two Stainless Inc. 140 ft. tubular steel uniform cross-section guyed towers, 15 in. across face. Present use-support of 2 microwave passive reflectors. 3 years old. Purchaser dismantles and ships from Milford, Michigan site. Contact C. E. Wallace, Chief Engineer, WJIM-TV, Lansing, Mich.

For sale: Television mobile unit. General Electric RA-14272, in new condition, used less than 4,000 miles. Interior arranged with cupboards and storage space for all equipment necessary for TV remote pickups. Save several thousand dollars! Write for description. WKRC-TV, Cincinnati, Ohio.

230' self-supporting insulated tower, two bay RCA Batwing FM antenna. 230' 1⅝" Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Equipment, etc.

Second-hand console or consolette. Must be good working condition. Box 801S, B•T.

Wanted: AM console, limiter and modulation monitor. Prices must be reasonable and equipment in good condition. Need one or all. Box 828S, B•T.

25A, 25AB or 475C General Radio or Western Electric 1C frequency monitor. Box 884S, B•T.

Wanted, medium size Audio console in good condition. State all details and price. KCSJ, Pueblo, Colorado.

#10 copper wire, Wincharger type 300 or similar tower, ground screen, tuning unit, phase monitor, coax, modulation monitor, limiter, sampling loops. Lloyd McKinney, WACL, Waycross, Georgia.

Wanted: Used 260-foot tower. Charles Stratton, Wooldridge Road, Hopkinsville, Ky.

Miscellaneous

Free. 30 sure-fire radio gags to introduce new $1 week joke service. Box 593S, B•T.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC licenses in a hurry. Instruction by correspondence. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood 28, California.

Help Wanted

Managerial

MANAGER
FOR 5 KW STATION
located in midwestern town, approximately 75,000 population. TV application scheduled for hearing. Now grossing over $200,000. Good staff! Good working conditions! Good physical layout! A good job! Box 893S, B•T.

Salesmen

SALES MANAGER
and/or SALESMEN
. . . for 5000 watt major area. Sports-music station. Nation's top schedule now in effect.
WTVB, • COLDWATER MICHIGAN

Help Wanted—(Cont'd.)

Announcers

COMBINATION
night news
and control operator.
Excellent working conditions. Good opportunity for advancement. Send complete details, tape, audition to
KHMO HANNIBAL MISSOURI

TELEVISION

Managerial

WONDERFUL OPPORTUNITY
FOR *TOPFLIGHT* EXECUTIVE
to take complete charge of television station in southern city of 250,000.
Must have background in TV advertising sales and station operation. Give complete details to substantiate. Replies held in strictest confidence. Write Box 895S, B•T.

Production-Programming, etc.

MAJOR MARKET TV STATION
NEEDS
PROMOTION - RESEARCH
MERCHANDISING EXECUTIVE
One of the nation's leading TV stations in the East, basic network affiliate, has an immediate opening for an experienced man. Must be able to supervise and write promotion, handle research and merchandising, make occasional speeches. Send full details of past experience, photo, references first letter. Salary open. Box 871S, B•T.

Situations Wanted

Production-Programming, etc.

Promotion Wanted
Assistant General Manager-Program Director of 250 W indie, 75,000 market wants to manage similar station or number two job in larger market. Seven years radio—four years management. Sales minded, program-promotion wise. Family, sincere, hard worker. Top references. Box 875S, B•T.

TELEVISION

Salesmen

TV Salesman-Salesmanager
Seeking permanent position at progressive station. Thoroughly experienced in local, regional and national sales. Knows TV from flip card to front office. Strong on promotion, research and ideas. No order taker. An enthusiastic, reliable and mature man who can bolster staff of existing or new station. University graduate, married, active civic affairs, 30 years old. Profile, picture, references. Box 892S, B•T.

Wanted to Buy

Equipment, etc.

WANTED
1⅝—Inch Coax
Need 23 twenty-foot sections, 51-ohm; eleven hangars; four 90-degree elbows; gas stop; and dehydrator. Also interested in Collins two-ring FM radiator. Contact Dwight North, Chief Engineer, WCNT, Centralia, Ill.

For Sale

Stations

AVAILABLE

MIDWEST LOCAL | MAJOR NETWORK

OLD ESTABLISHED

Annual Net profit before Taxes $60,000. Replacement cost of Real Estate & Equipment $250,000. No TV—TV application on file. Illness of owner and favorable tax picture compels immediate sale at $125,000. $75,000 cash will handle. No Barter —Only financially qualified inquiries will be answered. Box 733S, B•T.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants

708 Bond Bldg., Washington 5, D. C.

Your personal needs

selectively filled

from a roster of

thoroughly screened,

experienced,

dependable

men and women.

Management

Sales

Production

Technical

Engineering

(Limited)

Broadcast Management Services Co.

AMERICA'S LEADING SOURCE OF RADIO AND TELEVISION PERSONNEL

17 East 48th Street New York 17, New York

Plaza 5-1127-8-9

ways Co.—License for CP (BP-6747), as mod., which authorized change in existing facilities (BL-4904).

Renewal of License

Following stations request renewal of license:

KHJ Hollywood, Calif.—General Teleradio Inc. (BR-22); **WMOK Metropolis, Ill.**—Fort Massac Bcstg. Co. (BR-2587); **KFVS Girardeau, Mo.**—Hirsch Bcstg. Co. (BR-622); **WEOL Elyria, Ohio**—Elyria-Lorain Bcstg. Co. (BR-2173); **WKPA New Kensington, Pa.**—Allegheny-Kiski Bcstg. Co. (BR-2000); **WISN Milwaukee, Wis.**—Hearst Corp., Milwaukee, Wis. (BR-614).

February 16 Decisions

BY BROADCAST BUREAU

Temporary Waiver

KSIB Creston, Iowa, Southwest Iowa Bcstg. Co.—Granted temporary waiver of sec. 3.71 of rules for authority to sign-off at 6:00 p.m., CST March through Sept. 1953.

Extension of Completion Date

WHIO-TV Dayton, Ohio, Miami Valley Bcstg. Corp.—Granted mod. CP for extension of completion date to Sept. 11, 1953 (BMPCT-979).

WCTV (TV) Flint, Mich., Trans - American Television Corp.—Granted mod. CP for extension of completion date to Sept. 8, 1953 (BMPCT-980).

WTMJ-TV Milwaukee, Wis., The Journal Co.—Granted mod. CP for extension of completion date to June 11, 1953 (BMPCT-977).

Extension of STA

WCFM (FM), Washington, D. C., Cooperative Bcstg. Assn.—Granted extension of STA to waive sec. 3.261 of rules to permit operation from 5:00 p.m. to 11:00 p.m. for period ending not later than Sept. 1, 1953.

KOLN-TV Lincoln, Neb., Cornhusker Radio & Television Corp.—Granted STA to operate on commercial basis on Ch. 12 beginning Feb. 11 and ending Aug. 11, 1953.

KSBR San Bruno, Calif., Radio Diablo Inc.—Granted extension of STA to waive sec. 3.261 of rules to permit operation with minimum operating schedule of six hours per day five days a week, for period ending not later than Nov. 12, 1953.

Granted CP

WAJC Indianapolis, Ind., Butler University—Granted CP to change type of ant., change overall height of ant., and change ERP from 700 to 670 w (BPED-223).

License for CP

WTRP La Grange, Ga., Chattahoochee Bcstg. Co.—Granted license to cover CP for new AM on 620 kc 500 w D; condition (BL-4893).

WCEH Hawkinsville, Ga., Tri-County Bcstg. Co. Inc.—Granted license to cover CP for new AM on 610 kc 500 w D (BL-4881).

KVLC Little Rock, Ark., Southwestern Bcstg. Co.—Granted license to cover CP for change in trans. location and installation of new ant. and ground system (BL-4889).

WFOB Fostoria, Ohio, Seneca Radio Corp.—Granted license to cover CP for new AM on 1430 kc 1 kw DA-2, unl. (BL-4857).

KEXX San Antonio, Tex., Manuel D. Leal—Granted license to cover CP for new AM on 1250 kc 500 w D (BL-4879).

KLEA Lovington, N. Mex., Prosperity Land Bcstg. Co.—Granted license to cover CP for new AM on 1050 kc 250 w D (BL-4877).

WLSH Lansford, Pa., Miners Bcstg. Service Inc.—Granted license to cover CP for new AM on 1410 kc 1 kw D (BL-4873).

Modification of CP

WIVK Knoxville, Tenn., Dick Bcstg. Co.—Granted mod. CP for approval of ant., trans. location and specify studio location and change type trans. (BMP-6105).

Miscellaneous

For the best in Complete Erection of Tower ■ Antenna ■ Lights ■ Co-Ax Cable

Write • Call • Wire

J. M. HAMILTON & COMPANY

Painting ■ Erection

Maintenance

YEARS OF EXPERIENCE

Box 2432, Tel 4-2115, Gastonia, N. C.

GET READY NOW FOR THIS SUMMER'S WORK

February 17 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

WCSH Portland, Me., Congress Square Hotel Co. (BR-148); **WPAT Paterson, N. J.**, North Jersey Bcstg. Co. (BR-1145).

Change Transmitter Location

WRRN (FM) Warren, Pa., Northern Allegheny Bcstg. Co.—CP to move transmitter to R.D. #1 Buchers Mills Rd., Clarendon, Pa.; move studio location to First National Bank; change ant. height above average terrain to 449 ft.; change ERP to 3.034 kw.

February 18 Decisions

BY COMMISSION EN BANC

Advised of Hearing

KEAR San Mateo, Calif., Bay Radio Inc.—Is being advised that application (BP-8514) to increase power on 1550 kc from 1 kw DA-N. U, to 10 kw with different DA involves overlap with KFBK Sacramento, which indicates necessity of hearing.

Paducah Bcstg Co., Paducah Tex., Tulia Bcstg. Co., Tulia, Tex.—By order, designated applications (BP-8208 and BP-8595, respectively) for new daytime stations on 1370 kc for consolidated hearing at a date to be specified later. Paducah seeks 500 w; Tulia 1 kw.

Southwest Bcstg. Co., San Antonio, Tex., Kenedy Bcstg. Co. Ltd., Kenedy, Tex.—By Order, designated applications (BP-8270 and BP-8578, respectively), for new daytime stations on 990 kc for consolidated hearing at date to be specified later; made KTRM Beaumont, Tex., party to proceeding, and KFRD Rosenberg, Tex., party with respect to Kenedy only. Southwest seeks 1 kw; Kenedy 250 w.

WRCO Richland, Wis., Richland Bcstg. Corp.—By Order, designated for hearing at date to be set later application (BP-8584) for CP to increase height of vertical radiator; made KFIZ Fond Du Lac, Wis., WDLB Marshfield, Wis., and KPIG Cedar Rapids, Iowa, parties to proceeding.

Renewal of License

Following AM stations granted renewal of licenses for regular period:

KPDN Pampa, Tex.; KSGM Ste. Genevieve, Mo.; WTAN Clearwater, Fla.; WIHL Hammond, La.; KVRH Salida, Col.; WCNC Elizabeth City, N. C.; KGLN Glenwood Springs, Col.; KTRB Modesto, Calif.; KBTA Batesville, Ark.; WDSR Lake City, Fla.; WLOI La Porte, Ind.; KRED (FM) Eureka, Calif.; KRFM (FM) Fresno, Calif.; KVOL-FM Lafayette, La.; KXKX (FM) San Francisco, Calif.; WBT-FM Charlotte, N. C.; WFLN (FM) Philadelphia, Pa.; WHDL-FM Allegany, N. Y.; WHOM-FM New York City; WLAP-FM Lexington, Ky.; WLBH-FM Mattoon, Ill.; WMIN-FM St. Paul, Minn.; WQAM-FM Miami, Fla.; WTMA-FM Charleston, S. C.; WKWK-FM Wheeling, W. Va.; WOPI-FM Bristol, Tenn.

February 18 Applications

ACCEPTED FOR FILING

License for CP

KVOM Morrilton, Ark., Morrilton Bcstg. Co.—License for CP (BP-8431), as mod., which authorized new AM (BL-4909).

KXLK Great Falls, Mont., Great Falls Bcstg. Co.—License for CP (BP-8616), which authorized change in trans. and studio locations and change in ant. system (BL-4910).

KREH Oakdale, La., Louisiana Bcstg. Service—License for CP (BP-8396), as mod., which authorized new AM (BL-4906).

WFPG Atlantic City, N. J., Neptune Bcstg. Corp.—License for CP (BP-8498), which authorized installation of TV ant. on top of AM tower (BL-4905).

Modification of CP

KLER Lewiston, Ida., Cole E. Wylie—Mod. CP (BP-8431), which authorized new AM, for approval of ant., trans. and studio location (BMP-6134).

WESK Escanaba, Mich., M & M Bcstg. Co.—Mod. CP (BP-8109), which authorized new AM, for approval of ant., trans. and studio location as First National Bank Bldg., Escanaba, Mich., and change type trans. AMENDED to change ant., trans. and studio locations to First Ave., N.W. and 25th St., Escanaba (BMP - 5984 AMENDED).

KDUZ Hutchinson, Minn., McLeod County Bcstg. Co.—Mod. CP (BP-8418), which authorized new AM, for approval of ant., trans. and studio location (BMP-6133).

KCMR McCamey, Tex., Sprayberry Bcstg. Co.—Mod. CP (BP-8530), which authorized new AM, for approval of ant., trans. and studio location (BMP-6135).

SALESMAN *WANTED*

$100.00 WEEKLY GUARANTEE, OR LIBERAL COMMISSION ARRANGEMENT

WRITE OR PHONE KGKO RADIO STATION CLIFF TOWERS HOTEL DALLAS, TEXAS

Corrupt Voice

CORRUPTION—even possible sabotage—is alleged by a Senate committee studying operations of the controversial Voice of America. It demonstrates the mischief of Government engaging in activity which, prior to the war, was forbidden area.

Aside from the shocking disclosures of gross inefficiency and astonishing waste, one would judge that the Voice has been a liability even in dispensing propaganda. Engineering advice evidently has been ignored. There's apparent proof of favoritism in awarding of multi-million dollar contracts for seemingly worthless installations.

Literally hundreds of millions have been expended in Voice operations, for both plant and personnel, with highly questionable results. In contrast, Radio Free Europe, and latterly, Radio Free Asia, have been eminently successful in combating communism through publicly supported operations. Under auspices of the Crusade of Freedom, ram-rodded by a group of public-spirited citizens, these operations have used long-wave transmission which could be received on conventional sets. They have not been inhibited by State Dept. policies. They have been operated by practical broadcasters.

The Government has no business in the trade of broadcasting. The McCarthy Committee investigation indubitably will hasten the day of full-scale Voice reorganization. Perhaps the Crusade for Freedom, having demonstrated its know-how, is the answer. Or perhaps the whole project should go to the private operators who hold the licenses taken over by the State Dept. before Pearl Harbor.

Parenthetically, it behooves those who have beaten their breasts for educational television to take another look. Our educational system is bureaucratic. It is beholden to local or state Government. The Voice is Federal Government. The parallel is evident.

The Politic Way?

THE industriousness of the NARTB in setting out to obtain a modification of the restrictive law governing political broadcasting deserves unqualified approval. We wonder, however, if in this case industriousness has overwhelmed practical reasoning.

The expressed hope of the NARTB is to effect repeal of Section 315 of the Communications Act which prohibits broadcasters from censoring speeches of political candidates. That failing, the association would settle for an amendment giving broadcasters the power to censor defamation out.

However desirable either accomplishment would be, political considerations probably prevent its attainment. Certainly few Congressmen will wish to relinquish more than a smattering of the extraordinary *carte blanche* they now enjoy in their aerial appearances during campaigns for reelection. Assuming a majority agreed in principle to a modification, we doubt that a majority would then agree on the language.

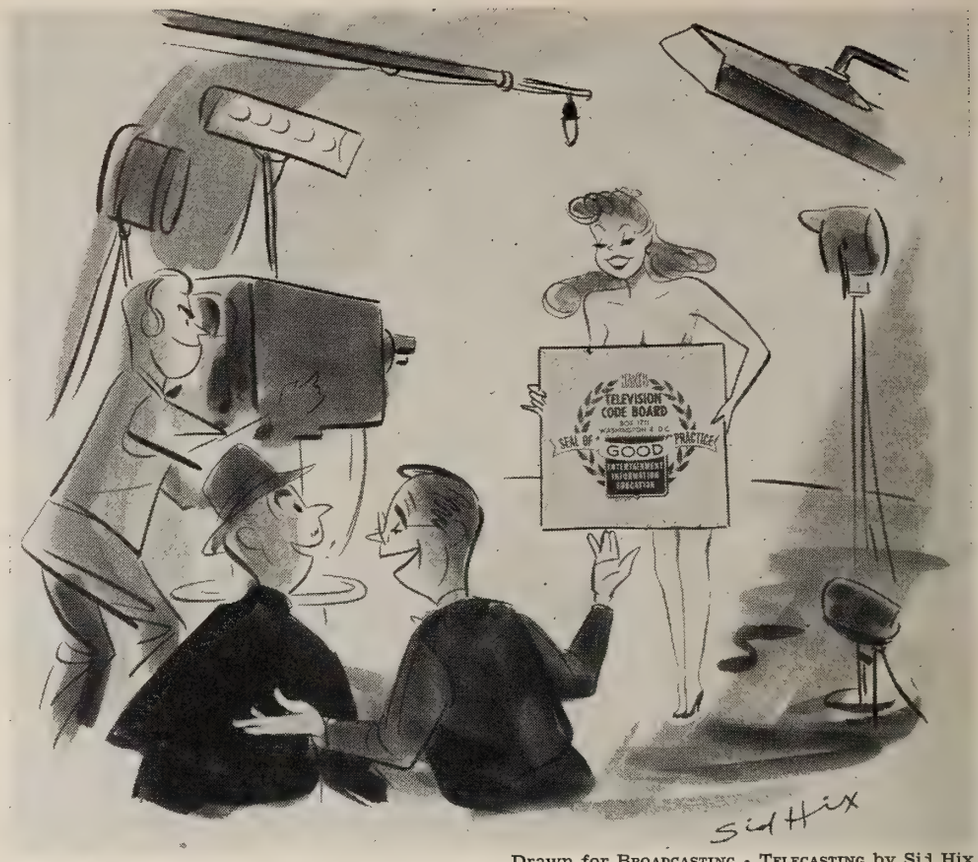
Perhaps the more practical way to achieve the much needed relief would be to avoid a frontal attack on Section 315. A new approach is suggested.

The main hope of broadcasters at this time is to extricate themselves from the dilemma of being prevented from censoring libel without also being immunized against damage suits arising from it. There is a way that this hazard could be appreciably reduced—by amending the U. S. Criminal Code to make it a crime for defamatory material to be knowingly uttered or allowed to be uttered on radio and television.

If that statute were in effect, a broadcaster could appeal to the federal courts to enjoin the commission of a crime, if a candidate submitted a defamatory speech and insisted on broadcasting it. Even if the injunction failed, the mere fact that the broadcaster had endeavored to prevent the utterance would certainly serve to mitigate his liability.

It is our belief, based on more than causal discussions with legislative experts, that such an amendment would have a much greater chance of acceptance than any attempt to modify Section 315.

By retaining the anti-censorship provisions of Section 315, the politicans would be assured that the ideology of their campaign speeches would not be tampered with. With a criminal statute preventing defamation, radio and television operators would be provided with a means of avoiding libel actions.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"That agency man's suggestion to the Code Board sure pepped up viewer interest in the Seal of Good Practice."

Fair Deal FCC

THE BUSIEST man in America, beyond question, is President Eisenhower. He took over just 34 days ago.

In that time he has put together his first team. He has handled a prodigious schedule at a terrific pace.

Hence there may be those who will feel that we may be off base in commenting that there's need for prompt Presidential consideration of the regulation of communications.

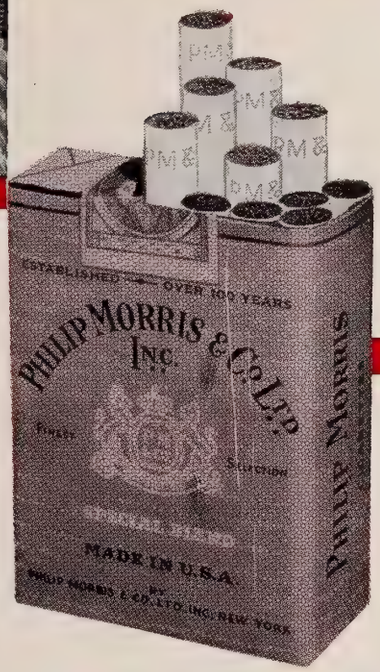
Indeed, the President himself recognizes the importance of broadcasting to the national welfare. He is the first President to consider direct, regularly scheduled broadcasts and telecasts from the White House on a "report to the nation" basis. At his first news conference last Tuesday he opened his remarks by welcoming radio and the press—in that order.

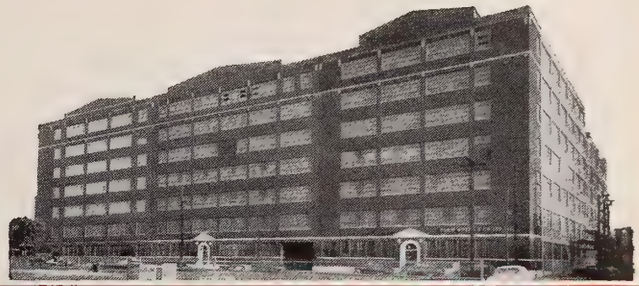
The President should do something about the FCC. It remains Democrat-controlled, under a Democratic chairman and with department heads whose allegiance is to the New Deal and the Fair Deal. Last week the FCC appeared before the House Interstate & Foreign Commerce Committee—four Democrats, two Republicans and an Independent. This week, hearings begin on appropriations, before a House subcommittee organized by the Republicans.

There are important matters of public policy involved in the FCC's operations—notably as to television. Without the naming of names, it is common knowledge that there are at the White House dossiers on a number of candidates for Commissionerships. The way is open for the appointment of a Republican chairman. There can't be any reorganization until the chairman is named.

We hope the President will see fit to give prompt attention to the FCC. Until that happens, the FCC at best, can only tread water.







PHILIP MORRIS... DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS... WMBG WCOD WTVR

"Something wonderful happens when you change to Philip Morris." This slogan prophesies the pleasant completion of a cycle that includes the buying of fine tobaccos . . . storing . . . curing . . . the manufacturing and selling of cigarettes. Just as millions of smokers today "Call for Philip Morris . . ."

Millions of loyal listeners and viewers tune to Havens & Martin, Inc. Stations—WMBG, WTVR, and WCOD, serving the rich Virginia markets around Richmond. And "something wonderful happens" to advertisers on these First Stations of Virginia! They profit from the *buying action* stimulated by the power of Richmond's one and only complete broadcast institution. It should happen to you!



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

Have you read BAB's story of





For a copy of this success story, as prepared by the Broadcast Advertising Bureau to show the selling power of radio, write us.

The station that changed the color of the elephant is . . .

600 KC **WMT** 5000 WATTS

CEDAR RAPIDS

BASIC CBS NETWORK

Represented by The Katz Agency

MARCH 2, 1953

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

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Page 27

TV Summer Plans Offer Repeats, Discounts
Page 28

N. Y. Commission Chills Educational TV Plans
Page 40

Record Number TV Grants Issued
Page 44

FEATURE SECTION
Starts on page 75

22ND year

THE NEWSWEEKLY OF RADIO AND TV



Like girls go for mink

Just like girls go for mink, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces big results at low cost. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

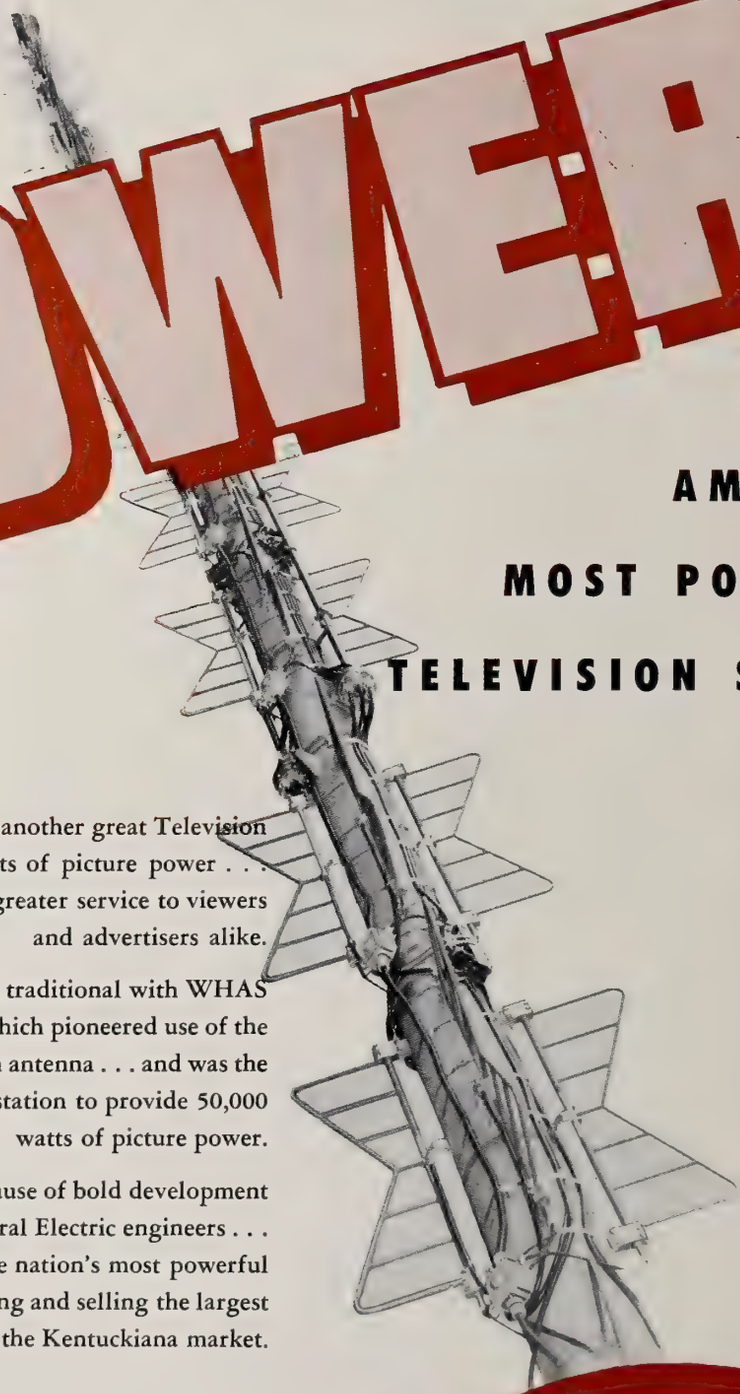
W-I-T-H can produce big results for you, too—at low cost. Get your Forjoe man to give you all the details.

IN BALTIMORE WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

NOW...316,000 WATTS...

POWER!



AMERICA'S MOST POWERFUL TELEVISION STATION

WHAS now achieves another great Television *FIRST* . . . 316,000 watts of picture power . . . 316,000 watts of greater service to viewers and advertisers alike.

This leadership is traditional with WHAS Television . . . which pioneered use of the 12-bay high gain antenna . . . and was the nation's first station to provide 50,000 watts of picture power.

First again . . . because of bold development work with General Electric engineers . . . WHAS becomes the nation's most powerful television station . . . serving and selling the largest number of viewers in the Kentuckiana market.

Basic CBS
Channel 11

WHAS-TV
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco

Awed by its size and power, the Northwest's Chippewa Indians called the Mississippi River the Mee-zee-see-bee, "Mighty Father of Waters." It flows through nearly 100 counties all the way from Minneapolis to the Gulf.

Mightier than the Mee-zee-see-bee!

Think then how awed the Chippewa would be at 50,000-watt WCCO (Mighty Granddaddy of All Radio Stations!), which surges through 109 counties in four states alone*—reaching more people in 82 of these counties than any of the more than 200 other stations heard throughout the entire area.

Compared with other Twin Cities stations, WCCO is overwhelmingly dominant in the Minneapolis-St. Paul market, too. WCCO captures a bigger audience, on the average, in one evening than the next-best station does in seven... and delivers this audience at a 31% lower cost-per-1,000 than any other station!

How? For details, powwow with CBS Radio Spot Sales or... **WCCO**

*STANDARD AUDIT AND MEASUREMENT SERVICES, 1952

CBS Radio · Minneapolis-St. Paul



SURVEY NO. 2

KRLD-TV

channel 4 Dallas

Rated TOPS again

BY NORTH TEXAS TELEVISION SALES and SERVICE DEALERS

A direct survey of 750 North Texas Television sales and service dealers, with a better than 50% return, gives an unqualified answer to the question:

"What Television Station delivers the best picture and audio signal in your area?"

HERE'S THE RECORD:

97.4% MORE FIRSTS — **for KRLD-TV than the Second station: KRLD-TV—220; Sta. "A"—113; Sta. "B"—23**

53.8% MORE FIRSTS — **for KRLD-TV in combined First and Second places: KRLD-TV—340; Sta. "A"—221; Sta. "B"—139**

The men who sell, install and service Television Receiving Sets Know Best!

The lists of Dealers used in this survey were supplied by the distributors of the major TV lines sold in the north Texas area.

KRLD-TV Channel 4, Dallas

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

The Branham Company Exclusive Representative

closed circuit

SPIRITED activity last week on FCC reorganization but no announced result. Chairmanship and new appointments were discussed in high places, with prospect that things will jell this week. Still best bet: Rosel Hyde to Chairmanship, but with appointments to two vacancies still wide open. One appointment expected to be practical broadcaster and other executive experienced in public utility-common carrier field to take over detail of Chairman Paul A. Walker, whose forte is telephony.

★ ★ ★

THAT million-dollar TV BMB-type project unveiled at NARTB's TV board meeting several weeks ago is meeting unexpected complications even in exploratory stage. Recalling BMB's strictures, NARTB's first forays into TV measurement field have led to adoption of "extreme caution" policy.

★ ★ ★

LONG RANGE prognosticators in Washington, notably after visit here fortnight ago of Adlai Stevenson, are now predicting 1956 ticket: Stevenson and Lyndon B. Johnson, Senate minority leader from Texas, and only man in Congress identified with both AM and TV ownership. Mrs. Johnson owns KTBC-AM-TV Austin.

★ ★ ★

WHILE PRINCIPALS in Marciano-Walcott fight signed last week for title bout in Chicago April 10, details on radio-TV-movie rights were still in negotiation. Report is Gillette will pay $250,000 for radio-TV rights and IBC has scaled Chicago Stadium at $750,000, making it $1 million match. While Chicago and Milwaukee will be blacked out locally on TV, radio coverage won't be restricted.

★ ★ ★

ANOTHER SESSION on direct radio-TV broadcasts of President Eisenhower's news conferences scheduled for this Wednesday by James C. Hagerty, Ike's news secretary, with representatives of Radio-TV Correspondents Assn., but with little likelihood of definitive result. White House is still exploring most expedient means of developing "report to nation" type of presentation but hasn't yet found answer.

★ ★ ★

NARTB's newly formed Television Information Committee, set up last month to resist frontal attacks, whipped into action last week. Chairman Harold Fellows, NARTB president, sent vehement protest to Mrs. Ogden Reid, publisher of *New York Herald Tribune*, against editorial on N. Y. State Commission TV report ridiculing commercial TV on educational and cultural programming. Mr. Fellows asked that in interest of "accuracy and fair play," *Tribune* publish complete list he would supply of educational and cultural programs now telecast on New York City's seven stations.

PRELIMINARY meetings between Florida Citrus Commission and J. Walter Thompson executives in N. Y. this week set stage for final budget sessions next week in Lakeland, Fla. Budget may run $3 million as compared with last year's $2.6 million.

★ ★ ★

EVERETT HOLLES, veteran newsman, will be named this week to succeed Hollis Seavey as director of Washington operations of Mutual. Since joining MBS, August 1950, he has moderated *Reporters Round-up* and has served as White House correspondent for network. Mr. Seavey has joined Clear Channel Broadcasting Service as director [B•T, Feb. 23].

★ ★ ★

REPORTS of sale of KONA (TV) Honolulu, second TV station in Hawaii, have this much in fact: Herbert M. Richards, owner of all voting stock, is in hospital after being stricken with heart attack just before Christmas. He subscribed to all voting stock, but only paid for 25%. It is other 75% which is object of negotiations with West Coast industrialist.

★ ★ ★

FCC LAST Thursday had good day before House Subcommittee on Appropriations to justify budget estimate of $8 million for 1953-54 fiscal year. That was Truman estimate. Budget Bureau under GOP has asked for revised estimates looking toward reduction. That matter was subject of Feb. 23 special meeting of FCC.

★ ★ ★

WATCH FOR U. A. Sanabria, TV pioneer, proprietor of American Television Inc. and American Television School, Chicago, to petition FCC to withhold final approval on color TV. Mr. Sanabria and his engineers currently working on three-dimensional TV device, which he feels should be part of any TV receiver. Such ruling, he thinks, would benefit both manufacturers and general public.

★ ★ ★

STRICTLY in background thus far, American Institute of Television Mfrs. now ready to launch nationwide publicity drive in effort to attract electronic inventors. Understood only two manufacturers are paying nominal AITM dues, possibly because association claims big companies milk profits from struggling inventors. AITM affiliate, Preview Television Corp., placing quarter-a-half-hour TV sets in motels.

★ ★ ★

FLORIDA-INSPIRED move for Miami Beach as 1954 NARTB convention site drew C. E. Arney Jr., secretary-treasurer, to resort on official inspection mission.

★ ★ ★

NEW company, Films for Television Inc., entering syndicated TV field. Principals are Charles W. Phelan, veteran New England broadcaster, and Ralph Matheson, former owner of WHDH Boston, now heading Matheson Co. Company will headquarter in Boston area.

IN THIS ISSUE

LEAD STORY

Support gained for proposal that FCC let competing applicants set up interim TV station together pending final grant. *Page 27.*

ADVERTISERS & AGENCIES

TV networks are coming up with special inducements to keep clients on the air this summer, and some advertisers are thinking of repeating, as summer fare, the better shows of their winter season. *Page 28.*

FACTS & FIGURES

New Katz Agency study analyzes radio audience in 18-hour daily bloc. *Page 32.*

GOVERNMENT

State-run educational TV network scored by special temporary commission that studied noncommercial television in New York State. *Page 40.*

FCC grants 19 new TV stations, four of them to "married" applicants. *Page 44.*

There are 68 FCC staff jobs unprotected by Civil Service that the Republican administration can shuffle at will. *Page 46.*

TRADE ASSOCIATIONS

Agenda is set for the NARTB's 31st annual convention at Los Angeles. *Page 58.*

Station Representatives Assn. proposes "Crusade for Spot Radio" to be financed by contributions from stations. *Page 62.*

STATIONS

Of the 19 new TV grantees, only one expects to be in operation as soon as Aug. 1 and most are counting on going on the air next fall. *Page 64.*

MANUFACTURING

NBC's 1952 sales were 18.4% bigger than 1951 and were 23.4% of total RCA revenue. *Page 73.*

FEATURES

How Crosley TV stations beat the summer slump in audience and advertising with "Operation Sunburst." *Page 78.*

A financial advisor tells telecasters how to go to Wall Street to obtain capital or tax advantages stock issues provide. *Page 80.*

A brick company is using radio with spectacular success. *Page 84.*

Here's a camera control system that cuts TV film costs 20%. *Page 85.*

TV network showsheet. *Page 86.*

INTERNATIONAL

Independent Canadian broadcasters will meet with CBC to try to figure out how to apply the Massey recommendations to inject more Canadian content into programs. *Page 95.*

UPCOMING

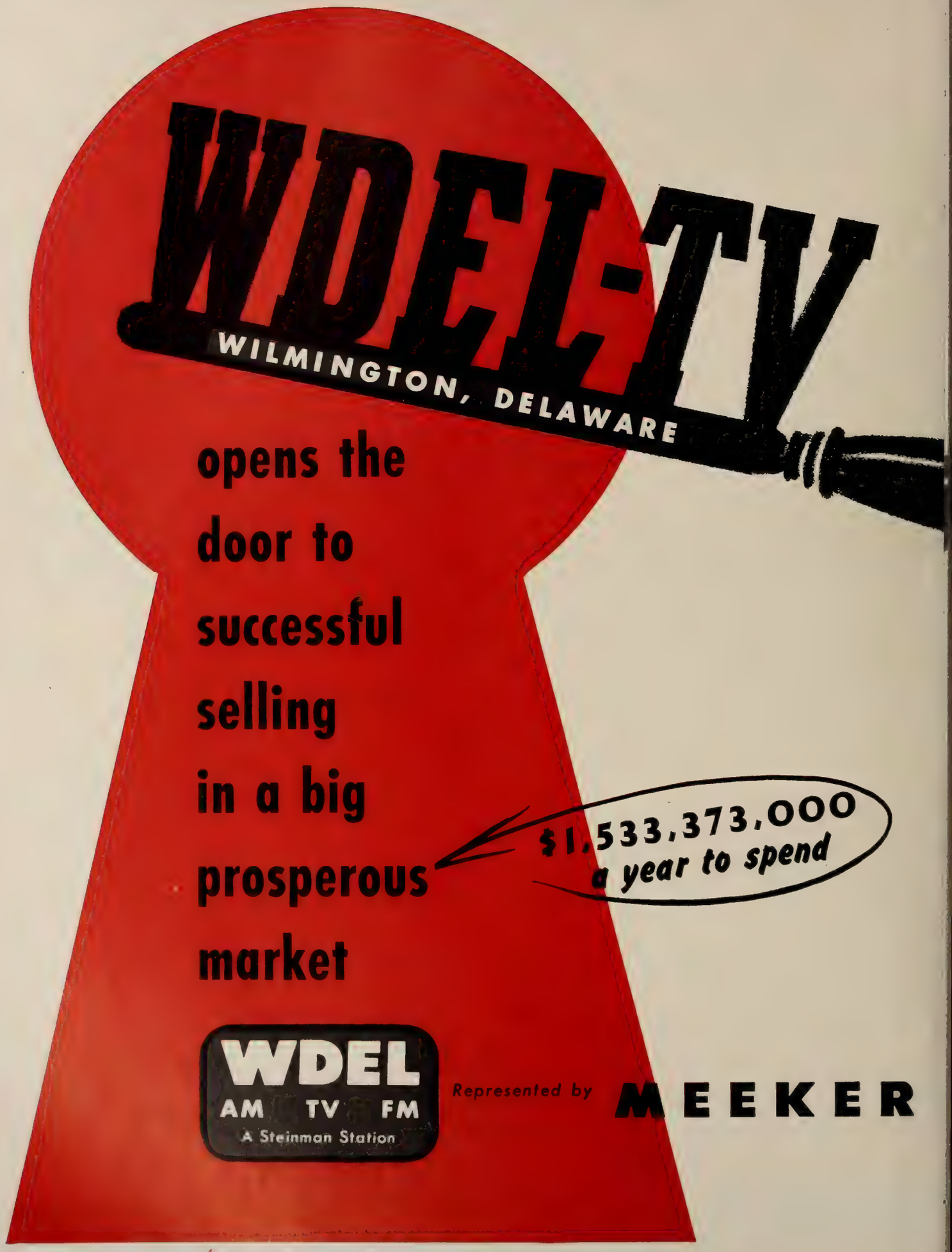
March 1-3: American Public Relations Assn., Eighth Annual Conference, Mayflower Hotel, Washington.

March 5-6: Eleventh Annual Radio-TV Conference, U. of Oklahoma, Norman.

March 6: Eighth Annual Michigan State Radio-TV Conference, Michigan State College, East Lansing.

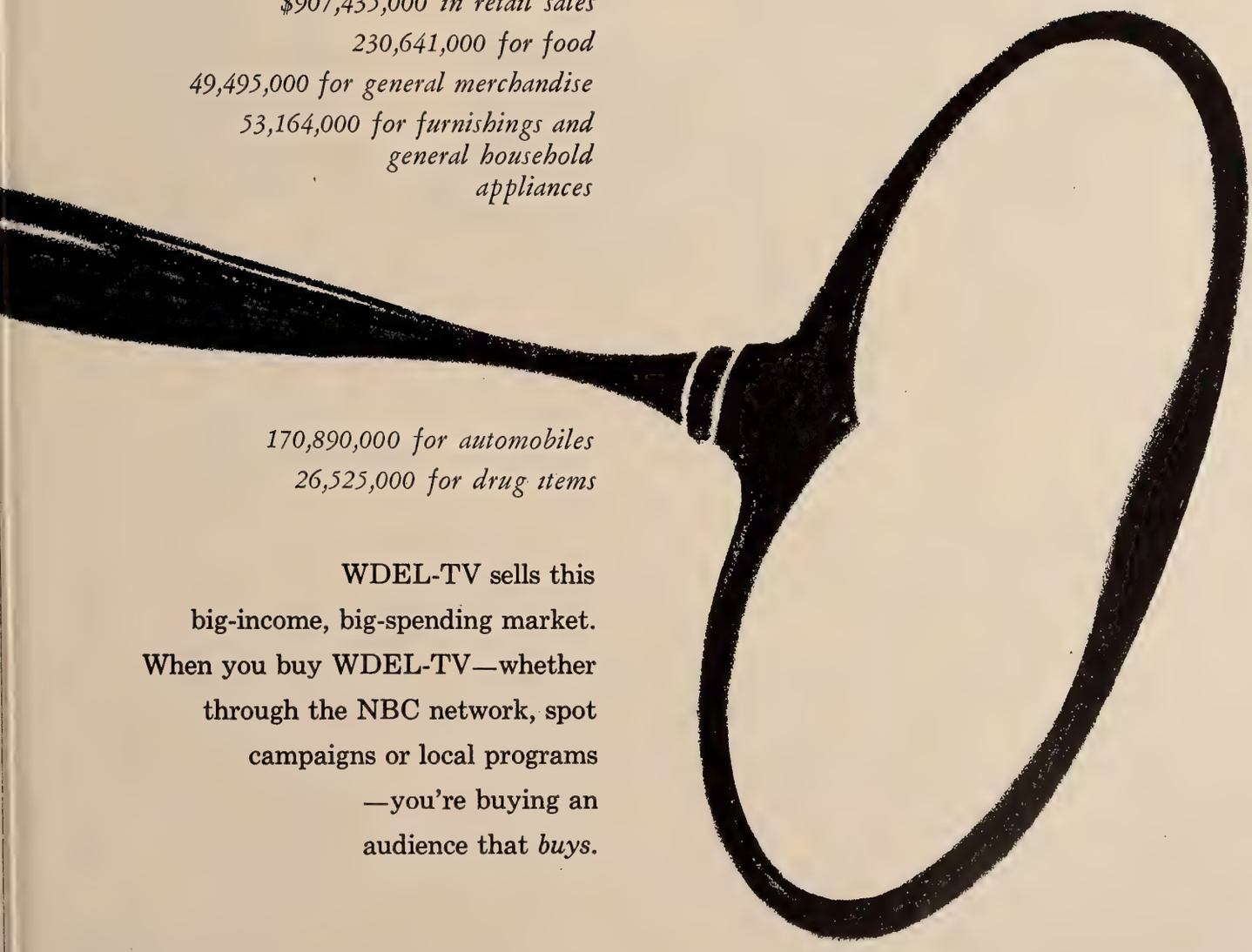
March 9-12: Canadian Assn. of Broadcasters Annual Convention, Mount Royal Hotel, Montreal.

(For other Upcomings, see page 97)


WDEL-TV
WILMINGTON, DELAWARE
opens the door to successful selling in a big prosperous market
$1,533,373,000 a year to spend
WDEL
AM TV FM
A Steinman Station
Represented by
MEEKER

Delaware, with the highest per capita income of any state, is the heart of this market, which reaches out to include also parts of New Jersey, Maryland and Pennsylvania.

$907,435,000 in retail sales
230,641,000 for food
49,495,000 for general merchandise
53,164,000 for furnishings and general household appliances



170,890,000 for automobiles
26,525,000 for drug items

WDEL-TV sells this big-income, big-spending market. When you buy WDEL-TV—whether through the NBC network, spot campaigns or local programs —you're buying an audience that *buys*.

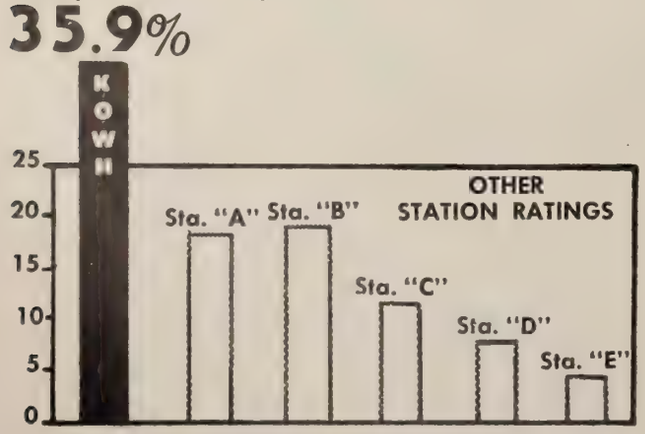
New York · Chicago · Los Angeles · San Francisco

All It Took was a Ballot...



. . . To retain English as our official tongue! Post-revolutionary Congress voted on one war-embittered lawmaker's bill to change the language taught in our schools to German. Anti-British feeling was so common that the bill met defeat by only a single-vote margin!

Popularity balloting finds radio KOWH with no such a narrow squeak. *15 consecutive Hooper Audience Reports* have placed KOWH *first by a 15-point lead* with Omaha, Council Bluffs listeners. The chart averaged below for the 15-month period from October, 1951, thru January, 1953, tells the story. *Es ist sehr gut!*



- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Jan., 1953.)
- *Largest share of audience*, in any individual time period, of any independent station in all America! (Jan., 1953.)

Kowh

OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

NARTB Mails Ballots For Radio Board Election

FINAL ballots for election of directors to NARTB Radio Board — including odd-numbered and at-large classifications—mailed Friday by C. E. Arney Jr., secretary-treasurer. They must be returned to NARTB's Washington headquarters by March 13.

Automatically elected without opposition [B•T, Feb. 16] are F. Ernest Lackey, WHOP Hopkinsville, Ky., Dist. 7; Hugh K. Boice Jr., WEMP Milwaukee, Dist. 9; Kenyon Brown, KWFT Wichita Falls, Tex. (incumbent), Dist. 13; R. M. Brown, KPOJ Portland, Dist. 17.

Incumbent directors who did not run for re-election were Hugh B. Terry, KLZ Denver, medium stations; Leonard Kapner, WCAE Pittsburgh, Dist. 3; Thad Holt, WAPI Birmingham, Dist. 5; Robert T. Mason, WMRN Marion, Ohio, Dist. 7; H Quenton Cox, KGW Portland, Ore., Dist. 17.

Incumbents who are candidates for re-election are William B. McGrath, WHDH Boston, Dist. 1; Harry W. Linder, KWLM Willmar, Minn., Dist. 11; John H. DeWitt Jr., WSM Nashville, large stations; Edgar Kobak, WTWA Thomson, Ga., small stations; Ben Strouse, WWDC-FM Washington, FM stations. Merrill Lindsay, WSOY Decatur, Ill., did not run for re-election as Dist. 9 director but is a nominee in the FM category.

Of those nominated in more than one category, selections were as follows: Paul R. Bartlett, KFRE Fresno, Calif., Dist. 15; Victor C. Diehm, WAZL Hazleton, Pa., Dist. 3; Fred Fletcher, WRAL Raleigh, N. C., FM stations; E. J. Gluck, WSOC Charlotte, N. C., FM; Simon Goldman, WJTN Jamestown, N. Y., small stations; Robert B. Hanna Jr., WGY Schenectady, N. Y., large stations; Herbert L. Krueger, WTAG Worcester, Mass., Dist. 1; John F. Meagher, KYSM Mankato, Minn., Dist. 11; G. Richard Shafto, WIST Charlotte, N. C., medium stations; Calvin J. Smith, KFAC Los Angeles, medium stations; Jim Woodruff Jr., WRBL Columbus, Ga., Dist. 5.

Nominees who withdrew their names from balloting were George D. Coleman, WGBI Scranton, Pa., Dist. 3, W. B. Smullin, KIEM Eureka, Calif., Dist. 15 and medium stations, Otto P. Brandt, KING Seattle, large stations; Ted Leitzell, WEFM (FM) Chicago, FM stations; Nathan Lord, WAVE Louisville, medium stations; William B. Quarton, WMT Cedar Rapids, Iowa, medium stations.

TV BEATS BATHTUBS

THERE are now more TV sets in use in Chicago area than home telephones or bathtubs, Admiral Corp. reported Friday. W. C. Johnson, vice president of sales, pegged latest TV census at 1,360,000, compared to 1,320,000 telephones and 1,260,000 bathtubs in area. Many cities which have had TV at least five years boast more receivers than phones, among them L. A., Philadelphia, St. Louis, Cleveland and Boston, Mr. Johnson added.

• BUSINESS BRIEFLY

GENERAL FOODS SPRING DRIVE • General Foods, N. Y. (Sure-Jell), planning to start its annual spring spot announcement radio campaign in April in about 125 markets. Starting dates varied following fruit jelly making seasons. Agency: Benton & Bowles, N. Y.

GM BUYS DINAH • General Motors Chevrolet Div. and Chevrolet Dealers to sponsor Dinah Shore musical show on full NBC radio network, Mon. and Fri., 10-10:15 p.m. EST, for 15 weeks March 23 through July 3, and also are extending sponsorship of *Dinah Shore Show* on NBC-TV, Tues. and Thurs., 7:30-45 p.m., for six additional weeks, through July 2. Agency: Campbell-Ewald, N. Y. and Detroit.

LIFE ADDS 15 • *Life* Magazine, through Young & Rubicam, N. Y., adding about 15 markets to radio chain breaks and minutes campaign. Magazine uses announcements three days weekly for 13 weeks to boost newsstand sales.

HUBINGER CAMPAIGN • Hubinger Co. (Quick-Elastic), Keokuk, Iowa, buying minutes, 10- and 15-minute program participations on Don Lee network and 10 other major cities, starting March 16 for 39 weeks. Some TV spots will be placed. Agency: Compton Adv., N. Y.

SPOTS FOR LINCOLN-MERCURY • Lincoln-Mercury cars, through Kenyon & Eckhardt, N. Y., buying radio spot announcement campaign for six weeks in Kansas City, Atlanta and Jacksonville areas starting about March 29.

THOR ON ABC-TV • Thor Corp. (home appliances) to sponsor *Quick as a Flash* quiz show with Bobby Sherwood, on ABC-TV on alternate Thursdays, 10:30-11 p.m. EST, effective March 12. Agency: Henri, Hurst & McDonald, Chicago.

HOWDY DOODY BOUGHT • Continental Baking Co. (Hostess cakes) to sponsor another segment of *Howdy Doody* on NBC-TV, Mon.-Fri., 5-6 p.m., effective May 6, Wed., 5-5:15 p.m. portion and Standard Brands (Royal dessert) starting March 17 adds Mon., 5-5:15 p.m. segment. Both contracts signed through Ted Bates, N. Y. Show completely sold except for one quarter-hour on Fridays.

ABC PLANS EXPANSION, ADDS AFFILIATES

BROAD expansion of both radio and TV networks of ABC being announced today (Monday) on heels of meeting of top officials with ABC radio stations advisory committee Friday to discuss programs, operations, and general planning with respect to ABC radio alone. Similar meeting for TV will be held with ABC TV stations advisory committee next Friday (March 6).

Network expansion, described by national station relations director Alfred R. Beckman as both "broad and strategic," adds new TV affiliates in 14 markets, bringing total to 95, and extends radio affiliate roster to 362 by addition of five stations.

Described as "notable" among new affiliates were KING and KING-TV Seattle, both becoming basic ABC affiliates. KING-TV operating on vhf Ch. 5 became basic affiliate yesterday (Sunday). KING-AM operating with 50 kw on 1090 kc will effect its ABC affiliation in June, replacing KJR Seattle.

Other new TV affiliates, Mr. Beckman said, will greatly expand ABC television service in Atlantic seaboard, south, midwest, and southwest.

In addition to KING stations, new affiliates are:

KSTL-TV St. Louis (Ch. 36; owned by Broadcast House Inc.; William E. Ware, general manager), starting July 1; WBUF-TV Buffalo (Ch. 17; WBUF-TV Inc., Sherwin Grossman, general manager), starting June 1; WENS (TV) Pittsburgh (Ch. 16; Telecasting Co. of Pittsburgh; Larry H. Israel, general manager), starting July 6; KGUL-TV Galveston (Ch. 11; Gulf Television Co.; Paul E. Taft, general manager), starting March 1; WFTV (TV) Duluth (Ch. 38; Great Plains Television Properties; James C. Cole, general manager), starting March 1; KFDX-TV Wichita Falls (Ch. 3; Wichtex Radio & Television Co.; Howard H. Fry, general manager), starting April 1.

Also WCOS-TV Columbia, S. C. (Ch. 25; Radio Columbia; Charles Pittman, general manager), starting April 1; KCBD-TV Lubbock (Ch. 11; Bryant Radio & Television; George L. Tarter, general manager), starting March 15; WBKZ-TV Battle Creek (Ch. 64; Booth Radio & Television Stations; Harry E. Travis, general manager), starting May 15; WEEV-TV Reading (Ch. 33; Hawley Broadcasting Co.; Thomas E. Martin, general manager), starting March 1; WABI-TV Bangor (Ch. 5; Community Telecasting Service; Murray Carpenter, general manager), already on air; WSUN-TV St. Petersburg (Ch. 38; City of St. Petersburg; George D. Robinson, general manager), starting May 1; WILK-TV Wilkes-Barre (Ch. 34; Wyoming Valley Broadcasting Co.; Roy E. Morgan, manager), starting April 1.

New radio affiliates, in addition to KING, are:

WJAN Spartanburg, S. C. (1400 kc, 250 w; owned and managed by James C. Byrd Jr.); WHKP Hendersonville, N. C. (1450 kc, 250 w; headed by Beverly Middleton as president); WERI Westerly, R. I. (1230 kc, 250 w, owned by Radio Westerly Inc., with Warren Greenwood as manager); WCON Cornelia, Ga. (1450 kc, 250 w; owned by Habersham Broadcasting Co.; John W. Jacobs Jr., manager); KLIL Estherville, Iowa (1340 kc, 100 w; owned by Estherville Broadcasting Corp.; William E. Schons, general manager); WQUA Moline, Ill. (1230 kc, 250 w; owned by Quad City Broadcasting Corp.; Dalton LeMasurier, general manager).

Meanwhile, in their first meeting since ABC merged with United Paramount Theatres, members of ABC radio stations advisory committee in all-day session in New York Friday heard top officials of network outline plans for gradual but steady development of new programs and new talent, aiming primarily for sales for next fall's season. Members volunteered to scout own areas for programs that might be developed for network use.

ABC group at meetings included Leonard H. Goldenson, president of ABC's parent AB-PT; ABC President Robert E. Kintner; Executive Vice President Robert H. O'Brien; Charles T. Ayres, vice president in charge of radio network; Ernest Lee Jahncke Jr., vice president and assistant to president; Robert M. Weitman, vice president for programming and talent; Oliver Treyz, in charge of sales development and presentations; Station Relations Director Beckman, and Station Relations Dept. Manager William A. Wylie.

Committeemen attending: Roger W. Clipp, WFIL Philadelphia, committee chairman; J. P. Williams, WING Dayton; Verl Bratton, WKTY LaCrosse, Wis.; T. B. Lanford, KRMD Shreveport; Harold V. Hough, WBAP Fort Worth; Frank Carman, KUTA Salt Lake City, and A. D. Willard Jr., WGAC Augusta, Ga. Committeeman J. Archie Morton, KJR Seattle, which gives up ABC affiliation when KING joins, not present.

The NEW WJBK Guarantees You RATE PROTECTION!

YOU PAY FOR ONLY 250 WATTS
on continuing contracts placed now

YOU'LL GET 10,000 WATT COVERAGE
when we boost our power

Now . . . more than ever . . . you get more than your money's worth on WJBK! Buy at the 250 watt rate now . . . pay no more when our new 10,000 watt rates go into effect. This rate protection alone is reason enough why the new WJBK is a radio buy you can't pass by!

The NEW WJBK Detroit

A STORER STATION

Tops in MUSIC, NEWS and SPORTS

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY

at deadline

Antenna Rules Made Final; Other FCC Actions

AMENDMENT of Sub-part C of Part 17 of FCC's rules governing construction, marking and lighting of antenna towers finalized by Commission Friday as proposed last November [B•T, Nov. 17, 1952]. FCC, however, deleted proposed specifications for marking and lighting of guy wires. Comrs. George E. Sterling and Robert T. Bartley dissented in part, favoring extending to 55 ft. present limitation of 20 ft. for uhf masts which may be installed on existing antennas without additional marking and lighting. Amended rules become effective March 30.

Sterling to Raleigh

FCC Comr. George E. Sterling to participate in seminar on uhf TV at Raleigh, N. C., March 4, sponsored by Sir Walter Television Broadcasting Co., permittee of uhf Ch. 28 WETV (TV) there.

Tampa-St. Petersburg Findings

Proposed findings filed in Tampa-St. Petersburg vhf Ch. 8 hearing Friday by Chief of FCC Broadcast Bureau, holding all three applicants propose operations in accord with Commission rules. "None of the applicants are to be preferred for engineering reasons," he concluded. Hearing record closed Jan. 21. Contestants are WFLA Tampa, WTSP St. Petersburg and Tampa Bay Area Telecasting Corp., St. Petersburg.

D. C. Action Withheld

Commission advised District of Columbia Board of Education it is withholding action on board's application for noncommercial uhf Ch. *26 in Washington pending approval by President Eisenhower of request to Congress for funds to construct station. Asking for more details on program plans and policy, FCC also noted letter from representatives of local cultural-educational organizations asking delay of Ch. 26 action pending exploration of wider community participation in application, possibly with Ford Foundation money. Group met with superintendent of D. C. public schools Friday.

Authorizations to WHP-TV, KMO-TV

WHP-TV Harrisburg, Pa., uhf Ch. 55 grantee, authorized to change antenna height from 920 ft. to 910 ft. above average terrain and make other equipment changes. WHP-TV's effective radiated power: 240 kw visual, 120 kw aural.

KMO-TV Tacoma, Wash., vhf Ch. 13 grantee, given modified permit to change ERP from 115 kw visual and 58 kw aural to 120 kw visual and 71 kw aural, increase antenna height from 560 ft. to 780 ft.

Flint Hearing Ends

Flint, Mich., vhf Ch. 12 TV hearing concluded Friday before FCC Examiner Benito Gaguine, making it sixth post-freeze case to end hearing. Proposed findings due March 20. Contestants: WJR Detroit, WFDF Flint and W. S. Butterfield Theatres Inc. Transcript totals 2,000 pages.

NBC PROMISES COVERAGE

DESPITE provision in New York state's civil rights law prohibiting telecast of proceedings of court or committee administrative agency (story, page 72), NBC reported Friday it would cover on television Senate subcommittee hearing investigating Voice of America scheduled for last Saturday. Spokesman said hearing would be carried on WNBT(TV) New York 3-4 p.m. EST and rest of network, 2-4 p.m. EST. Other TV networks and stations reported they did not plan to cover proceedings.

NARTB Draws Tributes For Get-Out-Vote Drive

HIGH PRAISE paid NARTB and broadcasters Friday by key Congressional figures and FCC Chairman Paul A. Walker for top award from American Heritage Foundation for industry's role in bringing out record vote last autumn. John F. Patt, WJR Detroit, headed the NARTB campaign. Excerpts from their comments:

Sen. Charles W. Tobey (R-N. H.), chairman Senate Interstate & Foreign Commerce Committee—"Radio and TV broadcasters went beyond the call of duty in serving the public interest. The record vote is a testimonial to both the responsibility of American broadcasters and the impact of their media."

Rep. Charles A. Wolverton (R-N. J.), chairman House Interstate & Foreign Commerce Committee—"We are all proud of the role stations played in what was a convincing demonstration of Democracy at the polls."

FCC Chairman Walker—"The effective manner in which radio and TV sought and delivered a record vote is in the finest traditions of broadcasting, indicating a high sense of civic responsibility."

NBC-TV Woos P&G

NBC-TV, it's understood, trying to sell Procter & Gamble hour-long, daytime, Monday-Friday strip with P&G using money saved by cancellation of *Those Two* on NBC-TV. P&G already sponsors NBC-TV's *Kate Smith Show*, Tuesday through Thursday, 4-4:35 p.m. EST, and *Welcome Travelers*, 3:45-4 p.m. Monday through Thursday. NBC-TV's reported plan is to have advertiser extend this half-hour to full hour with two new shows. NBC offer supposedly made directly to client, not through its various agencies.

ILL. EDUCATIONAL TV

APPROPRIATION of $1 million for Chicago educational TV station will be sought from Illinois State Legislature in bill to be introduced Tuesday by Rep. Charles H. Weber (D-Chicago). He said he would ask emergency action on money for Chicago and similar sum for U. of Illinois TV station at Urbana to beat June 2 FCC deadline on educational reservations. Funds for lake-front fair for Chicago, allocated in 1951, could be used for purpose, he added. Both Chicago and U. of Illinois have extensive educational TV plans (early story page 48).

PEOPLE

SIGURD S. LARMON, president of Young & Rubicam, N. Y., has accepted chairmanship for solicitation of city's advertising, publishing and entertainment industries for 1953 fund campaign of New York chapter, American Red Cross.

LEWIS H. AVERY, president, Avery-Knodel, appointed chairman of station representative section of New York Red Cross fund raising drive.

GEORGE F. MAEDEL, vice president and general superintendent of RCA Institutes since 1948, appointed chairman of school, **BRIG. GEN. DAVID SARNOFF,** RCA board chairman, will announce today (Monday). Mr. Maedel, who joined RCA Institutes in 1933 as mathematics instructor, succeeds **MAJ. GEN. GEORGE L. VAN DEUSEN** (U.S.A. Ret.) who retired, effective yesterday (Sunday).

VAN BEUREN DE VRIES, production manager, WMAL-TV Washington, with outlet since inception, named program director, KRTV (TV) Little Rock, Ark., effective March 1.

Chandler With WSB-TV

SPURGEON (Spud) CHANDLER, former Yankee pitcher and ex-U. of Georgia football star, last Friday joined WSB-TV as sports director and as first assignment will handle play-by-play TV of Atlanta Crackers (Southern Assn.) [CLOSED CIRCUIT, B•T, Feb. 16]. He left Yankees Jan. 1 as scout and is celebrated in athletic circles both as Rosebowl player in 30's and as World Series figure.

Meeting Sites Listed For BMI-BAB Clinics

LIST of hotels and cities at which BMI-BAB joint clinics will be held in late spring augmented Friday by following: New York—Rochester, Hotel Seneca, June 1-2; Idaho—Boise, Hotel Boise, June 29-30; Iowa—Des Moines, Savery Hotel, June 1-2; California—Los Angeles, Beverly Wilshire, June 19-20; Arizona—Phoenix, Westward Ho, June 17-18; Massachusetts—Boston, Copley Plaza, May 26-27; Nebraska—Omaha, Blackstone Hotel, June 3-4; Ohio—Columbus, Deshler-Wallick, June 12-13; West Virginia—Charleston, Daniel Boone, July 10-11; Maine—Portland, Eastland Hotel, May 25-26; Maryland — Baltimore, Emerson Hotel, June 5-6; Montana—Billings, Northern Hotel, July 6-7.

ASCAP Affidavit

ALL-INDUSTRY TV Per Program Committee served Friday with ASCAP affidavit supplementary to one filed in August 1951 designed to relieve ASCAP of necessity of issuing per program licenses to stations with blanket licenses from BMI and to permit ASCAP to charge on adjacencies as well as on programs containing ASCAP music. After study, committee will reply and then date for argument will be set, according to Stuart Sprague, counsel to TV Committee. Industry group in July 1951 asked court to set fair fee for ASCAP TV per program license after lengthy negotiations had failed to achieve agreement between ASCAP and TV broadcasters.

WABC-TV Buys Film

PURCHASE of more than $100,000 worth of film programming from Motion Pictures for Television by WABC-TV New York (formerly WJZ-TV) announced by station Friday. Films, which will occupy 6-7 p.m. EST time slot every day but Thursday, include half-hour adventure series and some 175 half-hour western features.

RADIO IN THE Upper Midwest...

KSTP newsmen ". . . armed with the best equipment and facilities available, not only beat their competing broadcasters but scored several major news beats on daily newspapers. KSTP's news coverage system can compete favorably with the networks."

—Variety

Some news periods are available



KSTP
50,000 WATTS
CLEAR CHANNEL
THE NBC STATION
REPRESENTED BY EDWARD PETRY and COMPANY
MINNEAPOLIS, ST. PAUL

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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Sol Taishoff, *Editor and Publisher*

EDITORIAL

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BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
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David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
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MISSISSIPPI'S FIRST TELEVISION STATION

WJTV

UHF INTERFERENCE-FREE SIGNAL
. . . WITH VHF COVERAGE

That's the unbeatable combination we offer in Central Mississippi—one of the nation's fastest-growing markets. Only last month the Product Performance Division of Philco Corporation, in a survey conducted throughout the area, determined that WJTV is being received . . . and clearly received . . . in television homes at distances up to 55 miles from our broadcasting site. Here's a quote from a letter concerning the survey:

"We have had the opportunity of closely observing your station performance since January 20, which was your first day of actual telecasting, and we are very happy to say that your station has made great strides in bringing to this new television market a standard of quality performance far beyond our expectation.

"We feel that your station is delivering quality television signals, with coverage comparable to VHF stations that have been established for many years. Considering that WJTV is only radiating 18,000 watts of power, which is only a fraction of power used on VHF stations, your present coverage of fifty miles radius from Jackson is more than we had anticipated. Naturally, since we are a Philco distributor, we are vitally interested in covering as large a market as possible for the sale of Philco television receivers.

"The Product Performance Division of Philco Corporation recently conducted a sixty mile UHF performance survey of WJTV's television coverage. This test was conducted over a period of eight days and consisted of sixty-five (65) separate surveys and thirty-four (34) towns and cities, within a radius of sixty miles of WJTV."

And here's a sample item from the report . . .

"In Tallulah, Louisiana, 55 miles airline distance west of Jackson, with an antenna elevation of 55 feet, we received 99 microvolts of signal."

/s/ V. P. Spence
Philco Sales Manager
Cabell Electric Company

We are happy to get the Product Performance Division of Philco Corporation's field strength survey and to know from these facts that WJTV's performance is far broader than engineers originally anticipated on paper.

Number of sets? Well, we're pretty happy about that situation too. As of January 2 of this year—18 days before WJTV hit the air—the RTMA county-by-county survey showed the number at 6,588. But an end-of-February count, derived from a survey of leading distributors and dealers, is 11,300 sets. And it's increasing every day.

Yes, sir . . . we're doing just fine with television here in Mississippi. WJTV has been on the air only five weeks and has already been programming from ten o'clock in the morning straight on through until almost midnight. WJTV is a full-time, fully-staffed station, operating in one of the most modern RCA-equipped television studios in America.

Controversy about UHF? No, indeed. It's television . . . it's Operation Smooth . . . and Mississippians like it.

WJTV UHF CHANNEL 25

JACKSON, MISSISSIPPI . . . JOHN ROSSITER, MANAGER

CBS PRIMARY AFFILIATE . . . NBC . . . DUMONT . . . ABC

Owned by Mississippi's two state-wide newspapers

The Clarion Ledger and JACKSON DAILY NEWS

Represented Nationally by THE KATZ AGENCY



complete coverage

BECAUSE

IT IS CENTRAL NEW YORK'S MOST POWERFUL TV STATION.

ITS POWER IS NOW 50,000 WATTS.

ITS LOCATION IS THE INDUSTRIAL HEARTLAND OF NEW YORK STATE

ITS NEW TOWER IS HIGHER THAN ANY OTHER IN CENTRAL NEW YORK

SEE YOUR NEAREST KATZ AGENCY

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT
A MEREDITH STATION

CAMEL NEWS CARAVAN

Mon.-Fri., 7:45-8 p.m. on NBC-TV.
Sponsor: R. J. Reynolds Tobacco Co.
Agency: William Esty & Co.
Producer: Francis C. McCall.
Director: Ralph Peterson.
Writer: Reuven Frank.
Featured Commentators: John Cameron Swayze, in New York; David Brinkley, in Washington; Roy Neal, in Los Angeles; Jack Angell, in Chicago.
Weatherman: Clint Youle, in Chicago.

THE PIONEER video daily news program, now in its sixth year on NBC-TV *Camel News Caravan,* is still providing its viewers "today's news today" for 15 minutes each weekday evening in much the same fashion as it did on the date of its inaugural telecast on Feb. 16, 1948. Nor is that pattern much different from the theatre newsreel formula of news, comedy and cheesecake perfected over the years into a form as rigidly standardized as Greek drama or classical ballet.

Last Tuesday's *Camel News Caravan,* for example, included a pickup from Omaha where NBC-TV affiliate WOW-TV had just become the first vhf station to begin operating with 100 kw power, maximum permitted for vhf by the FCC; the opening of the UN general assembly in New York; scenes of the tense situation in Berlin; "a day in the life of Mrs. Eisenhower," dealing mainly with the unending stream of individuals and delegations coming to the White House bearing gifts for the First Lady; a fashion show of bathing and play suits staged in a snow-covered winter resort at Three Lakes, Wis., plus an assortment of orally-presented late news bulletins as the program's commentator, John Cameron Swayze, "hopscotched the world for headlines."



JOHN CAMERON SWAYZE
"Glad we could get together"

Main changes in the *Camel News Caravan* have been in the expansion of its audience, with stations added as rapidly as the growth of network TV would permit, and in the concurrent expansion of news pickup points. A switch in producers from Fox Movietone News, which handled the show during its first year, to NBC's own news staff, in charge since then, has doubtless wrought many changes behind the scenes but none immediately apparent to the viewer at home.

The main attraction of *Camel News Caravan* to many viewers is Mr. Swayze, whose suave handling of the news matches perfectly his handsome face and impeccable garb that have won him hands down the title of best-dressed TV news commentator. On Tuesday, Mr. Swayze wore a horizontally striped tie (a pattern that shows up clearly on TV), a comfortably wide-collared shirt of white (or what appeared as white on the home screens) material, and a solid color double-breasted coat whose peaked lapel bore the fresh boutonnier that has become Mr. Swayze's visual trademark just as his closing "That's the story, folks. Glad we could get together" is his oral identification.

Dean as well as fashion-plate of TV's newsmen, Mr. Swayze over the years has perfected a technique of news delivery which permits him to speak straight to (and look straight at) his home audience, with a minimum of his attention given to notes on the news he reports.

This is especially noticeable during his "hopscotch" period which winds up each evening's telecast. As he finishes each news item, its contents apparently absorbed by osmosis for he has not glanced at it, his right hand gracefully takes it from the pile before him and drops it somewhere off-camera to the right while he reads (if that is the word) the next item without taking his eyes from the camera. Whether this is done by phenomenal memory or by some simple back-stage TV technical trick, it's extremely effective for the viewers at home.

* * *

MY HERO

Sat., 7-30-8 p.m. EST on NBC-TV.
Sponsor: Dunhill Cigarettes.
Agency: Biow Co.
Executive Producer: Don Sharpe.
Director: Harold Daniels.
Writers: Robert Cummings and others.
Cast: Robert Cummings, Julie Bishop and John Litel.

A COMEDY SERIES frequently suffers from a generic weakness of plot, and *My Hero* is no exception. The story-line is obvious and often banal, but the program nevertheless manages to provide a carload of chuckles and occasional guffaws.

In fact, *My Hero* is at its best when it borders on the farcical. The program under inspection here included some uproarious scenes in which Robert Cummings, as Robert S. Beanblossom, a real estate salesman with the most charm but the least aggressiveness and the lowest sales record in the office, decided to change his ways.

"Gr-r-r-r-r-r," Mr. Beanblossom growled into his mirror, "I'm gonna be a tiger. Just watch me. G-r-r-r-r-r-r."

But Mr. Beanblossom, who usually is blissfully unaware that people are cold and shrewd in business, occasionally slipped out of his tiger role and went soft. Then, reminding himself that he is not a nice guy but a habitant of the jungle, he turns hard again . . . and vice versa. These alternating moods are a source of excellent low comedy and provide Mr. Cummings with a show case for his talents as a comedian.

Undoubtedly, the sharp characterizations of the leading players, notably Mr. Cummings, compensate in large measure for the program's paucity of plot. Julie Bishop gives a finished performance as Julie Marshall, the boss' secretary who often surmounts great odds to keep Mr. Beanblossom's job for him. And John Litel lives up well to the stereotype of the boss who is continuously harassed by Mr. Beanblossom's blundering but will not permanently discharge him because he is really a warm-hearted person underneath a cold-blooded exterior.

My Hero is not likely to establish any records for longevity as a television series. But it will provide a pleasant interlude until viewers become tired of the nice-guy-turned-into-tiger theme.

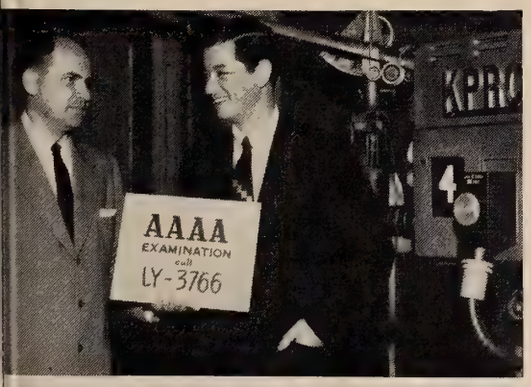


TV NEWSREEL

MENNEN Co. becomes co-sponsor of *Broadway TV Theatre* on WOR-TV New York with contract worked out by (l to r) Warren Wade, station mgr. and exec. prod. of drama series; Ben LaRue, station salesman; Leonard Colson, adv. mgr., Mennen; Basil Matthews, acct. exec., Kenyon & Eckhardt.

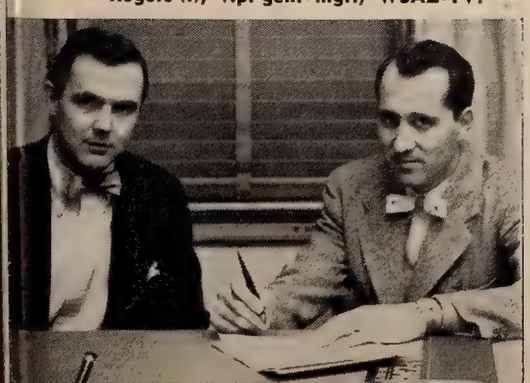


CAKE-CUTTING marks fifth anniversary of WLWT (TV) Cincinnati: L to r: B. C. Barth, adm. asst. in TV; John T. Murphy, v. p. in charge of oper., and Lin Mason, prog. dir.



FOUR A's exams for young persons interested in advertising are promoted on KPRC-TV Houston by (l to r) Robert N. Aylin, Houston chm. of AAAA examinations group and pres. of his own agency and Dick Gottlieb, m. c.

JOE CRANS, (r), mgr.-owner, West Va. Cycle & Supply Co., Huntington, signs contract for 260 live and film spots with Lawrence R. Rogers (l), v.p.-gen. mgr., WSAZ-TV.



ALWAYS *First* ON THE SCENE!



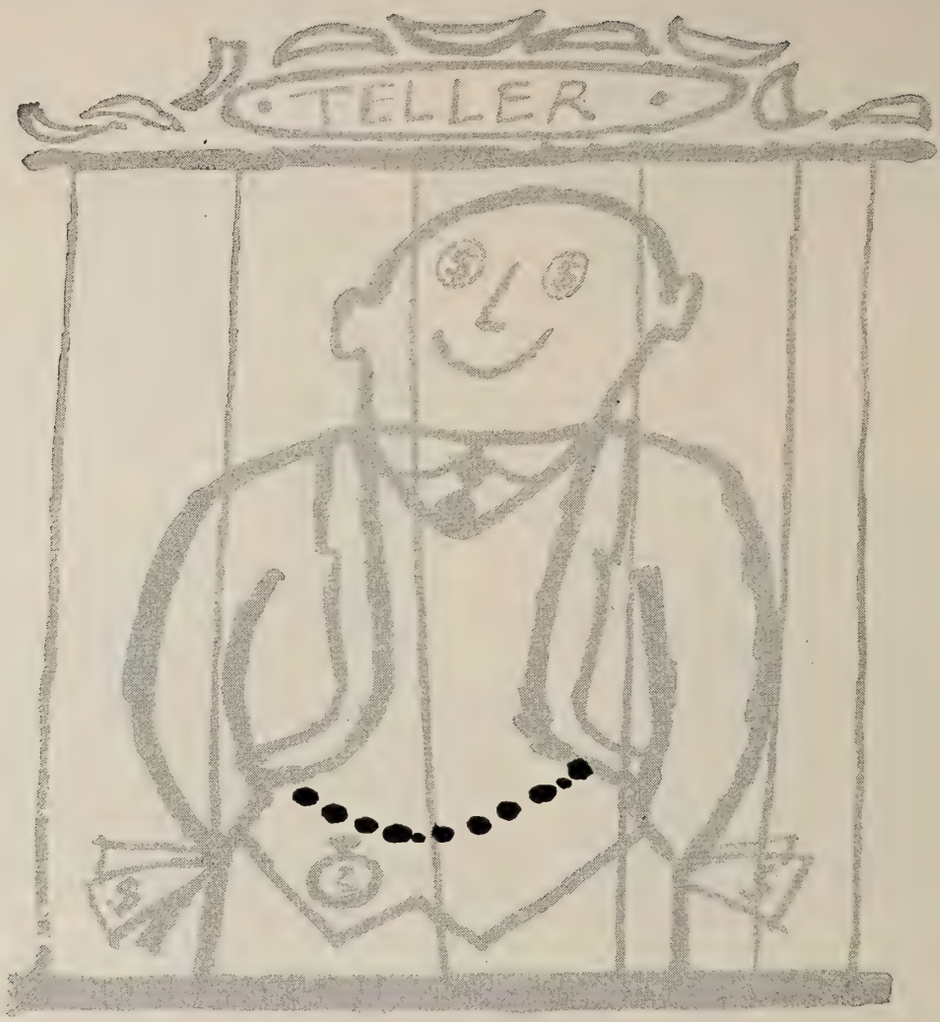
- WDSU-TV — Louisiana's *first* television station—is first in more ways than one!

Our coverage of the recent multi-million dollar Gulf of Mexico fire is a typical example. WDSU-TV was *first* on the scene to report and take pictures of the event. Our "Esso Reporter" not only beat all local opposition to coverage of the fire, but also provided the tv networks with first pictures for national coverage of the big story.

This is another sure-fire indication of our intention to be first on the scene always!

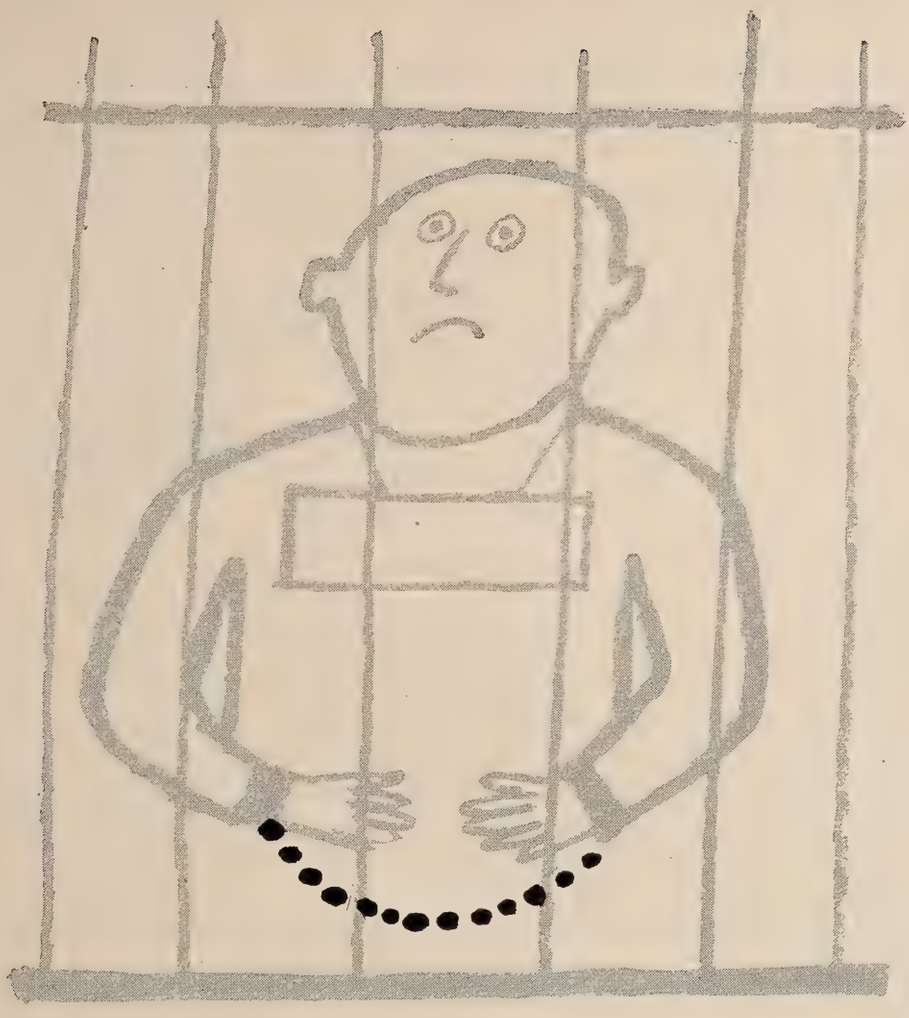
- Write, Wire or Phone BLAIR-TV!

WDSU-TV
CHANNEL 6
NEW ORLEANS



some spots are better

For the best spot, at the right time, at the right place



than others

A cashier's cage isn't the only spot loaded with loot—you'll find the *big* money in the 9 television markets represented by NBC Spot Sales.

Advertising on these 9 stations can take you into 11,000,000 TV homes! *That's half the TV homes in the United States, the better half.* Families in these areas are your most prosperous prospects. They earn more, 25% more... they spend more, 13% more, than the U. S. average.

If you have a glittering gleam in your eye for dough, call your NBC Spot Television Salesman.

representing
TELEVISION STATIONS:

WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*
KPTV	*Portland, Ore.*

representing
RADIO STATIONS:

KNBC	*San Francisco*
WTAM	*Cleveland*
WRC	*Washington*
WNBC	*New York*
WMAQ	*Chicago*

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta**

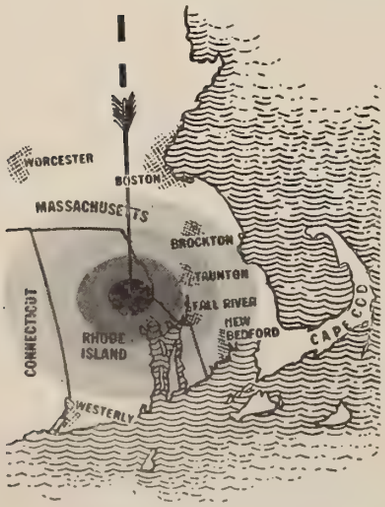
**Bomar Lowrance Associates*



ALWAYS AIM FOR YOUR PERSISTENT SALESMAN

WJAR-TV PROVIDENCE

UNDUPLICATED COVERAGE IN 280,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 840,000 PEOPLE . . . IN PROSPEROUS SOUTHERN NEW ENGLAND



Represented Nationally by Weed Television

our respects

to RICHARD W. SIERK



RICHARD W. SIERK, advertising manager of Ironrite Inc., makers of electric ironing machines, found himself confronted by a problem when television reached its postwar popularity.

"Human nature being what it is, the appliance salesmen were letting people come to them for television sets, not spending much time digging for Ironrite sales," he says. "Dealers and distributors were all wrapped up in their television set business to the extent that white goods were being neglected."

Although Mr. Sierk thinks Ironrite is a top product and says postwar demand was and continues to be great, "I must admit television gave us some anxious moments."

Mr. Sierk found the solution simple by making use of an old axiom: "If you can't lick 'em, join 'em."

"That's just what Ironrite did by putting its advertising on television, so that the same people who had been running to salesmen to write up a television set sale, now came running to the same salesmen to write up an Ironrite sale."

Mr. Sierk and Ironrite entered television "rather quietly" in May 1949 with a series of 12 five-minute films on a dozen stations. The series, *Petticoat Parade,* featured two minutes of entertainment, two more minutes of ironing demonstration with no commercial mention of Ironrite, then "a one-minute payoff commercial."

Prospects Showed Up

The Ironrite people couldn't help but be enthused, Mr. Sierk relates, because prospects started showing up the day after these programs—and buying.

The uninterrupted demonstration formula was retained by Mr. Sierk when Ironrite started planning for expansion in the television medium. "Ideally," he says, "an Ironrite commercial should contain 2½ minutes of uninterrupted demonstration. That could be accomplished with a half-hour show which permitted a brief introduction, the solid middle commercial and a brief payoff at the end."

Thus, in September 1950, Ironrite launched *Hollywood Screen Test* on ABC-TV with a basic list of only eight stations. Today the list is up to 25 and still is increasing as new stations and availabilities open up, Mr. Sierk says.

Mr. Sierk is sold on the live TV commercial: "We chose live commercials because there is so much more credibility in such a demonstration. The viewer knows that on film an ironing operation could be shot and reshot until perfect. We prove with our live commercials that it's really simple to iron anything on an Ironrite. We've even used a nine-year-old girl on the commercial to get across the point."

Sales Figure Cited

The success of Ironrite's method of television advertising is demonstrated, Mr. Sierk would add, by sales figures "that give us as much as 50% of the ironer business in the areas where our TV is running."

Mr. Sierk joined Ironrite in the fall of 1945 after service as an officer with the Army tank destroyers. He had been graduated in 1940 from the U. of Michigan Journalism School, afterward spending a year doing publicity for the National Exchange Club in Toledo before his Army service.

The Ironrite advertising manager was born in 1917 at Warsaw, N. Y. He is married to Virginia Joffa Sierk and the pair have three children, Ricky, 8, Judy, 6, and Barbara, 1.

Mr. Sierk belongs to the AmVets, PTA and the Detroit Sports Guild, but says he is not very active in any because of his extensive travel for Ironrite.

But he "loves sports and will spend every night at Madison Square Garden when in New York if commitments permit."

Mr. Sierk handles all Ironrite's advertising and sales promotion activity with the help of Brooke, Smith, French & Dorrance, New York agency.

Sees Greater Reach

He hopes to see the time when Ironrite's television advertising will reach 95% of the country's people, "rather than the approximately 45% currently reached."

His ambitious plans for Ironrite seem to have been at least partially accomplished: "I once looked forward to administering a million dollar budget. Now it is very close to two million."

Experience

has made KOIN the number 1 radio station in Oregon and Southwest Washington

The BEST programming "know-how" stems from service and understanding by experienced personnel who are part of the community.

Six out of every 10 members of the KOIN staff have been with the station 10 years or longer. Eleven staff members have served with KOIN more than 20 years.

The average service of the entire KOIN staff is above 11 years....All this radio experience, the finest in the Pacific Northwest, is yours when you use KOIN. There is no need to take less...when you can have the best.



This 20-year pin is a symbol of that basic ingredient in successful advertising—"know-how".



KOIN

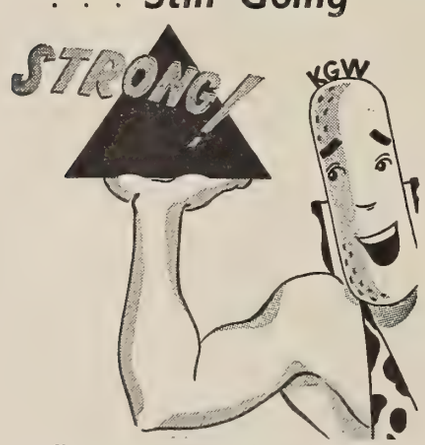
AVERY-KNODEL, Inc.
National Representative

and KOIN FM • Portland, Ore.



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

. . . *Still Going*



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

OPEN MIKE

Agency Recognition

EDITOR:

There is no publication in the industry closer to me than BROADCASTING-TELECASTING, to which I believe I have been a constant subscriber from the first edition. It is truly representative of the whole cross-section of the industry and it reflects a masterful job of reporting and editorializing.

Charles J. Zeller
Vice President
Director of Radio & Television
Guenther-Bradford & Co.
Chicago

* * *

Before . . .

EDITOR:

. . . Your new magazine is such a complete change from the old that I don't know, frankly, whether I like it or not. It's sort of like having a black haired wife who goes down to the beauty parlor and comes out a cotton top. . . . I'll let you know later. . . .

Alex Keese, Manager
WFAA Dallas

[EDITOR'S NOTE: Above letter was dated Feb. 2.]

. . . and After

EDITOR:

I'm beginning to like your new format. I find it easy to read and it seems to contain more stories and feature articles. So here's my vote for the restyled BROADCASTING • TELECASTING.

Alex Keese, Manager
WFAA Dallas

[EDITOR'S NOTE: Above letter was dated Feb. 20. Mr. Keese was among the minority of readers who reserved judgment on the restyling and who are, the editors are gratified to report, beginning to like the change.]

* * *

Cover Story

EDITOR:

This world is upside down enough without "my bible" falling heir to the despair of the business.

I have just sat down with the Feb. 16 issue of B•T; my desk is reasonably clean; most everyone else in the office is out to lunch; I am ready to lean back and have a casual cigarette and see what words of wisdom I can collect from your current sheet; open up the cover page of the publication and discover that I am looking at the back page and upside down at that.

Being not very bright, I turn the magazine over and see the lovely girl from WHB swinging upside down (if you will do the same you will note this is a very advantageous view); open the back page and discover that I am looking at the front of the magazine right side up.

I am here—where are you?

Eldon Campbell
General Sales Manager
Westinghouse Radio Stations Inc.

[EDITOR'S NOTE: In a quandary. Apparently Mr. Campbell's copy, unique as far as the editors can learn, was bound with the cover on backwards.]

* * *

El Paso Passed Up

EDITOR:

We are amazed that B•T would let John Crandall's article on the future of TV slip through [B•T, Feb. 9]. It does irreparable damage to the omitted markets by planting a seed in the minds of timebuyers that those markets do not merit consideration. It also

Now! From Diamond to Radio



A BIG LEAGUE SHOW!

Phil Rizzuto's Sports Caravan

a sparkling 15 minute transcribed radio series

About Phil. Everyone knows him . . . 12 years with the world champion Yankees.

About the Show. A fast-moving 52 quarter-hour sports program for twice-weekly broadcast. 26 weeks beginning mid-April through September, including a free-upon-request separate disc on which Phil will transcribe 5-second personalized lead-ins to commercials.

Production. Each transcription is double-faced, with 2 complete 15-minute shows, open-end for 1-minute commercials: open—middle—close.

Cost. Priced at incredibly low "quick-sale" rates.

For Details . . . Rates or Audition Discs Write, Wire or Phone

charles michelson, inc.
15 West 47th St., New York 36, N. Y.
Phone: Plaza 7-0695
In Hollywood—BOB REICHENBACH
6533 Hollywood Blvd., Hollywood 28, Calif.
Hollywood 9-4580

BMI "Pin Up" Hit

"YOUR CHEATIN' HEART"

published by
ACUFF-ROSE

RECORDED BY

JONI JAMES . . . . . (MGM)
HANK WILLIAMS . . . . (MGM)
FRANKIE LAINE . . (Columbia)
JAN GARBER . . . . (Capitol)

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

completely overlooks the fact that many stations such as KROD-TV, which are omitted, are now operating successfully with the full potential still ahead. El Paso has a tremendous trading area within range of our transmitter. City alone exceeds 140,000 and already more than 17,000 sets are in the area. We have 120,000 friends across the Rio Grande in Juarez and more than 50,000 army personnel not included in census only five miles from our transmitter.

Actually, we serve a greater potential than Crandall requires. We feel certain many other markets overlooked are in similar positions. Since we provide TV service for southern New Mexico and southwest Texas, we feel El Paso is a must for any advertiser wanting national coverage. Feel certain your magazine will want to emphasize that this is only one agency man's opinion and urge you to give full recognition to potential markets not included in his analysis.

Val Lawrence
President & General Manager
KROD-TV El Paso, Tex.

[EDITOR'S NOTE: Far from letting Mr. Crandall's article "slip through," B•T eagerly published it to let its readers know how at least one big agency was thinking about TV. Another article, taking a less restrictive view of TV development, is scheduled for the future.]

* * *

Winter Cheesecake

EDITOR:

I know that during the good old summertime you receive plenty of pictures of bathing beauty contest winners and "cheesecake" in general. However, I am sure the enclosed picture, taken in the middle of winter, is news worthy. It is of Miss Sally Ardrey, our entry in the beauty contest held during the Pageant of Sara DeSota here last week. It's easy to see why Miss WSPB won over all to become Miss Sarasota of 1953.



John B. Browning
Manager
WSPB
Sarasota, Fla.

* * *

Unsolicited Testimonial

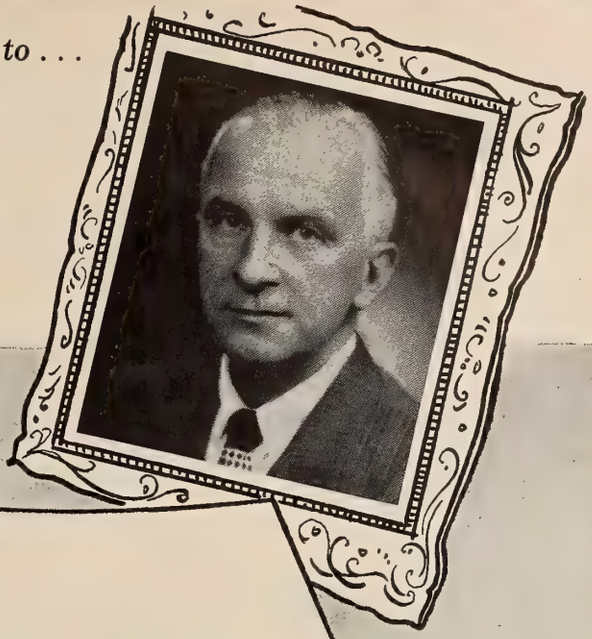
EDITOR:

I was ready to dash off a boquet of roses on my typewriter to the author of that so excellently worded review on *Talent Patrol* [B•T, Jan. 26] when I suddenly realized that quite a number of ex-G.I.'s must feel the same way I did and that "Open Mike" would therefore be swamped with praises . . . To my great surprise all I could find in this week's issue (Feb. 9) was a letter . . . in which the reviewer was called everything from a "frustated ex-PFC" to a "poor man's John Crosby." Judging by the signature and address the writer of the letter must be connected with the Army by several miles of red tape.

I only would like to tell him that if the "product" the Army is "selling" is really all it is

In Which Algy writes to . . .

Mr. Curt Peterson
Vice President
Marschalk & Pratt
New York City



Dere Curt:

Doggone, h'it hardly seems more then yesterday thet we started broadcastin' th' Esso Reporter on WCHS and here it is 14 years later. Time rilly flies but th' Esso Reporter gives folks a good way to keep up with th' times. There's Happy Listenin' on WCHS with 5,000 on 580 jist like there's Happy Motoring with Esso and Uniflo, and there's Happy Business for th' big family of WCHS advertisurs. I guess th' boss has told you thet our 1952 local business was 25.2% bigger then 1951. That's rilly Happy Business and it could happen to WCHS only becus we get results fer advertisurs jist like Esso gets results fer motorists.

Yrs. fer Esso,

Algy



WCHS

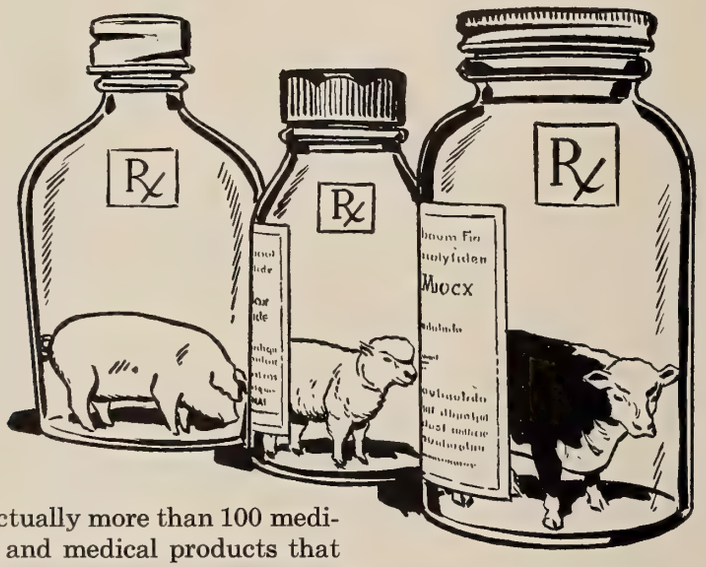
580 KC

5000 WATTS

Charleston, W. Va.

Affiliate Columbia Broadcasting System
Nationally Represented by Branham

How Many Medicines In Your Doctor's Kit Came From a *Meat Packing Plant?*



Actually more than 100 medicines, and medical products that your doctor regularly uses in the practice of his profession *get their start* in a meat packing plant.

Among them are ACTH and cortisone for the treatment of arthritis, asthma, rheumatic fever, and other ailments, epinephrine for allergies and certain emergency heart conditions.

Other products include surgical sutures and fibrin foam which control bleeding to make surgery safer.

Many, like insulin for the control of diabetes, can be obtained from *no other source.*

To make these medical products available to your doctor the meat packing companies developed new facilities for saving or processing glands of meat animals, and in "partnership" with the medical profession, promote research for still more life-saving, health restoring medicines.

Perhaps you'd never thought of it before, but doesn't this important service make the meat packer a sort of right-hand-man to your own family doctor?

Did you know

. . . that it takes the pancreas glands from *1,500 cattle* or *7,500 hogs* to make a single ounce of crystallin insulin . . . that there are more than *4,000 individual companies* in the meat packing industry . . . that recovering *everything of value* (as glands for medicines) helps this service industry bring you meat at a *lower service cost* from farm to table than almost any other food?

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

said to be, its soldiers would be its best advertisement and recruiting would be no problem. But since this is not so the reviewer of *Talent Patrol* had a right to make some remarks about the "sponsor's product" of which he and myself and thousands of others were dissatisfied "users." . . .

Bill Grant
Clearfield, Utah

* * *

Remote Control

EDITOR:

Your story on our automatic remote control equipment installation at KEAR [B•T, Feb. 2] attracted more than 90 stations requesting copies of our information brochure. We have been forced to set the brochure up in more substantial printed form than the previously planned mimeograph edition, and we would appreciate it if you could advise all who wrote us that there will be a slight delay of about another week before mailings will be completed.

We can handle a limited number of other requests. We asked that postage be included; the amount required to mail it out will be about 30 cents so ask any others to put that much in their request. . . .

S. A. Cisler, President
KEAR San Mateo, Calif.

* * *

Old Grad Roundup

EDITOR:

Since we know of no one in the broadcasting business that does not read BROADCASTING • TELECASTING, we are hoping that your OPEN MIKE can do us a favor.

We are trying to locate our former members of the WSUI staff and would appreciate it if they would write us their present addresses and the addresses of anyone else they know who worked at WSUI at one time. We are celebrating an anniversary this year and are looking for "old grads" in connection with the celebration.

James P. Wehr
Assistant Program Director
WSUI and KSUI (FM)
Iowa State U.
Iowa City, Iowa

* * *

Copyright

EDITOR:

Some of us who have been quite aware of the amendment to the U. S. Copyright Act are, I am sure, more aware of it because of your recent article . . . ["To Broadcast Verse Can Be A Curse", B•T, Feb. 16].

Harvey Olson
Program Manager
WDRC Hartford, Conn.

* * *

Capitol Offense

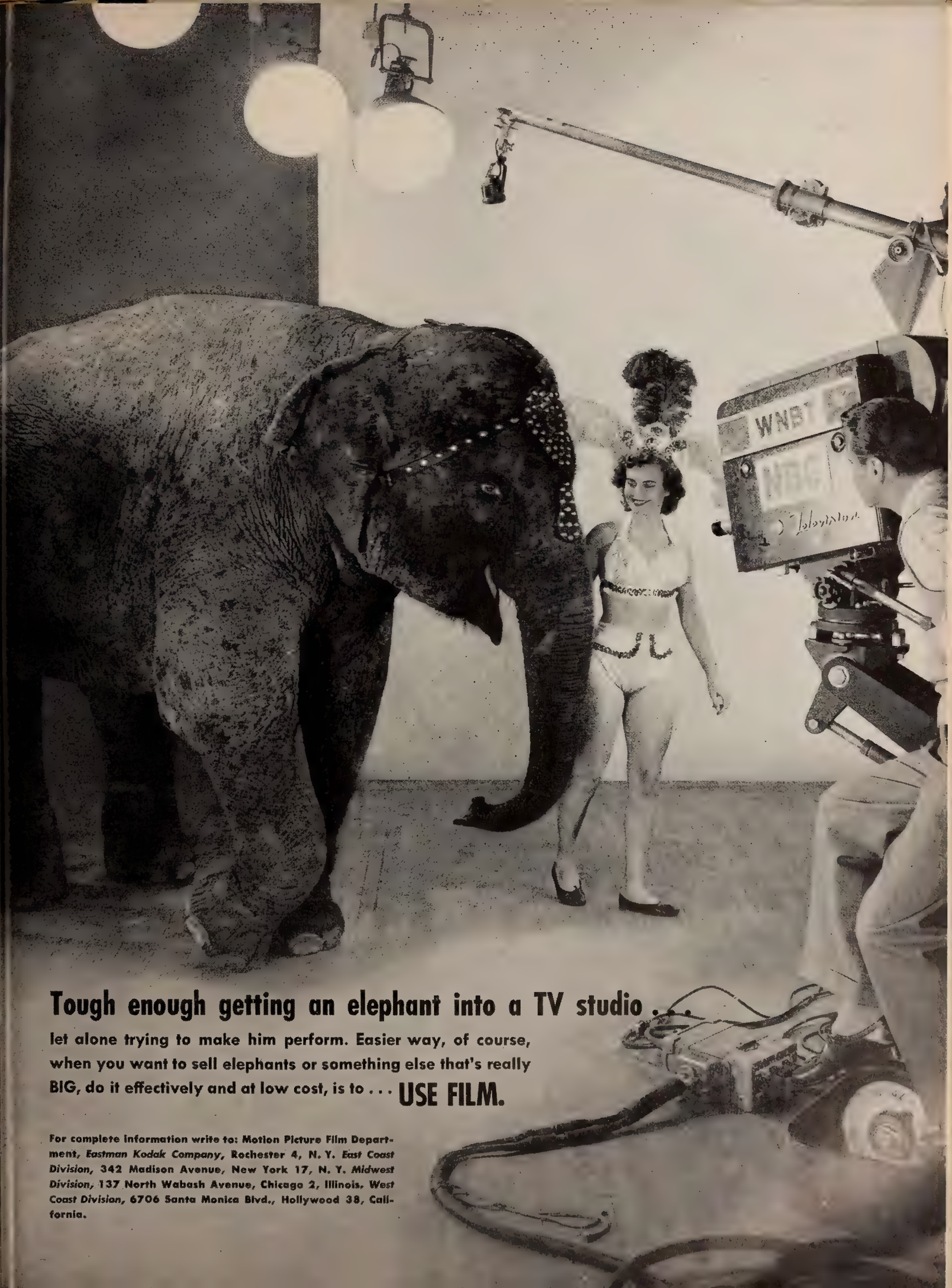
EDITOR:

We have followed with interest the controversy over the Capitol Records "rental" plan. The introduction of this plan last year led to the cancellation by WTVB of their library service as a protest.

The Capitol distributor for our area has been . . . telling [stations] that 5000 watt WTVB and WTVB-FM is happily buying records. Please be advised that we are not. (Buying, that is.) . . .

Love RCA, Columbia, Coral, Decca, MGM and the rest—that's where our record tunes come from until Cap gets wise.

E. H. Munn Jr.
Station Director
WTVB-AM-FM Coldwater, Mich.

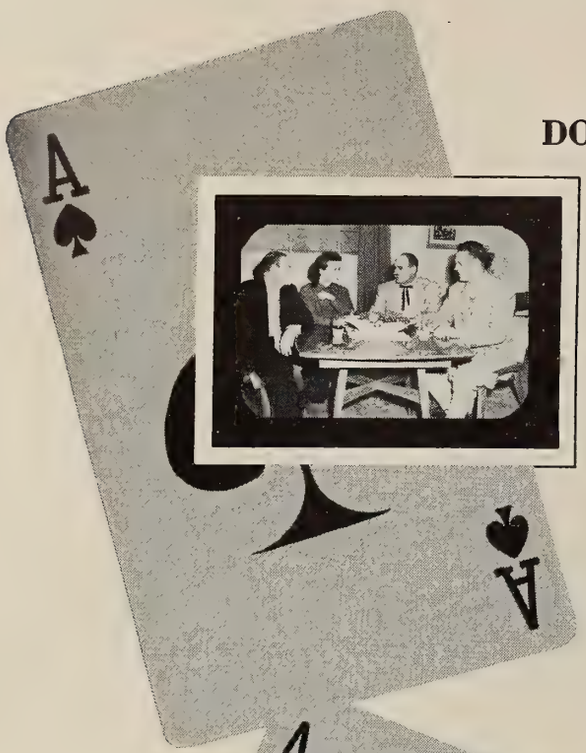


Tough enough getting an elephant into a TV studio . . .

let alone trying to make him perform. Easier way, of course, when you want to sell elephants or something else that's really BIG, do it effectively and at low cost, is to . . . USE FILM.

For complete information write to: Motion Picture Film Department, *Eastman Kodak Company*, Rochester 4, N. Y. *East Coast Division*, 342 Madison Avenue, New York 17, N. Y. *Midwest Division*, 137 North Wabash Avenue, Chicago 2, Illinois, *West Coast Division*, 6706 Santa Monica Blvd., Hollywood 38, California.

TV Aces... back to back



DOUBLE PLAY

Starring Durocher and Day

NOW...39 QUARTER HOURS AVAILABLE!

Greatest TV sports pastime . . . "Double Play" with Durocher and Day! This delightfully witty couple entertain outstanding figures in the world of sports . . . Casey Stengel, Bob Waterfield, Bob Feller, Florence Chadwick . . . and many more. They sit and chat right in the Durocher living room, discuss everything from batting averages to the life of a baseball wife. Fans who enjoy this kind of warm, friendly show prove their loyalty *at the sales counter.*



OLD AMERICAN BARN DANCE

Tremendous Appeal at Low Cost

Twenty-six fun-filled half-hours with famous National Barn Dance entertainers. Starring Bill Bailey as emcee, with Pee-Wee King, Tennessee Ernie and many others. The kind of program that regional and local advertisers can be proud to use. Wholesome entertainment that leaves a "pleasant taste" . . . a feeling of the stability and *desirability of the advertiser's product.*

AND LOOK AT THIS "FULL HOUSE" OF SALES WINNERS!

COUNTERPOINT (Rebound)
HEART OF THE CITY (Big Town)
HOLLYWOOD OFF-BEAT
THE CHIMPS
SLEEPY JOE
ROYAL PLAYHOUSE (Fireside Theatre)
STUDIO TELESCRIPTION LIBRARY

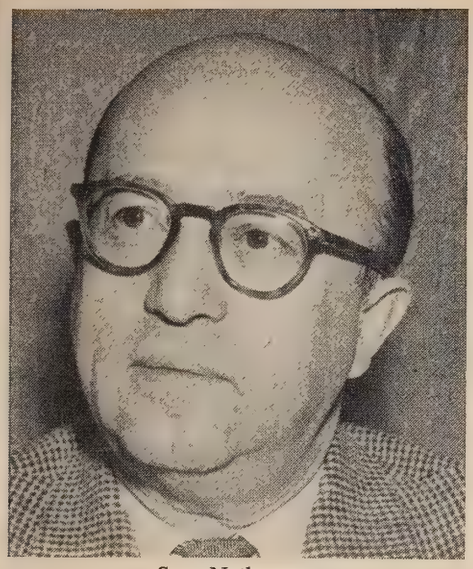
For information write or call

UNITED TELEVISION PROGRAMS Inc.

New York
444 Madison Avenue — PL 3-4620

Chicago
360 North Michigan — CE 6-0041

Hollywood
140 North La Brea — WE 8-9181



Sam Nathanson

on all accounts

SAM NATHANSON, vice president in charge of sales and distribution for Helen Ainsworth Corp., Beverly Hills, has more than 30 years in different phases of the motion picture industry to give him the experience in showmanship he believes is desperately needed in TV.

Convinced TV entertainment will improve in quality when the sponsor places his confidence in the producer, he believes "the day will come" when producers will prove they are qualified showmen who consistently can incorporate in their productions those elements which guarantee the largest audience potentials.

"When TV was born, the industry was considerably under the influence of men who were technical experts, but unconditioned in showmanship." Now, Mr. Nathanson asserts, "there must be a trend toward personnel who have this flair for producing, selling and promoting their product."

A native of Chicago, educated at Western Institute, that city, and City College in Detroit, he entered show business in 1915.

Moving on to New York, he became stage manager of the play, "Blossom Time." In 1921 he joined Standard Motion Picture Co. in Detroit as a film salesman. Returning to New York, he became affiliated with Producers Distributing Corp.

The next seven years found Mr. Nathanson back in Detroit as city sales manager for Columbia Pictures Corp., after which he was transferred to Los Angeles.

After a period of organizing film distribution companies, he and his son, Stuart, opened a public relations firm and handled publicity on such motion picture productions as "Red Shoes," "Macbeth," "Quartet" and "Cyrano de Bergerac."

Last summer he joined forces with talent agent Helen Ainsworth and now is preparing for stepped-up television activity. Supervising national distribution of *The Adventures of Patches,* half-hour film series, is the first step, and Mr. Nathanson is constantly on the lookout for other products.

Now setting up agency representatives in major cities in Europe and South America, Mr. Nathanson recently completed a coast-to-coast tour establishing distribution offices in this country.

Mr. Nathanson married the former Rae Davis some 30 years ago. Their family consists of son Stuart, a Hollywood children's TV program packager, and a daughter, Gloria, now Mrs. Irving Milberg. The Nathansons make their home in Hollywood where he sometimes indulges in his principal hobby, golf.

WDEF
CHATTANOOGA, TENNESSEE

has more audience, all morning, in Chattanooga than the next two network stations combined! *

WDEF
CHATTANOOGA
1370 KC • ABC
5000 WATTS

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

* According to the latest available Hooper study.

Represented by BRANHAM

KRNT

CBS

Hoopers HIGHEST In Des Moines!

MORNING FIRSTS

KRNT continues its dominance in the morning with 21 firsts (1 tie) out of 22 rated periods, 6:00 a.m. - 12:00 noon.



STA. "C"
STA. "D"
STA. "E"
STA. "F"
} NONE

AFTERNOON FIRSTS

KRNT continues its dominance in the afternoon, too! Of the 24 rated periods from noon to 6:00 p.m., KRNT has 23 firsts and 1 second.



STA. "C"
STA. "D"
STA. "E"
STA. "F"
} NONE

EVENING FIRSTS

KRNT continues its dominance in the evening, too! KRNT racks up 37 firsts and 23 seconds out of 63 half-hour evening periods from 6:00 to 10:30 p.m.



STA.:
"D"
"E"
"F"
} NONE

● Any KRNT week-day quarter-hour newscast is the highest-rated newscast in Des Moines. Any KRNT personality show is the highest-rated local show. These ratings assure you of the BIG-time buy when you buy KRNT.

Katz Represents That Very Highly Hooperated, Sales Results Premeditated, CBS Affiliated Station In Des Moines

KRNT
DES MOINES
THE REGISTER AND TRIBUNE STATION

SOURCE: C. E. Hooper Audience Index, City Zone, November 1952

BROADCASTING TELECASTING

March 2, 1953 Vol. 44, No. 9

BARTLETT SUGGESTS INTERIM GRANTS FOR COMPETITORS

CBS President Frank Stanton seconds proposal by California TV channel competitor Paul R. Bartlett that the FCC grant interim TV construction permits and licenses to joint trusteeships of competing applicants, with the victor reimbursing the loser for his investment and sharing interim profits after FCC's final award of channel.

REVOLUTIONARY plan for accelerating the spread of TV service across the country by permitting the erection of TV stations before instead of after FCC hearings and their operation on an interim basis until a decision, is proposed in a letter sent last week to all applicants for TV now waiting FCC hearing.

Proposer is Paul R. Bartlett, president and general manager of KFRE Fresno, Calif., for whom the delay caused by competitive applications is no mere academic problem since KFRE and KARM Fresno both have applications on file for a station on vhf Ch. 12 in that city.

Mr. Bartlett's proposed solution for himself and all other competitive applicants is for a combined interim operation.

"It is proposed," he states, "that two or more competing applicants in a community cause a new 'trustee corporation' to be formed for the purpose of obtaining an interim license and operating the station during litigation over final exclusive right to use the channel by one of the applicants."

Stockholders and directors of the "trustee corporation" would include one or more "public members," community-minded citizens with voting power to resolve any disputes arising among the individual applicants, who would jointly finance the interim operation.

Competitors' Agreement

Plan calls for agreement among the competing applicants and the FCC that the Commission waive its multiple application rule for the duration of the interim operation period and for the conclusion of the trustee operation when a final decision as to the licensee is made. At that time the successful applicant would purchase the assets of the trustee corporation so as to repay to the loser his original investment plus his share of any operating profits or minus his share of losses.

Immediate approval of plan was voiced by Frank Stanton, president of CBS, who said:

"The general approach suggested by Paul R. Bartlett represents a significant and constructive suggestion for the solution of one of the most critical problems now facing the FCC, the industry, and the television public. In existing circumstances and under present procedures, large segments of the public are being deprived of television service altogether and equally large segments of the public are being deprived of that choice of programs which is necessary to the health of a competitive industry. As a result, the pressures on the Commissioners and staff of the FCC are enormous and the economies of the broadcasting and manufacturing industries are being unnaturally retarded.

Interim Method

"The interim method suggested by Mr. Bartlett of permitting competing applicants on a temporary basis to join forces so as to put television stations on the air during the many months and years which the Commission must necessarily otherwise consume before it can decide among the competing applicants, would eliminate these difficulties. The plan therefore deserves the most serious and constructive consideration by all those who are interested in the early full maturity of television."

Mr. Bartlett's "general outline" in full text:

The Need

"There are 69 markets of 25,000 population or more without TV stations and where competing applications may prevent the building of new stations for several years. In addition there are 51 communities which now have only one station and cannot normally expect to have another for many months. In the latter group of communities there are three and a half million families with receivers who are confined to one program service.

The Problem

"Despite its establishment of orderly rules of procedure and efforts to speed the handling of applications, the FCC now faces a backlog of some 900 TV applications, many of which will require competitive hearings involving lengthy testimony. Meanwhile public and Congressional pressure is mounting for additional TV service.

Solution

"Some method needs to be found whereby new stations may be built at once and operated on an interim basis pending final FCC decisions as to who the eventual licensee will be. This method must preserve for competing applicants all their legal rights.

Method

"It is proposed that two or more competing applicants in a community cause a new 'trustee corporation' to be formed for the purpose of obtaining an interim license and operating the station during litigation over final exclusive right to use the channel by one of the applicants.

"Participating in the 'trustee corporation' as stockholders and directors would be one or more community-spirited citizens or public members who would have voting power to resolve any conflicts between the competing applicant stockholders in the temporary operation. Capital contributions would be provided jointly.

"In the case of two competing applicants the stock could be held 49% by A and 49% by B, with the public member holding 2% and forming the third man on the directorate of three. The variety of other combinations could be used to suit individual needs.

"Among other things the competing parties would":

A. Ask the FCC for a waiver of the multiple application rule and agree to having a license granted to the "trustee corporation" on an interim basis pending final decision in the hearing between them.

B. Agree that no testimony based on the operation of the station under the trusteeship would be admissable as evidence in the hearing.

C. Agree that the applicant who is finally successful would purchase the assets of the trustee corporation in such a manner as would return to the loser all his original investment plus his share of any operating profits or losses.

D. Agree to employ independent management in the trustee operation.

E. Agree with the FCC that the authorization for the trustee operation would end whenever both competing applicants ceased to prosecute their individual applications, and/or at the time a final decision is made as to who will be the licensee. This would provide for termination of the trusteeship and at the same time prevent the parties from effecting a permanent merger without FCC approval.

Conclusion

"Authorization by the FCC for competing applicants to adopt this basis procedure, or a variation of it, would serve public interest by:

"1. Permitting the almost immediate operation of many new stations in presently unserved or underserved areas.

"2. Preserving for competing applicants all their individual rights to orderly presentation of their cases for eventual full ownership of the station.

"3. Encourage more permanently competitive industry by reducing the tendency of competing applicants to merge permanently in order to avoid costly and protracted delays.

"4. Ending or shortening the present or future monopolies caused by one or two stations operating in a market while lengthy litigation delays use of other frequencies.

"5. End the anomalous situation which sometimes finds the strongest and best qualified applicants in a community unable to provide service because of competitive applications while less well prepared applicants succeed to the use of channels through the fortuitous circumstance of being unopposed."

REPEATS, DISCOUNTS IN SUMMER PLANS

TV advertisers are making their 1953 summer plans as such things as inducement discounts are dangled before them, along with ideas that include summertime repeats of the past winter's better offerings.

TV networks and advertisers are slowly coming around again to the problem of the summer program. In a cross check of this seasonal action, B•T learned:

The networks are beginning to develop their 1953 policies with respect to "incentive plans" calculated to keep sponsors on the air throughout the summer.

CBS-TV officials reported that their special inducement this year would be comparable to that of last summer, when virtually all CBS-TV sponsors remained on. This year, shows in Class A time periods will be eligible for 30% program rebate during the eight-week period starting July 5 and ending Aug. 29. Last year the rebate was 25%. Officials said that this year, due to overall liberalization of the network's discount policy, no aditional time discount will apply. The incentive plan is available to all currently contracted time periods with network origination in Class A time, plus all new business starting not later than the week of April 5.

NBC-TV Considers

NBC-TV, which offered no special summer inducement concessions last year, currently is considering the question but as yet has come to no final decision, an official reported.

Several advertisers, in another approach to reduce costs, are studying the precedent set last year by *Dragnet* and the *Groucho Marx Show*, wherein the advertisers repeated, as summer fare, the best programs of the winter season.

Dunhill Cigarette is contemplating that formula, in plans calling for six re-issues of its NBC-TV program, *My Hero*, while running a total of twelve summer episodes.

Four Star Playhouse, the Singer Sewing Machine production on CBS-TV; General Electric's *I Married Joan* on NBC-TV, and General Foods *Our Miss Brooks* on CBS-TV are all expected to issue some re-runs of their winter successes. Since all these shows are on film, the production cost involved in the repeats will be negligible.

On the other hand, there is still a fair complement of programs which will give way traditionally to summer replacements.

The great advance of that policy to an agency or advertiser is the opportunity it gives to test new programs which often survive as winter staples. Philip Morris, for example, which this year will replace *I Love Lucy* for the summer, last year mined a winner in *Margie*, the *Lucy* alternate which went on to to become a winter companion-piece to the program it replaced.

Another example of similarly successful testing was the *Mr. Peepers* show which spelled the Ford program during the summer and returned in the winter as the regular offering of the Reynolds Metal Co.

Summer Replacements

Two shows which this year will definitely take on summer replacements are *Mama*, sponsored by General Foods on CBS-TV, and *Red Buttons*, same parent company, same network.

Several shows, it is known, will proceed through the summer without hiatus. Two of these are *My Little Margie* on CBS-TV (Philip Morris) and Pepsi Cola's *Short Short Stories*, also on CBS-TV.

The "no vacation" policy will also obtain generally for the syndicated film productions. The film packagers as a rule negotiate their contracts with the stations on a broad 52 or 39 week basis, with a minimum term of 26 weeks.

One of the large syndicate firms that expressed unconcern with the summer hiatus problem is the Frederic W. Ziv Co. An executive there pointed out that Ziv offers its television programs "on a firm 52 week basis only."

Similarly, Aaron W. Beckwith, sales director of United Television Programs, declared that many advertisers are working on a 52-week basis though the company prescribes a minimum of 26 weeks. He said "There is no such thing as a summer hiatus for us," attributing the increased business activity to new stations coming on the air and to "a continuous education of the advertiser to keep their messages before the public all year round."

Halsey V. Barrett, eastern sales manager for Consolidated Television Sales, noted that most of their contracts are for 39 or 52 weeks and therefore "the summer constitutes no problem for us." He observed that "repeat" showings of films are popular because many new stations have come on the air and a heavy portion of the audience of older stations may not have viewed the show during its first run.



INTENSIVE merchandising plans, including distribution of 100,000 balloons, 45,000 club buttons and 30,000 health and good deed charts, are made by officials of WTOP-TV Washington, which has sold a $250,000 package to Giant Food Dept. Stores. Chain of 26 stores purchased Pick Temple, cowboy-folk singer, on exclusive one-year basis for 1¾ hours, seven days weekly. Heidi bread, a private brand, will be plugged initially. Negotiators include (l to r): Seated, John S. Hayes, president, WTOP Inc.; Richard Wheeler, station salesman; Mr. Temple and his dog, "Lady"; Clarkson Gemmill, Giant advertising director; Robert Maurer, TV director, Henry J. Kaufman Assoc., agency; standing, Lloyd W. Dennis, program director, WTOP Inc.; H. Thomas Tausig, program director, WTOP-TV; Larry Beckerman, producer, of the Temple show, and Morrie D. Schwartz, Mr. Temple's attorney.

N. Y. Area Drug Stores Set Merchandise Plan With WOR

AN extensive merchandising tie-in involving WOR New York and the Pharmaceutical Council of Greater New York, an organization representing more than 4,100 independent drug stores, has been announced jointly by William Crawford, WOR sales manager, and Dominick Forlizzo, president of the Council.

WOR's part in the project will include a 15-minute Monday-through-Friday program, "Tello-test," which will carry institutional announcements as well as commercials promoting the interest of druggists. The station will continue to carry announcements saluting druggists in the area and will schedule interviews with leaders in the drug field.

The council has pledged the cooperation of participating drug stores. They will display WOR-advertised merchandise prominently and make use of merchandising aids. Wholesalers will also assist. Drug Store Advertising Assoc. made arrangements for the tie-in.

Dunhill Plans for Its Cork Tip

DUNHILL king-size cigarette will introduce a new cork-tipped style in addition to its plain tip product, effective March 16 in four key states, California, Texas, Massachusetts, and Ohio. It will go national on April 13.

Intensive radio spot announcements will be used in the four test states. The newest version will also be promoted on Dunhill's NBC-TV program, *My Hero*.

In the last 18 months, Dunhills were intensively promoted in television, newspaper and radio campaigns from coast to coast. As a result, Dunhill executives announced, it has a firm grip on the 85mm market with an impressive sales gain of more than 600%. Biow Co., New York, is agency.

Tea Firm Ups Radio-TV

NATIONAL Tea Co., Chicago's largest retail newspaper food advertiser, last week quadrupled its TV advertising and also added two radio programs to its local station schedules.

Total value of time, talent and production exceeds $600,000 a year, according to C. H. Lilienfeld, vice president, Schwimmer & Scott Inc., agency which handled negotiations. He said increased commitments make the National Food stores "the largest retail sponsor of television and radio in the nation." Firm now will use one hour and 10 minutes of TV daily, Monday through Friday—a one-hour program on Saturday, and a half-hour on Sunday. An intensive schedule of TV spot announcements also was announced.

Brand Names Releases Spots

BRAND Names Foundation released to stations throughout the country yesterday (Sunday) a kit containing two series of radio spot announcements keyed to Brand Names Day, April 15. CBS Radio prepared the announcements.

L&M Defends Chesterfield Advertising Claims

LIGGETT & Myers Tobacco Co. has denied to the Federal Trade Commission that it has made false claims in its radio and television commercials and other advertising for Chesterfield cigarettes.

In its formal answer, filed by the New York law firm, Simpson, Thacher and Bartlett, the company denies that such slogans under attack as "much milder," "cooler smoking," "no unpleasant after-taste" and claims about non-irritating effects are false. FTC is charging "false, misleading and deceptive" claims and "misrepresentations" in Chesterfield advertising for the second time, the earlier suit in October having been dismissed with an appeal still pending.

Chesterfield attorneys also filed several exhibits of printed advertisements and continuity on broadcast commercials. A tentative hearing has been set for March 24 in New York.

Ad Awards for Women

WOMEN'S Advertising Club of St. Louis is accepting radio and TV nominations until March 15 for the annual Erma Proetz awards, given annually to outstanding women in creative advertising. TV awards will be presented by George M. Burbach, general manager, KSD-AM-TV St. Louis, at a May luncheon meeting in the Hotel Statler that city.

Nominations can be sent to Jean Drewett, Gardner Adv., 915 Olive St., St. Louis, for work done between March 1, 1952 and March 1, 1953. Awards honor Erma Perham Proetz, past president of the St. Louis club and the only woman represented in the Advertising Hall of Fame of the AFA.

John L. Anderson Dies

JOHN LUTHER ANDERSON, 67, retired treasurer of McCann-Erickson, New York, died Feb. 21 at his home in Dobbs Ferry, N. Y., after a long illness. He also was a vice president and director when he retired in 1952 after working with the agency since 1919.

In 1922, he was general assistant to the late A. W. Erickson, and Mr. Anderson became treasurer in 1930.

Surviving is his wife, Mrs. Una Page Anderson.

The Clients' Reactions

METHOD of presenting success stories of sponsored products has been devised by Philip Norman, director of KNX Hollywood *Housewives' Protective League,* and Don Ross, merchandising manager for the station and program. Representatives from four sponsors have transcribed off-the-cuff remarks, telling how the sale of their respective products has been aided by the station's merchandising support.

Participants are Joe Varner, Southern Calif. district manager, Peter Paul Inc.; Lou Casey, L. W. Casey & Co. (manufacturers' representative for Soilax); Doug Riach, district representative, General Foods; and Ed Belford, advertising manager, McDaniel's Markets.

Copies of the transcription have been sent to all CBS Radio Spot Sales offices to be used in demonstrating the KNX-HPL success story.



PEOPLE prominent in the agency field when Paul H. Raymer Co., station representatives, opened for business two decades ago, help the Raymer company celebrate its 20th anniversary party at the Hotel St. Regis in New York last month. All those pictured above, plus Jack Latham, formerly of Young & Rubicam; Wilfred King, J. M. Mathes, and Margaret Jessup, formerly of McCann-Erickson, were at Raymer's 10th anniversary in 1943. Seated (l to r): Linnea Nelson, formerly J. Walter Thompson Co.; Medeleine Vose, Raymer; Elizabeth Black, Joseph Katz Agency; Reggie Schuebel, Wyatt & Schuebel. Standing (l to r): Ned Midgley, Ted Bates; Paul Raymer; Hubbell Robinson Jr., CBS-TV; Fred Brokaw, Raymer; Frank Barton, Lennen & Newell; John Davidson, Davidson & Maddux Assoc., and Ralph McKinnie, Raymer.

Fellows Tells TV Seminar Of Advertising's Role

THE TAXES needed to produce under government operation such spectacles as TV's coverage of the recent political conventions and campaigns would be intolerable, NARTB President Harold E. Fellows told the Third Annual Regional Television Seminar Friday, opening day of a two-day session in Baltimore.

The seminar was held at WAAM (TV) and Johns Hopkins U., Baltimore in cooperation with American U., Johns Hopkins U., U. of North Carolina, Temple U. and the U. S. Office of Education.

Praises Present System

Contending that the government should not own or control public media, Mr. Fellows said he did not believe that unsponsored TV "could hope to perform as magnificently as our present system."

Taking part in a career panel at the seminar were Herbert B. Cahan, WAAM program manager; Jack Harrington, president of Harrington, Righter & Parson; Lester Lewis, Lester Lewis Assoc.; James O. Luce, chief radio-TV timebuyer, J. Walter Thompson Co.; Sig Mickelson, CBS-TV director of news and public affairs; Edward B. Roberts, script editor, *Armstrong Circle Theatre;* Kenneth Tredwell, assistant vice president, WBTV (TV) Charlotte, N. C.; Charles Underhill, ABC's TV program department director.

Judges to Choose 'Lulus'

PANEL of five judges who will select winners in the seventh annual Frances Holmes awards competition, sponsored by Los Angeles Advertising Women Inc., include Frances Corey, publicity-sales promotion director of The May Co.; Kai Jorgensen, executive vice-president, Hixson & Jorgensen Inc., and John K. West, vice president in charge of NBC Western Div. Presentation of "Lulus" will be made April 12 during the awards luncheon at the Hotel Statler, Los Angeles.

Southwest Agency Meet Has Record Attendance

RECORD TURNOUT of 350 agency executives and guests attended the annual convention of the Southwestern Assn. of Advertising Agencies in Fort Worth Feb. 12-14.

Speakers included Rowland Broiles, president of the agency of the same name, who served as general chairman at the meeting; Frederic Gamble, president, American Assn. of Advertising Agencies; Arthur Towell, president of the Madison, Wis., agency of that name, and Dean J. E. McCarthy, College of Commerce, Notre Dame.

Host chairman for station representatives was Joe Evans of Free & Peters, Fort Worth, while Harold Hough, director of WBAP-AM-FM-TV, was host chairman for station and sales managers.



JOHN D. METZGER (r), radio-TV director, Byer & Bowman Agency, Columbus, O., explains fundamentals of conducting a radio-TV campaign to an advertising class at Ohio State U. Discussion followed a class tour of the agency's new offices.

NEW BUSINESS

Spot

Jordon Sales Co., Phila. (refrigeration equipment), planning TV spot campaign in 30 markets in next four months. Agency: Gresh & Kramer, Phila.

Interstate Bakeries, Kansas City, renews *The Cisco Kid* in 16 markets in Midwest and West for third year.

Seven-Up Bottling Co., L. A. (soft drink), started radio spot announcement campaign on KFWB KLAC Hollywood, KOWL Santa Monica and KWKW Pasadena, for 13 weeks from Feb. 16. Agency: Mogge-Privett Inc., L. A.

Western Air Lines, L. A., started spot announcement campaign, week of Feb. 1 for 13 weeks, on KTTV (TV) KTLA (TV) KNBH (TV) KHJ-TV KLAC-TV and KECA-TV that city. Agency: Buchanan & Co., L. A.

Piel Bros., N. Y. (Piel's light beer), adds two TV programs in New York area: *Sports With Jim McKay* on WCBS-TV, 11:30-15 p.m. Tues., Thurs. and Sat., and *Boxing From Ridgewood Grove* on WJZ-TV, 9-10:30 p.m., Tues. Agency: Young & Rubicam, N. Y.

Haffenreffer & Co., Boston (Pickwick ale and Boylston beer), sponsoring Douglas Fairbanks Jr. half-hour film series on WBZ-TV Boston, WABT-TV Bangor, Me. and WWLP (TV) Springfield, Mass., for 26 weeks. Agency: H. B. Humphrey, Alley & Richards, Boston.

Westinghouse Electric Supply Co., L. A., started *George Putnam and the News* on KTTV (TV) Hollywood, 10 minutes thrice weekly, quarter-hour twice weekly, for 13 weeks from Feb. 9. Firm started 52 weeks' spot announcement campaign Jan. 12 on KMPC KECA KLAC KFWB that city and KBIG Avalon. Agency: Irwin Co., Beverly Hills.

Networks

Household Finance Corp., Chicago, starts *Frank Goss News* on 14 Columbia Pacific Radio Network stations, thrice weekly, 5:45-5:55 p.m. PST, for 34 weeks from tomorrow (Tuesday), Agency Needham, Lewis & Brorby, Chicago.

Chevrolet Motor Div., General Motors, Detroit, starts Dinah Shore on Monday and Friday quarter-hour programs on NBC radio, March 23, in format similar to singing star's twice weekly NBC-TV show for the firm. Agency: Campbell Ewald, Hollywood.

General Products Corp., L. A. (Looz dietary supplement), renews *Stuart Craig Show* on 46 CPRN, Mountain and Arizona stations, Sat., 12:30-12:45 p.m. PST, for 52 weeks from March 7. Agency: Dean Simmons Adv., L. A.

Liggett & Myers, N. Y. (Chesterfield cigarettes), will sponsor *Stork Club*, Sat., 7-7:30 p.m. EST on CBS-TV, effective April 4, every week instead of alternate weeks. Agency: Cunningham & Walsh, N. Y.

Dwight Edwards Co., Vancouver (tea and coffee), started *Tea and Coffee Time* on Feb. 16 for one year on 15 western Canadian Dominion network stations, Mon., Wed. and Fri., 7:30-7:45 p.m. Agency: Ruthrauff & Ryan Inc. Toronto.

Agency Appointments

Aqua Flor, L. A. (tooth decay preventive for home drinking water), appoints Factor-Breyer Inc., that city. TV is being used.

Pearl-Wick Corp., Queens, N. Y. (clothes hampers) appoints Al Paul Lefton Co., Phila.

Joy Hosiery Co., Clifton, N. J., appoints O'Neil, Larson & McMahon, N. Y. Radio-TV will be used.

Guide Lamp Div., General Motors Corp., appoints D. P. Brother & Co., Detroit. Account executive is **Albert C. Cochrane.**

Kleerex Inc., St. Paul, and **Van Patten Pharmaceutical Co.,** Chicago, appoint Frank E. Duggan Adv., Chicago. Radio campaigns are being contemplated.

Colonial Savings & Loan Assn., S. F., appoints Wyckoff & Downard Adv., that city.

National Paper Corp. of Pennsylvania, Ransom, Pa. (Swanee products), appoints Geyer Adv., N. Y.

Stapleton-Spence Packing Co., San Jose, Calif. (dried fruits), appoints Richard N. Meltzer Adv., S. F. **William Callahan** is account executive.



PHILLIP'S Radio & TV Inc., Washington, D. C., applicance chain, signs to co-sponsor Washington Senators baseball games on WWDC, that city, with National Brewing Co., Baltimore. Signing are (l to r), Wolfe Filderman, merchandise manager, and Mike Filderman, vice president of Phillip's; Calvin Griffith, Senators vice president; Phillip Filderman, Phillip's president; Ben Strouse, vice president-general manager, WWDC, and Alvin I. Miller, partner, Cohen & Miller agency, Washington, which placed the business.

Industrial Tape Corp., New Brunswick, N. J. (division of Johnson & Johnson), appoints Young & Rubicam, N. Y., for consumer products advertising, effective March 1.

Segal Lock & Hardware Co., N. Y., appointed James Thomas Chirurg Co., N. Y.

Max Factor & Co., Hollywood (Pan-Cake Make-Up and Creme Puff), appoints Young & Rubicam, that city. **Jack Smock** is account executive.

McDaniel's Markets, L. A. chain, and **Guide Post Stores,** that city (appliance chain), appoint Jimmy Fritz & Assoc., Hollywood. TV is being used.

National Electrical Contractors Assn., Washington, D. C., names New York office of Fuller & Smith & Ross to handle its advertising. The agency has prepared a kit of material for NECA members which includes suggested radio releases.

Allied Tube Corp., Brooklyn and Phila. (toys and juvenile goods), and Fund-Raiser Products Co. appoint Adv. Assoc. Agency, Phila.

Monarch Mfg. Works appoints Parkside Adv., Phila.

Eco Engineering Co., (Allachem and Eco pumps) appoints Michener Co., Phila.

Vic Tanny Gyms, L. A. (Southern Calif. chain), appoints Hixson & Jorgensen Inc., that city. **William T. Reedy** is account executive.

Walter N. Boysen Co., Oakland, Calif. (paint), appoints Atherton Adv. Agency, Hollywood. TV will be used.

Ed Fountain Lumber Co., L. A., (lumber), appoints Charles Bowes Adv., that city.

Universal Detergents Inc., Long Beach, Calif. (industrial chemical products), appoints Roger T. Case Assoc., that city.

Mutual Orange Distributors, Redlands, Calif. (fresh fruit), appoints Charles Spruance Adv., San Gabriel. Radio test campaign starts in Portland this month.

Pellissier Dairy Farms, Whittier, Calif. (Michael's cheesecake), appoints L. J. Swain Adv., that city.

R. A. Reed Electric Co., L. A., appoints Boylhart-O'Connor, that city. **George Balsam** is account executive.

Weber-Waukesha Brewing Co., Waukesha, Wis., appoints Richard N. Meltzer Adv., S. F., in 11 western states. **William Callahan** & **Vernon Norris** are account executives.

Max Factor & Co., appoints Doyle, Dane, Bernbach Inc., N. Y., for Max Factor Lipstick and Pan-Stik.

Colonia Inc., N. Y. (toiletries), appoints Weiss & Geller, New York Inc., N. Y.

Sailor Al's Mercury Motors, L. A., (used car dealer), appoints Holzer Co., that city. **Lou Holzer** is account supervisor; **Blanche Renze** and **Fred Eggers** are account executives. Radio-TV will be used.

Miscellaneous

Bozell & Jacobs, Chicago, relocates at 205 N. LaSalle St., same city.

Edw. A. Grossfeld & Staff, Chicago, relocates at 1020 North Rush St.

Marks & Neese Inc., Jackson, Miss., elected to membership in Affiliated Adv. Agencies Network, Madison, Wis.



PLUS

The highest Television Station in the Pacific Northwest

KXLY-TV

Atop Mt. Spokane **Elevation 6018 ft.**

KATZ LOGS TYPES IN RADIO AUDIENCE

NEW AUDIENCE measurement concept — total listeners per thousand radio homes, based on sets-in-use and weighted by listeners per set—is used by The Katz Agency, station representatives, in a special study of radio listening patterns just released. Based on Pulse surveys made in January and February, 1952, in 18 major cities, this report shows the number of men, women, teen-agers and children, and total radio listening in 1,000 homes for each of the 18 hours from 6 a.m. to 11 p.m., weekdays, Saturdays and Sundays.

These figures, Katz points out, differ from usual audience composition figures which, as a rule, "are listeners per 100 listening homes with no relation to the number of sets-in-use at any given time." Difference is illustrated by a hypothetical example where, at 6 a.m., with 10% sets-in-use, there were 80 men listeners per 100 listening homes and 80 per 1,000 radio homes, while at 6 p.m., with 20% sets-in-use, there were 45 men listeners per 100 listening homes, but 90 per 1,000 radio homes.

Katz data reveals that 8 p.m. is the hour when the largest number of individuals (517) per thousand homes listened to the radio. On weekdays, most male listeners (195) were counted at 9 p.m., most women (276) at 10 a.m., and most youngsters (87) at 6 and 7 p.m. None of the components reached its peak at the same hour as the total. Tabulations also show there are more women listeners than men every one of the 18 hours.

CBS Radio Tops Nielsen For Week of Jan. 18-24

CBS Radio made a clean sweep of the top 10 evening once-a-week network radio shows in number of radio homes reached for the week of Jan. 18-24, according to A. C. Nielsen figures. The Inaugural ceremonies presented by ABC, NBC and CBS took the three top weekday spots in the Nielsen report, while CBS shows comprised the seven remaining spots on the list.

The listings:

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK (Average for All Programs)		(2,775)
1	Jack Benny (CBS)	7,027
2	Amos 'n' Andy (CBS)	6,311
3	Charlie McCarthy Show (CBS)	6,311
4	Our Miss Brooks (CBS)	5,236
5	Lux Radio Theatre (CBS)	4,789
6	My Little Margie (CBS)	4,610
7	People Are Funny (CBS)	4,341
8	Suspense (CBS)	4,252
9	Arthur Godfrey's Scouts (CBS)	4,073
10	Gangbusters (CBS)	4,028
EVENING, MULTI-WEEKLY (Average for All Programs)		(1,477)
1	Lone Ranger (ABC)	2,641
2	One Man's Family (NBC)	2,506
3	Lowell Thomas (CBS)	2,462
WEEKDAY (Average for All Programs)		(2,014)
1	Inaugural Ceremonies (ABC)	5,192
2	Inaugural Ceremonies (NBC)	4,744
3	Inaugural Ceremonies (CBS)	4,431
4	Romance of Helen Trent (CBS)	3,536
5	Our Gal, Sunday (CBS)	3,491
6	Aunt Jenny (CBS)	3,357
7	Wendy Warren and the News (CBS)	3,312
8	Arthur Godfrey (Liggett & Meyer) (CBS)	3,267
9	Ma Perkins (CBS)	3,178
10	Arthur Godfrey (Toni) (CBS)	3,133
DAY, SUNDAY (Average for All Programs)		(1,298)
1	True Detective Mysteries (MBS)	3,401
2	Shadow, The (Sylvania) (MBS)	2,775
3	Shadow, The (Wildroot) (MBS)	2,327
DAY, SATURDAY (Average for All Programs)		(1,835)
1	Theatre of Today (CBS)	3,804
2	Stars Over Hollywood (CBS)	3,178
3	Fun For All (CBS)	2,999

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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Does the Jingle Jangle?

MOST effective TV commercials are those which, not surprisingly, are best liked, according to a study of the Columbus, Ohio, area by Dr. Kenneth Dameron, professor of business organization at Ohio State U.

Analyzing why viewers like commercials, Dr. Dameron said 37.46% like them because they are "cute, clever, entertaining," 20.12% "like announcer(s)," 11.15% "musical approach," 8.67% "unique, different," 8.05% "convincing sales approach," 8.05% "informative," 7.74% like "humorous, cartoon-type (animated)" commercials and 7.12% like "integrated or incorporated form" of commercial.

Reasons commercials are disliked, Dr. Dameron reported, are: 23.47% "dislike announcers," 20.66% "bad taste," 16.43% "too lengthy," 13.15% "too repetitious," 11.27% "irritating," 9.39% "foolish and/or false claims" and 7.98% "uninteresting, boring."

BAB Study Points Up Daytime Serial Impact

EFFECTIVENESS of the daytime radio serial drama as an advertising vehicle when used on a regular, continuous basis is pointed up in a new BAB presentation distributed last week to members, advertisers and advertising agencies.

Entitled "The Cumulative Audience of 'Soap Operas,'" the report stressed that "nearly one-half of all American families listen to a radio daytime serial drama some time during the week." Another significant conclusion of the study was that a single average radio soap opera, or adjacent announcement series, enables an advertiser to reach one-fifth of all families in the market on the average of six times in less than a month.

The report is the third in a continuing BAB series on cumulative, unduplicated audiences reached over a period of time by various types of announcements and program schedules. It was developed from data supplied by Audimeter reports of A. C. Nielsen Co.

Experimental News Show

AN experimental television news program, which will attempt to study and report on the effects of news events on average persons, will be launched shortly by WPIX (TV) New York in cooperation with the Columbia U. Graduate School of Journalism.

The station reported *News-o-rama* will be presented Mondays for 12 weeks as a public service. Arrangements were worked out by Walter Engels, WPIX (TV) news director, and Prof. John Foster of the School of Journalism.

Dean Carl W. Ackerman of the School of Journalism called the project "a significant development in journalism."

N.Y. RADIO UP 4% FROM 1947–WOR

America's largest market has over one million radio-only families, WOR tells in its newest report.

NEW YORK, long billed as the nation's largest TV market, also is the largest non-television market in the nation, WOR New York reported last week in a research report on "Non-TV New York." Radio listening in the area's non-TV homes is 4% higher now than it was five years ago, the report noted.

Based on Pulse data and covering the 23-county area comprising the New York television market, the study put the number of radio-only families at 1,080,400, which exceeds the total family population of any other market except Chicago, Los Angeles, Philadelphia and Boston.

The New York radio-only total also exceeds the number of TV families in all but four television markets (New York, Los Angeles, Chicago, Philadelphia), and is "bigger than the top 16 markets combined which are now without television service."

Radio-Only Families Up

Since 1947, when TV penetration in New York was about 2%, average sets-in-use among radio-only families has increased from 23.5% to 24.4%, which represents an all-day average of 263,620 families, the report showed. There are only nine cities in the U. S. with a family population exceeding the average quarter-hour listening audience in non-TV New York, it showed.

Morning radio listening by radio-only families is up 30%, compared with 1947 figures for all families, and the afternoon figure is up 21%. Nighttime listening between 6 and 8 p.m. is down 4% and, between 8 p.m. and midnight, is down 22%. Even with this 22% decline, however, sets-in-use (24.9) still top the daytime average (24.4).

Sportscasts on Upgrade Among Canadian Viewers

WHILE sets-in-use dropped to 77.8 during the first week of February in the Toronto area from a January high of 82.2, the bulk of TV viewers tuned to WBEN-TV Buffalo according to rating of Elliott-Haynes Ltd., Toronto. In Montreal, the report shows, sets-in-use continue to rise because of increasing popularity of sportscasts to French and English language groups.

Sports Top List

Most popular programs on the Toronto and Montreal CBC-TV stations are sports. At Toronto, *NHL Hockey* received a rating of 58 in the Elliott-Haynes report, followed by *The Big Revue*, 29; *Wrestling*, 27.8; *March of Time*, 27.1, and *Now's Your Chance*, 25.2. Montreal's most popular programs were *NHL Hockey* 72.5, followed by *Wrestling*, 66; *Basketball*, 57.9; *Studio One*, 55, *and Le Nez de Cleopatre*, 55.



KFOR LINCOLN **KFOR-TV** LINCOLN

KOIL OMAHA **KRVN** LEXINGTON

ANNOUNCE THE APPOINTMENT OF

Paul H. Raymer Company, Inc.

AS THEIR NATIONAL REPRESENTATIVE

CORNBELT BROADCASTING CORPORATION

CENTRAL STATES BROADCASTING COMPANY

NEBRASKA RURAL RADIO, INC.

KGNC-TV

CHANNEL 4 • 100 KW • E.R.P.

AMARILLO, TEXAS

ON THE AIR MARCH 18, 1953

HIGHEST PER CAPITA RETAIL SALES IN THE UNITED STATES

REPRESENTED NATIONALLY BY THE O. L. TAYLOR CO.



NBC • DUMONT

Truman's Farewell

FORMER President Truman's farewell address Jan. 15 on all TV networks was seen by 16,974,000 viewers, the American Research Bureau reports. His address was aired in nearly 7½ million homes, on nearly one-half of all sets in areas where the program was available and in more than one-third of all TV set homes in the U. S.

The only previous Truman address rated by ARB was that given March 6, 1952, when a one-half hour speech on all four networks gained an audience of 8,880,000 representing viewers in 3,700,000 homes. At that time, this figure was less than one-fourth the total TV homes and was slightly more than 29% of all sets in areas where the telecast was available.

Compared to other January telecasts, Mr. Truman was sixth in rating and 11th in total number of homes reached, ARB reported.

Movie-Going Is Declining Among N. Y. TV Set Owners

TV OWNERS in the New York area are seeing fewer movies than they did a year ago, and are more willing now to support subscription television to see first-run movies at home. These reports were issued last week by Advertest Research, New Brunswick, N. J.

Latest analysis of "The Television Audience of Today" shows that only 45% of viewers queried in January of this year had gone to a movie "in the past month," while the figure was 64% the year before. This year, 55.8% of the respondents said their movie attendance had decreased since getting a TV set, compared with 35.7% in 1952; and 30.2% said there was no change in movie-going, contrasted with 62.3% the previous year.

Another January survey among 750 TV owners disclosed that 52% would be willing to pay to see a first-run motion picture at home, while only 34% said they would a year earlier, according to Advertest. In 1952, the average family was willing to pay 60 cents per picture; in 1953, 51 cents. Results are based on personal interviews.

TELESTATUS®

Weekly TV Set Summary—March 2, 1953—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	24,934
Ames	WOI-TV	125,032
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	5,500
Austin	KTBC-TV	20,459
Baltimore	WAAM, WBAL, WMAR-TV	460,684
Bangor	WABI-TV	14,240
Baton Rouge	WAFB-TV	.....
Binghamton	WNBF-TV	101,450
Birmingham	WAFM-TV, WBRC-TV	150,000
Bloomington	WTTV	221,800
Boston	WBZ-TV, WNAC-TV	1,015,445
Buffalo	WBEN-TV	328,419
Charlotte	WBTV	299,617
Chicago	WBBM-TV, WBKB (TV), WGN-TV, WNBQ	1,316,491
Cincinnati	WCPO-TV, WKRC-TV, WLWT	402,000
Cleveland	WEWS, WNBK, WXEL	711,245
Colorado Springs	KKTV	14,500
Columbus	WNBS-TV, WLWC, WTVN	279,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	233,079
Davenport	WOC-TV	169,000
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	
Dayton	WHIO-TV, WLWD	272,000
Denver	KFEL-TV, KBTV	117,299
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV, KTSM-TV	17,250
Erie	WICU	184,680
Ft. Worth-Dallas	WBAP-TV, KRLD_TV, WFAA-TV	233,079
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	152,417
Honolulu	KGMB-TV, KONA	12,386
Houston	KPRC-TV	232,000
Huntington-Charleston	WSAZ-TV	175,117
Indianapolis	WFMB-TV	327,000
Jackson	WJTV	.....
Jacksonville	WMBR-TV	101,000
Johnstown	WJAC-TV	599,215
Kalamazoo	WKZO_TV	241,832
Kansas City	WDAF-TV	271,890
Lancaster	WGAL-TV	204,774
Lansing	WJIM-TV	168,395
Lincoln	KOLN-TV	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,515,495
Louisville	WAVE-TV, WHAS-TV	226,915
Lubbock, Tex.	KDUB_TV	18,753
Lynchburg	WLVA-TV	40,500
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	186,037
Miami	WTVJ	169,900
Milwaukee	WTMJ-TV	407,830
Minn.-St. Paul	KSTP-TV, WCCO-TV	354,000
Mobile	WALA-TV, WKAB-TV	.....
Nashville	WSM-TV	102,938
New Britain	WKNB-TV	.....
New Haven	WNHC_TV	340,000
New Orleans	WDSU-TV	165,358
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000
Norfolk-Portsmouth-Newport News	WTAR-TV	157,340
Oklahoma City	WKY-TV	193,700
Omaha	KMTV, WOW-TV	173,917
Peoria	WEEK-TV	.....
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,200,318
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	552,000
Portland, Ore.	KPTV	64,846
Providence	WJAR-TV	275,000
Pueblo	KDZA-TV	13,000
Reading	WHUM-TV	.....
Richmond	WTVR	160,427
Roanoke	WSLS-TV	44,300
Rochester	WHAM-TV	176,000
Rock Island	WHBF-TV	169,000
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	117,750
San Antonio	KEYL, WOAL-TV	129,399
San Diego	KFMB-TV	170,650
San Francisco	KGO-TV, KPIX, KRON-TV	510,000
Schenectady-Albany-Troy	WRGB	256,350
Seattle	KING-TV	232,700
South Bend	WSBT-TV	20,000
Spokane	KHQ-TV, KXLY-TV	18,319
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	214,067
Toledo	WSPD-TV	223,000
Tucson	KOPO-TV	.....
Tulsa	KOTV	138,050
Utica-Rome	WKTV	87,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	425,983
Wilkes-Barre	WBRE-TV	.....
Wilmington	WDEL-TV	130,424
York	WSBA-TV	21,000
Youngstown	WKBN-TV	.....

Total Stations on Air 139* Total Markets on Air 89*

Total Sets in Use 21,535,215

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

FUSTEST WITH THE MOSTEST ...thats Florida's WTVJ

Where These National Spot Advertisers Sell Their Products Through DAYTIME TELEVISION

American Cyanamid Co.
American Chicle Co.
Armour & Company
Atlantis Sales
Avoset
B. C. Headache Powders
B. F. Trappey & Sons
B. T. Babbit Company
Best Foods
Blue Plate Foods
Brown & Williamson
Burnett's Instant Pudding
Butoni Products
Calgon
Cat's Paw
Cities Service
Copeland Sausage Co.
R. B. Davis Company
Doanes Pills
Drackett Company
Eastco
Ella Bashe
Elroy Naval Stores
Fuchs Baking Co.
General Foods
Gordon Potato Chips
Helena Rubenstein Cosmetics
Hudson Paper & Pulp Co.
Keebler & Wyl Baking Co.
Kellogg Company
Klix Dog Candy
Kretschmer Wheat Germ Health Foods
Land O'Lakes Creameries
McCormick & Co. Spices
Miles Laboratories
Norris Candies
Northern Paper Mills
Nylast
Oakite
Proctor & Gamble
Pillsbury
Plough, Inc.
Pream
Quaker Oats
Rapidol
Revlon Products
Reynolds Metals
Royal Desserts
Shell Petroleum Products
S.O.S. Company
Standard Brands
Swansdown Company
Swift & Company
TV Time Popcorn
Ullman Company
Uncle Ben's Rice
Van Camp
V. Viviano Brothers
Whirlwin Indoor Antennas
Wilson & Company

It's an amazing South Florida Sales Story. Call Your Free and Peters Colonel Today.

CHANNEL 4 WTVJ MIAMI

$2 Million Damages Asked For Films' Release to TV

PRODUCERS of eight theatrical motion pictures last week filed a $2 million damage suit in Los Angeles Superior Court against seven distribution companies, charging inadequate distribution and "wrongful" assignment of their product to television, and requesting a preliminary injunction to prevent their films' release to the medium.

Named in the damage suit are Chesapeake Industries (formerly Pathe Industries), United Artists, Eagle Lion Classics, Eagle Lion Films, Pictorial Films, Motion Pictures for Television and Motion Pictures Unlimited. Also named, but not for damages, were Bank of Manhattan Co., KTTV (TV) KLAC-TV Los Angeles, NBC, CBS and several individuals.

The suit was brought jointly by Equity Pictures Inc., Equity Films Inc., Orbit Productions Inc. and Orbit Pictures, and charges the defendants with laxity in distributing the eight feature films and with discrimination against them in favor of other movies.

Equity Pictures Inc. in mid-January [B•T, Jan. 19] obtained a preliminary injunction restraining the same distributors from releasing the feature film, "Shed No Tears," to TV.

ABC-TV-Guild Films Sign For New Network Series

GUILD Films Co. and ABC-TV have signed for the exclusive use of *Lash of the West* film series on ABC-TV, effective immediately, Reuben Kaufman, Guild president, announced Wednesday.

Transaction represents a departure for the company, Mr. Kaufman noted, because it previously had operated exclusively in the syndicate field. Under contract terms, the quarter-hour Western series will become an exclusive ABC-TV program and will not be syndicated until the network has completed its scheduling. *Lash of the West* will be expanded from its present 13 episodes to a total of 91.

Film Sales

Frank Wisbar Productions, Hollywood, will start shooting a new block of 44 half-hour films for NBC-TV's *Fireside Theatre*, March 23, for **Procter & Gamble Co.** (Duz, Crisco, Ivory). The contract for 1953-54 season was signed for a reported $1,350,000. Agency is **Compton Adv. Inc.,** New York.

* * *

Lewis Food Co., Los Angeles (Dr. Ross Dog & Cat Food), has started a weekly half-hour filmed series, *Hank McCune Show,* on **KLAC-TV** Hollywood and **KRON-TV** San Francisco, for 13 weeks from Feb. 26. The series, filmed by **Video Pictures Inc.,** Hollywood, also is sponsored by Lewis Food Co. on **KPTV (TV)** Portland, **KPHO-TV** Phoenix and **KING-TV** Seattle with more stations to be scheduled. Agency is **Rockett-Lauritzen,** Los Angeles.

Availabilities

Monsanto Chemical Co., St. Louis, has announced the availability of a new film on synthetic chemical soil conditioners. The film, "Garden Wise," is a sequel to "Soil Structure: Key to Productivity," an earlier motion picture on the soil conditioner. Prints of "Garden Wise" may be obtained from Monsanto's Merchandising Division.

* * *

Cecil B. DeMille's "The King of Kings," famed silent movie, is being offered for TV use on commercial or sustaining basis during the current Lenten season (through April 5) by **Cinema Corp. of America**, Paterson, N. J., which reserves the right of approval of sponsor and any film editing. Running time: 115 minutes. Sound track consists of music and sound effects, no dialogue. Both 16 mm and 35 mm prints are available, the company said.

* * *

Young Men's Christian Assn. is making available to TV stations a half-hour dramatic-documentary motion picture, "My Son's Dad," which sums up contributions of the Y to good citizenship. It was produced for the Y by **March of Time** with **Jack Glenn** as writer, producer and director. The film is obtainable at local YMCA branches.

* * *

Educational Film Sales Dept., University Extension, U. of California, Los Angeles, announces the availability of *Shakespeare's Theatre: The Globe Playhouse,* narrated by **Ronald Colman.** The film visually describes the Globe Playhouse, and shows how the stage was used in the presentation of some of Shakespeare's plays and includes excerpts from some of his plays.

* * *

William E. Jordan and **Margaret R. Jordan** wrote and directed the film, which was produced by the Motion Picture Div., Dept. of Theatre Arts, U. C. L. A.

Production

Frank Ferrin Co., now shooting at Telepix Studios, Hollywood, is producing eight more half-hour programs for CBS-TV's *Smilin' Ed's Gang,* sponsored by **Brown Shoe Co.,** St. Louis, for the past four years. Being incorporated into the new films are 80,000 feet of color footage, shot in India by **Ellis Dungan.**

* * *

Bing Crosby Enterprises, Culver City, is producing 26 half-hour films for *Crown Theatre* series, set for April release by **CBS-TV Film Sales. Gloria Swanson** will introduce films, starring in four of them.

* * *

Screen Gems Inc., Hollywood, for first time, is in simultaneous production on two half-hour programs for NBC-TV's *Ford Theatre.* **Edmond O'Brien** stars in "To Any Soldier," produced by **Irving Starr** for release Easter week. **Merle Oberon** stars in "Allison, Ltd.," produced and directed by Mr. Starr and **James Nielson,** respectively.

* * *

Norman and **Irving Pincus,** producers of *Ellery Queen* TV film series, telecast until recently on ABC-TV live from New York, are in Hollywood to produce a pilot film for the film series. Production starts today (Monday) at Hal Roach Studios, Culver City.

* * *

Stanley Murphy, Hollywood, has acquired TV film rights to the syndicated comic strip, "Dixie Dugan," from creator-owner **J. D. McEvoy.** Script assignments have been given to **Fred Freiberger and William Tunberg,** motion picture writers, and a half-hour film series will go into production shortly.

* * *

Filmcraft Productions, Hollywood, is completing two one-minute TV film announcements, starring **Groucho Marx,** for Los Angeles County Heart Assn. and Sister Kenny Foundation.

Random Shots

Report analyzing the total audience potential available to sponsors of industrial, advertising or institutional films can be obtained on request from **Dynamic Films Inc.,** New York. Of special interest is an entire section on television, giving facts on the actual dollar value of sponsored films that qualify for TV time.

Paramount Pictures, pleased with successful use of TV film trailers to exploit its new feature film release, "Road to Bali," is in production on one 20-second and two 60-second spots for "Come Back, Little Sheba" and "The Stooge." Four to six 20-second spots are being filmed for "The Stars Are Singing," "Off Limits," "Pony Express" and "War of the Worlds," under direction of **Phil Pemberton,** trailer department head.

* * *

Jerry Layton Productions, New York, radio and TV program productions, has changed firm name to **Wilbur Stark-Jerry Layton Inc.,** and has moved offices to 4 West 58th St., New York 19.

* * *

Edward Lewis Productions, Hollywood, has moved to 226 S. Beverly Drive, Beverly Hills. Telephone: Crestview 1-5727.

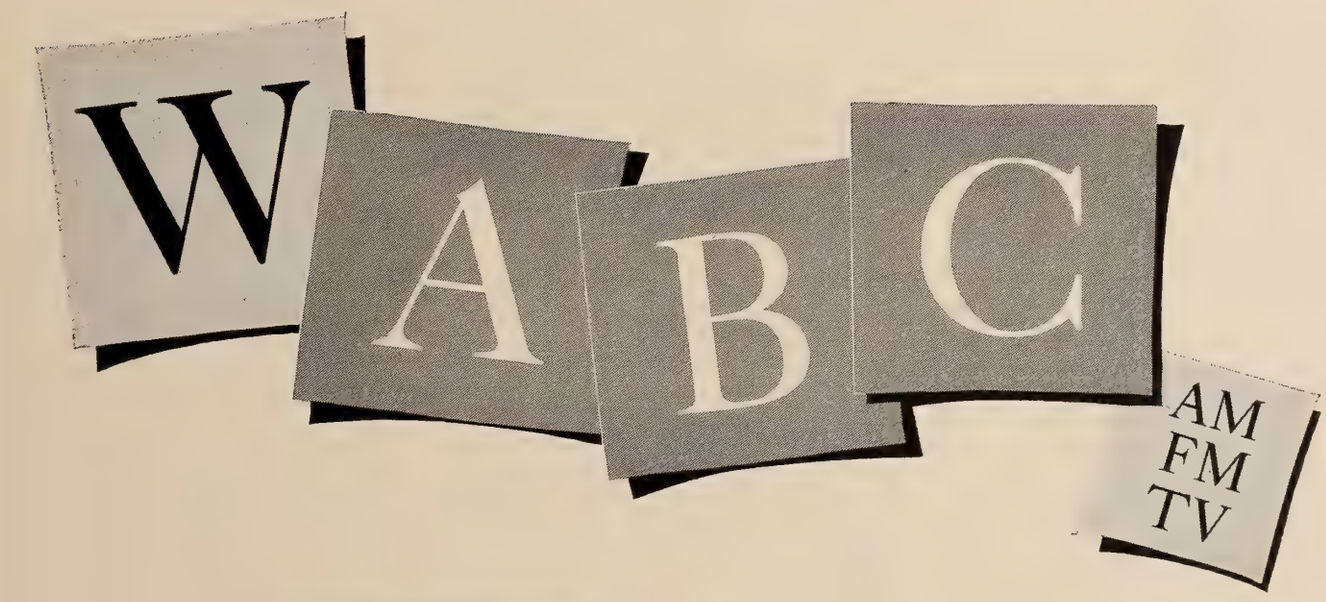
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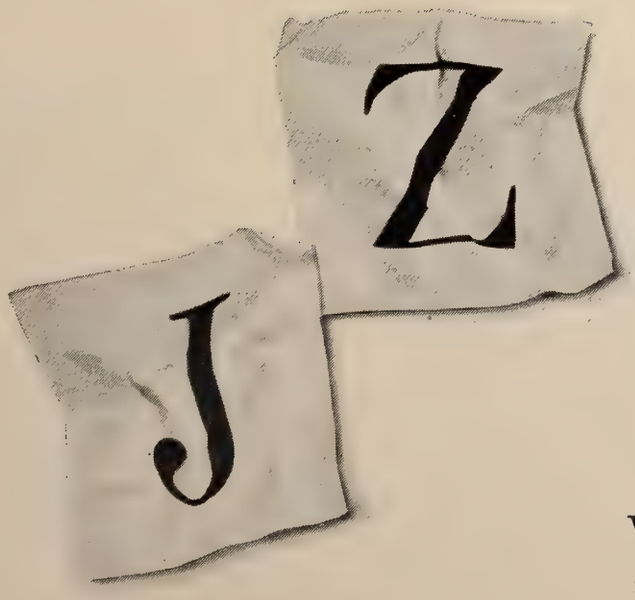
Warner Bros. is releasing a Red Cross public



SCROLL goes to WDSU-TV New Orleans from the city marking "March of Time Day" and urging citizens to watch the *March of Time* video series. L to r, Frank Shea, *March of Time* representative; Robert D. Swezey, executive vice president, and Edgar B. Stern Jr., president, WDSU Broadcasting Co.; Mayor DeLesseps S. Morrison, and George Gill, advertising director, Miller Brewing Co., which sponsors the film series on WDSU-TV.

ABC has a new name in New York...





Yes, WJZ AM, FM and TV now go by a new name... WABC. But this is more than an ordinary change in call letters. It points up the fact that these are ABC's key stations in the nation's key market. Here is one of the first signs that ABC is taking steps to make its owned and operated stations leaders in radio and television in the markets they serve.

THE NETWORK TO WATCH IS ABC!

WABC and WABC-TV

770 ON RADIO — CHANNEL 7

THE KEY STATIONS IN NEW YORK OF ABC AMERICAN BROADCASTING COMPANY

Represented by Edward Petry & Company

service film, "You Are the Star," featuring **John Wayne**, to TV stations about March 15.

* * *

Venice Film Festival award to **Pictorial Films'** "FDR—Hyde Park" was presented to **J. Milton Salzburg**, president of Pictorial, by the Italian consul general at the New York consulate last week.

* * *

Hollywood Film Co., 946 N. Seward St., Hollywood, is building eight additional vaults, first step in proposed expansion to 40 film vaults and 20 cutting rooms.

Film People

Robert L. Hoover, sales manager of **Dick Lewis Studios Inc.**, Chicago, has been appointed vice president and member of the corporation's board of directors.



Mr. Hoover

* * *

Ed England, account executive with ABC-TV Spot Sales, to **United Television Programs** sales staff covering New England and upper New York state territories.

* * *

Max Kanter, Passaic, N. J., has been appointed the exclusive, personal representative in the North American continent for Goodwin-International (TV films), Johannesburg, South Africa. Mr. Kanter will handle distribution of *Boy & Simba* and *African Visit* film series.

* * *

Howard Green, motion picture producer-writer-director, joins Sovereign Productions, Hollywood, in an executive capacity on *Your Jeweler's Showcase*, NBC-TV's *Cavalcade of America* and CBS-TV's *General Electric Theatre* film series.

* * *

Milton J. Cross, radio personality, has been signed to narrate full color film, "Color Comes of Age," being produced by **Sarra Inc.**, Chicago, TV and motion picture film firm.

* * *

Gail Papineau, director and production manager of Raphael G. Wolff studios, Hollywood (TV production firm) and previously with Walt Disney Productions, Hollywood, to **Kling Studios Inc.**, that city, as head of dramatic productions.

* * *

Lucille Ball and **Desi Arnez**, co-stars of CBS-TV's *I Love Lucy*, have been signed by MGM for reported $250,000, for feature film version in technicolor of the book, "The Long, Long Trailer."

* * *

Hugh Marlowe has been signed by **Norman** and **Irving Pincus** to portray the title role in *Adventures of Ellery Queen* half-hour pilot TV film, shooting at Hal Roach Studios, Culver City. The show has originated live from New York on ABC-TV for the last two years.

* * *

Richard Erdman, star of *A Sporting Chance*, TV series filmed by Reid Ray Television Productions Inc., and **Sharon Randall**, singer, were married in Las Vegas, Jan. 29.

* * *

Burt M. Harris, head of **Western Television Productions**, Denver, father of a girl, Beth Anne, Jan. 26.

* * *

Robert L. Lippert Jr., in charge of TV department, Lippert Pictures Inc., Hollywood, father of girl, Stacy Ellen, Feb. 18.

New Disc Jockey Service

NEW SERVICE for disc jockeys, Show Stoppers, has been launched by Robert J. Clarkson, former manager of Columbia Records Transcription Div. Show Stoppers are 10-inch, 78 rpm discs containing 17 to 20 bits of recorded monologue, dialogue and sound effects, each bit running from 5 to 30 seconds, which can be used to add variety and color to record programs. Show Stopper records will be sent monthly to subscribers, who will have exclusive rights in their markets. Prices vary according to size of market, starting at $5.50 a month for markets of under 25,000 population.

Shields Reveals 'Stagette'

UNIT called the St. Louis Stagette is being sold by Shields Studio, St. Louis, as a multiple-use basic setting for TV stations. The stage enclosure is a room 4 feet deep and 15 feet wide, with a center, rear draped opening and a proscenium setting which includes a valance, two side tabs and a pair of traverse draw front curtains on tracks. Within the enclosure are from 1 to 12 roll-up scenes which can be changed "in seconds," the company reports. Address is 5537 Suburban Tracks.

New Public Health Series

EIGHT quarter-hour transcriptions are being released by the Communication Materials Center of Columbia U. Press to promote local and state health education. The dramatic series, *The Search*, is enacted by leading Broadway and Hollywood performers, as supervised by the U. S. Public Health Service. Series is available for a small charge at 413 W. 117 St., New York 27. A similar program, *Seminar*, is available to TV stations.

Free Income Tax Shows

AMERICAN Institute of Accountants again this year, as it has annually since 1949, has prepared public service material for use by radio and TV stations in giving listeners and viewers hints on filling out income tax returns.

This year's AIA material includes three packages: Eight one-minute spots for radio stations, available as scripts or transcribed by Kenneth Banghart; two 13-minute transcribed radio quiz shows with Milton Cross as announcer and Walter Kiernan as moderator; four 45-second cartoon-and-sound film spots for TV stations.

Material, provided free to stations, is being distributed through the state societies of CPA's. AIA estimates 500 stations will use its material up to March 15.

'Korean Mud' Released

GOVERNMENT is releasing radio and TV spots to stations and a new song, "Korean Mud," to disc m.c.s to promote blood donations. It is sung by Elton Britt, RCA recording artist, who returned recently from Korea. The lyrics point up the increasing need for blood by the National Blood Program. Release is being made by Paul Gaynor, program coordinator, Office of Defense Mobilization, Washington 25, D. C.

Joan Caulfield Signed

JOAN CAULFIELD, who was under contract to Paramount Pictures five years, has been signed to a long-term CBS-TV contract to star in the TV version of *My Favorite Husband*, scheduled for a fall premiere, the network announced last week. The comedy had its debut on CBS Radio in 1948 and ran two and a half years with Lucille Ball playing Liz Cooper.



PLANNING an expanded advertising, production and merchandising campaign for 1953 is this group of World Broadcasting System executives: (l to r) Dick Lawrence, sales manager; Pierre Weis, general manager; Robert W. Friedheim, vice president, and Leo Gutman, advertising director. Firm envisions a boom year for local radio [B•T, Feb. 23].

Advertisement

WEMP PUBLIC SERVICE POLICY IS DESIGNED TO AID YOUTH OF BOTH HIGH SCHOOLS AND COLLEGES

High school group wins Junior Achievement Award; Marquette University students air dramatic radio workshop series.

WEMP's long-time interest in educating young people to commercial radio was emphasized again this month with the presentation of a Junior Achievement business charter to the station's Junior Productions company.

The company, composed of Milwaukee high school students, is sponsored by WEMP. Hugh Boice Jr., WEMP general manager, made the presentation in behalf of Junior Achievement, Inc., during ceremonies of a regular Junior Productions broadcast carried on WEMP.

The J. A. company earned the recognition by developing, selling and broadcasting a weekly popular music program, "High School Hit Parade". Weekly instruction in radio and guidance in the production of the program is provided the group by WEMP staff members and other Milwaukee advertising professionals.

WEMP also encourages radio work on the college level by assisting with and donating air time for the weekly Marquette University Radio Workshop. Program is a half-hour dramatic series.



AL KOEHLER (right), president of Junior Productions, WEMP Junior Achievement company, registers approval with the Junior Achievement business charter presented his group. Robert Tongas (left) of Klau-Van Pietersom-Dunlap advertising agency, and Lou Riepenhoff, WEMP public service director, group advisors, extend congratulations.

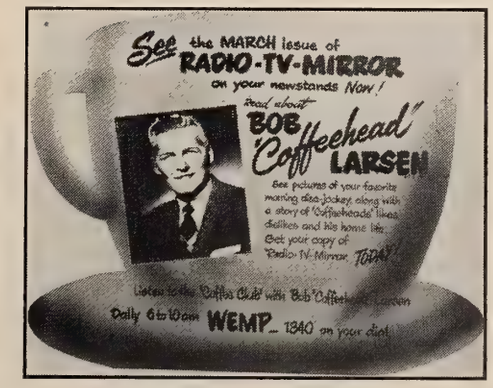
WEMP SHOWS 33% INCREASE

JANUARY AND FEBRUARY BILLING in 1953 is up 33% over the same months in 1952, it was announced today by John Gagliano, sales manager for the successful Milwaukee independent.

"It is interesting to note", Gagliano observed, "That both local and national business show the same percentage increase of about one third. The total is a new all-time high for the station for any 60 day period."

Coffee-Cup Cutouts Promote Radio-TV Mirror Salute

MARCH ISSUE of Radio-TV Mirror contains full page picture and story feature on Bob "Coffeehead" Larsen. Alert station management ordered posters in advance shaped like a coffee



cup promoting the magazine article and the program.

The posters were put up by station promotion department in record shops, news stands, hotels, schools and public buildings to coincide with distribution date of magazine's March issue.

This is the A.M. show that amazed the experts a few years ago with a straight up rating curve. Naturally, it's sold out, but some smart advertisers' names are to be seen on the waiting list. Must be worth the wait.

EVER *Psychoanalyze* A CITY?



WEMP DID and found that MILWAUKEEANS prefer

- ***MUSIC***

Another reason for the year 'round popularity WEMP enjoys in homes, stores, offices, clubs and cars—day and night.

- ***NEWS***

Thirty times daily, prepared by Milwaukee's largest independent radio news department.

- ***SPORTS***

More sports broadcasts than any other Milwaukee station. Earl Gillespie, Wisconsin's favorite, does three sportscasts daily, and all play-by-play reports.

They add up to consistently high ratings all year long. Remember, for $100 to $300 per week, or more, a WEMP spot campaign delivers 2 to 2½ times more audience per dollar than any network station in town.* Call Headley-Reed!

* Based on latest available Hooper Comprehensive and SR & DS rates.

WEMP

AM 1340 K.C. — MILWAUKEE'S 24-HR. A DAY STATION — FM 94.1 M.C.

Advertisement

N. Y. GROUP DASHES COLD WATER ON STATE'S EDUCATIONAL TV PLAN

New York educators were told last week that there was "no justification" for large-scale state financing of the proposed 10-station educational TV network. The special commission report also noted that educators are not using all the time available on commercial stations.

THE PROPOSAL that New York State build and operate a 10-station network of educational TV stations was rejected by a special commission last week in a report which found the plan neither "necessary" nor "desirable" and held that educators aren't using all the time available to them on commercial stations.

The group—the temporary State Commission on the Use of Television for Educational Purposes—adopted the report by a 10-to-5 vote that was generally regarded as doom for the network plan, which, although funds have not been appropriated, already had progressed to the point of getting FCC grants for seven stations. Observers held no doubt that the state administration would accept the report; in fact there was speculation that the administration had virtually dictated it.

The majority, which turned down the dissenting group's proposal that the state set aside $500,000 for a pilot or "experimental" station, recommended "the use of available private funds through quasipublic nonprofit educational corporations to build and operate one or more educational TV stations, as is being done in Los Angeles, San Francisco, Houston, Dade County, Fla., and elsewhere." (See earlier "pilot" story, page 96.)

Wants Reservations Continued

It also recommended that FCC continue "for at least five to 10 years the allocation of the channels which have been made available for educational purposes," on the ground that more time is needed to explore the possibilities of educational TV, plus the fact that FCC faces "years" of work in processing applications for other channels.

The report favored "development of television for educational purposes to the broadest possible extent," and noted that "new methods for using television may well be devised in the years to come." But, the majority held:

"As of today, we find no justification for the expenditure of large sums of money for the construction of state-owned and operated television stations. On the other hand, there are affirmative steps which can be taken for the sound and sensible development of the potentialities of television in the best interests of education."

Among these, included in the report's recommendations, were "broadening the use of educational workshops and similar cooperative efforts to develop sustained programming on free time presently available on commercial stations;" continuation of commercial stations' practice of offering free time, and having it made available on a regular basis at hours suitable to the audience to which program is directed; and that "our educational institutions take full advantage of the present great opportunity to establish that they can supply a greater flow of television material in the educational and cultural fields."

In order to make "a continuing study of the development of the use of television for educational and cultural purposes," the report also recommended that the commission's work be carried on by either this or a similar group.

In broad effect, the recommendations contained in the report adopted on a 10-5 vote were not much different from those in a larger report on which, it was said, the entire commission was in substantial agreement a week earlier.

The dissenting report, preliminary to a more formal "minority" report, stressed that the final report was not the one tentatively agreed upon at the previous meeting and was not circulated to the commission members until the afternoon of the day before the final meeting.

No Time to Study

Because they "did not have time to study either of the reports," they said they dissented. They also noted "The commission was unanimous in requesting that further time was needed to study the over-all problem of educational television."

It was in connection with such further studies that the dissenters proposed—but were out-voted—that the state put up $500,000 for a pilot station.

In addition to the forthcoming formal minority report, at least some members of the majority were said to be planning to issue separate reports. Among these, Michael R. Hanna of Cornell U.'s WHCU Ithaca planned to prepare one in which, he said, he would arrive at the conclusions and recommendations contained in the majority's final report, but would do so on different grounds from those in the majority document.

Paul R. Lazarsfeld of Columbia U., a commission member but not able to attend the final meeting, also was said to be considering a separate report.

The body of the majority report stressed construction and operating costs, the limited audience appeal of educational programs, the relatively few hours of programming contemplated for the proposed stations, and failure of educators to take advantage of all the free time available to them on commercial stations.

"Many educational programs are now being carried by commercial stations, with time and all technical, production and engineering costs paid by the stations. The free program time offered by commercial stations to the colleges, universities, and public schools of the state has been only partially accepted. . . . It seems unwise to launch a program of government-operated television stations costing many millions of dollars when other inexpensive means of presenting all possible programs are available," the report declared.

Costs Estimated

It estimated that construction costs for the 10 stations would be at least $6 million, operating costs at least $8,250,000 a year, plus another $10 million initial outlay if half of the state's 80,000 classrooms were to be equipped with TV sets at $250 each, plus $4 million additional operating expenses per year if special films were produced at the rate of five $20,000 films per week for 40 weeks.

"If the major use of educational television is to be the showing of educational films, there has been no testimony before the commission that this could not be accomplished by the simple use of motion picture projectors and screens now available in most schools," according to the report.

The New York educational channels are uhf, and the majority noted that a U. of North Carolina commission, studying the allocation of both vhf and uhf educational channels, concluded that it would be "unwise" to build uhf outlets "because it was unlikely that they would, in the foreseeable future, acquire an audience."

It also was brought out that, of the 10 proposed stations, the most programming proposed by any one was 17¾ hours a week during an academic year of 36 to 40 weeks, noting that "far more than two or three hours a day would be necessary to justify venturing upon this immense enterprise. . . ."

The report cited WPIX (TV) New York and



EXECUTIVE board of the 1953-54 Radio-TV Correspondents Assn. meets for the first time in the U. S. Capitol. Seated (l to r): Richard Harkness (NBC), vice chairman; Martin Agronsky (ABC), chairman; Hollis M. Seavey (MBS), retiring chairman; standing, Carmen Garcia, secretary, Senate Radio-TV Gallery; Robert Menaugh, superintendent, House Radio-TV Gallery; D. Harold McGrath, superintendent, Senate Radio-TV Gallery; Bill Costello (CBS); secretary; George J. Marder (UP Radio), member-at-large; Julian Goodman (NBC-TV), member-at-large; J. F. McCaffrey (MBS), treasurer, and Ann Corrick (Crosley), member-at-large.



QUIZ FOR TIME-BUYERS

with an eye on the PITTSBURGH market

Q What station attracts more than twice as many morning listeners as the nearest competition in the 108-county area surrounding Pittsburgh?

A *According to the latest Nielsen, it's KDKA.*

Q What program draws this amazing audience?

A *Ed & Rainbow (of KDKA's Musical Clock) by far the most popular radio team in the area.*

Q Who are Ed and Rainbow.. and when?

A *They are Ed Schaughency and Rainbow Jackson. They dominate the Pittsburgh airwaves from 7:10 to 8:15 AM, Monday through Friday (to 8:00 on Saturday). They've been morning favorites for 15 years on KDKA.*

Q What's their program format?

A *They provide awakening Pittsburgh with time announcements, weather reports, news, recorded music, friendly humor. They make getting up a pleasure.*

Q Is it a participation show?

A *Yes. One-minute announcements.*

Q How does one go about purchasing a chunk of "Ed and Rainbow" or one of KDKA's other popular morning shows?

A *CF & P**

**See Free & Peters, there's not a moment to spare!*

KDKA PITTSBURGH

50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS INC

WBZ · WBZA · WOWO · KEX · KYW · KDKA · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

8 db more

with no increase in noise

It's the new

REG. U.S. PAT. OFF.

SCOTCH BRAND

Magnetic Tape

High HO *Output*

TRADE MARK

NEW, IMPROVED COATING!
"Scotch" Brand *High-Output* Magnetic Tape is coated with a revolutionary new magnetic material that offers unparalleled sensitivity.

UNEQUALLED OUTPUT LEVEL!
Actually produces 8 db and up to 12 db more output than any conventional magnetic tape with no increase in harmonic distortion.

SPECIAL NEW COLOR!
This new tape is colored a distinctive grey-green for easy recognition.

"Scotch" Brand No. 120A *High-Output* Magnetic Tape gives the recording engineer a new and potent tool for the production of truly high fidelity recordings. The 8 db minimum added output of *High-Output* Magnetic Tape increases significantly the available signal to noise ratio, making possible for the first time low background noise recordings of orchestral works having wide dynamic range. Besides offering unparalleled output at all audio frequencies (see graphs), this new tape retains all the physical and magnetic properties that have made "Scotch" Brand No. 111A the recognized standard of the recording industry: high tensile strength, freedom from elongation, stable anchorage, low noise level, excellent uniformity, ease of eraseability.

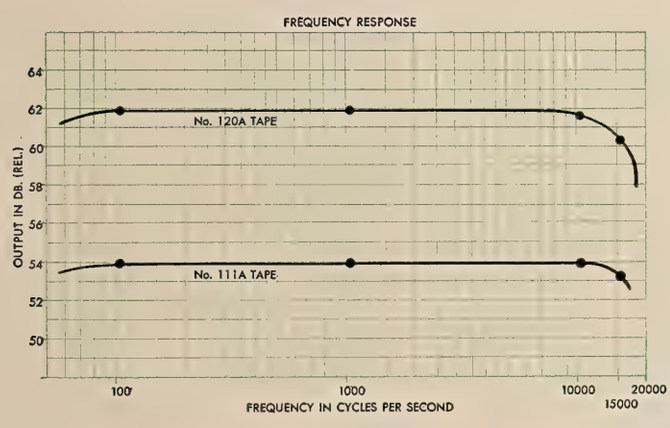
Freedom from squealing, cupping and curling is assured thanks to exclusive "Dry Lubrication" feature. *High-Output* tape is guaranteed 100% splice-free (up to 2400-foot reels)

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.

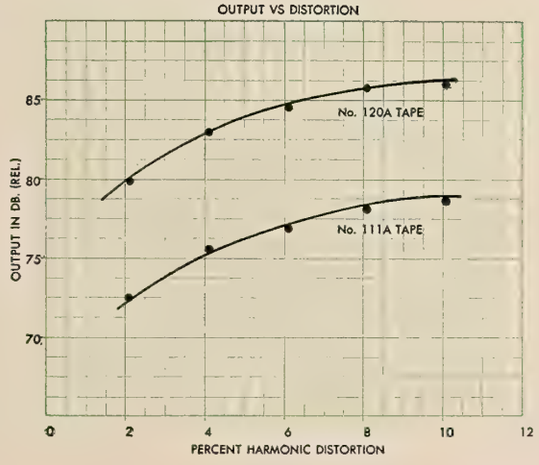
3M

output

or harmonic distortion!



The frequency response characteristics of both No. 120A and No. 111A tapes are virtually identical at 15 ips tape speed. These curves were made with each tape set at optimum bias and an input level 15 db below 1% 3rd harmonic distortion.



This graph shows the 8 db increase in output of *High-Output* Magnetic Tape No. 120A over No. 111A at any given distortion level. *When compared with other brands of magnetic tape, the difference in output is as much as 12 db!*

FREE BOOKLET tells the full story of the tremendous technical possibilities of *High-Output* Magnetic Tape. Address Dept. BT33, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and a copy will be sent promptly.

Available now on: 120-AP 1200-foot Professional Reel
120-A 2400-foot on NARTB hub or reel



High-Output and HO TM 3M Co.

GI Bill Grad

FIRST KOREAN veteran to complete vocational training under the new GI schooling bill is Jerome Bloom, 24-year-old from Brooklyn, N. Y., who started work as a cameraman at WHBF-TV Rock Island, Ill., on graduation day, according to the Veterans Administration. Mr. Bloom, a former machine shop worker, read of FCC's authorization of 2,000 TV stations while stationed in Germany, and decided to become a video cameraman and studio technician when he returned. The CBS-TV basic station where he works recently increased power to 100 kw.

Rochester's WHAM-TV as among commercial stations which have offered educators more free time than the educators have used. It also quoted the president of the U. of Maryland as saying, in connection with a day-long closed circuit medical presentation by WBAL-TV Baltimore, that "as long as there are stations like WBAL-TV providing the facilities and fine technical staffs to help the university fulfill its dream of bringing TV into the home, I see no need for, nor would I back, an educational channel."

Offers Go Begging

It was pointed out that out of 260 half-hours a year offered to an upstate New York City school system by the local station, only 154 have been accepted. The report added:

"This is a typical situation. It is also typical that when operations commence in the large number of commercial channels now available and for which applications are pending, there will be a steadily increasing amount of time available for educational television. This will increase the surplus of time available above the amount educational institutions have accepted. . . .

"The way to determine the amount of time education can use is by the process of intelligent development on a gradual basis. Any other course might prove to be a serious setback to the cause of education and of educational television. Progressive development of the use of existing facilities appears to us to be the sound approach. . . ."

The majority consisted of Chairman Douglas M. Moffat, a New York City attorney; Mr. Hanna; Ben C. Duffy, president, BBDO; Young B. Smith, former Columbia U. Law School dean; Clarence C. Carruth Jr., attorney, New York; State Sen. Arthur H. Wicks; Assemblyman Oswald D. Heck; State Sen. Walter J. Mahoney, Senate Finance Committee chairman; T. Norman Hurd, Budget Director, and Harold Keller, Commerce Commissioner.

The minority consisted of Sen. Francis J. Mahoney and Assemblyman Eugene F. Bennigan, who wrote the dissenting report, and Chancellor John P. Myers of the State Board of Regents, Mrs. Isabel H. Kideney, former president of the state chapter of the American Assn. of University Women, and Norman S. Goetz, representing trustees of the State University.

No Deadline Extension

FCC has issued a public notice advising it has no intention of extending its June 30 deadline for halting the use of certain medical diathermy equipment (mostly manufactured before July 1, 1947) which reportedly interferes with TV reception. The Commission said it had learned such equipment now is available, the operation of which causes no interference.

FCC GRANTS 19 NEW TV PERMITS; 4 TO MERGED COMPETITORS

Four so-called "marriage" applications are approved in the Commission's list of CPs granted. Total of 19 permits authorized is a new weekly high, topping by one the number issued last July.

TOPPING all previous records, FCC last week authorized a total of 19 new television stations. These included four CPs to applicants formed by mergers of previous competitors for the channels granted.

El-Cor Television Inc., representing a merger of the competitive bids of the *Corning Leader* and the *Elmira Star-Gazette,* was awarded uhf Ch. 18 at Elmira, N. Y., conditioned upon principals in the *Corning Leader* divesting themselves of their interest in WELM Elmira. The *Corning Leader* also owns WCLI Corning and the *Star-Gazette* owns WENY Elmira.

One of the first "marriage" applications submitted to the Commission in order to preclude need for competitive hearing, the El-Con Television bid originally proposed that all three AM stations would continue separate competitive operation but the Commission subsequently questioned this policy [B•T, Dec. 8, 1952]. Last week WELM tendered a transfer application to FCC to show withdrawal of the *Corning Leader* principals.

Other "marriage"applications granted by the Commission last week included that of T. E. Allen & Sons Inc. for uhf Ch. 46 at Durham, N. C.; Midwest Television Inc. for vhf Ch. 3 at Champaign, Ill., and Television Montana for vhf Ch. 6 at Butte, Mont.

T. E. Allen & Sons Inc., headed by Ambassador to Yugoslavia George V. Allen and his wife, was reconstituted within the past fortnight to provide 50% interest to WTOB Winston-Salem, N. C., previously competitor for Ch. 46 at Durham.

Midwest TV Reorganized

Similarly, Midwest Television, previously controlled by principals in WDWS Champaign, was reorganized to give 20% interest to WSOY Decatur, Ill., former competitor for Ch. 3 at Champaign.

Television Montana is owned 45% by KXLF Butte and 14% by KBOW there, with KXLJ Helena and KXLQ Bozeman holding minor interests.

New competitive bid for Ch. 46 at Durham was filed with the Commission just hours before FCC granted the Allen-WTOB application. It was tendered by Public Information Corp. of Durham, owned by P. M. Sawyer and family and Harold H. Thoms, 13.5% stockholder in WSSB Durham and principal owner of WISE Asheville and WEAM Arlington, Va. It could not be considered, however, because of FCC's 24-hour rule.

Last week's 19 construction permits were one more than the weekly record total of 18 issued by the Commission at the time of its first post-thaw grants last July [B•T, July 14, 1952].

FCC moved down the Group A-2 priority list to Benton Harbor, Mich., city No. 286, with a 1950 population of 18,769. Total of 16 permits went to Group A-2 cities (those without service) while three CPs went to Group B cities (those with service).

Since lifting of the freeze, at which time 108 vhf stations were on the air, FCC has approved 87 new vhf outlets and 187 uhf stations. Of the 274 post-thaw stations, 17 vhf and 13 uhf grantees are on the air.

TV stations authorized in the U. S. and its territories now total 382. Of this number, 14 are post-thaw noncommercial, educational outlets.

Here are the new permits issued by FCC last week:

Scranton, Pa. (City priority Group A-2, No. 20)—Union Broadcasting Co. (WARM), granted construction permit for uhf Ch. 16, effective radiated power 245 kw visual and 130 kw aural, antenna height above average terrain 1,260 ft.

Springfield, Ill. (Group A-2, No. 41)—Plains Television Co. (permittee of KETV [TV] Little Rock, Ark., KWTV [TV] Sioux City, Iowa, and WFTV [TV] Duluth, Minn.), granted uhf Ch. 20, ERP 18.2 kw visual and 10.2 kw aural, antenna 340 ft.

Durham, N. C. (Group A-2, No. 52)—T. E. Allen & Sons Inc. (owned 50% by Ambassador to Yugoslavia George V. Allen and associates and 50% by WTOB Winston-Salem), granted uhf Ch. 46, ERP 17 kw visual and 9.5 kw aural, antenna 460 ft. Comr. Eugene H. Merrill dissented.

Champaign, Ill. (Group A-2, No. 65)—Midwest Television Inc. (chiefly owned by WDWS Champaign principals and 20% by WSOY Decatur, Ill.), granted vhf Ch. 3, ERP 100 kw visual and 50 kw aural, antenna 810 ft.

Elmira, N. Y. (Group A-2, No. 81)—El-Cor Television Inc. (*Corning Leader*, licensee of WELM Elmira and WCLI Corning, N. Y., and *Elmira Star-Gazette*, licensee of WENY Elmira, principal stockholders), granted uhf Ch. 18, ERP 58 kw visual and 33 kw aural, antenna 780 ft. *Corning Leader* principals must divest themselves of all interest in WELM Elmira.

Eau Claire, Wis. (Group A-2, No. 122)—Central Broadcasting Co. (WEAU), granted vhf Ch. 13, ERP 52 kw visual and 26.5 kw aural, antenna 840 ft.

Butte, Mont. (Group A-2, No. 144)—Television Montana (KXLF Butte owns 45.35%; KBOW Butte, 13.6%; KXLJ Helena 22.68%, and KXLQ Bozeman, 11.33%), granted vhf Ch. 6, ERP 2 kw visual and 1 kw aural, antenna minus 690 ft.

Pocatello, Ida. (Group A-2, No. 195)—Tribune-Journal Co. (*Idaho State Journal*), granted vhf Ch. 6, ERP 7.2 kw visual and 3.6 kw aural, antenna 20 ft.

Pocatello, Ida. (Group A-2, No. 195)—Eastern Idaho Broadcasting & Television Co. (KWIK), granted vhf Ch. 10, ERP 3.2 kw visual and 1.9 kw aural, antenna 870 ft.

Sedalia, Mo. (Group A-2, No. 253)—Milton J. Hinlein (KRDO), granted vhf Ch. 6, ERP 6.3 kw visual and 3.2 kw aural, antenna 360 ft.

Valdosta, Ga. (Group A-2, No. 264)—WGOV-TV (WGOV), granted uhf Ch. 37, ERP 98 kw visual and 52 kw aural, antenna 320 ft.

Decatur, Ala. (Group A-2, No. 266)—Tennessee Valley Broadcasting Co. (WMSL), granted uhf Ch. 23, ERP 21.5 kw visual and 12 kw aural, antenna 120 ft.

Pittsburg, Kan. (Group A-2, No. 275)—Pittsburg Broadcasting Co. (KOAM), granted vhf Ch. 7, ERP 105 kw visual and 53 kw aural, antenna 540 ft.

Idaho Falls, Ida. (Group A-2, No. 277)—



Gunning for meat in Kentucky radio?

In Kentucky, it's easy — and inexpensive — to bag the big ones. 55.3% of the State's retail sales, 51.3% of its food sales, 59.8% of its drug sales are made in the big Louisville Trading Area — a compact market covered *thoroughly* by WAVE, with no waste circulation.

WAVE's rates are low because WAVE is powered *just right* (5000 watts) to give you the part of Kentucky you really *need,* plus a big chunk of Southern Indiana with another quarter billion dollars in effective buying income!

Ask Free & Peters about the smart advertisers who have racked up new Kentucky sales records, *with WAVE!*

WAVE

5000 WATTS • NBC • LOUISVILLE



Free & Peters, Inc., *Exclusive National Representatives*

Idaho Radio Corp. (KID), granted vhf Ch. 3, ERP 6.3 kw visual and 3.2 kw aural, antenna 260 ft.; Comr. Eugene Merrill did not participate.

Idaho Falls, Idaho (Group A-2, No. 277)— Idaho Falls Television Inc. (KIFI), granted vhf Ch. 8, ERP 23.5 kw visual and 12 kw aural, antenna 240 ft.; Comr. Eugene Merrill dissented.

Benton Harbor, Mich. (Group A-2, No. 286)— Palladium Pub. Co. (WHFB), granted uhf Ch. 42, ERP 17.5 kw visual and 9.3 kw aural, antenna 460 ft.

New Orleans, La. (Group B-4, No. 184) — New Orleans Television Co. (R. L. Wheelock, W. L. Pickens and H. H. Coffield, permittees of new uhf TV stations in Dallas and Houston, Tex., and applicant for new vhf TV station in Corpus Christi), granted uhf Ch. 20, ERP 180 kw visual and 98 kw aural, antenna 500 ft.

Tulsa, Okla. (Group B-4, No. 197)—Elfred Beck (owner of Albec Oil Co.), granted uhf Ch. 23, ERP 180 kw visual and 95 kw aural, antenna 520 ft.

Charlotte, N. C. (Group B-4, No. 199)—Inter-City Advertising Co. of Charlotte, N. C. Inc. (WAYS), granted uhf Ch. 36, ERP 85 kw visual and 48 kw aural, antenna 540 ft. Francis M. Fitzgerald must divest himself of all interest in WGIV Charlotte.

Comr. Frieda B. Hennock did not take part in last week's grants and Vice Chairman Hyde was present for the Decatur, Idaho Falls (Idaho Radio Corp.), Pocatello, Pittsburg and Sedalia actions only.

Following is a list of the contested TV applications passed over by FCC in its actions last week on uncontested bids:

Applicant	Location	Proc. No.	Ch. No.
GROUP A			
Wilton E. Hall	Anderson, S. C.	269	58
Anderson TV Co.	Anderson, S. C.	269	58
Joe L. Smith Jr. Inc.	Beckley, W. Va.	274	6
Southern W. Va. TV Inc.	Beckley, W. Va.	274	6
Daily Telegraph Printing Co.	Beckley, W. Va.	274	6
Television of Sheboygan Inc.	Sheboygan, Wis.	100	59
WHBL Inc.	Sheboygan, Wis.	100	59
GROUP B			
Richmond Newspapers Inc.	Richmond, Va.	195	12
Richmond TV Corp.	Richmond, Va.	195	12
Larus & Bro. Inc.	Richmond, Va.	195	12
Dixie TV Corp.	Richmond, Va.	195	29
Winston-Salem Bcstg. Co.	Richmond, Va.	195	29
City of Jacksonville	Jacksonville, Fla.	196	12
Florida-Georgia TV Co.	Jacksonville, Fla.	196	12
Jacksonville Bcstg. Corp.	Jacksonville, Fla.	196	12
Southern Radio & Eqpt. Co.	Jacksonville, Fla.	196	30
Duval TV Bcstrs. Inc.	Jacksonville, Fla.	196	30
Jacksonville Journal Co.	Jacksonville, Fla.	196	36
Gulfport Bcstg. Co.	Jacksonville, Fla.	196	36
Central Plains Enterprises	Tulsa, Okla.	197	2
Fryer TV Co.	Tulsa, Okla.	197	2
The Oil Capital TV Corp.	Tulsa, Okla.	197	2
Tulsa TV Co.	Tulsa, Okla.	197	17
Arthur R. Olson	Tulsa, Okla.	197	17
WSIX Bcstg. Sta.	Nashville, Tenn.	198	8
Volunteer State Bcstg. Co. Inc.	Nashville, Tenn.	198	8
Capital Bcstg. Co.	Old Hickory, Tenn.	178	5
Life & Cas. Ins. Co. of Tenn. (Nashville)	Old Hickory, Tenn.	178	5
Radio Sta. WSOC Inc.	Charlotte, N. C.	199	9
Bcstg. Co. of the South	Charlotte, N. C.	199	9
Piedmont Electronics & Fixture Corp.	Charlotte, N. C.	199	9
KTRH Bcstg. Co.	Houston, Tex.	183	13
Houston Area TV Co.	Houston, Tex.	183	13
Lechner TV Co.	Houston, Tex.	183	13
South Texas TV Co.	Houston, Tex.	183	13
Shamrock Bcstg. Co.	Houston, Tex.	183	29
John B. Hill	Houston, Tex.	183	29

68 CLAY PIGEONS ON FCC WALL

The turnover in federal jobs expected from last November's Republican election is taking place. Still open to administration shuffling and without the safeguards of Civil Service status are 68 FCC staff posts. B•T made a check prior to publication of the official document listing such availabilities and found out this:

BIGGEST guessing game in Washington broadcast circles this week is who are the 68 FCC staff executives who are not protected in their jobs by Civil Service status and who are likely to be replaced by the 20-year-long, job-hungry Republicans.

The answer will be known in another week when an official list of all Government jobs available to the new Republican administration, will become public. The list, compiled by the Civil Service Commission for the Senate, is now in the hands of the Government Printing Office.

A careful investigation by BROADCASTING • TELECASTING at the Civil Service Commission unearthed an Oct. 30, 1952, report which indicated that there were 68 FCC positions available as GOP plums when the Eisenhower administration gets around to filling them. All are in Washington. The FCC as of that date had 1,117 employes, of which 1,091 were in the U.S., and 747 in Washington.

Commissioners Not Included

This number does not include the Commissioners, all of whom are appointed for seven-year terms. At the present time, Comr. Eugene H. Merrill, Utah Democrat, is serving as a recess appointee and could be replaced at once. Chairman Paul A. Walker is serving under an executive order waiving compulsory retirement at age 70, issued last summer by President Truman. It is understood that the retirement waiver could be withdrawn by President Eisenhower at any time. Mr. Walker's term, however, expires June 30.

These are the positions exempted from Civil Service status by statute:

(1) Legal and engineering assistants and a secretary of the Commissioners.

(2) Administrative assistant to the Chairman.

Also exempted from status by the Civil Service Commission (Schedule A of Civil Service Manual, Chapter E 15, Sept. 8, 1952) are:

(1) Secretary of the Commission.

(2) Private secretaries or confidential assistants to each Commissioner.

(3) General Counsel and Assistants General Counsel.

(4) Chief Engineer and Assistant Chief Engineer.

(5) Chief Accountant and Assistants Chief Accountant.

(6) Chiefs of Bureaus.

These add up to 23 jobs in the FCC. These 23 jobs include seven attorneys.

However, it was learned from other sources that only 17 of the Commission's present 57 attorneys have Civil Service status. Attorneys were appointed to Government agencies before 1941 without status. In that year, all attorneys were blanketed in under Civil Service and those appointed from then until 1947 had to be cleared through the Civil Service Commission. However, in 1947, Congress removed attorneys from the Civil Service requirement, so that all lawyers appointed since then do not have status.

Therefore, excluding attorneys from the list of exempt jobs, there are 16 positions which under law or regulation are without Civil Service status. Added to these are the 40 attorneys without status, making a total of 56 known plums for GOP dispensation.

Just who the other 12 personnel are who are also without benefit of Civil Service protection will not be known until the Senate document comes off the Government Printing Office's presses.

All the exempted jobs are considered to be confidential or policy-making.

Filling the exempted positions is relatively easy. The present occupant is merely notified that he is no longer desired, and a new man is appointed.

However, should the job-holder be a veteran, he cannot be dismissed so summarily. A veteran can only be dismissed for cause "to promote the efficiency of the service." He can ask for charges, request a hearing, appeal to the head of his agency, and all else failing, appeal to the Civil Service Commission.

This is the same policy protecting those Government employes who have Civil Service status.

Junking of Materials Plan To Aid in Getting Metals

MANUFACTURERS of receivers, transmission equipment and components will have an easier time getting basic materials after June 30, when the Controlled Materials Plan of rationing steel, copper and aluminum will be dropped.

The flow of these basic metals, however, will not be regular until sometime in April because of ordering technicalities, according to Arthur Flemming, defense mobilizer who has announced the end of the government's allocations system.

The one governmental contingency is that buyers with Controlled Materials Plan allotments must get priority over other customers from metal producers. Procedure is being handled by the National Production Authority. April delivery seems likely for most buyers because of the required "lead time," which is 45 days in the case of all three metals.

WJEL Salutes FCC

HALF-HOUR salute to the FCC (and its predecessor, the Federal Radio Commission) on the government regulatory body's 26th anniversary was made Feb. 23 by WJEL Springfield, Ohio, in a special public service broadcast reviewing regulatory efforts from the first broadcast by Lee De Forest in 1909. Special guest on the program was Lester E. Noble, board member of Radio Mfrs. Assn. (now RTMA) from 1926-30, who as a member of a special committee was instrumental in getting the government to set up a regulatory law and a regulatory body (FRC) for radio in 1927.

merchandising magic in Baltimore



BRENT GUNTS
Baltimore's top M.C. has the winning way with women!



JOE CROGHAN
Announcer and B.G.'s man-friday sells 'em for keeps.



DON REDDING
WBAL's Sales Service Manager, correlates local broker and terrific K.K. results.



ROLLIE BOURBEAU
Merchandising Manager — personally supervises campaigns for sponsors.



JIM MARKIEWICZ
Detail man on the street, checking sales, displays. Gets orders. Reports weekly.



"Honest to goodness magic," say Kitchen Karnival sponsors!

And here's why: Participating sponsors are guaranteed concentrated merchandising in Baltimore area food stores, with point-of-sale displays planned by active in-store merchandising men. Products are mass displayed . . . given as prizes . . . or used as refreshments on luncheon broadcasts of Kitchen Karnival . . . the show that keeps producing more and more and more customers.

50,000 WATTS **WBAL** **NBC IN MARYLAND**

Nationally Represented by Edward Petry & Co.



PENNSYLVANIA Gov. John S. Fine presented eight radio stations Pennsylvania Week promotion awards at ceremonies in his office. Receiving the framed plaques, donated by the state broadcasters' association were (l to r): Dean Close and Herb Martin, WKBI St. Mary's; Dick Owens, WISL Shamokin; James Murray, KQV Pittsburgh; Gov. Fine; Charles Petrie, WISL Shamokin; Tom Price, WBVP Beaver Falls; Vic Diehm, WAZL Hazleton; George A. Koehler, WFIL-TV Philadelphia. Winners not represented in the picture: WCAU-TV Philadelphia and WHLM Bloomsburg. Judges included the governor, broadcasters and industrialists.

CHICAGO EDUCATORS WOULD ALLOW COURTESIES, BUT NO COMMERCIALS

Spokesman for the applicant-to-be describes plans for announcements placed by certain contributor firms and individuals which will finance Ch. 11 operation. However, it is maintained, the outlet would be non-commercial.

WITH plans to file sometime this week at the FCC for non-commercial TV facilities in Chicago on vhf Ch. 11, the Chicago Educational Council envisions a financing plan that would permit courtesy announcement for contributing corporations and individuals alike. Station, however, would remain non-commercial, according to a Council spokesman.

This view was expressed last Thursday at a conference called by the Chicago Educational Television Council to announce a committee set up to raise funds for the station.

In a long step in that direction, Dr. John T. Rettaliata, president of Illinois Institute of Technology and temporary CETC chairman, announced the personnel of the money-raising group that read like a veritable "who's who" of industrialists.

Edward L. Ryerson, prominent industrialist and civic leader, has accepted the chairmanship of the committee, whose purpose will be to raise at least $500,000 for educational television in Chicago.

The Council hopes to be on the air within a year after approval by the FCC. Preparation of papers of incorporation also is underway for submission to Springfield, Ill. [B•T, Feb. 9]. Mr. Ryerson said he would call a luncheon meeting this Tuesday to map plans for the money drive.

Mr. Ryerson, who is board chairman of Inland Steel Corp., said he accepted the chairmanship as a "challenge and thought" it would be a "disgraceful episode in the history of Chicago if we fail to make use of the channel."

Both Mr. Ryerson and Dr. Rettaliata felt corporations and individual citizens would "see the value" of contributing funds. Dr. Rettaliata thought it conceivable that "corporations could contribute to the support of the station"— before and after it takes the air. Once vhf Ch. 11 goes on the air, he continued, the station could run announcements before a block of programs explaining they are "being brought to you through the generosity" of such a company— and still remain non-commercial. He said he had checked into the ethics of such a procedure.

Other leading citizens who have agreed to serve on the fund group are Dr. Robert E. Wilson, board chairman, Standard Oil Co.'s, Guy Reed, executive vice president, Harris Trust and Savings Bank; Harold Swift, board chairman, Swift & Co., and James D. Cunningham, president of Republic Flow Meters Co.

The Chicago educational television council has set June 2—current deadline for picking up educational channels as set by the FCC—as the date by which it hopes to raise $500,000. Actually only $200,000 is lacking from this goal since $150,000 has already been committed by the Ford Foundation and a similar sum by the Chicago Board of Education.

The council will serve as a non-profit corporation and governing body and will be, in fact, the actual licensee. It hopes to get some programs from the Educational Television and Radio Center, to be located in Chicago and for which plans were announced last fall. It has not as yet been set up.

L. A. Red Probe on Air

HEARING sessions of the House Un-American Activities subcommittee probe on Communist infiltration in motion pictures, radio and television resumes in the Los Angeles Federal Bldg. March 23 for seven days. Hearing will be broadcast and telecast, according to Chairman Donald L. Jackson (R-Calif.).

Rep. Reed Bans Radio-TV From New York Hearing

BAN on radio-television coverage of the House Judiciary subcommittee investigating the Dept. of Justice was imposed by Judiciary Committee Chairman Chauncey W. Reed (R-Ill.) last week.

The subcommittee is headed by Rep. Kenneth B. Keating (R-N. Y.).

This is the first House committee which banned radio-TV coverage since Speaker Joseph W. Martin Jr. (R-Mass.) repealed a broadcast media prohibition imposed by his predecessor Rep. Sam Rayburn (D-Tex.).

TV film cameras "shot" a hearing of the House Armed Services Committee investigating recent air crashes in January [B•T, Jan. 12].

Two weeks ago, radio and TV were permitted to cover the Senate Investigation Committee's probe of the Voice of America [B•T, Feb. 23]. This committee is headed by Sen. Joseph R. McCarthy (R-Wis.).

Earlier, the Senate Foreign Relations Committee refused permission for radio-TV newsmen to be present when it held hearings on the confirmation of John Foster Dulles to be Secretary of State in the Eisenhower cabinet [B•T, Jan. 19].

Action on Resolution Deferred

Rep. Reed's statement revealed that the House Judiciary Committee in its Jan. 27 meeting considered a formal resolution to prohibit radio, TV, motion pictures, sound recording and photographs at official hearings of the committee or subcommittees. Action on the resolution was postponed, Rep. Reed said, with the understanding that the spirit of the proposal would be followed at the discretion of the chairman or until the committee acted on the resolution.

Pending before the Congress are two bills to permit radio-TV coverage of Congressional hearings at the desires of the committees involved. One is H. Res 21, by Rep. Patrick J. Hillings (R-Calif.) and the other is HR 2109 by Rep. Jacob K. Javits (R-N. Y.). Generally considered opposed to permitting broadcast media to cover Congressional meetings is H Res 86, by Rep. Emanuel Celler (D-N.Y.), which deals with rights of witnesses before committees.

Text of Rep. Reed's statement regarding the New York hearings is as follows:

In accordance with temporary action taken by the Committee on the Judiciary at its first meeting held on January 27, 1953, request has been made to me as chairman of the committee to give my assent to the broadcast by radio and television of the public hearings to be held in the city of New York on or about February 27th by our special Subcommittee to Investigate the Department of Justice.

At the Committee meeting of January 27th there was presented and discussed a formal resolution to prohibit radio or television broadcasts (as well as motion pictures, sound recordings or photographs) of official hearings or other proceedings of the Committee on the Judiciary or any of its subcommittees. Following such discussion a motion was passed postponing consideration of the proposed resolution with the understanding that the spirit of the resolution should be followed at the discretion of the chairman until such time as the committee acts thereon.

After studied consideration, I have concluded that I should not deviate from the spirit of that resolution in this instance. Accordingly, I have declined to grant the requested permission to broadcast by radio or television the hearings of our special Subcommittee to Investigate the Department of Justice scheduled to be held in New York on or about February 27, 1953.

In view of the pendency of this general subject before the committee, I deem it inappropriate to discuss in this announcement the various grounds upon which this ruling is based.

what's the score in milwaukee?



WCAN IS AHEAD ON ALL COUNTS!

and now television!
we've been awarded Milwaukee's much-wanted second channel.

the local picture: since the advent of new management in April '52, a steady upsurge in hard-to-get local orders.

the national story: the same trend here, too . . with 35 of the largest advertising agencies in the land now placing business on WCAN.

plus a sizeable across-the-board increase in listenership (Pulse, January '53)

WCAN

the can-do station • abc affiliate

Alex Rosenman, general manager •
represented nationally by O. L. TAYLOR company

VOA PROBE EMPHASIS NOW OVERSEAS

Dr. Robert Johnson succeeded Dr. Willis Compton while reports persisted that President Eisenhower will divorce the Voice operations from the State Dept. These were but two of last week's many developments.

EMPHASIS of Sen. Joseph R. McCarthy's (R-Wis.) Voice of America investigation, which had concentrated on the operation's management in the U. S., seemed headed last week to a probing of U. S. information programs abroad. Public hearings resume in Washington today (Monday) by the Senate permanent investigations subcommittee which Sen. McCarthy heads.

Among last week's developments:

• Dr. Robert L. Johnson, president, Temple U., took over as acting director of the International Information Administration, replacing Dr. Wilson Compton, who resigned a week earlier [B•T, Feb. 22].

• President Eisenhower reportedly may give the go-ahead to a plan that would divorce the information program, including the Voice, from the State Dept.

• Alfred H. Morton, one-time NBC vice president, drew a one-day suspension as chief of VOA's radio operations when he disagreed with a State Dept. directive barring use of material by "controversial" authors in broadcasts aimed behind the Iron Curtain.

Compton Makes Charge

• Dr. Compton charged the Senate inquiry was unfair while former Assistant Secretary of State for Public Affairs Edward W. Barrett, who once headed the Voice program, criticized the Senate investigation, recommending a more "responsible" inquiry.

• A Senate Foreign Relations subcommittee received an additional $25,000 to study the U. S. overseas information program.

Early in the week, the State Dept. directed employes to give the McCarthy group full cooperation, thereby rescinding an earlier directive. The agency also planned to appoint a liaison officer to work with investigators. Sen. McCarthy had charged the department with "hamstringing" his efforts to quiz State employes.

Dr. Johnson, willing to give Sen. McCarthy "the benefit of the doubt" in the probe, is former chairman of the Citizens' Committee for the Hoover Report which recommended an independent agency for VOA and related work. He reportedly discussed this with Secretary of State John Foster Dulles and the President before accepting his new post.

Meanwhile, the U. S. Advisory Commission on Information called for such a consolidation on a cabinet level. The five-man commission, created in 1948, includes Judge Justin Miller, NARTB's board chairman and general counsel, and Philip D. Reed, board chairman of General Electric.

Mr. Barrett's criticisms of the McCarthy inquiry were contained in a bylined newspaper article. He suggested the "full story" be told in taking the probe "out of the circus ring." While admitting VOA shortcomings, he asserted only "10-15%" of the charges made before the committee are true.

Cites VOA Problems

VOA problems, he said, include these: Inability to get top executives and engineers, "complexities" and frictions because of a daily broadcast load, governmental regulations and red tape, and wasted time because Voice officials spend "more time combatting irresponsible charges of non-existent faults than they could give to correction of real faults." He cited several Congressional and independent studies made of the operation.

Meanwhile, the Senate group is expected to look into the VOA request for nearly $4 million to construct a second floating transmitter, similar to the *Vagabond*, equipped to move closer to communist areas and to avoid Soviet jamming.

TV in Cold War?

Among the topics to be studied by the Senate Foreign Relations Subcommittee is whether television would help the U. S. cold war. The question was raised in an interim report filed by the subcommittee (82d Congress) three weeks ago. Also to be considered is whether the Voice and other information units would be better off if taken out of the State Dept.

This group does not intend to duplicate efforts of Sen. McCarthy's group, although information will be exchanged, according to the Foreign Relations Subcommittee chairman, Sen. Bourke B. Hickenlooper (R-Iowa), who held an organization meeting last week.

Murrow Defends Barrett VOA Views on CBS Newscast

CURRENT Senate investigation of the Voice of America, Edward R. Murrow told his CBS Radio audience Tuesday evening, "fails to concern itself with the final product, namely what is being broadcast."

Noting that, despite charges against the effectiveness of the Voice, the Russians consider it "serious enough so that they devote about a thousand transmitters and the efforts of more than 10,000 men to jamming it," Mr. Murrow said:

"The Russians apparently regard it as a serious threat. Most reasonable men would agree that the product could be improved. Maybe the whole operation should be taken out of the hands of the State Dept.

Effective or Not

"But the current investigation is not concerned with the product. These broadcasts are either effective or they aren't. They are either subversive or they aren't. They are accurate or inaccurate. There are simple methods of reaching conclusions on these matters. But it does not appear that the committee is interested in this type of information upon which judgment could be based."

He prefaced his observations by quoting the views of Edward Barrett, who as a former Assistant Secretary of State was in charge of Voice operations some two years.

Mr. Barrett, he noted, feels a weapon such as the Voice cannot be constructed or reconstructed overnight—that, without feeling the organization is perfect, he believes the source of real trouble lies in inability to hire enough top-flight executives and engineers for several reasons, including low pay and fear of being slandered; red tape that slows recruiting of personnel, and complexities inherent in an organization that broadcasts daily in 40 languages. Further he feels, Voice officials have had to spend more time defending against irresponsible charges than they can devote to the correction of real faults.

The constructive course, as phrased by Mr. Murrow in his citation of the Barrett views, "is hardly that of a daily televised procession of hand-picked witnesses consisting almost entirely of disgruntled persons who have been fired, demoted or passed over; the kind of malcontents to be found in any large organization. Mr. Barrett contends that an inquiry devoted solely to the lurid testimony of the disgruntled would make any agency or private business seem disgraceful."

Mr. Barrett's view was that a responsible investigation should concern itself with whether effectiveness of the broadcasts can be improved, whether transmitters are located properly, etc.

Morton Suspension

Mr. Murrow's broadcast was made the day Alfred H. Morton, chief of the Voice's International Broadcasting Service, was suspended, but before the suspension was lifted. Of the suspension, the newscaster said:

"Mr. Morton is not accused of doing or thinking anything subversive. Apparently what happened was that Mr. Morton sent a memorandum to other officials of the Voice of America, saying that he disagreed with a directive from the State Dept. forbidding the use of any material from communist or fellow-traveler sources. This directive, if literally applied, would mean that the Voice of America in its broadcasts abroad could not refute allegations made by Vishinsky at the United Nations, could not contradict articles published in Moscow claiming that we are employing germ warfare in Korea. For in order to refute it, it is necessary to quote, and the department's directive forbids that."

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FOR THE LISTENER



Quality Programming for Listeners
Mechanical Perfection
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As the choice of the "better half" of the listeners in 76 rich Counties, WREC is TOPS for advertisers, too! You get *both* Rural and Metropolitan coverage with a single schedule! Get the facts in the latest Standard Audit and Measurement Report and Hooper Ratings that show why more and more leading advertisers are moving more goods at less cost in the Memphis Market by getting complete coverage on WREC—Memphis No. 1 Station.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC — 5000 WATTS

Theatre TV Petitions FCC To Okay Carrier Facility Use

New move seen as possible way out of the impasse on theatre TV allocations. Use of common carrier frequencies would be limited.

WAY out of the theatre TV allocations impasse appeared possible this week following a request by theatre TV adherents late Friday that the FCC authorize the use of common carrier frequencies by a limited common carrier devoted exclusively to theatre TV programming.

This move presumably is a recognition by motion picture interests that their fight for exclusive theatre TV frequencies was not winning FCC sympathy. Hearings, which began last October, have been marked by critical questions by Commissioners.

The petition filed in behalf of the Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee (exhibitors) declared that a seeming conflict existed between the Commission's efforts to have large-screen proponents put in a detailed case and its anxiety to keep the presentations within bounds in order to speed up the *en banc* hearings.

Offers Compromise

On the grounds that theatre TV facilities by existing carriers are still a long way off, the motion picture interests offered this compromise:

- Let the FCC authorize the use of existing common carrier frequencies by a "limited" or "restricted" common carrier furnishing only theatre TV service. These facilities would be available to all customers, the petition stated.
- But, at the same time, the Commission must order, through a policy declaration or otherwise, that all existing common carriers cooperate with the theatre TV carrier through joint planning, interconnections, etc., the petition pointed out.

This is because for some time the theatre TV carrier will not be able to service all customers in every area of the country at the same time, it was said.

The petition also said that theatre TV interests will continue discussions with Western Union regarding the establishment of a big-picture TV service [B•T, Jan. 26].

Just who would run the motion picture common carrier was not made public—either in the petition or by the parties. It is understood that some sort of a cooperative company is envisaged, similar to Press Wireless or Aeronautical Radio Inc. Press Wireless serves newspapers and Aeronautical Radio the airlines.

Theatre TV hearings began last October with technical and accounting data [B•T, Oct. 27, 1952]. Motion picture theatre TV proponents asked for an exclusive frequency allocation of 360 mc in the 5925-6875 mc band (now allocated for common carrier use). Their proposals envisaged a 30 mc video channel (to permit fidelity as great as that achieved in 35mm film, they said), with two channels for each service and with six services to insure competition. Need for exclusive frequencies was pinned on assertion that common carriers (AT&T and Western Union) did not have the facilities of this high order and that their rates were unreasonable.

As alternates, the motion picture interests said they would accept an assignment in the Industrial Radio Service allocation (6575-6875 mc, but extended down to 6425 mc), or a band beginning at 10,700 mc (band 10,700-11,700 is now allocated to common carrier).

Request for exclusive common carrier frequencies was opposed by AT&T, which indicated that research and development projects underway now could result in suitable facilities for theatre TV.

Early in February, the Commission halted further hearings on the subject and propounded eight questions on the use of theatre TV frequencies. These were answered by MPAA attorney Vincent B. Welch and NETTC attorney Marcus Cohn three weeks ago [B•T, Feb. 16]. FCC Chairman Paul A. Walker recessed the hearing following oral argument.

FCC to Be Questioned Further By House Unit March 12

HOUSE Commerce Committee's meeting with FCC officials will continue March 12, it was announced last week, with prospects that color TV, sales of stations, the Clear Channel case and legal and engineering fees will be among the subjects touched on. These will be in addition to the probable further inquiry into subjects on which FCC Chairman Paul A. Walker was quizzed two weeks ago [AT DEADLINE, Feb. 23].

Among the topics on which Mr. Walker was queried in the all-day first session Feb. 20 were (1) workings of the McFarland amendments to the Communications Act, (2) chain broadcasting rules, (3) educational TV, (4) length of TV hearings, (5) "strike" applications, and (6) changes in Sect. 315 of the Communications Act.

Also to be continued is the questioning by Rep. William L. Springer (R-Ill.). Rep. Springer surprised observers by apparently suggesting that FCC should bar newspapers, motion picture interests and even radio broadcasters from holding TV licenses in the interest of diversification of the media of mass communications.

In an amplification of this implication last week, Rep. Springer told BROADCASTING • TELECASTING that what he had mind was the establishment of a policy by the FCC which would look askance at the grant of a TV station to any in these three categories if there was to be only a single station in the market. He feels, he said, that the Commission should look with more favor on a non-newspaper, theatre owner or broadcaster if grant means a monopoly.

Schenck's Views

Another GOP Congressman, Ohio Rep. Paul F. Schenck, representing the 3rd Ohio Congressional District (Dayton, Hamilton, Middletown), also amplified some comments he made two weeks ago regarding blanketing of smaller communities by "high powered" big city TV stations. He was, he told BROADCASTING • TELECASTING, referring to Cincinnati TV stations whose signals come in fairly strong to Hamilton and Middletown. This made him fearful, he said, that TV stations in smaller cities would find it difficult economically to buck the major markets' TV stations for national advertising and network affiliations.

He feels, he said last week, that since the FCC licenses TV stations, it should see that no economic restraints are placed in the path of small city TV stations.

He also observed, two weeks ago, that if the Commission were to schedule hearings quickly on contested applications, that might serve to eliminate to a great degree "strike" applications. His theory, he said last week, was that an early hearing would force all applicants to "put up or shut up."

KFMB-AM-TV Sale Application Is Filed at FCC

FORMAL application for the sale of KFMB-AM-TV San Diego, Calif., by John A. Kennedy for $3.15 million to Wrather-Alvarez Broadcasting Co. was filed Thursday at FCC [B•T, Feb. 2].

Wrather-Alvarez Broadcasting Co., a new corporation, is owned equally by Mrs. Helen Alvarez and J. D. Wrather Jr., owners of KOTV (TV) Tulsa and applicants for vhf Ch. 11 at Little Rock, Ark. They also hold 50% interest in Superior Television Inc., applicant for vhf Ch. 10 at Corpus Christi, Tex. Mrs. Alvarez is applicant for uhf Ch. 40 at Sacramento, Calif., and Mr. Wrather has filed for uhf Ch. 44 at Boston.

Sale price of the KFMB stations includes a $150,000 retainer to Mr. Kennedy for management consultation to the new owners during the next five years. Contract calls for payment of $200,000 cash in escrow at time of signing, plus an additional $400,000 cash at time of settlement following FCC approval. The remaining $2.4 million would be paid at the rate of $20,000 per month, the balance bearing 4% interest.

Mr. Kennedy, who bought KFMB-AM-TV two years ago from Jack Gross for about $1 million, is selling the properties because of ill health.

Both KFMB and KFMB-TV are CBS affiliates. KFMB is on 550 kc with 1 kw directional. Application is pending for 540 kc. KFMB-TV, on vhf Ch. 8, is operating with effective radiated power of 27.4 kw visual and 13.7 kw aural. They are housed in the five-story KFMB Bldg., which includes a TV theatre studio in downtown San Diego. The structure and adjacent properties owned or under lease are included in the transaction, valued at $1.09 million.

Leonard Marks of Cohn & Marks, Washington radio law firm, represented both the buyer and seller in preparing the application for assignment. Kennedy Broadcasting Co. was also represented in the transaction by Desser, Rau-Christensen-Hoffman, Beverly Hills, and Wrather-Alvarez Broadcasting was represented by Kaplan, Livingston, Goodwin & Berkowitz, Hollywood, and by Ray King, Wichita Falls. The KFMB sale was handled by Blackburn-Hamilton Co., station brokerage firm.

WGRD Takes Protest to Court

MUSIC Broadcasting Co. (WGRD Grand Rapids) has filed an appeal in the U. S. Court of Appeals, District of Columbia, to set aside an FCC order dismissing WGRD as a party in interest in a grant of uhf Ch. 35 in Muskegon, Mich. [B•T, Feb. 9].

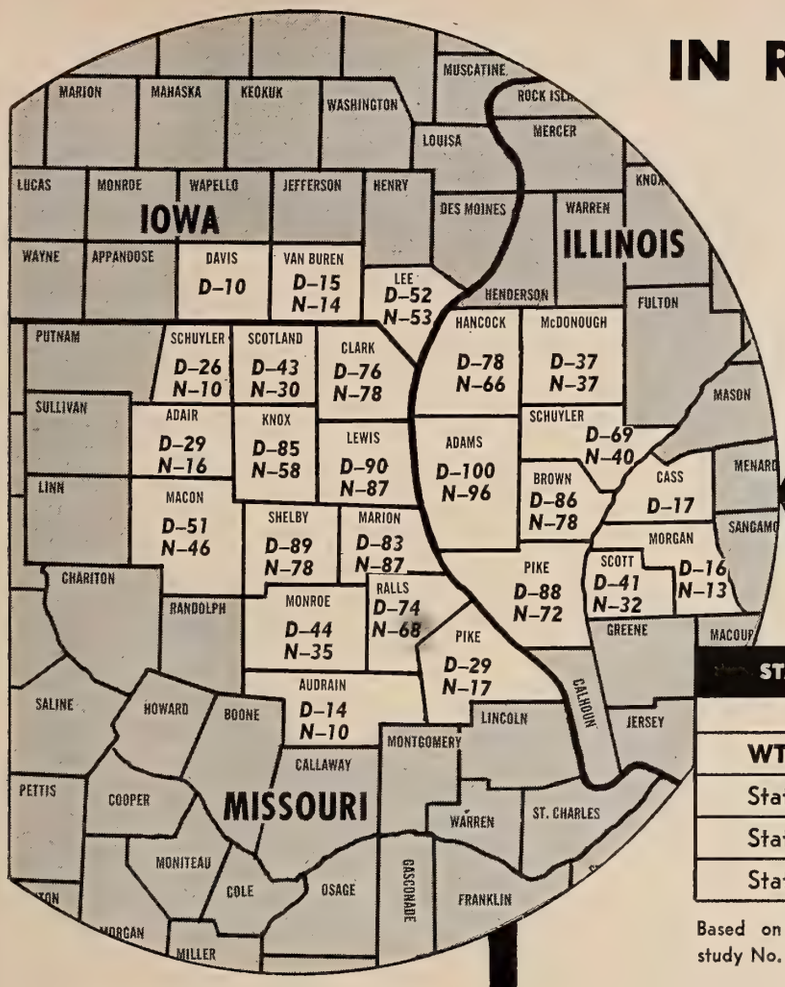
After grant of Ch. 35 was made to Versluis Radio & TV Co., WGRD filed a protest, claiming that Versluis intended to operate the new TV station as a Grand Rapids, not a Muskegon, outlet. If this happens, WGRD claims, Mr. Versluis can offer a combination rate for AM, FM and TV, since he is the owner of WLAV-AM-FM Grand Rapids. Since WGRD can base its rates only on AM operation, it claims it would be placed in an unfair competition position.

In the appeal filed last week, WGRD holds that FCC's actions in denying a hearing prior to the grant, and in dismissing its protest, acted contrary to the law. The Grand Rapids broadcasters, also applicants for uhf Ch. 23 in Grand Rapids, ask that the Court set aside both the Ch. 35 grant and the denial of hearing.

IN RICH TRI-STATE AREA

including

QUINCY, ILLINOIS
KEOKUK, IOWA
HANNIBAL, MISSOURI



D — Daytime
N — Nighttime

STANDARD STATION AUDIENCE REPORT

	DAY	NIGHT
WTAD	**81,212**	**71,659**
Station A	20,857	17,376
Station B	56,329	37,913
Station C	12,685	10,095

Based on Standard Audit and Measurement Services, Inc. study No. 1 made in Spring, 1952

YOU GET INTO MORE HOMES WITH . . .

WTAD QUINCY

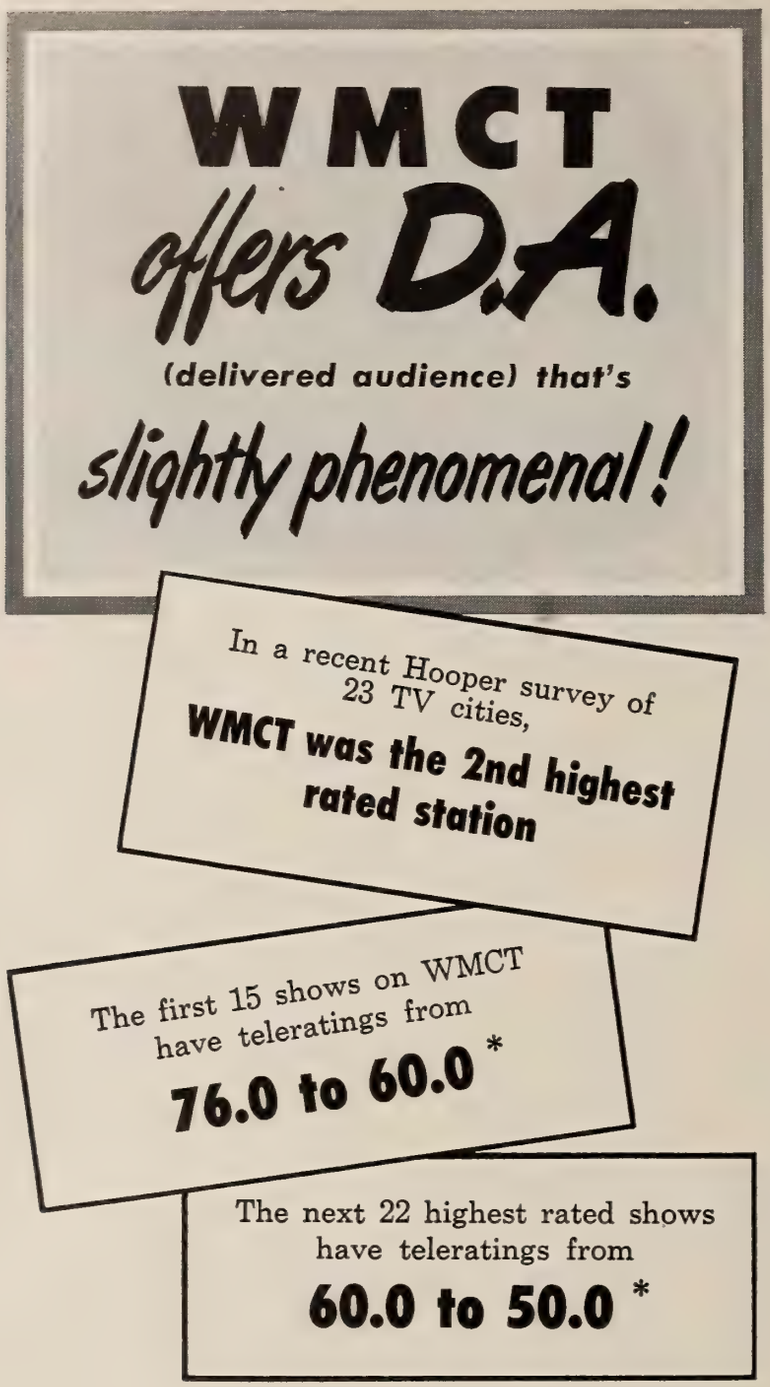
STANDARD AUDIT PROVES IT!

Based on official reports by Standard Audit of all radio stations located in Quincy, Illinois; Keokuk, Iowa and Hannibal, Missouri, WTAD reaches more homes than any other *two* stations. And WTAD reaches them more effectively and at lower cost than any other medium. For availabilities, write or call Walter Rothschild, National Sales Manager.

Lee STATIONS

WTAD, Quincy, Illinois

930 KC . . . 5000 Watts, day . . . 1000 Watts, night, CBS
Affiliated with KGLO, Mason City, Iowa
Represented by Weed & Company



Libel Protection in 21 States; W. Va. Is Latest to Adopt

TWENTY-ONE states now have generally similar libel laws releasing radio and TV stations from suits for utterances over which they have no control. Latest to enact such legislation was West Virginia.

A bill sponsored by the West Virginia Broadcasters was passed by both houses of the Legislature without a dissenting vote, according to WVBA president, John T. Gelder Jr., WCHS Charleston, who headed a committee which contacted legislators in the state.

Members of Mr. Gelder's committee were William Rine, WWVA Wheeling; C. L. Golliday, WEPM Martinsburg; A. W. Vickers, WMON Montgomery; George Clinton, WPAR Parkersburg; Ellis Landreth, WRBW Welch; Joe L. Smith Jr., WJLS Beckley.

States now having radio-TV libel protective laws are California, Colorado, Florida, Georgia, Iowa, Idaho, Kansas, Louisiana, Maine, Michigan, Missouri, Montana, Nebraska, Oregon, North Carolina, South Carolina, South Dakota, Utah, Virginia, West Virginia and Wyoming.

Texas' Anti-Liability Bill

TEXAS Assn. of Broadcasters is sponsoring a bill in the Texas House to protect radio-TV owners and operators for defamatory statements for which they are not responsible. The bill, authored by Rep. J. B. Paxton of Palestine, Tex., would not hold a broadcaster liable for damages for defamatory statements uttered in connection with any election.

FCC Approves WTVN (TV) Sale From Lamb to Taft Family

THE TAFT family of Cincinnati last week was given FCC approval to buy WTVN (TV) Columbus, Ohio, for $1.5 million from Edward Lamb, broadcaster, telecaster, and newspaper publisher.

Hulbert Taft Jr., executive vice president of WKRC-AM-FM-TV Cincinnati, owned by the Cincinnati *Times-Star* and in turn controlled by the Taft family, told BROADCASTING • TELECASTING that the sale would be closed "within ten days."

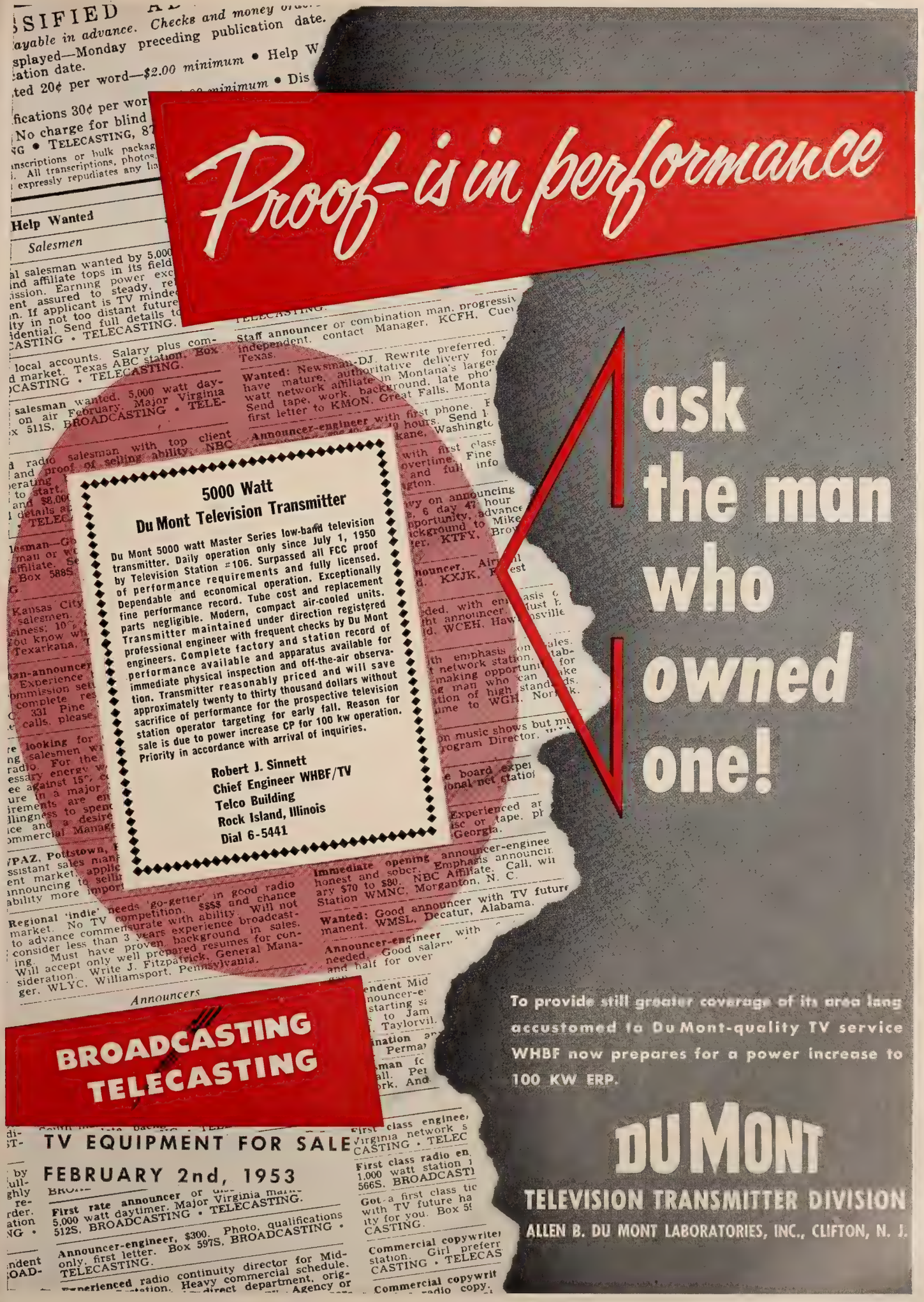
WTVN (TV), now owned by Edward Lamb, began operations in August 1949 on vhf Ch. 6 and operates with effective radiated power of 19.8 kw visual. Six weeks ago it received FCC permission to increase its ERP to full 100 kw.

Hulbert Taft Sr., publisher of the Cincinnati *Times-Star,* is president of WKRC-AM-FM-TV. He is a cousin of Sen. Robert A. Taft (R-Ohio). David Taft is secretary of the radio properties and Robert A. Taft Jr. is general counsel.

Mr. Lamb is being retained as a consultant to WTVN (TV) for ten years for an annual retainer of $12,500. He is being paid $1,340,000 for broadcast equipment and $160,000 for land and buildings.

It has been reported that WTVN (TV) has monthly earnings of between $25,000 to $30,000. Its transmitter is located atop the LeVeque-Lincoln Tower in downtown Columbus and its studios and offices are at 753 Harmon Ave.

Mr. Lamb still retains WICU (TV) Erie, Pa., and WMAC-TV Massillon, Ohio. He is licensee of WTOD Toledo, WIKK Erie and WHOO Orlando, all AM stations. He is publisher of the Erie *Dispatch.*


Proof-is in performance
ask the man who owned one!
5000 Watt
Du Mont Television Transmitter
Du Mont 5000 watt Master Series low-band television transmitter. Daily operation only since July 1, 1950 by Television Station #106. Surpassed all FCC proof of performance requirements and fully licensed. Dependable and economical operation. Exceptionally fine performance record. Tube cost and replacement parts negligible. Modern, compact air-cooled units. Transmitter maintained under direction registered professional engineer with frequent checks by Du Mont engineers. Complete factory and station record of performance available and apparatus available for immediate physical inspection and off-the-air observation. Transmitter reasonably priced and will save approximately twenty to thirty thousand dollars without sacrifice of performance for the prospective television station operator targeting for early fall. Reason for sale is due to power increase CP for 100 kw operation. Priority in accordance with arrival of inquiries.
Robert J. Sinnett
Chief Engineer WHBF/TV
Telco Building
Rock Island, Illinois
Dial 6-5441
To provide still greater coverage of its area long accustomed to Du Mont-quality TV service WHBF now prepares for a power increase to 100 KW ERP.
DU MONT
TELEVISION TRANSMITTER DIVISION
ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.
BROADCASTING
TELECASTING
TV EQUIPMENT FOR SALE
FEBRUARY 2nd, 1953

Networks Study Civil Rights Law in N. Y.

TELEVISION networks indicated last week they plan to take "a long and hard look" at provisions of Section 52 of the Civil Rights Law of New York State that prohibits "the televising, broadcasting and taking of motion pictures of certain proceedings" before a court, commission or committee administrative agency in the state.

Waterfront Probe

Both ABC-TV and CBS-TV said their attorneys were examining the law closely in view of plans to cover the forthcoming investigation in New York of waterfront crimes by Sen. Charles Tobey's (R-N. H.) Interstate & Foreign Commerce Committee.

NBC authorized the statement: "NBC's attitude is this: We do not think this law could interfere with the carrying of federal hearings."

The law, passed in April 1952, specifically notes that the ban covers "testimony of witness by subpoena or other compulsory process" and that "any violation of this section shall be a misdemeanor."

It has been reported that DuMont's New York outlet, WABD (TV), has offered to carry Sen. Tobey's investigation as a public service and that NBC, CBS-TV and ABC-TV planned film coverage.

Radio's
GROWING

Because Radio reaches and sells more people at far lower cost than any other medium.

And here's what an advertiser says about WGN: "The general results we are obtaining on WGN at the present time are superior to the results we are obtaining in printed media and in direct mail. . . . We thought you would be interested in knowing that we are finding radio, and WGN in particular, to be a most successful media for us at the present time."

A Clear Channel Station Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street . New York—500 5th Avenue . Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue . San Francisco—625 Market Street

KBIG Tells FCC It Should Grant Application

KBIG Avalon, Calif., in response to protests filed by KMPC Los Angeles and KCBS San Francisco, alleging interference, told FCC last week that it "was constructed and is presently operating in full compliance with every provision of its construction permit."

Accordingly, KBIG said, FCC should grant "forthwith" its application for a station license to cover the construction permit and dismiss the protests.

KCBS claimed there is objectionable co-channel interference within its normally protected 0.5 mv/m daytime contour. KCBS is licensed on 740 kc with 50 kw, DA-2. KBIG is operating on 740 kc with 10 kw daytime only, DA.

KMPC Los Angeles asserted there is overlap between the 25 mv/m contours of KMPC and KBIG. KMPC is licensed on 710 kw with 50 kw daytime, 10 kw night, DA-N.

KBIG stated that no reliable evidence contrary to its contentions has been presented to the Commission. It said it got its CP after a full FCC hearing and that it has spent $222,903 constructing the station in reliance on the construction permit.

FCC BACKLOG STATUS REPORTED

FCC bit into its backlog of pending broadcast cases, completed action on about 50 in the month of January. That was apparent from a study of the second report submitted by the Commission to Congress last week in line with the McFarland Act requirement that it report all pending cases three months or older for uncontested applications, and six months or older for contested cases, from the time hearings have concluded.

Second report, listing such cases up through Jan. 31, is 65 pages. This compares with 101 pages in the first report, which was a roundup as of Dec. 31, 1952 [B•T, Feb. 2].

Of the approximately 950 broadcast applications pending, 600 involve TV, the report showed. This compared with the approximately 635 reported pending for the end of 1952.

The Commission reported that 50 contested cases were still unresolved, although hearings had ended at least six months ago. This compares with 89 reported for the end of 1952.

The report indicated that 315 uncontested broadcast applications were three months old or older and that 44 applications were pending for renewals or transfers that were three months old or older. Of the 315 broadcast applications, 30 involve FM. The report also showed that there were 12 applications for auxiliary stations pending for at least 90 days.

Unreported were applications which do not fall in the 90-day or 6-month category. Just how many they add up to cannot be determined.

House Unit Names Staggers

REP. HARLEY O. STAGGERS (D-W. Va.) is the newest member of the House Interstate and Foreign Commerce Committee. Mr. Staggers takes the place of Rep. Thomas B. Stanley (D-Va.) who has resigned from Congress. With Rep. Staggers' appointment, the House Commerce Committee has full membership, with 17 Republicans and 14 Democrats.

Any way you look at it...

WSYR is FIRST in Central New York



Up to 239% More

Weekly Daytime* Audience Families

than any other local station

According to SAMS 1952	According to Nielsen 1952
29.8% more than Station A	47.0% more than Station A
72.7% more than Station B	55.0% more than Station B
194.4% more than Station C	157.5% more than Station C
239.1% more than Station D	212.2% more than Station D

There it is—the leadership revealed by BMB in 1947 still continues. WSYR is your advertising buy in rich Central New York.

**And the nighttime figures show approximately the same leadership*

Write, Wire, Phone or Ask Headley-Reed

WSYR ACUSE
570 KC

WSYR-AM-FM-TV—the Only Complete Broadcast Institution in Central New York. NBC Affiliate

NARTB'S CONVENTION AGENDA IS SET

Both radio and TV share heavily in conferences planned for the April 28-May 1 annual convention. An added feature this year is scheduling of a keynote speaker.

FOUR-DAY program of business and engineering features has been drafted by NARTB for the 31st annual "Gold Rush" convention to be held in Los Angeles April 28-May 1.

The Management Conference runs through a four-day schedule of meetings, with the separate Engineering Conference occupying three days.

Roughly the schedule lines up like this:

Management: April 28—Annual industry equipment exposition opens; TV meeting and election; FM roundtable; BAB radio sales program. April 29—Formal opening; keynote address; luncheon address by NARTB President Harold E. Fellows; five-city management market study results. April 30—Uhf panel; TV code session; film panel; Voice of Democracy feature; luncheon speech by FCC Chairman Paul Walker; small-market TV workshop; radio program panel; labor workshop; merchandising panel; sports-public events panel; banquet. May 1—FCC panel; trade press panel; noon adjournment.

Engineering: April 29—Technical papers; joint NARTB luncheon; reception. April 30—Technical papers; joint luncheon; low-budget TV clinic; banquet. May 1—Technical papers and inspection of network studios. Inspection trip to Mt. Wilson antenna farm is planned May 2.

A new feature added this year is the keynote speaker, a prominent industry figure whose name has not been announced. The keynoter will be presented with an award for outstanding service to broadcasting.

While television is occupying a heavy share of the time, plenty of features have been scheduled for aural broadcasting, particularly in connection with the Management Conference.

Program arrangements are being drawn up by a committee headed by Clair R. McCollough, WGAL-AM-TV Lancaster, Pa.

Robert K. Richards, NARTB administrative vice president, is directing convention program planning in cooperation with the committee. C. E. Arney Jr., secretary-treasurer, is in charge of physical arrangements. Arthur C. Stringer is managing the equipment exposition.

Light and heavy equipment exhibits will be held in the Biltmore Hotel display areas, with service displays and some of the lighter gear concentrated in the second-floor sample rooms. Management Conference meetings are to be held in the Biltmore Theatre, adjoining the hotel. Engineering sessions will be in Burdette Hall, diagonally across the street.

Two Luncheon Meetings

The two luncheon meetings will include the combined management-engineering delegates and the banquet, to be held at the Palladium, also to be a joint affair.

A high spot of the management agenda will be the five-city radio market study, conducted under the direction of Richard M. Allerton, NARTB research manager. Results of the extensive inquiry into radio markets will be reviewed by Mr. Allerton and President Fellows. Also taking part in the Wednesday afternoon session at which the market study will be presented will be Paul W. Morency, WTIC Hartford, and Mr. McCollough.

Radio station sales problems will be analyzed at the BAB Tuesday afternoon meeting, with BAB showing dramatically how to sell time and attract sponsors. FM's special problems will be reviewed at the Tuesday morning workshop.

Radio program discussion is scheduled Thursday afternoon concurrently with a labor workshop. These will be followed by separate merchandising and sports-public events panels.

A new feature Friday morning following the FCC panel will be a trade press session at which Mr. Richards will preside.

Mr. McCollough will formally open the Management Conference Wednesday morning. He will present Judge Justin Miller, NARTB board chairman and general counsel. After preliminaries the keynote award will be made and the keynote speech delivered.

Tuesday morning's TV meeting will be of a business nature for TV member stations. TV directors whose terms expire at that time are: William Fay, WHAM-TV Rochester; Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenneth L. Carter, WAAM (TV) Baltimore; Henry W. Slavick, WMCT (TV) Memphis. The four vacancies will be filled at the meeting.

Thursday morning is strictly television. Thad

THE BRANHAM COMPANY

representing

RADIO

WABB	Mobile, Ala.
KTHS	Little Rock, Ark.
KFWB	Los Angeles, Calif.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WHYN	Springfield-Holyoke, Mass.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
KMO	Tacoma, Wash.
KIT	Yakima, Wash.
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
WHYN-TV	Springfield-Holyoke, Mass.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KFDA-TV	Amarillo, Texas
KRLD-TV	Dallas, Texas
KMO-TV	Tacoma, Wash.
KIT-TV	Yakima, Wash.

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ENGINEERING chiefs of five networks took part in selection of papers for NARTB Engineering Conference to be held during convention week, April 28-May 1. Meeting of guidance committee included (l to r): A. James Ebel, WMBD Peoria, Ill.; Rodney D. Chipp, DuMont TV Network engineering director; William B. Lodge, CBS engineering vice president; O. B. Hanson, NBC vice president and chief engineer; Raymond F. Guy, NBC manager of radio and allocations engineering, committee chairman; Neal McNaughten, NBC engineering director; Frank Marx, AB-PT engineering vice president; E. M. Johnson, MBS engineering and station relations vice president; Absent, Carl G. Nopper, WMAR-TV Baltimore.

* * *

Brown, NARTB TV vice president, will submit his report, to be followed by a uhf panel and discussions of TV code and film problems. John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman of the NARTB TV Code Review Board, will lead the code discussion. Robert D. Swezey, WDSU-TV New Orleans, will preside at this session in his capacity as TV Board chairman.

Pre-registration fee for the Management Conference is $35, with $25 for the Engineering Conference and $15 for the ladies program. Saving of $2.50 in registration can be obtained up to April 15. NARTB is exclusive agent for all rooms in the Biltmore and Statler.

Topics to be featured at the engineering agenda include remote control of transmitters, uhf, antennas, lens, TV boosters, AM signals, from high TV towers, studio lighting, personnel problems, TV tape recording, panel on low-budget TV operations.

One of the papers that is attracting advance attention deals with a plan for technical operation of TV stations, using a staff of two. Neal McNaughten, NARTB Engineering Dept. manager, is making arrangements with the help of a guidance committee (see photo). A West Coast arrangements committee consists of Les Bowman, CBS Los Angeles, chairman; A. E. Towne, KPIX (TV) San Francisco; R. E. Arne, KHJ Los Angeles; C. W. Mason and H. L. Blatterman, KFI Los Angeles, and P. G. Caldwell, AB-PT Los Angeles.

Running all that week at the Statler Hotel in Los Angeles will be a convention of the Society of Motion Picture & Television Engineers. Many of the NARTB technical delegates will attend the SMPTE Wednesday evening banquet.

Mr. McNaughten said the Guidance Committee was able to select only a small portion of the papers considered for the NARTB technical sessions.

Papers to be Read

Papers to be read at the engineering discussions were tentatively listed as follows:

"Automatic Station Operation," Ross Snyder, Ampex Electric Corp.; "UHF Television Waveguides," J. S. Brown, Andrew Corp.; "Contouring of TV Antenna Patterns," L. O. Krause, General Electric Co.; "Methods of Controlling the Vertical Pattern on uhf and vhf Antennas," L. J. Wolf, RCA; "Television Antennas," ABC; "Studio Zoomar for TV Cameras," Dr. Frank G. Back, TV Zoomar; "Remote Control of FM 10 kw Transmitter," Ben Akerman, WGST Atlanta; "Operation and Installation Problems of Remote Control Equipment," Rust Industrial Co.; "Proof of Performance Measurements for Television," Rodney D. Chipp, DuMont TV Network.

"Experimental Booster Station for WSM-TV," John H. DeWitt Jr., WSM-TV Nashville; "High-Efficiency AM Radiation From High TV Towers," Glenn Gillett; "Tower Maintenance,"



Roger Hayden, Dresser-Stacy Co., Ideco Div.; "Approved Wiring and Control Methods for TV Studio Lighting," Herbert A. Kliegl, Kliegl Brothers; "How to Set Up a TV Technical Operation With Two Persons," A. J. Baracket and J. Valentine, Federal Telecommunication Labs.; "Flying-Spot Scanner for Opaques and Film," G. R. Tingley and J. H. Haines, Allen B. DuMont Labs.; "Transistors," Bell Labs.; "Developments in Application of Transistors," A. A. Barco, RCA; "Television System Measurements," Roy Montfort, NBC.

"New Developments in Television," Neal McNaughten, NARTB; "Video Tape Recording," John Mullin, Bing Crosby Enterprises; "Requirements for High-Quality TV Film Projectors," W. E. Stewart, RCA; "Projector Maintenance and Test Films," Fred Whitney, SMPTE, and Paul Huhndorf, KPRC-TV Houston; "Development of Staticon Camera," L. L. Pourciau, General Precision Lab.; "CBS Television City Audio and Video Facilities," R. S. O'Brien, R. B. Monroe and P. E. Fish, CBS.

"National Television System Committee (NTSC) Color Television," Dr. W. R. G. Baker, NTSC chairman, General Electric Co. (I. J. Kaar, GE, alternate); "Conelrad," FCC Comr. George E. Sterling (Conelrad officials will be available for discussion); Symposium on "Low Budget TV Operation" James L. Middlebrooks, KING-TV Seattle, arbiter; Leroy E. Kilpatrick, WSAZ-TV Huntington, W. Va.; Joe Herold, KBTV (TV) Denver; others to be named.



17½ ACRES OF SERVICE!

With 17½ acres of modern film production facilities, Alexander Film Co. offers the advertiser and agency the world's most complete film commercial service! From scenario preparation through film production, processing and distribution, Alexander is geared to serve . . . a single source for every film commercial need. For the finest in sales-winning TV film commercials, specify "Alexander"!

ALEXANDER FILM CO.

JUST RELEASED! Two new Alexander "package series" of TV film commercials are now being released; one on bread and one on milk. Both employ a combination of cartoon animations and live action scenes, and both include thirteen 20-second and four 60-second films. Sponsors who order the series receive six months exclusive, unlimited use of the films in the TV market or markets selected. . . . First come, first served. For complete information write ALEXANDER FILM CO., COLORADO SPRINGS, COLO.

Ford Fund Antes $20 Million For Civil Liberties Studies

FORD Foundation announced Wednesday it has allocated $15 million for studies on civil liberties in America, which is expected to include an examination of censorship, and blacklisting and boycotting activities in radio and television as well as other fields.

A foundation spokesman in New York said Thursday the general subject of censorship, boycotting and blacklisting will be explored under the program but specific areas of study have not yet been defined. He added he was "reasonably sure that radio and TV problems would be covered."

The appropriation will be administered by the Fund for the Republic, an independent agency of the foundation established in December. Paul G. Hoffman, the foundation's retiring president, will be chairman of the new fund's board of directors.

The foundation said the Fund for the Republic will try to eliminate restrictions on freedom of thought, inquiry and expression and "restore respectability to individual freedom." Other immediate projects will be studies on restrictions and assaults upon academic freedom, due process and equal protection of the laws and protection of the rights of minorities. The foundation noted workers will examine communist influence in the nation, because communism is "the major factor affecting civil liberties today."

Oregon Broadcasters Elect McCready Pres.; Discuss Sales

S. W. McCREADY, KUGN Eugene, Ore., was elected president of the Oregon State Broadcasters Assn., at a winter meeting. At the February sessions, devoted largely to sales problems, the state's new, relaxed rules on beer and wine radio advertising were explained. Rules had limited hours of broadcast devoted to alcoholic beverage advertising, and they were relaxed after a seven-year association campaign.

New selling formula was presented by Alan Torbet, general manager, KFSO San Francisco, and the success story of Sunny Jim peanut butter was delivered by Dave Crockett, radio-TV director, Mac Wilkins, Cole & Weber, Seattle.

Resolutions were approved favoring a new journalism building at the U. of Oregon and expansion of association activities in the coverage of high school athletics.

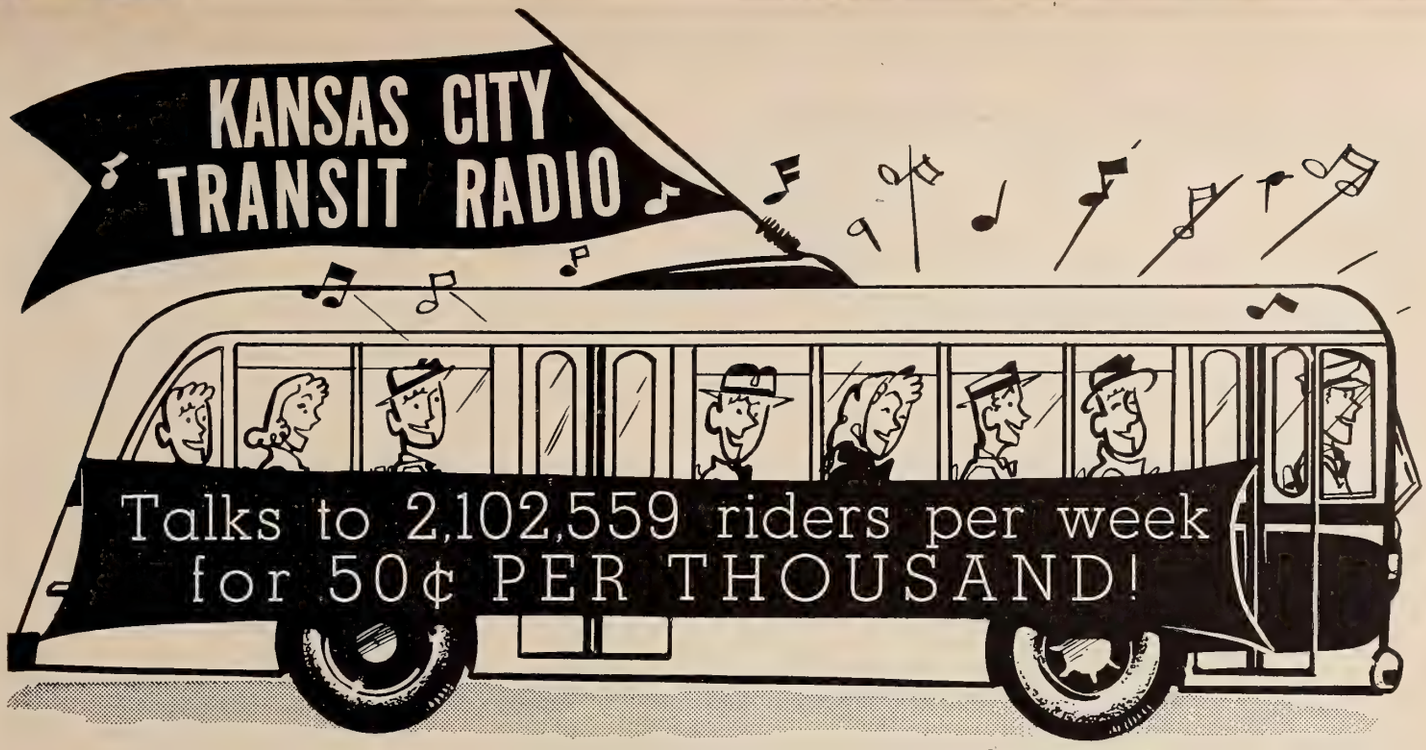
Others elected for 1953: Paul Walden, KODL The Dalles, vice president; Joe Schertler, KEX Portland, treasurer; directors, Jennings Pierce, KMED Medford, and Dick Maguire, KYJC Klamath Falls.

Ala. Broadcasters to Meet

NEW OFFICERS will be elected at the annual spring meeting of the Alabama Broadcasters Assn. in Florence March 26-28. Thomas E. Martin, WAPX Montgomery, is president of the group, working with Richard B. Biddle, WOWL Florence, on convention plans.

Penna. Meet May 19-21

ANNUAL convention of the Pennsylvania Assn. of Broadcasters will take place at the Bedford Springs Hotel, Bedford, Pa. May 19-21. Roger W. Clipp, general manager, WFIL Philadelphia, is president of the group.



. . . *the only* way to talk to shoppers on their way to *buy* . . .

TRANSIT RADIO ALSO AVAILABLE IN THESE OTHER MARKETS . . .

St. Louis—KXOK-FM
Cincinnati—WKRC-FM
Worchester—WGTR-FM
Trenton—WTOA-FM
Pittsburgh—WKJF-FM
Washington—WWDC-FM

See Your Forjoe Man at these addresses:

New York 19
29 W. 57th St.
Plaza 5-8501

Chicago 11
435 N. Michigan Ave.
Deleware 7-1874

Los Angeles 17
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Madison 6-8329

San Francisco 5
593 Market St.
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Atlanta 3
405 Mortgage Guarantee Bldg.
Alpine 1241

Transit Radio in Kansas City is a real year-round "buy" in advertising. That's because it delivers your message to a *paid circulation*—by actual fare count—at approximately 50¢ per thousand!

Transit Radio delivers your *selling* message while these customers are on their way to *buy*. They're stepping out to spend, and Transit Radio is the only medium that actually "talks" them right to your product.

KCMO FM
KANSAS CITY, MISSOURI

and all other Transit Radio stations represented by Forjoe National, Inc., Transit Radio representatives

SRA'S 'CRUSADE FOR SPOT RADIO'

Organization's John Blair and Tom Flanagan urge stations to contribute funds to be used to employ another salesman and to conduct clinics.

INVITATIONS to radio stations to join with Station Representatives Assn. in a national "Crusade for Spot Radio" are in the mails.

They were sent over the weekend from SRA headquarters in New York. The letters are signed by John Blair, president of SRA and head of his own radio and TV station representative organization, and by Tom Flanagan, SRA's managing director.

Citing SRA's accomplishments in its five-year existence, the letter reports the feeling of SRA's 14 members that "we haven't done enough" and attributes failure to a lack of funds, "in spite of the fact that some of our members individually contribute nearly $10,000 annually to the association."

SRA proposes that each station contribute to the crusade one-half of its one-time, one-minute announcement rate, per month. It suggests that payments be made quarterly, or annually, in advance, starting as of March 1, 1953.

If the individual radio station operators accept SRA's invitation to join in a Crusade for Spot Radio, SRA states, "One primary purpose will be to employ a top-flight radio salesman who will devote all his time to selling spot radio to advertisers. To aid him in this work, we plan to use part of the funds to provide him with a brand new spot radio presentation which will be so designed that it will be slanted to the peculiar problems of each advertiser who sees it."

The work of this salesman would be added to that of Mr. Flanagan, who will continue his present practice of making presentations to advertisers, SRA explained. SRA also plans to expand the activities of its Chicago Council, inaugurating spot clinics in that area and calling on all spot radio prospects there. Comprehensive quarterly reports on activities will be made to all subscribing stations.

Answering the obvious question as to how the proposed SRA Crusade will fit in with the efforts of BAB to sell radio, SRA lauds BAB for doing a "good job," noting in passing that many SRA members are also BAB subscribers, and admits that "there may be some overlap in what BAB is doing and what we propose to do."

But, SRA declares, "We see no fault in this, since the more sales effort that is devoted to radio, the more sales we are going to make."

Disclosure of SRA's plans brought from William B. Ryan, president of BAB, a statement that BAB favors "any effort" that will increase the number of national radio advertisers and their expenditures and also that BAB's own presentations in this area have steadily increased and shortly will be tripled. Outlining BAB's plans along the same lines, he said:

"The concentrated work of the sales staffs of spot representative organizations, SRA, and the networks sales staffs are all necessary to solve the fundamental problem—developing more national advertisers who believe in radio as their primary advertising tool."

Treynor Promoted, Succeeds Stubblefield at NARTB

WILLIAM K. TREYNOR last week was promoted to manager of the NARTB Station Relations Dept. following resignation of William T. Stubblefield, who joins Blackburn-Hamilton Co., radio-TV-newspaper brokers.

Mr. Stubblefield's resignation was announced Thursday at NARTB. Simultaneously, it was disclosed that Mr. Treynor, assistant station relations manager and head of the West Coast office in San Francisco, has been named to fill the vacancy.

Effective March 15, Mr. Stubblefield joins Blackburn-Hamilton as a member of the firm, which has offices in Washington, Chicago and San Francisco. Partners in the firm are James W. Blackburn and Ray V. Hamilton. Mr. Stubblefield is to headquarter in the Washington office, located in the Washington Bldg.

NARTB's station relations work was taken over by Mr. Stubblefield Dec. 1, 1951. He succeeded John F. Hardesty when the latter went to BAB in New York.

Mr. Treynor was an account executive at WTOP-TV Washington before joining NARTB Dec. 26, 1950, a few months after the station relations department was organized. He entered radio in 1939 at WOL Washington.

Texas Group to Meet

DISCUSSION of TV's impact on aural broadcasting will feature the March 16 meeting of Texas Assn. of Broadcasters, meeting at Commodore Perry Hotel, Austin. Boyd Kelley, KTRN Wichita Falls, is TAB president.



in this corner—Chicago's Rainbo Arena, where present champions and future champions fight, is the scene of the most exciting boxing shows on television today! Skilled Kling camera crews, shooting at ringside with the modern multi-camera technique, capture all the slam-bang action. Jack Drees, ace sportscaster for ABC and outstanding boxing authority, announces the shows.

in this corner—Your sales message becomes an integral part of each show! Each film is completely titled and designed for your commercial inserts. The films screen as though custom-made for you!

Boxing ranks third highest in popularity of all types of television shows. Boxing's low budget makes tops for results—dollar for dollar! It's a knockout!

BET ON A SURE WINNER—"BOXING FROM RAINBO"
Write, wire, phone—today!

Fred Niles, Vice President in charge of Motion Pictures and Television

KLING studios

601 NORTH FAIRBANKS COURT • CHICAGO 11, ILLINOIS
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here are the

30 BEST SELLING RECORDS OF 1952*

29 of them used audiodiscs® for the master recording

Record, Artist & Label	Made from Audiodisc Master
BLUE TANGO *(Leroy Anderson—Decca)*	✓
WHEEL OF FORTUNE *(Kay Starr—Capitol)*	✓
CRY *(Johnnie Ray—Okeh)*	✓
YOU BELONG TO ME *(Jo Stafford—Columbia)*	✓
AUF WIEDERSEH'N, SWEETHEART *(Vera Lynn—London)*	
I WENT TO YOUR WEDDING *(Patti Page—Mercury)*	✓
HALF AS MUCH *(Rosemary Clooney—Columbia)*	✓
WISH YOU WERE HERE *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
HERE IN MY HEART *(Al Martino—BBS)*	✓
DELICADO *(Percy Faith—Columbia)*	✓
KISS OF FIRE *(Georgia Gibbs—Mercury)*	✓
ANY TIME *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
TELL ME WHY *(Four Aces—Decca)*	✓
BLACKSMITH BLUES *(Ella Mae Morse—Capitol)*	✓
JAMBALAYA *(Jo Stafford—Columbia)*	✓
BOTCH-A-ME *(Rosemary Clooney—Columbia)*	✓
GUY IS A GUY *(Doris Day—Columbia)*	✓
LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray—Okeh)*	✓
HIGH NOON *(Frankie Laine—Columbia)*	✓
I'M YOURS *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
GLOW WORM *(Mills Brothers—Decca)*	✓
IT'S IN THE BOOK *(Johnny Standley—Capitol)*	✓
SLOW POKE *(Pee Wee King—Victor)*	✓
WALKIN' MY BABY BACK HOME *(Johnnie Ray—Columbia)*	✓
MEET MR. CALLAGHAN *(Les Paul—Capitol)*	✓
I'M YOURS *(Don Cornell—Coral)*	✓
I'LL WALK ALONE *(Don Cornell—Coral)*	✓
TELL ME WHY *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
TRYING *(Hilltoppers—Dot)*	✓
PLEASE, MR. SUN *(Johnnie Ray—Columbia)*	✓

**According to Retail Sales, as listed in THE BILLBOARD.*

. . . and over 43% used **audiotape**† *for the original sound!*

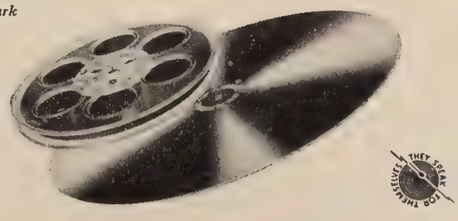
Like Audiodiscs and Audiotape, this record speaks for itself.

Of the thirty top hit records of the year, all but one were made from Audiodisc masters! And that *one* — a London Record — was made abroad.

It is significant, too, that the original recordings for over 43 per cent of these records were first made on Audiotape, then transferred to the master discs. This marks a growing trend toward the use of Audiotape for the original sound in the manufacture of fine phonograph records.

Yes — Audiodiscs and Audiotape are truly a record-making combination—in a field where there can be no compromise with Quality!

†*Trade Mark*



AUDIO DEVICES, INC.

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Export Dept.: 13 East 40th St., New York 16, N. Y., Cables "ARLAB"

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Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris

NEW TV GRANTEES BEGIN AIR PLANS

Most of the 19 new TV CP holders look to operation before next fall. Pre-freeze stations plan power or program increases while post-freeze grantees aim for air debuts.

MOST of last week's 19 new television station grantees (see story page 44) do not expect to get on the air before next fall.

The most optimistic report came from Pittsburg, Kan., where KOAM, vhf Ch. 7 grantee, said an Aug. 1 starting date was contemplated. RCA equipment is specified. KOAM (AM) is affiliated with NBC. No decision yet has been reached on station representation.

E. D. (Dee) Rivers Jr., president of WGOV-TV Valdosta, Ga., uhf Ch. 37 permittee, said his station plans a late summer or early fall starting date, contingent upon RCA equipment delivery. Southern Television & Radio Sales Inc., Atlanta, Mr. Rivers' own representative firm which serves about 100 southern stations, also will represent WROV-TV. Network affiliation is to be determined.

William M. Dawson, general manager of WARM Scranton, Pa., which was granted uhf Ch. 16, said the on-the-air date is early fall. National representative will be George P. Hollingbery Co. Equipment is to be General Electric. Network plans are not yet formulated, Mr. Dawson said.

Harry S. Hyett, general manager of WEAU Eau Claire, Wis., said that the contemplated starting date for the vhf Ch. 13 station is this fall. George P. Hollingbery will be the national representative, Mr. Hyett said, and conferences are scheduled within a fortnight to arrange network affiliation. RCA equipment is specified.

B. T. Whitmire, general manager of WFBC Greenville and an official of the Inter-City Advertising Co. of Charlotte, N. C., uhf Ch. 36 grantee, stated a fall target date has been set. Equipment will be either RCA or DuMont, he said, with The Bolling Co. Inc. as national representative. Network affiliation has not yet been negotiated.

KIFI-TV's Plans

J. M. Brady, president and general manager of KIFI-TV Idaho Falls, Idaho, new vhf Ch. 8 grantee, said the starting date was planned for late this year. Network affiliation will be with ABC, but national representative and make of equipment have not been determined, he reported.

Pocatello Plans

Frank Carman, president of Eastern Idaho Broadcasting & Television Co., Pocatello, Idaho, said his station, granted vhf Ch. 10, expects to be on the air by spring of 1954. George P. Hollingbery will be the station's representative and RCA equipment will be used.

Ed Craney, a partner in Television Montana, which received the vhf Ch. 6 grant for Butte, Mont., declared that consideration was being given to modification of the plans for the installation in order to provide more effective service in the area. Consequently, he said, no target date has been set for beginning operation.



WOW-TV Omaha, claiming to be first in its area and saying it is the sixth outlet in the nation to do so, increased to 100 kw maximum power last Tuesday. Shown during final adjustments are (l to r) Frank P. Fogarty, general manager; Bill Kotera, chief engineer; Lyle DeMoss, assistant general manager, and Frank Porter, RCA field engineer. The boost completes WOW-TV's $110,000 expansion, which included increase to 28 kw last December.

T. V. Taft, treasurer of El-Cor Television Inc., Elmira, N. Y., uhf Ch. 18 permittee, reported that the starting date is unknown. DuMont equipment will be used, he declared, and national representative will be Everett-McKinney. There are no plans for network affiliation, he said.

While last week's new grantees busied themselves by signing equipment contracts and arranging for network affiliation and national representation, pre-freeze stations either were planning to increase power or expand programming while post-freeze stations were concerned with getting on the air.

WOW-TV Omaha, Neb., last Tuesday began regular program service with 100 kw effective radiated power (visual). The station tested its maximum power a week ago Friday, and went to the maximum power allowed by FCC on vhf Ch. 6 during the *Camel News Caravan* program Feb. 24 at 6:45 p.m. CST.

Frank Fogarty, general manager of WOW-TV, claimed the station is the first in Omaha to boost its power to the maximum allowable, and he believes the station is the sixth in the nation to do so. "Viewer response, Mr. Fogarty said, has been most gratifying."

Lee Higgins, manager of KTNT-TV Tacoma, Wash., said that his station was to begin commercial programming yesterday (Sunday).

WKNB-TV's Coverage

Peter B. Kenney, manager of WKNB-TV New Britain, Conn., reported that the most rapid growth of a uhf television audience in the U. S. is taking place in the greater Hartford area served by his uhf Ch. 30 station.

According to Mr. Kenney, an actual count, completed last Wednesday, among officials of all distributors of leading makes of TV sets and converters in the Hartford area, "authenticated by sworn statement, shows 36,647 sets in WKNB-TV's coverage area now equipped for Ch. 30 reception."

In order to get on the air sooner, the KGNC-TV Amarillo, Tex., board of directors last week decided to order an RCA 2 kw transmitter with a single-bay antenna instead of waiting for equipment which would allow operation

It's So Easy to Listen to WBNS

Central Ohioans set their dials at WBNS and relax. More Central Ohio people listen to WBNS than any other station. Popular staff personalities, plus top CBS programs add up to the *20 top-rated programs* and hour after hour of listening pleasure. Sponsors profit more when they reach this big audience of steady listeners.

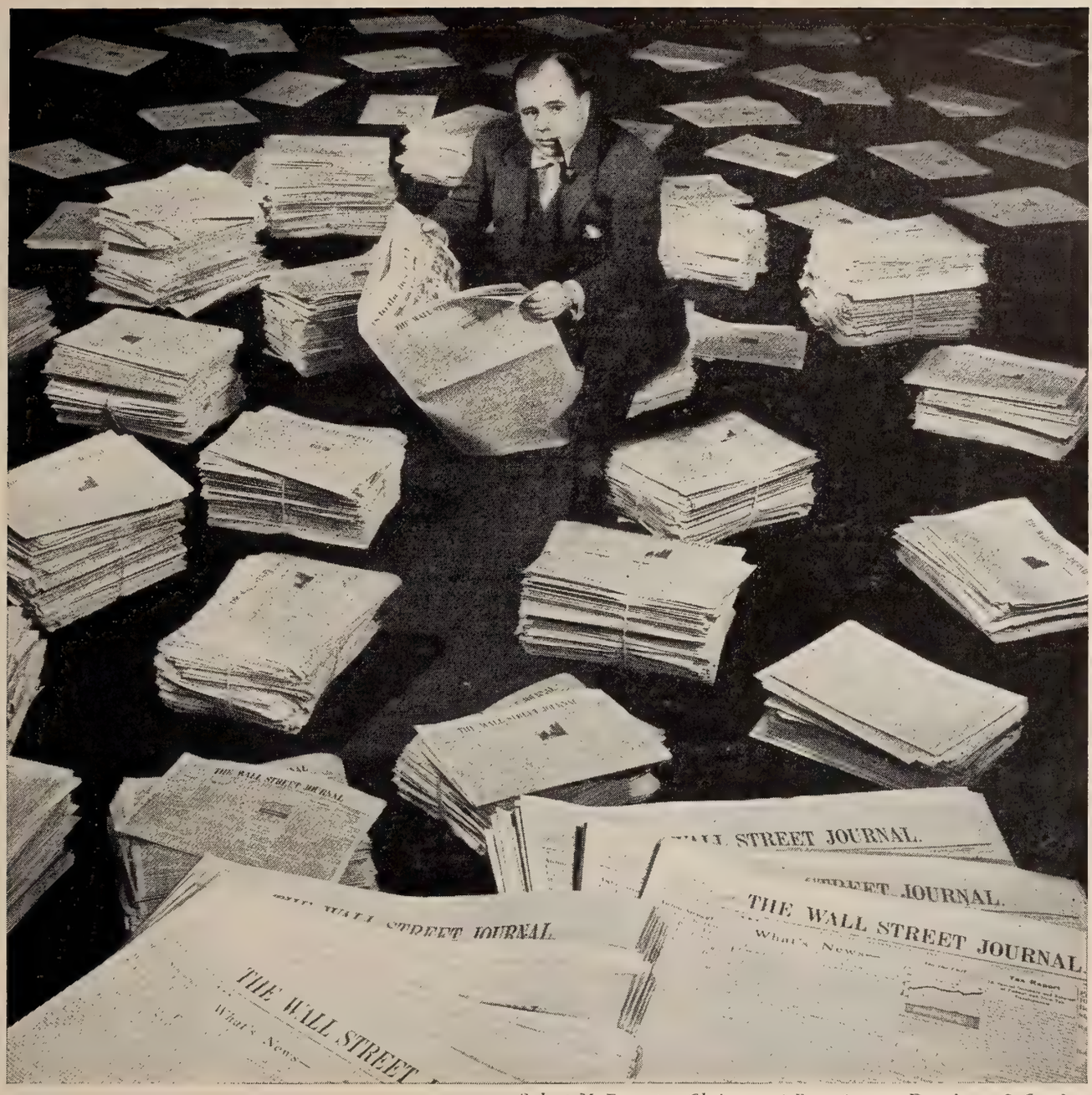


CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO



— Robert M. Feemster, Chairman of Exec. Comm., Dow-Jones & Co., Inc.

"You can't sit on the news!"

In 1940, The Wall Street Journal circulation was 29,000. Today it's 255,000 —and still climbing!

"Like any news," said Chairman Robert M. Feemster, "news of business is worthless unless it's fresh!

"We set out to make The Wall Street Journal the truly *national* business daily —one that would reach executive desks all over the country on the same morning. We first decentralized our printing plants—publishing in New York, San Francisco, Chicago and Dallas. But we still couldn't deliver fresh news from these points without the fastest, most *reliable* shipping service.

"That's why we called in Air Express.

"Now, 6500 pounds of Wall Street Journals go Air Express daily. Only hours later they're in a score of other major cities. And on practically every shipment, Air Express rates are the *lowest in the field.*

"We knew we could build circulation. We knew we had the news and features vital to American business. Our problem is to deliver the papers! Air Express helps solve it! If you're building circulation or sales, look into Air Express rates and benefits."



AIR EXPRESS

GETS THERE FIRST

Division of Railway Express Agency

SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike
in the
Camel City*

* Winston-Salem
is the home of
R. J. Reynolds
Tobacco Co.

WSJS

1/4th* of all
GENERAL
MERCHANDISE
Sold in North Carolina
IS SOLD IN
WINSTON-SALEM'S
WSJS
15-COUNTY
MARKET
*$93,000,000
S.M. 1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

with an ERP of 10 kw visual. With the expected early delivery of the 2 kw transmitter, the vhf Ch. 4 station expects to begin airing a test pattern about the middle of March, with programming scheduled for one week later, according to Tom Kritser, KGNC-TV general manager. The temporary transmitter location will be atop the Amarillo First National Bank, Mr. Kritser said. He hopes for 100 kw operation by mid-summer from an 833 ft. tower. KGNC-TV network affiliation will be with NBC and DuMont, according to Mr. Kritser.

Target dates for the three stations owned by Jacob A. Newborn Jr. were announced by John Summerfield, program manager of the trio, last week. Mr. Summerfield said KBMT (TV) Beaumont, Tex., was aiming for an April 1 start; representative will be O. L. Taylor Co. KETX (TV) Tyler, Tex., should be on the air June 1, and WTVS (TV) Gadsden, Ala., is aiming for Aug. 1. Representative for WTVS (TV) is to be Weed Television. General Electric equipment is planned for all three stations.

James E. Gordon, vice president and general manager of WJMR-TV New Orleans, uhf Ch. 61 grantee [B•T, Feb. 23], said that national representative would be The Bolling Co.

Robert R. Tincher, general manager of KVTV (TV) Sioux City, Iowa, vhf Ch. 9 grantee, said the station would be affiliated with the DuMont network, in addition to CBS-TV.

WKST-TV New Castle, Pa., uhf Ch. 45 permittee, expects to begin its test patterns the second week in March. A. W. Graham said that the station, which will start with an ERP of 20.8 kw, to be increased upon delivery of a high power transmitter later in the year to 208 kw, will serve the Pittsburgh-Youngstown territory, having within its primary coverage area a population of 680,000 persons.

Mr. Graham said figures furnished by major set distributors show an increase in the last 20 days of 502 uhf homes per day in the WKST-TV primary coverage area. He said that from Jan. 10 to Feb. 17, the number of uhf homes increased from 3,973 to 20,765.

The station's RCA transmitter is now being installed, Harry W. Reith, WKST-TV production manager, reported.

WCOV-TV Montgomery, Ala., grantee for uhf Ch. 20, said all equipment deliveries are on schedule with the exception of an RCA uhf antenna, but that the station hopes to get a test pattern on the air by late March.

The WCOV-TV Stainless Tower was to have been completed yesterday (Sunday). The first section of the tower was erected Feb. 19.

John W. Boler, president of KCJB-TV Minot, N. D., vhf Ch. 13 permittee, said the station may be on the air April 1 with the use of temporary facilities.



FACING KRON-TV San Francisco cameras at a special telecast when the station increased its power to 100 kw, are (l to r): Walter L. Eggert, president, Oakland Chamber of Commerce; Harold P. See, station manager, and J. W. Mailliard III, president, San Francisco Chamber of Commerce.

* * *

KCJB-TV has considerable equipment on hand, with the balance in transit, and with favorable weather conditions is in a position to begin telecasting at an early date, while permanent installations are being constructed south of Minot, Mr. Boler declared.

The station will be a primary CBS affiliate.

Philip Merryman, president and general manager of WICC-TV Bridgeport, Conn., stated last week that a television audience survey of the metropolitan Bridgeport-New Haven markets shows that WICC-TV will receive widespread acceptance. Mr. Merryman, citing statistics contained in the results of a survey conducted by Froman Market Research, said set ownership saturation ranged from 45% in Newton to 85% in Norwalk, with 70% in Bridgeport. He said that 75% of these sets probably will be converted to receive WICC-TV within the next year.

WGLV (TV) Easton, Pa., named Headley-Reed Co. as its national representative.

WHUM-TV Reading, which began operation on uhf Ch. 61 a week ago [B•T, Feb. 23], is operating from 11 a.m. to 11:30-12 midnight weekdays and from noon until 11:30-midnight Sundays. Station is a CBS-TV affiliate.

* * *



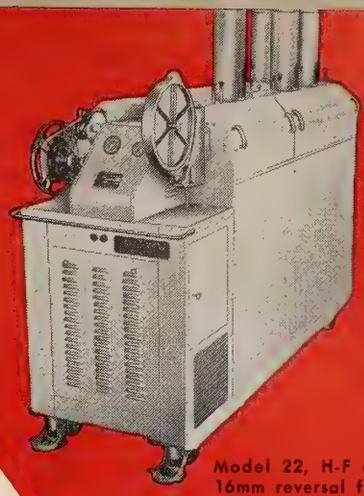
INSPECTING new amplifier which will boost WOAI-TV San Antonio's power to 100 kw, upon installation in mid-March, are (l to r) Al Hilstrom, TV supervisor; Charles L. Jeffers, enginering director, and Arden X. Pangborn, general manager.



98% of all U.S. TV stations use Houston-Fearless equipment



Houston-Fearless TV Crane, Model TC-1, offers extreme versatility. Camera lens can be raised quietly, from 3'-6" to 9'-6" while dollying.



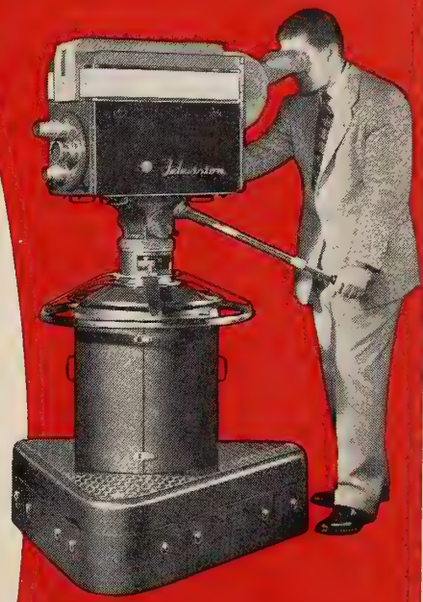
Model 22, H-F developer for 16mm reversal films. It is self-contained, easy to operate, entirely automatic, daylight operating. Adaptable to negative, positive or 35mm films.

Smoother BETTER SHOWS

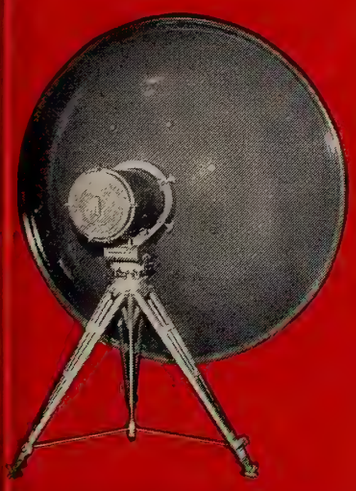
are produced with

HOUSTON-FEARLESS EQUIPMENT

Top flight television showmanship is dependent not only on capable writers, producers and cameramen, but also on reliable studio equipment that will produce any desired camera effect smoothly and quietly with a minimum of effort . . . and on efficient film processing equipment that opens vast new sources of program material. That's why 98% of all U.S. television stations, as well as motion picture studios in Hollywood and throughout the world, rely on Houston-Fearless for matchless quality, proved performance and absolute dependability



Model PD-3 H-F TV Camera Pedestal raises camera quickly, easily by lifting on steering wheel. Rolls smoothly for dolly shots. One man operation.



Houston-Fearless microwave parabola mounted on H-F tilt head and tripod. Also available in power-driven models operated by remote control.

In addition to building many models not shown here, Houston-Fearless offers extensive engineering and manufacturing facilities to produce special television and photographic equipment for your particular requirements. Write for information and catalogs.



H-F Panoram. Optic... provides ... camera ef... ...ns... ...g, ...wering, panning, tilting, and dollying. Smooth and steady.



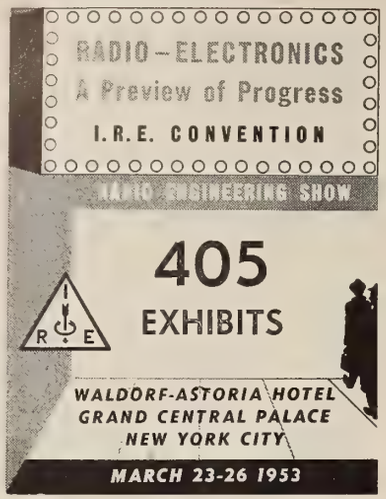
Television's finest portable camera mount. Houston-Fearless friction head, all-metal tripod and tripod dolly. For studio or field use.

The HOUSTON FEARLESS Corporation

THE HOUSTON-FEARLESS CORP.
11807 W. Olympic Blvd.,
Los Angeles 64, Calif.

Please send catalogs on ☐ Friction Head ☐ Tripod ☐ Tripod dolly ☐ Panoram dolly ☐ TV Cranes ☐ Camera pedestals ☐ Film Processors ☐ Parabolas ☐ Remote control parabola

Name..... Title.....
Station or firm.....
Address.....
City..... Zone... State.....



Come again--

Broadcast Men!

Welcome to the Radio Engineering Show—

March 23-26, 1953
at New York City

19 IRE Professional Groups have prepared skillfully organized symposia and technical sessions on all phases of radio, TV, and electronics. These papers will keep you up-to-the-minute on the developments which are to come in the next few years—for the IRE Convention Theme is:

Radio-Electronics
"A Preview of Progress"

The colorful Annual Meeting on Monday at 10 (opening morning) will feature the "Founders' Award". Social Events include the "Get Together Cocktail Party" Monday, and the Annual Banquet Wednesday, all at the Waldorf Astoria Hotel.

405 Exhibitors are using 58,680 square feet — the entire four floors of Grand Central Palace, to give you a "Preview of Progress" in the apparatus, components and instruments of Radio-Electronics. Registration: IRE Members $1.00, Non-Members $3.00. Register at Grand Central Palace, 47th & Lexington Avenue, or The Waldorf Astoria Hotel, 49th & Lexington Avenue, New York City.

THE INSTITUTE OF RADIO ENGINEERS

Robert M. La Follette Jr., WEMP Chmn., Found Dead

ROBERT M. La FOLLETTE Jr., 58, chairman of the board of WEMP Milwaukee, was found fatally shot at his Washington, D. C., home last Tuesday. The death was pronounced suicide by the coroner.



Mr. La Follette

Funeral services were held Friday at Grace Episcopal Church, Madison, Wis.

Since his defeat for the Senate in 1946 by the incumbent, Sen. Joseph R. McCarthy (R), Mr. La Follette had been an economic adviser and consultant, with offices in the National Press Bldg., Washington.

As board chairman of WEMP Mr. La Follette owned 315.625 shares of a total of 2,525 shares of Class A stock.

Surviving are his wife, Mrs. La Follette; two sons, Joseph Oden and Bronson Cutting, students; his brother Philip, former governor of Wisconsin and now a lawyer practicing in Madison.

KUDL to Begin May 1

CONSTRUCTION has begun on KUDL Kansas City, Mo., which is expected to go on the air with 1 kw on 1380 kc May 1, with its tower at 6200 Independence Ave. and studios at the Baltimore Bldg. David M. Segal, owner, will manage the station, with Bill Simons as chief engineer and Lee E. Baker consulting engineer.

KOKO Warrensburg, Mo., another station to be operated by Mr. Segal, is expected to be on the air in early summer, and together with KUDL and KDKD Clinton, Mo., will form a local network fed from Kansas City, Mr. Segal said.

Webster of McClatchy Dies

NORMAN D. (Hap) WEBSTER, 45, technical director of the McClatchy Broadcasting Co., died last week in St. Joseph's Hospital, Baltimore. He was stricken with a heart attack Feb. 11 while enroute from Washington to Camden, and was taken to the hospital from the train at Baltimore. Mr. Webster and John Hamlyn, general counsel for the McClatchy Broadcasting Co. had been participating in the Sacramento Ch. 10 TV hearings in Washington which began in the middle of November, and which were recessed Feb. 19. Mr. Webster was enroute to RCA regarding the McClatchy TV grant in Fresno, Calif.

As technical director for McClatchy Broadcasting Co., Mr. Webster supervised KFBK-AM-FM Sacramento, KMJ-AM-FM Fresno, KGW Stockton, KERN-AM-FM Bakersfield, KBEE (FM) Modesto, all California, and KOH Reno, Nev.

WTIC Plans to Put AM, FM, TV In New, $2 Million Building

NEW RADIO-TV studio building costing $2 million will be constructed by WTIC Hartford if re-zoning and its TV plans are approved by the Hartford City Council and FCC, respectively. Paul W. Morency, vice president of Travelers Broadcasting Service Corp., has applied for a change in zoning laws to permit construction of the building 2½ miles from the city's center.

The proposed two-story building would occupy 80,000 square feet, including studio space for AM and FM, now housed in Travelers Insurance Co.'s buildings in the downtown area, and for television. Offices and administrative space would surround studios, built around a large glass rotunda enclosing a circular staircase. TV transmitter and antenna would be placed at WTIC's present transmitter site in Avon, Conn.

WTIC filed for a TV grant in 1947, and amended its request after the lifting of the freeze by petitioning for Ch. 3 with 100 kw.

Radio-TV Contribute $5,303,192 in Time to NCCC

DOLLAR value of time contributed by radio and television stations to the Broadcasting and Film Commission of the National Council of Churches of Christ in the U.S.A. during 1952 was estimated by the commission last week at $5,303,192.

This figure was contained in a report by the commission to be presented to its board of managers at the commission's annual meeting in New York tomorrow (Tuesday) and Wednesday.

The report said radio stations and networks granted some $2,355,023 in free time and television stations and network approximately $2,948,169 worth. For the year the total number of commission radio broadcasts were placed at 1,315 and TV broadcasts at 352.

"During 1952, representatives of 21 denominations participated in our programs," the report noted. "The total number of churchmen involved was 565 and the total number of workers, other than churchmen, was 10,728 for a grand total of 11,293 people."

The commission provided material and talent for 75 local and network TV special events programs and for 50 local and network radio shows of this type, according to the report. Singled out for especial cooperation were the *Mike and Buff Show* on CBS-TV, *Jack Berch Show* on ABC radio, and *Strike It Rich* on CBS-TV.

The summary described some 16 radio and TV programs currently produced by the council and offered suggestions for several new shows under consideration for 1953. It stressed that actual production costs of radio and TV programs during 1952 were $184,758 but would have run to $1,543,355 if the shows had been produced commercially.

The report listed overall commission expenses for 1953 at $480,051 and estimated income at $483,610. The budget already has been approved by the general board of the National Council of Churches.

Included on the docket of the annual meeting at tomorrow's session at the Henry Hudson Hotel will be a review of the commission's programs and a dinner meeting address by Harold Fellows, president of NARTB. Highlighting Wednesday's meeting will be election and installation of officers of the commission.

Lambert Named Director of U. of Missouri's TV Operation

APPOINTMENT of Dr. Edward C. Lambert of the School of Journalism, U. of Missouri, as director of the university's TV program, which embraces establishment of a commercial station on Ch. 8 to begin operation in July, was announced last week by the Board of Curators. He will also serve as assistant to the president, Frederick A. Middlebush.

Dr. Lambert, who was promoted from assistant professor to a full professorship in the School of Journalism, will have supervision over both radio and television curricula. He has been with the university for eight years and heretofore has been in charge of the radio sequence at the journalism school, as well as the news department, which includes news broadcasts over the university's AM station, KFRU.

Lester E. Cox, chairman of the Board of Curators and owner of KWTO Springfield, said that announcement of executive staff appointments of the new television station would be forthcoming soon. The station will be operated as a regular commercial entity but with emphasis on education.

WHUM-TV Interconnected

WHUM-TV Reading, Pa., was connected into the Bell System's intercity TV network facilities last Tuesday, getting network programs via a branch microwave channel stemming from the transcontinental microwave system at a radio relay station outside of Philadelphia. With the addition of WHUM-TV, AT&T now serves 121 stations in 77 U. S. cities.

E. P. (Bud) Mills Dies

ELLSWORTH P. (BUD) MILLS Jr., 53, commercial manager of WELL Battle Creek, Mich., died in that city Feb. 22. Mr. Mills had been with WELL since 1949. He was active in local civic affairs, especially boys' clubs. He is survived by his wife, Mrs. Dorothy Lee Mills, and a daughter, Mrs. Robert Rhinard of Eau Claire, Mich.

TV Booster Books Help Finance Crackers' Baseball

FAN FINANCING is offered as a solution to the problem of telecasting baseball games of the Atlanta Crackers on WSB-TV, that city. Earl Mann, Crackers president, is selling TV Booster Books for $5, tickets being good for any four games at the Atlanta park.

Under sponsorship of the Junior Chamber of Commerce, the public is asked to buy 25,000 of the $5 books. Complete games will be telecast Monday and Wednesday nights and Sunday afternoons, on WSB-TV.

"We know television is here to stay," said Thomas Richardson, president of the Eastern League and member of the minor league television committee, adding, "We hope minor league baseball is, too. But from the people that stay home and still see both, local clubs must have some compensation.

"The television monster—and it can be a marvelous monster—must live with baseball in the minors, and pay some compensation to be a partner. Televising major league baseball into minor league territory has definitely damaged the game. The setup in Atlanta looks good because baseball will get some direct monetary benefits. . . ."

Kane Heads NCAA Committee

NCAA's new TV committee, under chairmanship of Robert Kane, Cornell U., will explore the association's 1953 controlled football TV program at a three-day meeting later this month.

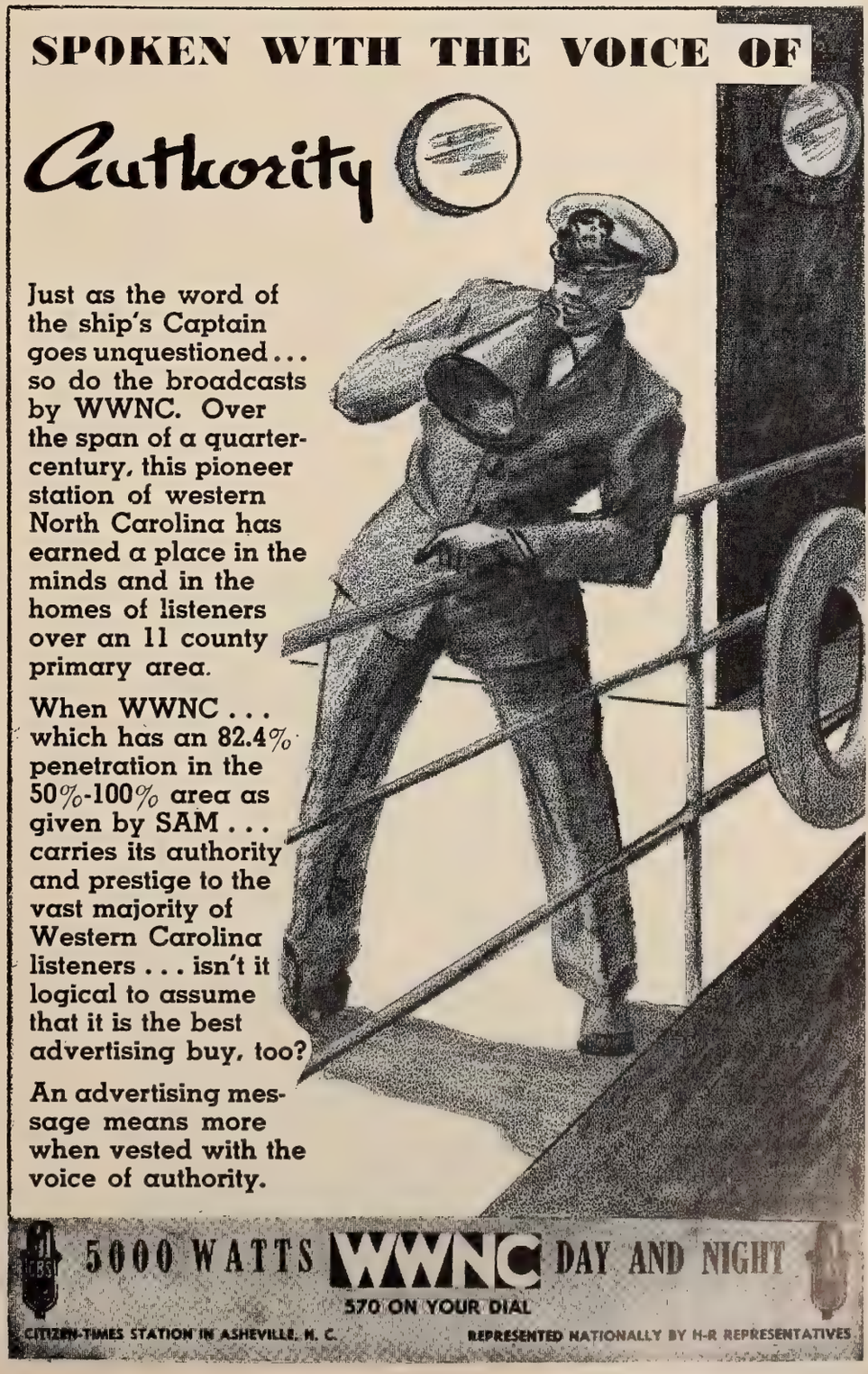
Mr. Kane was named to head the group at a two-day session in Chicago last week. Asa Bushnell, Eastern Collegiate Athletic Conference commissioner, was retained as TV program dirctor. Meetings were at La Salle Hotel.

The TV committee meet in Kansas City March 19-21 will get down to brass tacks. It will hear recommendations and suggestions from members and attempt to put the program into concrete form before submitting it to the full NCAA membership for referendum vote.

Red Cross Drive for Funds Opens With Ike Broadcast

PRESIDENT EISENHOWER yesterday (Sunday) officially opened the 1953 Red Cross fund campaign for $93 million in a message scheduled on all major radio and TV networks at the end of separate half-hour radio and TV shows starring well known figures.

The Red Cross goal, $8 million above last year and highest since the war years, had the support of networks and individual stations which were scheduled to feature or mention the Red Cross appeal on a majority of programs from 7 p.m. yesterday to 7 p.m. today. Also scheduled yesterday was the annual Red Cross broadcast of NBC's *Theatre Guild on the Air*, sponsored by U. S. Steel Co.



Broadcasters Begin Tour Of Europe, Middle East

ABOUT 35 broadcasters and newspaper editors and publishers were scheduled to leave New York by air Friday for a look at the world situation in Europe and the Middle East.

Government officials, including Mutual Security Administrator Harold Stassen, briefed the group in Washington Thursday. The group, each person paying his own expenses, was to visit Germany, Austria, Yugoslavia, Greece, Egypt, Lebanon, Italy, France and Britain. Broadcasters include:

J. Patrick Beacom, WVVW Fairmont, W. Va.; Mr. & Mrs. John Biddle, WHUN Huntingdon, WCPA Clearfield, WAKU Latrobe, all Pennsylvania, and WJCM Sebring, Fla.; Mrs. Martha Hoiles, WFAH Alliance, Ohio; Josh Horne, WCEC Rocky Mount, N. C.; F. Parker Hoy, WLAM Lewiston, Me.; Bennett O. Knudson, KATE Albert Lea, Minn.; Mr. & Mrs. Karl F. Steinmann, WCUM-AM-FM Cumberland, Md.; Mrs. Sarah M. Scanlon, KRJF Miles City, Mont.; A. W. Schweider, KID Idaho Falls, Idaho; Marjorie R. Vickers, KPAC Port Arthur, Tex., and Ronald B. Woodyard, WONE-AM-TV Dayton and WTVQ (TV) Pittsburgh.

KING-TV Signs With NBC

OFFICIALS of KING-TV Seattle have signed a basic affiliation contract with NBC. The station became the primary affiliate in the Seattle-Tacoma area yesterday (Sunday). Plans for a new, 100 kw output are complete, and new equipment is expected to be operating by early summer, station executives report.

WAVE-TV Hoists Antenna

WHAT it claims to be the largest TV antenna ever completely assembled on the ground—with bat wings, coaxial cable and beacon lights in place—was hoisted last Tuesday to the top of a 500-ft. tower by WAVE-TV Louisville at its new tower site nine miles northwest of that city.

The new RCA six-bay antenna was 120 ft. long and weighed 9¼ tons, and WAVE-TV claims its coverage area will be increased 50% when it changes from Ch. 5 to Ch. 3 in April. A new RCA transmitter will boost the outlet's power from its present 24 kw to 100 kw, the station reports. Tower Engineering Co. Inc. of Houston, Tex., installed the antenna.

Representatives Shorts

Sears & Ayer Inc. appointed national representative by KARE Atchison, Kan.

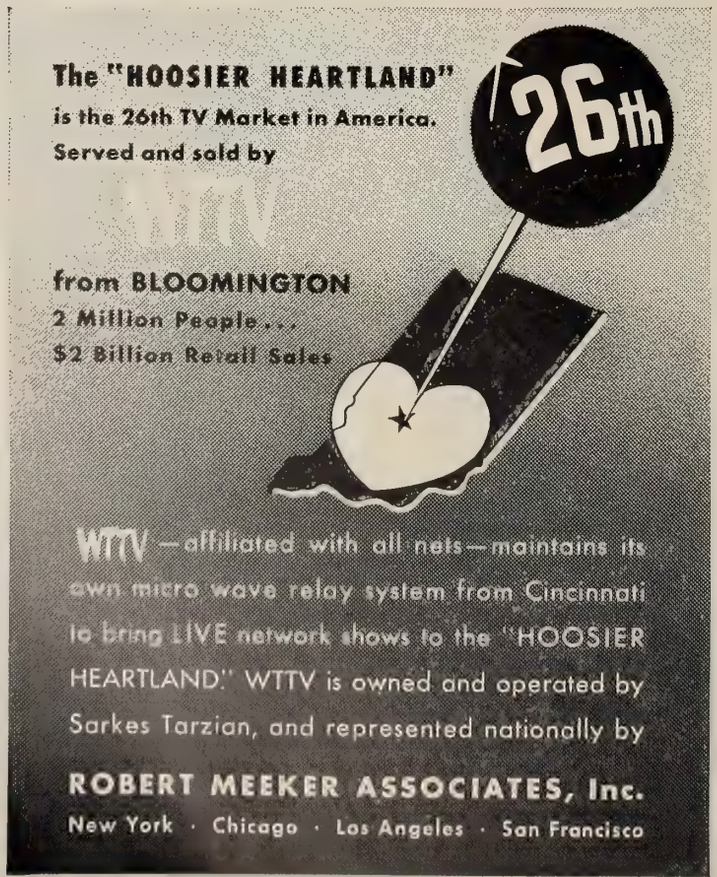
Everett-McKinney Co., N. Y., appointed national representative by KLBS Houston, Tex.

National Radio Representatives, West Hempstead, N. Y., relocates at Empire Theatre Bldg., Glens Falls, N. Y.

Robert S. Keller Inc., N. Y., named New York representative by KPOL Los Angeles.

Everett-McKinney Co., N. Y., appointed representative for WNLC New London, Conn.

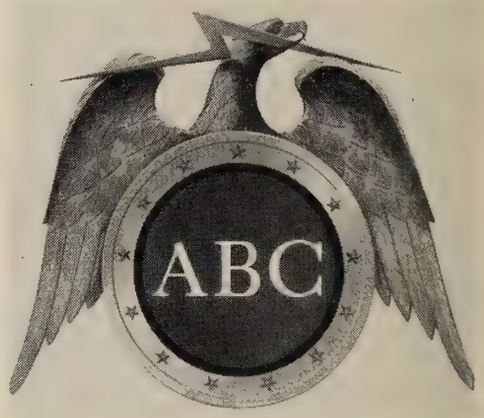
Stephens & Towndrow, Toronto, appointed eastern Canadian representative for CHUB Nanaimo, and CJAV Port Alberni, B. C.



It's Now WABC-AM-FM-TV; ABC Also Changes Slides

ABC was set to integrate its network call letters into those of its owned AM, FM, and TV stations in New York yesterday (March 1), changing them from a WJZ base to WABC-AM-FM-TV and at the same time adopting new station identification slides for all five of its owned TV outlets.

The network, still busy on plans for expansion under its new sponsorship and operation by American Broadcasting-Paramount Theatres Inc. [B•T, Feb. 16, 23], also was slated to start use yesterday of a new symbol: An American eagle on a "Federal Mirror," which will be featured on the TV network indentification signature, on ABC equipment and buildings, and on advertising, promotion and other printed material of the network (see cut).



The new station identification slides of ABC-owned stations—WABC-TV, WBKB (TV) Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, and KGO-TV San Francisco—feature the call letters over a bolt of lightning, symbol of communications, and bear a large "7," the channel number of all five outlets.

The switch of WJZ's call letters to WABC returns that call to New York where, until a few years ago, it was used by CBS' key station, now WCBS.

Stone Succeeds Hede at ABC

ROBERT L. STONE, business manager of ABC-TV's sales department, has been named business manager of the network's television services department, effective today (Monday), succeeding Henry Hede, who was named administrative assistant to the ABC treasurer Jan. 1.

Malcolm (Bud) Laing, business manager of ABC-TV station clearances, will succeed Mr. Stone. In turn, George Smith, manager of ABC-TV's co-op sales department, will replace Mr. Laing as business manager of station clearances for TV.

'Doc Corkle' Settlement

SETTLEMENT of contracts involved in the NBC-TV *Doc Corkle* program, sponsored by Reynolds Metals Co. last fall and cancelled after four weeks, has been completed by Freeman Keyes, packager. Eddie Mayehoff, comedian and star of the short-lived show, reportedly accepted a settlement of $50,000 for his 39-week contract; and Arnold Stang, a supporting player, received $10,000. Other contracts yet to be settled, it is understood, include those of Billie Burke, Hope Emerson and Connie Marshall, and writers Robert Fisher, Devery Freeman and Alan Lipscott.

DECEMBER NETWORK REVENUE UP

Publishers Information Bureau says a big reason for the drop in network radio and TV gross sales is the 10% rate reduction effected by NBC and CBS in mid-1951. Last year's sales were bolstered by about $2 million in political purchases and another $2¼ during conventions and the election.

GROSS TIME SALES of the four nationwide radio networks in December were slightly ahead of the gross for December 1951—$14,925,099 to $14,619,048—although the totals for the full years show 1952's gross of $163,453,466 more than $11 million below the 1951 total of $174,718,594, according to data compiled by Publishers Information Bureau.

Explanation, at least in part, is that a 10% reduction in gross rates was effected by CBS and NBC in July 1951, so that all of 1952 business was calculated at the lower rate in comparison to only half of 1951, while both Decembers were figured on the same rate basis. PIB figures are based on one-time rates, before discounts of any kind.

Gap between 1951 and 1952 billings would have been even wider if 1952 had not been a Presidential election year, bringing the networks $1,700,569 revenue (gross) from time sales to the political parties and organizations, and another $2,274,266 worth of time purchased by business concerns which sponsored broadcasts of the political conventions of Democratic and Republican parties and of the election return tabulations, as well as a *Pick the Winner* campaign series sponsored by Westinghouse Electric Corp.

Westinghouse also sponsored convention and election coverage on CBS, as did Admiral Corp. on ABC and Philco Corp. on NBC. General Tire & Rubber Co. and *Farm Journal* sponsored convention newscasts on MBS and General Motors Corp. bought Mutual's election night coverage.

Political groups spent about $250,000 more for periods on radio networks than they did for TV network time [B•T, Feb. 23], contrasted with commercial sponsors of political broadcasts who bought $800,000 more TV than radio network time. In both instances, political expenditures do not completely represent additional network business because many campaign speeches were broadcast in time recaptured from other sponsors and because advertisers buying political programs might otherwise have sponsored other network shows.

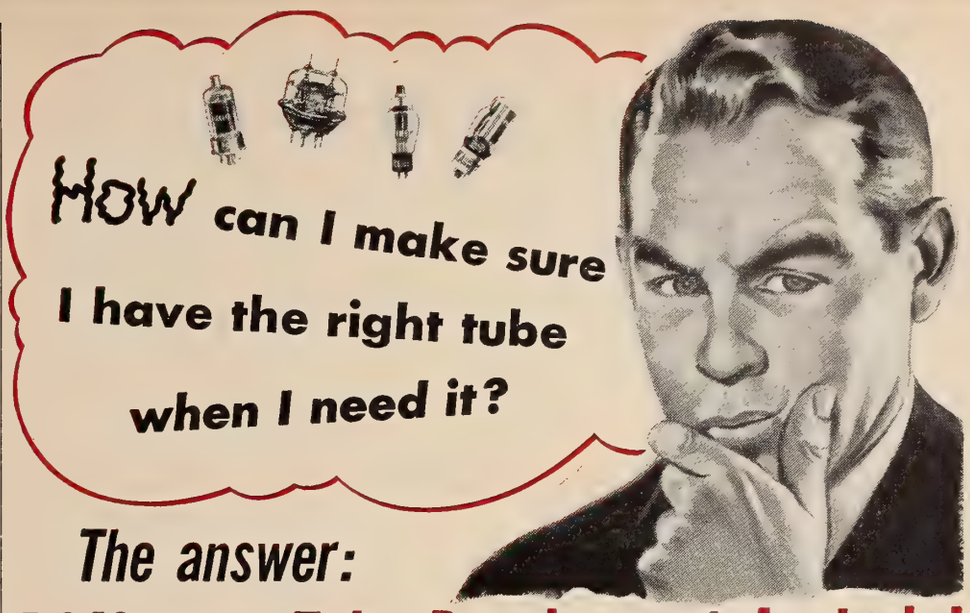
In December, Procter & Gamble Co. was,

* * *

TABLE I

Top Ten Radio Network Advertisers in December 1952

1	Procter & Gamble Co.	$1,396,214
2	Miles Labs	639,798
3	Sterling Drug	630,413
4	General Foods Corp	578,856
5	General Mills	568,262
6	Gillette Co.	520,314
7	Lever Brothers Co.	441,660
8	Colgate-Palmolive-Peet Co.	404,864
9	R. J. Reynolds Tobacco Co.	378,534
10	American Home Products Corp.	375,895



The answer:

RCA's new Tube Requirement Analysis!

Now you can stop worrying about the possibility of a station shutdown because of tube failure—in the event you have neglected to reorder a key tube type. Now you can also save money by avoiding "overstocks." RCA's new Tube Requirement Analysis gives you smooth control over your broadcast tube requirements.

Get in touch with your RCA Tube Distributor



Give him all the information you can about your electronic equipment, the tube types involved, and your special requirements. In this way, you bring him up to date on the services in which your tubes are operated.

He analyzes your needs



Then your RCA Tube Distributor can prepare a record of movement on each tube type required for your station equipment—can study *your* specific tube requirements.

He recommends a plan for YOU

Now, your RCA Tube Distributor presents a tube inventory plan—simplified and "tailored" specifically to your operations. He keeps up to date on your inventory . . . and backs it up with inventory service on his end, too! No overstocking. No shortages. Yet you can be sure you have the right tube—when you need it!



RCA's new Tube Requirement Analysis is available exclusively through your local RCA Tube Distributor. Call or write him, today. There is no charge or obligation for this service.

RCA® RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

TABLE II

LEADING RADIO NETWORK ADVERTISER OF EACH PRODUCT CATEGORY FOR DECEMBER 1952

Category	Advertiser	Gross Time Expenditures
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 34,593
Apparel, Footwear & Access.	Seeman Brothers	55,320
Automotive, Auto. Equip. & Access.	Chrysler Corp.	114,779
Beer, Wine & Liquor	Miller Brewing Co.	63,123
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	72,920
Confectionary & Soft Drinks	William Wrigley Jr. Co.	146,399
Consumer Services	A T & T	77,633
Drugs & Remedies	Miles Labs.	639,798
Food & Food Products	General Foods Corp.	571,028
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	107,696
Horticulture	Garden Guild of America	935
Household Equipment	Philco Corp.	129,128
Household Furnishings	Naumkeag Steam Cotton Co.	53,162
Industrial Materials	U. S. Steel Corp.	$ 98,712
Insurance	Prudential Insurance Co. of America	74,797
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	80,612
Office Equip., Stationery & Writing Supplies	Hall Bros.	66,580
Publishing & Media	First Church of Christ Scientist	19,130
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	63,166
Retail Stores & Direct By Mail	Dr. Hiss Shoe Stores	2,436
Smoking Materials	R. J. Reynolds Tobacco Co.	378,534
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,032,338
Toiletries & Toilet Goods	Gillette Co.	520,314
Transportation, Hotels & Resorts	Assn. of American Railroads	78,488
Miscellaneous	American Federation of Labor	110,264

* * *

RADIO NETWORK GROSS TIME SALES BY PRODUCT GROUPS FOR DECEMBER AND JANUARY-DECEMBER 1952, COMPARED WITH 1951

TABLE III

Category	Dec. 1952	Year 1952	Dec. 1951	Year 1951
Agriculture & Farming	$ 64,557	$ 754,765	$ 68,811	$ 664,490
Apparel, Footwear, Access.	78,986	420,187	34,672	601,070
Automotive, Automotive Access. & Equipment	521,714	4,376,300	464,144	4,292,975
Beer, Wine & Liquor	237,454	2,203,316	167,243	3,177,634
Building Materials, Equip. & Fixtures	74,304	1,023,408	109,553	1,394,065
Confectionary, Soft Drinks	337,318	5,296,820	607,801	6,264,183
Consumer Services	223,928	2,264,301	206,003	2,687,243
Drugs & Remedies	2,015,042	21,029,955	1,725,303	22,131,627
Entertainment, Amusements	.....	6,090	.....	5,723
Food & Food Products	3,451,668	36,833,737	3,481,723	42,485,936
Gasoline, Lubricants & Other Fuels	446,187	5,179,888	512,189	5,721,984
Horticulture	935	114,086	.....	96,451
Household Equipment & Supplies	759,201	6,561,099	299,399	3,159,742
Household Furnishings	143,104	1,435,115	105,274	1,004,877
Industrial Materials	237,518	2,114,852	257,465	2,186,090
Insurance	$ 253,574	$ 3,335,753	$ 309,027	$ 3,284,269
Jewelry, Optical Goods and Cameras	128,896	1,006,903	137,132	1,193,275
Office Equipment, Writing Supplies, Stationery	66,580	642,675	64,716	664,011
Political	.....	1,700,569	.....	.....
Publishing & Media	19,130	536,884	17,921	361,451
Radios, TV Sets, Phonographs, Musical Inst. & Acces.	189,741	2,876,575	221,251	2,747,135
Retail Stores	2,436	33,234	1,185	31,367
Smoking Materials	1,321,704	15,959,995	1,794,490	20,610,365
Soaps, Polishes, Cleansers	1,587,544	18,325,951	1,432,030	17,948,730
Sporting Goods & Toys	.....	83,427	.....	.....
Toiletries & Toilet Goods	2,263,390	23,215,160	2,025,457	25,787,368
Transportation, Travel & Resorts	78,488	883,426	126,114	1,261,023
Miscellaneous	421,700	5,148,995	450,145	4,955,510
Total	$14,925,099	$163,453,466	$14,619,048	$174,718,594

SCURCE: Publishers Information Bureau

* * *

as usual, top user of radio network time, and the only advertiser to buy more than $1 million worth during the month (Table I). Leading advertisers in December, by product groups, are listed in Table II, while total network time purchases of all advertisers comprising each product group for December and the full year, 1952 compared to 1951, are shown in Table III.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

Mickelson Defends Rights Of Radio-TV in Courts

RADIO and television has a right to cover all events in the public interest, Sig Mickelson, CBS-TV director of news and public affairs, declared Friday at a day-long Fair Trial Free Press Conference of the New York County Lawyers' Assn.

Mr. Mickelson represented radio and television in a panel on the law and the press in general, including radio and TV.

Mr. Mickelson asserted that the "collision which occasionally occurs between the courts and the press is a contest, not between right and wrong, but between two rights."

He declared radio and television were not strongly concerned with coverage of court trials, as are the printed media, saying structures of the media are such that protracted trial coverage is not likely. But he said the broad subject was of paramount concern to radio and TV because of "legislation, hearings and investigations which accompany the framing and execution of laws."

NBC Promotes Heilweil

PROMOTION of Murray Heilweil, assistant manager of NBC's merchandising department, to the newly-created post of manager was announced Wednesday by Fred N. Dodge, director of the department. Mr. Heilweil joined NBC's merchandising department as assistant manager in Jan. 1952 at the time of its organization. He served previously for six years with the *American Weekly* as assistant to the merchandising director.



Mr. Heilweil

New DuMont Stations

AFFILIATION of four new TV stations with DuMont Television Network was announced Feb. 20 by Elmore B. Lyford, DuMont's director of station relations. Bringing DuMont's total to 94, new affiliates are:

KTNT (TV) Tacoma, owned and operated by *Tacoma News-Tribune*, scheduled to go on air on vhf Ch. 11 March 1; WPAG-TV Ann Arbor, Mich., owned and operated by Washentaw Broadcasting Co., uhf Ch. 20, March 15; KAFY-TV Bakersfield, owned and operated by Bakersfield Broadcasting Co., uhf Ch. 29, May 1, and KTTS-TV Springfield, Mo., owned and operated by Independence Broadcasting Co., vhf Ch. 10, March 1.

CBS Signs WHYN

SIGNING of WHYN Holyoke, Mass., as affiliate of CBS Radio, effective June 15, was announced Feb. 20 by William A, Schudt, network vice president in charge of station relations. Station, on 560 kc with 1 kw and currently affiliated with Mutual.

CBS-TV New Affiliates

SIGNING of two new affiliates by CBS-TV—KEYT (TV) Santa Barbara, Calif., and WBAY-TV Green Bay, Wis.—was announced by the network last week. Both will be primary supplementary noninterconnected affiliates, effective March 15 for WBAY-TV and April 1 for KEYT. KEYT, assigned vhf Ch. 3, is owned by Santa Barbara Broadcasting and Television Corp. Harry C. Butcher, owner of KIST Santa Barbara, is chairman of the board. WBAY-TV is owned by the Norbertine Fathers, licensee of WBAY, and is assigned vhf Ch. 2. Hayden R. Evans is general manager.

KGNC-TV to Join NBC

KGNC-TV Amarillo, currently under construction and slated to commence operations March 18, last Thursday signed for affiliation with the NBC television network. KGNC-TV is owned by Plains Radio Broadcasting Co., licensee of KGNC, and is headed by B. E. Walker.

NBC SALES ARE 23% OF '52 RCA INCOME

RCA annual report shows record profits, taxes. NBC signed 16 radio, 6 TV affiliates in '52.

NBC SALES totaled $162,561,000 in 1952, a new record high that topped the 1951 record by 18.4% and accounted for 23.4% of RCA's total income of $693,941,000, according to RCA's annual report, distributed last Friday.

RCA's 1952 gross represented a 15.9% increase over the 1951 gross of $598,955,000. Profit before taxes was $67,362,000 in 1952, up from $62,033,000 in 1951 but representing only 9.7% of the gross, whereas the 1951 profit amounted to 10.4% of that year's gross. Net profit, after taxes, was $32,325,000, 4.7% of the gross and $2.52 per share of common stock. In 1951 the net was $31,193,000, 5.2% of the gross and $2.22 per common share.

Total RCA taxes for 1952 were $66,607,000 up 7% above 1951. "In relation to earnings, this was the largest amount for any year since the end of World War II," RCA reported.

Preferred dividends of $3,153,000 ($3.50 per share) were declared during 1952, and common dividends of $13,858,000 ($1 per share). At the end of the year there were $181,605 RCA stockholders: 13,421 holders of preferred stock and 168,184 holders of common.

Discussing the 1952 activities of NBC, the RCA report noted that during the year 16 stations joined the radio network, bringing the total to 206, and six new TV affiliates were added to give the NBC-TV network a total of 70, with 13 more signed who are expected to go on the air early this year.

NBC's Integration

Integration of NBC's radio and TV operations "permitted the consolidation of many positions and other economies in the use of personnel," the report stated, but expansion of NBC operations, particularly in TV, found NBC in December with more than 4,200 regular employes, approximately 100 more than in December 1951.

Radio and TV network gross time billings were "higher than in any previous year," the report said. "The stations owned by NBC also established an all-time record in sales volume for the group."

Work on transistors, uhf equipment and color TV, performed by RCA laboratories in cooperation with the engineering staffs of NBC, RCA Victor and other RCA divisions, highlighted the section devoted to RCA Labs.

RCA Victor, the corporation's manufacturing division, in 1952 had its biggest year in sales of products and services, the report stated. Despite government controls on materials, the number of TV sets sold during the year was about the same as in 1951, although "dollar volume was down slightly because of lower prices." Although TV's rising popularity "resulted in an industry-wide decline in the sale of radio receivers, RCA Victor's preeminence in the field was maintained and strengthened."

A complete range of equipment for uhf transmission and reception was in production by the end of the year, including three types of uhf selectors and a combination vhf-uhf tuner, and a uhf oscillator tube for TV receivers, as well as two uhf transmitting tubes. Increased sales of TV station equipment were the main cause of an increase of more than 20% in commercial sales of engineering products in 1952 over 1951.

Raytheon Explains Uhf

RAYTHEON Television and Radio Corp. claims a "first" by telecasting TV set servicing information to the public via WFPG-TV Atlantic City.

The one-hour public service telecast was aired a fortnight ago by Willis L. Ashby of Raytheon's sales engineering and service department with the cooperation of William King, coordinator of audio-visual education for the New Jersey Dept. of Education.

Material was based on Raytheon's service training program, "How to Interpret What You See in Uhf," and was telecast by WFPG-TV, credited with being the first factory-built uhf outlet in the nation to go on the air.

AT&T Boosts Net Income

NET INCOME of AT&T during 1952 was $358,493,204, compared with $326,944,708 during 1951, the company disclosed in its annual report last week. Earnings per share were $10.09, compared with $10.54 per share in 1951.

Cleo F. Craig, AT&T president, reporting on new radio relay and coaxial cable systems, pointed to development by Bell Labs. of the transistor, the tiny electronic device which, he explained, "can do many things that vacuum tubes do and many more besides."

Multi-TV Trend Continues

DEFINITE trend to two and three-television receiver homes, with an increase in the number of multi-TV set homes following the pattern of radio 20 years ago, were noted last week by Dan D. Halpin, general sales manager of the receiver division, Allen B. DuMont Labs. Mr. Halpin said two to three million sets of the current 22 million already are second sets, and only 2% of families purchasing new receivers turn in their sets. The old receiver goes to the children, in a recreation room or perhaps a bedroom, he added.

DuMont Quarterly

BOARD of directors of Allen B. DuMont Labs. has declared regular quarterly dividend of $0.25 per share on 5% cumulative convertible preferred stock payable April 1 to stockholders of record at close of business March 16.

Western Electric Income

WESTERN Electric Co., New York, announced Friday that total gross income for the year ended Dec. 31, 1952, amounted to $1,318,979,725 as against $990,520,773 for the corresponding period in 1951. Net income for 1952 was $47,081,705 as compared with $45,812,205 in 1951.



WGN-TV Using New Lens

WGN-TV Chicago now is operating the first of two electrically controlled Walker Electro Zoom lenses, designed especially for studio use. It has proved very effective on news programs and panel shows, according to engineers and directors. Device permits a single stationary camera to switch from a closeup to a wide-angle shot and may be adjusted to positions ranging from 8 to 100 feet.

60 Attend RCA Victor's Video Clinic at Camden

WEEK-LONG TV clinic opened Thursday by RCA Victor Div. at its Camden, N. J., plant was attended by more than 60 broadcast engineers who toured the firm's new experimental studios and laboratories for development of broadcast studio equipment.

The engineers, including two from Japan and several from Canada, witnessed demonstrations in the firm's new experimental broadcast studios. Included also are two control rooms, an auxiliary control room, a film projection room and a power supply room.

The laboratories visited included systems, audio, film projection, advanced development, microwave, camera, advanced video development and terminal equipment.

CBS-Columbia Ad Plans

ADVERTISING program plans for the first six months of 1953 for CBS-Columbia television sets are complete, Gerald Light, advertising director, said last week. The advertising and promotion budget will be the highest in relation to sales in the industry, he said. "No media will be ignored" and radio and TV spot campaigns will be part of the plan, he said. An agency representative of Ted Bates Inc., New York, said no starting date is set for spot activity.

New Cable Triples Load

NEW coaxial cable system with three times the capacity of earlier ones was put into operation Tuesday on the New York-Philadelphia route, A. F. Jacobson, director of operations of AT&T's Long Lines Dept., announced. One cable along the route has been equipped with the new system, known as "L-3 carrier," he said, with one pair of coaxial tubes able to transmit as many as 1,800 telephone conversations simultaneously or one TV program in each direction plus 60 phone conversations.

Shorts

Stancil-Hoffman Corp., Hollywood, announces production of three channel stereophonic 35 mm magnetic film reproducer identified as Model S5. Occupying rack space of approximately 50 inches high, it includes film transport, three reproducing amplifiers, power supply and differential motor. Space is provided for maximum of 16-inch reel.

Daven Co., Newark, N. J., announces development of decade counter switch, Type 410, designed particularly for work requiring indication of shaft position at remote points.

Equipos Electronicos de Mexico, S. A., named co-distributor of Motorola communications products in Mexico.

Daven Co., Newark, N. J., announces development of patented molded "Knee-Action" rotor for use on its 1¾" diameter attenuators and switches.

Neely Enterprises Inc., L. A., appointed manufacturer's representative to electronic industry for Reeves Soundcraft Corp. Neely firm will cover California, Nevada, Arizona and New Mexico.

Radio Shack Corp., Boston, has published eight-page rotogravure sales bulletin featuring firm's TV and industrial electronic parts.

Audio & Video Products Corp., N. Y., has released four-page illustrated catalog with specifications and prices on complete line of Ampex recording equipment and audio accessories.

Hycor Co., North Hollywood, Calif., announces development of new sound effects filter, Model 4200, requiring only 3½ inches of rack space.

Crenshaw Co., Memphis, Tenn., appointed distributor of radio-TV receivers for CBS-Columbia Inc., Brooklyn, N. Y.

C. J. Voneman & Assoc., Lakewood, Ohio, appointed representative for H. H. Buggie & Co., Toledo (communications and electronic equipment), in Ohio, Kentucky and southern Indiana.

Helipot Corp., South Pasadena, Calif. (precision electronic products), opens temporary quarters at 57 State St., Newark, N. J. Permanent building at Mountainside, N. J., will be ready for occupancy in late March.

Hugh H. Eby Inc., Phila., announces availability of new crossover network which combines uhf and vhf in single antenna system.

Lundey Assoc., Waltham, Mass., announces production of Series #199, new group of miniature, hermetic terminals with current rating 8 amperes. Terminals are available in three electrode styles: Hollow electrode with eyelet for minimum internal clearance, solid electrode with single turret and solid electrode with double turret.

Clark R. Gibb Co., Minneapolis, Minn., appointed representative in Minnesota and North and South Dakota by Condenser Products Co.

Hewlett-Packard Co., Palo Alto, Calif., announces production of new signal generator for use as power source for driving bridges, slotted lines, antennas and filter networks. Unit is designated Model 612A.

Daven Co., Newark, N. J., announces availability of new Attenuation Network Series 790. Type is designed for use in gain and loss measurements on filters, transformers, amplifiers and associated transmission equipment for both audio and video range.

Emerson Radio Westchester Inc., White Plains, N. Y., appointed distributor of Westinghouse Reliatron tubes in Westchester and Putnam Counties, N. Y., and Fairfield County, Conn.

Berkeley Scientific Div., Beckman Instruments Inc., Richmond, Calif., announces production of events-per-unit-time meter Model 5558, high-speed electronic counter combined with time base to provide instrument that will automatically count and display number of events that occur during precise time interval.

Kearns Argues in Favor Of New Labor Bill

ARGUMENT in favor of a bill (HR 3146) to plug loopholes in National Labor Relations Law, affecting featherbedding, and which has significant implications for broadcasters, was made last week before the House Educational and Labor Committee by its sponsor, Rep. Carroll D. Kearns (R-Pa.).

The House Labor Committee has been holding hearings on revisions of the Taft-Hartley Act and has heard sponsors of the various measures.

Rep. Kearns, a card-carrying member of the American Federation of Musicians (he used to teach high school music) who is also a long-time member of the House Labor Committee, proposed to amend the anti-featherbedding provisions of the Labor Law by making it an unfair labor practice "to cause or attempt to cause an employer to pay or deliver or agree to pay or deliver any money or other thing of value, in the nature of an exaction, for services which are not performed or not to be performed, or not necessary or required to be performed. . . ."

The present law calls an unfair labor act only payment or attempted payment for services not performed or not to be performed.

That this provision does not now apply to services not necessary or not required was the ruling of the National Labor Relations Board in the case of Gamble Enterprises Inc. The NLRB was overruled by a U. S. Court of Appeals and appealed to the Supreme Court, which heard oral argument last November [B•T, Nov. 24, 1952].

In the Gamble case, the local AFM union attempted to require the Palace Theatre in Akron, Ohio, to hire a house orchestra, even though the theatre used "name" bands and a local orchestra was not required.

As of last week, the AFM had not asked to be heard on Rep. Kearns' bill. NARTB was planning an appearance on all facets of the Labor Law concerning broadcasting.

Publicist Guild to Vote

NBC and ABC Hollywood publicists' unanimous vote to withdraw from the Publicists Guild and join the National Assn. of Broadcast Engineers and Technicians (CIO) will be discussed and voted upon at a PG meeting tonight (Monday).

If the guild, which has charged NABET with raiding its membership, refuses to honor the request, network units will petition the National Labor Relations Board for an election. The present guild contract expires April 30. Proposed switch involves nine members from NBC and six from ABC.

SAG-Producers Contract

RATIFICATION of a proposed contract covering actors in TV filmed commercials was expected to be completed over the weekend as some 3,500 Screen Actors Guild members in New York, Chicago, Detroit and Hollywood voted on the proposal.

An SAG spokesman pointed out that if the contract were approved by the membership, it would end a 13-week strike against the producers and would make union actors eligible for work on filmed TV commercials today (Monday). The pact was approved by SAG's board of directors and the Film Producers Assn. of New York on Feb. 19 [B•T, Feb. 23].

IN MICHIGAN...

FM Pulled Twice the Inquiries at 1/8 the Cost

FM commercials in Grand Rapids and Detroit areas *only* out-pulled same commercials broadcast over AM with full-state coverage.

Are you up-to-date on FM? This is another report of actual results in a nationwide campaign of keyed spot announcements for Zenith Hearing Aids. It adds actual case history results to your surveys and statistics on FM coverage of AM "holes" and "white spots."

More "pull" for less money. In the state of Michigan, for example, full theoretical AM coverage was used, while FM coverage was purchased only in Grand Rapids and Detroit. In spite of this, FM out-pulled AM two to one, with a cost per inquiry only 1/8 that of AM.

Help where you need it. Better investigate *all* the areas where you *thought* AM could do the job alone. You'll find many areas where you need FM to get your message through because of static and local interference. FM gets results—at lower cost.

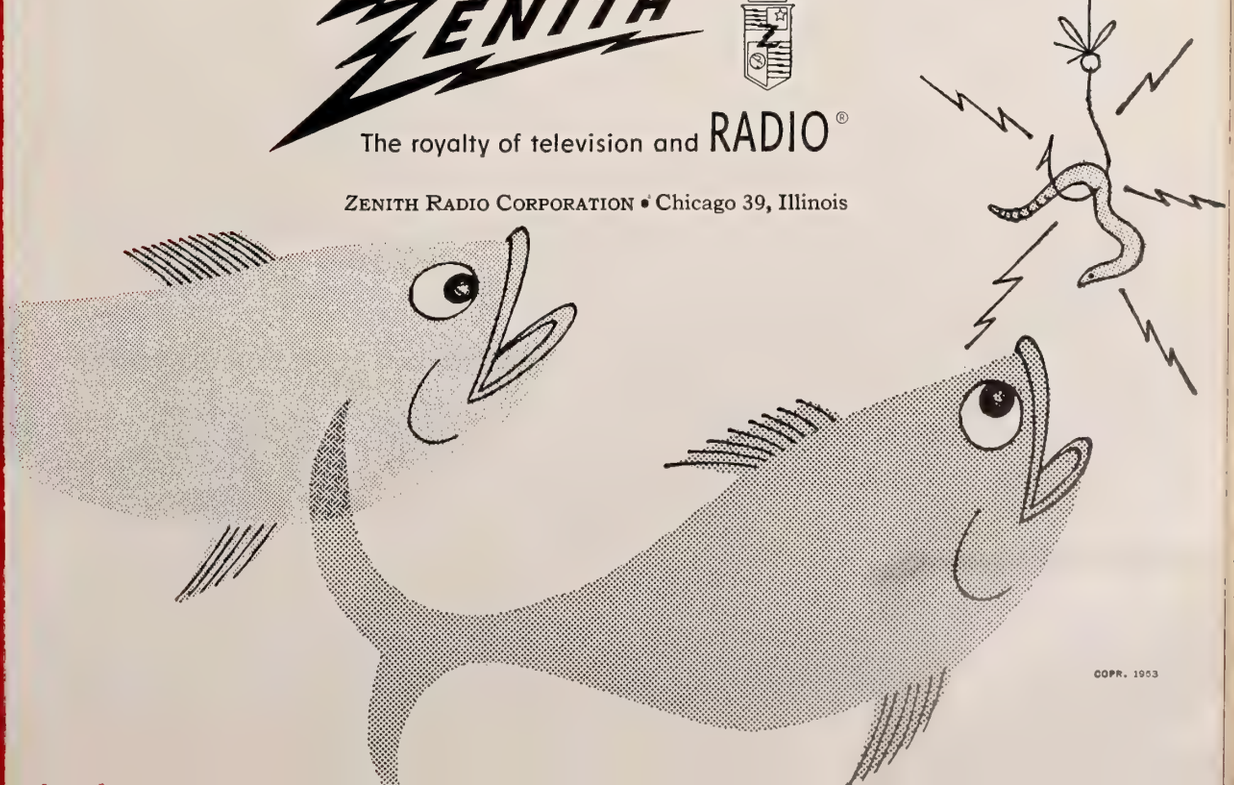
Note to FM Stations:

Your Zenith distributor will gladly help promote your station and programs through dealers, in newspaper ads and displays. Get in touch with him today.

ZENITH

The royalty of television and RADIO®

ZENITH RADIO CORPORATION • Chicago 39, Illinois



COPR. 1953

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

PIONEER UHF STATION ORDERS G-E 12 KW TRANSMITTER

California's Experimental Station KM2XAZ Prepares New Mt. Wilson Site For Arrival Of G-E High-Power UHF Transmitter



John Poole

After nearly five years of experimenting with UHF broadcasting, the John Poole Broadcasting Company, Los Angeles, has ordered a General Electric 12 KW UHF Transmitter for the earliest possible shipment.

At present, Poole Broadcasting is operating 10 KW AM Station KBIG, daytime only, on Catalina Island and a UHF Station, KPIK, on a new Mt. Wilson site. The transmitter now being used for the television station delivers approximately 100 watts output and was built for John Poole by Stanford University. It utilizes a special system of modulation which combines the output of two separate chains of RF amplifiers.



KPIK's new UHF transmitter site on Mt. Wilson. KPIK will serve the country's third largest market from a mile above metropolitan Los Angeles

These two amplifier chains amplify frequency modulated signals which are combined in the output in such a phase that amplitude modulation results.

Operation Manager Pleased

Clif Gill, Operations Manager, recently said: "We wouldn't have ordered the G-E 12 KW Transmitter unless we knew it would bring us the kind of results we are after. Our UHF technicians have checked very carefully the specifications of this transmitter. Their genuine enthusiasm makes us feel certain we'll be satisfied."

The John Poole Broadcasting Company AM Station KBIG is the well-known Westcoast station that defied those who said, "there wasn't room for another station in Los Angeles." Poole decided he would enter the California broadcasting picture with something a little different to offer, creating a "product" tailored to fit listener needs, and promoting it to the maximum. The station was set up on Santa Catalina Island to take advantage of the salt water strip between it and the mainland. The station delivers a signal of great clarity over a tremendous area —more than 26,000 square miles of Southern California and surrounding states. KBIG went on the air in June, 1950 and by August it was in the black.

Long FM Tube Life Surpasses Guarantee

Although the 7D21 tube used in the G-E 3 kilowatt FM Transmitter was originally supplied with a 2000 hour guarantee, based upon certain limitations, it has gone far beyond that guaranteed life.

Plaudits From KTNT

Among the many satisfied customers who have written to General Electric about their satisfaction with this tube is Max Bice of Station KTNT, Tacoma, Washington. Bice says: "The last pair of tubes we replaced showed a total life of 14,760 hours and were still going strong." It is performance like this that has led Bice and his associates to order a 5kw transmitter, 6 bay bat-wing antenna plus studio and film equipment from G. E. for their TV station on Channel 11 in Tacoma.

From WFNC

J. J. Ikner, Jr. of WFNC, Fayetteville, N. C., recently wrote: "I thought it would be of interest to you to advise that we have just retired one of your GL-7D21 tubes used in our three Kilowatt FM Transmitter after 13,140 hours of use."

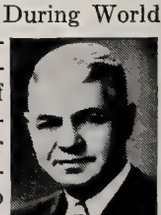
These are just two of the comments that back up the G-E designing engineers desire to provide long-life tubes for economical operation. The engineers feel that while this cannot always be done at the start, the purpose is eventually achieved.

Sales Manager Celebrates 25 Years with G. E.

John Wall, District Broadcast Sales Manager, is another General Electric employee who has been with the company for 25 years or more. Wall began his association with General Electric Supply Corporation in 1928. He moved around in the company after that, holding mostly positions that involved sales responsibilities for receivers, tubes, specialty products and broadcast equipment.

Broad Electronics Experience

He was commissioned in USNR in 1934. During World War II he was assigned to the office of Chief of Naval Communications as officer in charge of landline and radio connecting facilities. He received the Secretary of Navy Commendation citation and now holds a permanent commission of Commander in USNR.



John Wall

Wall, whose office is in Cincinnati, Ohio, has held Amateur Radio and Station Licenses since 1923 and is active in various Amateur Radio and Engineering organizations and societies.

GENERAL ELECTRIC

features

- Promotion can beat those summer slumps. Page 78.
- How to get Wall Street financing. Page 80.
- This firm sells bricks by radio. Page 84.
- A camera system that cuts film costs. Page 85.

It started with a fan letter

A NEIGHBORLY gesture by WOWO Fort Wayne, Ind. has unexpectedly turned a crippled Iowa boy into the biggest advertiser in his home town.

A 22-year-old youth named Billy Walker, confined to a wheelchair all his life with spastic paralysis, wrote a fan letter to WOWO from his home in Greene, Iowa. At the end of his note of praise, Billy apologized for the performance of his battered and broken typewriter.

Station staffers, motivated by friendship rather than charity, asked listeners to donate spare pennies to the purchase of a portable typewriter. The staff people had expected, they thought optimistically, to get enough to buy a new machine for about $100. Collections far exceeded this modest goal, resulting in 78,000 pennies from listeners in 39 states, the District of Columbia, Canada and even Bermuda.

A new scheme had to be formulated after Remington Rand donated an electric typewriter to Billy Walker, so WOWO decided the money could be used best in promoting the shut-in's small magazine subscription business. Deciding to continue the use of radio, this time on a commercial bassis, station officials bought $500 worth of time on KXEL Waterloo, nearer Mr. Walker's home, and KXEL matched the amount with free time.



To these WOWO staffers fell the toilsome job of counting the 78,000 pennies sent in by listeners in 39 states, Canada and Bermuda after the station asked for one-cent contributions to buy Billy Walker a typewriter.

WOWO also bought $150 worth of space in the local newspaper, the *Iowa Recorder,* which, in turn, donated an equal amount of space. In addition, WOWO contributed a three-year typewriter service contract worth $75 and a $22 typewriter ribbon coupon book.

Mr. Walker, nonplussed by the results of his lone fan letter, has the double distinction in his home town of being the only man with an electric typewriter and the one with the biggest advertising account.

It's not too early for stations to be making plans to counteract the summer slump that historically hits audience and advertising volume. Here's how the Crosley TV stations boosted business last year with a big promotion called . . .



Clippings at left are of newspaper stories of Crosley station summer promotion. Trick in getting this press publicity was the "If I Were President" contest which evoked interest throughout coverage area. Contest was covered widely by papers while it was in progress and when winners were announced.

THE television (or radio) broadcaster who is looking ahead for a way to keep his time sales climbing with the mercury this summer, who would like to keep every member of the television family at home by the TV set during the hot months, and who would be tickled to see his call letters emblazoned before advertiser, agency and public—should take a long look at last summer's Ohio video promotion venture by Crosley Broadcasting Corp.

Looking for a method to stir both viewers and advertisers out of normal summer slumps, Crosley came up with "Operation Sunburst," a dual salesmen-viewers contest offering 128 prizes to viewers and a bonus-prize incentive plan to Crosley salesmen at WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, and the firm's New York and Chicago offices.

Operation Sunburst's happy result was that sales from mid-June to Oct. 31 rose 35.2% in dollar volume above those for the same period in 1951.

Client Increase

A continuing check on all advertisers using the three Cincinnati TV stations indicated, according to Crosley, that WLWT had 71.5% of the 224 accounts reported during the typical months of August. Of the accounts, 60.3% were exclusive with WLWT. The situation was similar in each of the other two Crosley markets, Dayton and Columbus, Crosley reports.

Inaugurated as a salesmen's contest in the summer of 1951, Operation Sunburst reached full flower last summer when Crosley happily decided to add an audience-promotion angle. The viewers' contest found a natural peg in the Presidential campaign, with contestants answering 90 questions concerning the Presidency, and then writing a 200-word essay on "If I Were President."

To keep viewers' attention focused on their sets, the three stations incorporated clues to the 90 answers "at random and in rotation" into their full daily programming schedules.

To make such viewing worthwhile, Crosley offered as first prize a $25,000 completely furnished prefabricated home, as second prize a Chevrolet convertible auto-

Operation Sunburst

mobile and as third a fully-equipped Crosley kitchen. The 125 smaller prizes included refrigerators, TV sets, washers, dryers, dishwashers and other home appliances.

Crosley reports the 400,000 entry blanks placed for distribution in grocery, drug and other retail outlets "were snapped up with a rapidity which fascinated" the retailers. Some 53,000 entries were made from the coverage areas of the three stations, which the firm claims covers some three-fourths of Ohio and parts of Indiana and Kentucky.

The extensive Crosley publicity, promotion and merchandising facilities were put into action for the contest. Newspapers carried promotion stories all through the contest; and advertisers, besides being offered higher audience ratings because of interest in the contest, were confronted with Operation Sunburst promotion through direct mail and on their TV sets.

Five of the modern, six-room homes were constructed and opened for public inspection—two at Dayton and one each at Hamilton, Cincinnati and Columbus. Crosley reports nearly a quarter of a million people visited the homes.

Crosley also claimed some less tangible results: In erecting the five homes, the stations introduced several new clients to the potency of TV as an advertising medium Among these were the building industry, plumbers and others whose products are not normally considered TV material. A New York firm which provided the draperies for the homes currently is contemplating a large-scale TV campaign, Crosley reports.

The summer-long TV promotion also drew interest from stations in New York, Atlantic City and Cleveland, and one inquiry from representatives of the Commonwealth Broadcasting Corp. of Sydney, Australia, all of whom have sought more detailed information on the Crosley contest.



Nearly quarter-million people visited the "Sunburst" homes in Dayton, Hamilton, Cincinnati and Columbus. Here a crowd waits to go through the house in Cincinnati. Gift of "Sunburst" house, worth $25,000, was top prize of summer promotion contest.

Some telecasters whose operations are either active or planned are beginning to look to Wall Street financing to obtain capital or the tax advantages it can provide. And Wall Street is looking for "growth" companies to invest in. Chances are that more and more TV station owners and financiers will get together.

By Alexander Eisemann Jr.

NEW CORNER:

AS FAR AS the broadcasting business is concerned, Main Street and Wall Street have run their independent courses a thousand miles apart. But a change is taking place. The chances are very good that these important thoroughfares not only will come closer together but may intersect before long.

Main Street television is going to become involved in Wall Street finance. And both the telecaster and the financier will be the better off for the association.

The dynamics that are drawing these two heretofore disassociated businesses together are, to state them simply, these:

Wall Street is looking for "growth" companies to finance. TV certainly qualifies. It is a strictly franchised industry with local but limited competition and, in combination with radio, it has a fine history of progress since 1924. Stockwise, TV is a potent prospect for long-term capital gain. The customers of Wall Street seek that capital gain as much as, if not more than, they seek dividend return. They want issues that stand a good chance of going up in price. TV issues in well managed stations fill that requirement nicely.

While as yet there may be relatively few telecasters actively seeking Wall Street financing, we suspect there may soon be more. Some will require the capital that they can obtain in the nation's biggest money market. And others, though not in need of capital, will realize that they can use the investment banker to achieve important tax advantages by means that will be described later in this article.

Before the Main Street-Wall Street traffic increases, however, a get-acquainted process must take place. It is up to the broadcaster, more than to the financier, to set this process in motion.

Underwriters are waiting for sound financial set-ups to *be presented to them.* Wall Street already envisions television as an ideal vehicle for legitimate public participation. The ice is already being broken. But underwriters will not go to the telecasters. You, the telecaster, must go to them. And that entails a somewhat intricate approach.

Here are seven preliminary steps for a telecaster to take before he goes to the market.

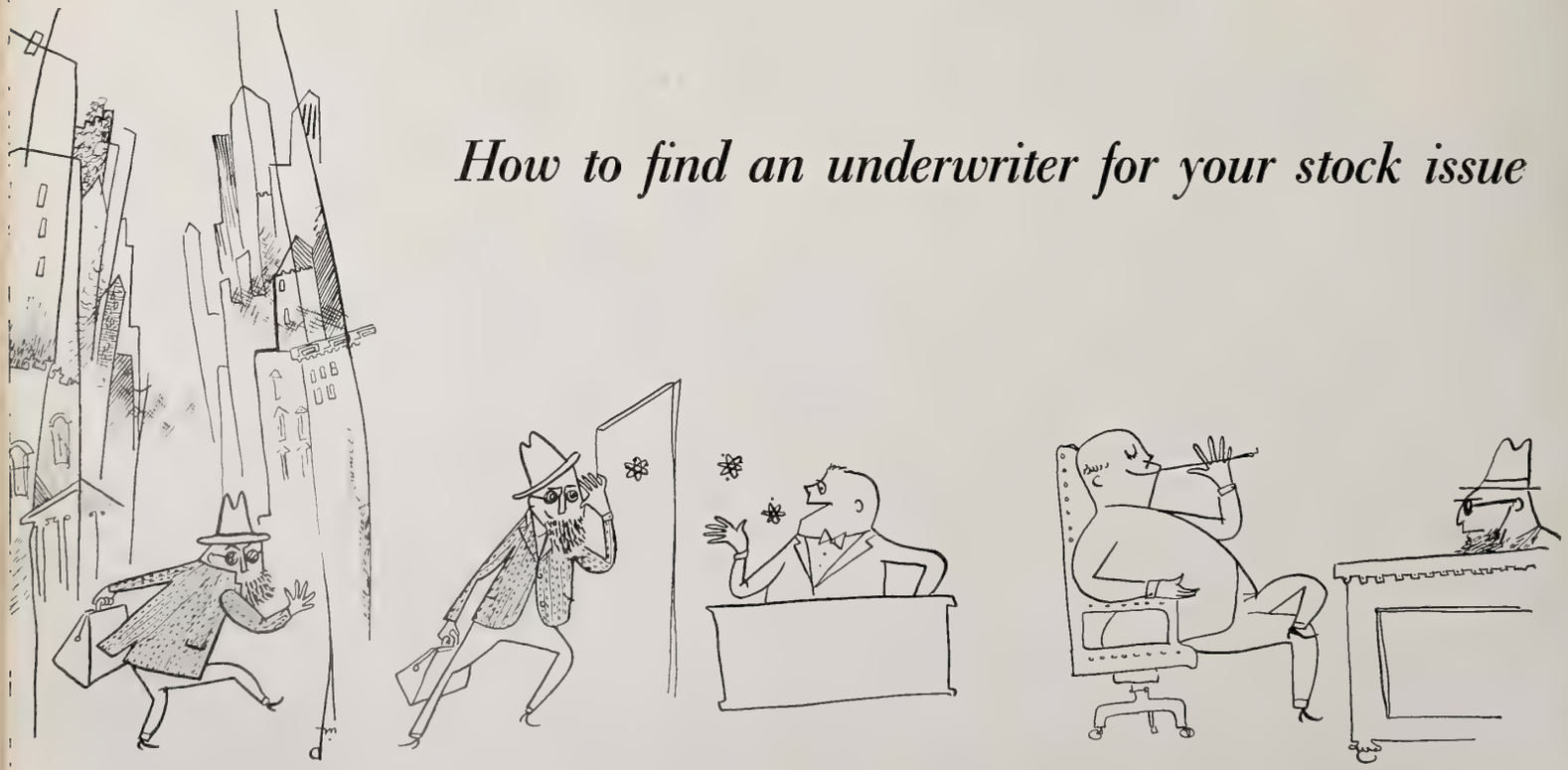
1. He would do well to select one of several firms of financial advisors specializing in this field. These advisors carry on the other six steps of the preliminary preparation.

2. They study the past record of the company, going back before its TV days, and then evaluate its future potential earning power.

3. With this knowledge, they set up a financing program which not only satisfies the telecaster and his legal counsel but which they believe will be geared to the known ideas of the underwriter to whom they have planned to present it. Some underwriters prefer a straight common stock offering. Others lean to convertible preferred stocks. Still others like debentures with warrants attached.

4. The financial advisors, with the help of financial attorneys and the legal counsel

How to find an underwriter for your stock issue



1. Don't let Wall Street know you're looking.
2. Find the underwriters who know electronics.
3. But dodge those that are too big for you.

of the telecaster, prepare a draft of the prospectus. At the same time they often draft the underwriting agreement itself. (Sometimes underwriters want changes, but they may also accept the papers as drawn.)

5. An agreement is signed with the financial counsel, providing for the contingent fee which is a small percentage of the net amount of money, payable after the proceeds of the issue are actually received. The few New York firms which operate in this field seldom ask for a fee of more than 5% of the new money raised. In difficult cases a small block of stock may be added.

6. An underwriter is "selected." This delicate job is described below.

7. The draft of the prospectus and the draft of the underwriting agreement, together with all historical, financial, commercial and personal data, are bound into a dossier and presented to the underwriter as a package.

Selecting an underwriter is a tricky and complicated job.

First, one must learn which investment bankers are most conversant with the electronics industry through former underwritings and, therefore, have less resistance to making an underwriting commitment in that field.

Second, one must eliminate those who cannot entertain the issue because of its size. Many firms in Wall Street are so geared to a large security distributing organization that they cannot handle issues involving less than, say, $2 million. Others are geared to handle issues of from $300,000 to $750,000. A few can handle smaller issues. Quite independent of the merit of the business, an underwriting may be turned down merely because it is too small for the underwriter to whom it is presented. There is never a problem of the issue being too large.

Third (and most important), after having found the underwriting houses geared to underwrite that size issue and friendly to that industry, one must determine which house is not now "loaded up" with issues awaiting clearance through the Securities and Exchange Commission. Obviously, if the underwriter already has six other underwritings ahead of you awaiting clearance through SEC, you must wait your turn. Delay may cause your turn to arrive when the public market has gone and then your issue stays on the shelf until the market improves. Sometimes it takes years.

How To Time It

The time to seek an underwriting, quite independently of other considerations, is during periods in which the stock market is active. We are now in such a period, but such periods are often punctuated by many intervening years of market inactivity.

In selecting the underwriter to whom you wish to make your presentation, you must avoid letting the news get out that you are in the process of such a search. Once the name of a company has been bandied about, perhaps by well-wishing friends who think they have "good Wall Street contacts," it is virtually finished as far as underwriting is concerned. An issue that has been shopped around Wall Street is an issue that has little chance of coming out. In Wall Street protocol, left-overs are unwelcome. Before deciding where to present your issue, you must comb the underwriting market thoroughly but adroitly, without even mentioning the name of your company.

To obtain the best price, you should select a firm which may have been in many syndicates managed by other firms but which has not for some time "originated" an issue of its own. To be the originator and managing underwriter is much desired, and if the other elements of the issue fit that firm's facilities, its need for a new issue paves the way for rapid and satisfactory negotiations without too much haggling over price.

While on the subject of price, I would like to dissent from the opinion expressed by Dr. Henry H. Buba in his article on some phases of this subject [see "How To Finance TV Stations," B•T, Jan. 26]. Dr. Buba said that smaller investment houses will undertake "the floating of a stock issue of a local TV station for a fee ranging from 20% to 30%." His estimates are excessive. In 20 years we have never seen any reputable underwriter taking down 30% even on the lowest grade speculative deal. Conservative underwriters of stock issues add 7½% to 15% to the amount supplied to the company.

On the question as to who pays the underwriter's so-called "discount", let us take an example. Suppose that in a small issue the underwriter agrees to supply $250,000 for, say, one-fourth or one-third of the common stock. The underwriter re-sells



4. And look twice at smaller ones unfamiliar with TV.



5. Your best bet is one that needs your issue.

6. If he is OK on other counts, you're in.

Advertisement



From where I sit
by Joe Marsh

Surprise Ending!

That raffle for our Volunteer Fire Department went over fine. We're going to have enough money to get a new engine—and then some.

Our local merchants really donated some wonderful prizes. Like Buzz Ellis, the radio-TV dealer, giving that big television set . . . and the Superior Motors putting up a new car.

There was a humorous note, too. The prize of a year's supply of coal—donated by Baker Coal Yard—was won by Mrs. Thayer, whose husband is the biggest fuel-oil dealer in the county! What did Mrs. Thayer do with the coal? She gave it to a church she's not even a member of. (Her Church uses her husband's fuel oil.)

From where I sit, that's real *generosity. But then, Mrs. Thayer never did believe in dividing people into groups. She's "for" everybody—whatever church they go to, whether they like TV or radio, people who enjoy temperate beer, people who don't. A really* warm-*hearted person.*

Joe Marsh

Copyright, 1953, United States Brewers Foundation

that stock for, say $300,000. The difference is $50,000. But does the broadcaster pay that $50,000? Is that $50,000 a "cost" to the broadcaster?

Certainly not. That "overage" is paid by the investors. Out of that $50,000 the underwriter pays his security dealer distributing group usually one-half or two-thirds. The remainder, after expenses, is the underwriter's profit. True, the broadcaster is expected to pay dividends (if earned) not only on the $250,000 but on the whole $300,000. But that is a small element of "cost."

In setting up a public issue, the telecaster can arrange an added advantage—the issuance of warrants. Such warrants, good for three to five years, are issued to the owners. Warrants provide the right to buy stock from the corporation at, say, the public issue price. If the business prospers and the stock rises in the public market, the owner can later sell the warrants personally as a "security" for a sum equal to the difference between the price named in the warrants and the public market price. The profit would be taxed as long-term capital gain.

ABOUT THE AUTHOR

Alexander Eisemann Jr. is president of Eisemann Industrial Corp., New York, specialists to technical industries on financing through public issues of securities. His family were founders in 1923 of the Freed-Eisemann Radio Corp., and his father was on the board of the then Radio Manufacturers Assn. until he left radio for a Wall Street career in 1928. Eisemann Industrial Corp. grew out of the New York Stock Exchange firm of Alexander Eisemann & Co., of which Mr. Eisemann's father was senior partner.

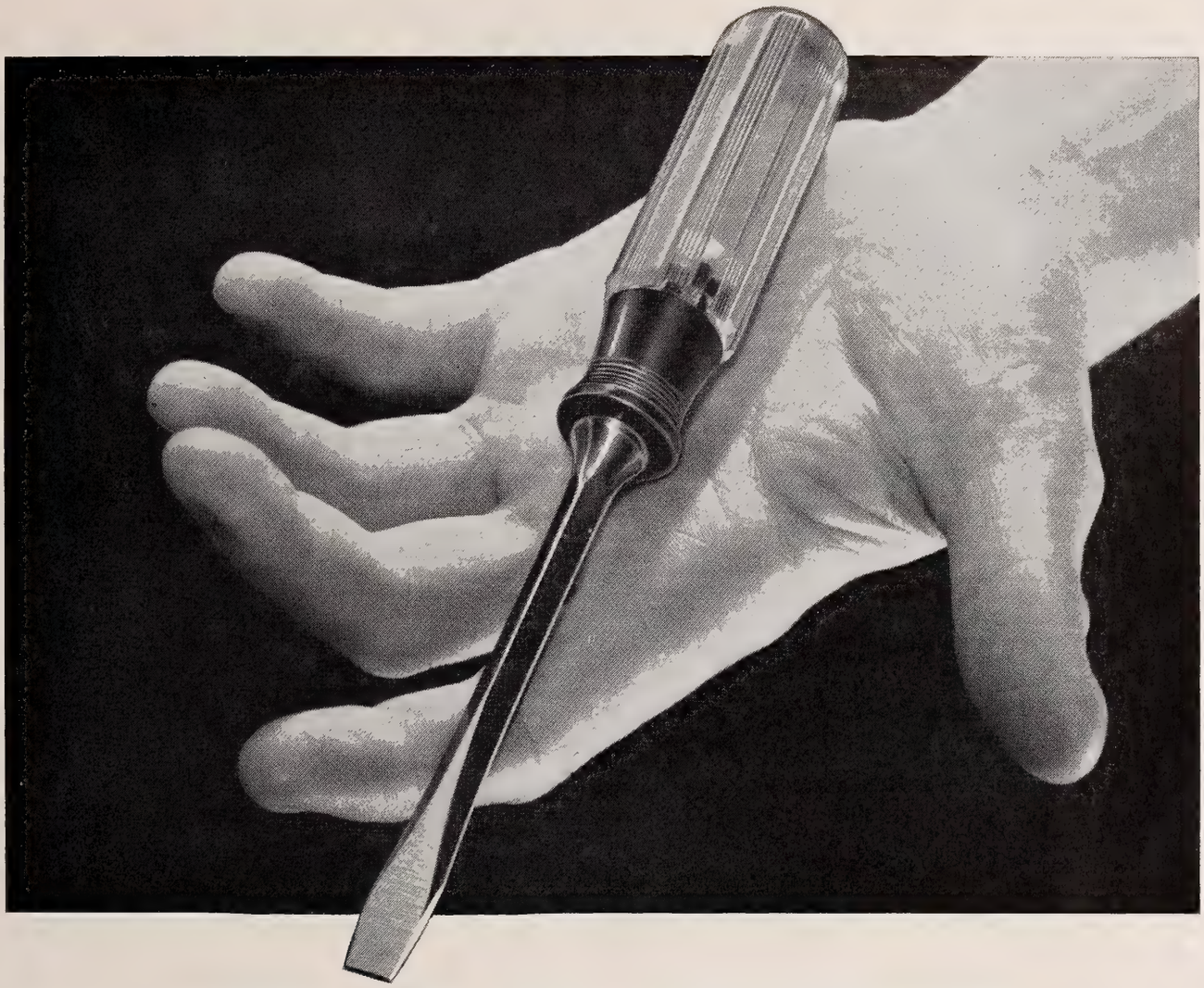
In "growth" companies, such warrants have proved extremely valuable when there was a substantial rise in the market price of the stock. In Wall Street language, warrants are a three to five year "call." Management, in a new issue, often has 25,000 to 100,000 warrants issued to itself. Sometimes this is neglected simply because management is unaware it can be done.

If a telecaster seeks capital but for some reason does not want to go into a public stock issue, he can, of course, turn to private venture capital. There exist in New York a number of private syndicates, groups of financially substantial people organized to distribute individual risks and yet undertake investments that would be too large for any one of the members.

Certain Wall Street firms have venture capital funds organized by their individual partners. Also there are "management companies", or pools of capital which the management can employ at its discretion.

Funds from such sources are more quickly obtained than through the underwriting of a public stock issue, but they "trade harder." They customarily buy on a lower "times earnings" basis than that of public stock issues and often insist on control until the new capital or loans have been repaid.

Contrary to popular impression, investment bankers, underwriting issues to be



TOOL KIT FOR MICROWAVE

This is it . . . a screwdriver . . . the only tool needed for quick field replacement of Philco microwave units. Philco microwave is the answer to the need for swift, reliable communications. Philco design emphasizes minimum field maintenance time and cost. All major components are "packaged units", quickly and easily replaced on the site with only a screwdriver, permitting convenient depot checkout, for fullest use of field time.

Using JAN (Joint Army-Navy) specification components wherever applicable, Philco microwave is the only equipment available for commercial use with such high standards of quality. Philco microwave gives propagation and equipment reliability unmatched in the field . . . you should investigate.

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PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION

PHILADELPHIA 44, PA.

offered to the public, do *not* desire control. In fact, if a controlling interest were to be offered to them, the motive might be suspect. In Wall Street such a manuever would look like a "bail out," meaning the owner no longer has confidence in his business and wants to unload.

Since investment bankers do not want the problem of supplying management, new issues of securities nearly always consist of a minority interest. Once a public market is available on the stock exchange the subsequent sale of the remaining interest by an owner is relatively easy.

It is here that the public issue has another advantage over the use of private capital. The liquidity of a public market is useful for retirement or for one's heirs.

This brings up the subject of the desirability of issuing minority stock for purposes other than merely obtaining financing.

Owners of stations which already have ample capital can achieve a substantial tax advantage by selling a minority interest to investment bankers without affecting control of their companies. The technique here is to sell a block of personally owned stock to underwriters to obtain long-term capital gains. Later the shares may be listed on one of the stock exchanges.

Tax Advantages

In these days of high taxes on corporate earnings and double taxation (through secondary taxation of salaries and dividends), the owners, by selling a minority interest, pay only 26% federal tax on the difference between the cost of the block sold and the price paid by the underwriters for that block of stock. Such a purchase would:

(a) Not disturb existing control;

(b) Yield a long-term capital gain to the seller;

(c) Enable further diversification of his capital;

(d) Provide a market for the rest of his holdings on a capital gain basis should he decide to retire;

(e) Provide a market (if needed by the owner's estate) for payment of inheritance taxes.

Many businesses are being liquidated or sold at a fraction of their real value by banking trustees when large inheritance taxes become due. These taxes cannot be paid in machinery or other assets. One needs cash, and it is an unfortunate fact that constantly businesses are being destructively liquidated by banking trustees or sold privately at a fraction of their real value to obtain tax funds.

Unless he has sufficient cash or liquid securities *outside* the corporation, the tax-conscious station owner may consider selling a minority interest to investment bankers while the market for new public issues exists and thus obtain a liquid market for use upon retirement or death.

After a station owner grows on in years and wishes to retire and sell his business, he is best served by doing that in two stages. First he sells a quarter or a third interest, and a year or so later, after a public market has been established through that sale, he has a ready market for the remainder of his holdings. And if the earnings are high, the sale of that remainder may go at a surprisingly high price.

THESE BRICKS AREN'T GOLD, BUT THEY SELL LIKE IT

OCCASIONALLY an advertiser will deny that radio has any direct sales value. Most advertising minds will insist that it holds little or no sales value for a manufacturer of bricks.

Executives of The Remillard-Dandini Co., to a man, however, will argue with anyone on this count. For that firm, operators of Remillard-Dandini Sand-Mold Brick Kilns and San Jose Brick & Tile Co. at San Jose Calif., has, during the past five years, been selling millions of clay bricks to people in the San Francisco bay region who had not seriously thought of them as a material for building until they learned of them via radio.

With a very modest annual advertising budget of slightly over $12,500 this firm earmarks 75% to local radio, utilizing a nightly 15-minute recorded program, *Memories in Music,* on KEEN San Jose. The program which started back in 1948 has varied little in format, except for harder selling copy and the various merchandising gimmicks that are essential with seasonal and changing times.

Those Responsible

William S. Stanley, president of Remillard-Dandini Co.; its secretary, Eugene K. Sturgis; Joseph Feasil, superintendent at the San Jose sand-mold plant, and Jack Dair of the wire-cutting plant, are the four principals primarily responsible for the successful radio and merchandising campaign.

When Floyd Farr, vice president and general manager of KEEN, first approached those company executives with a plan to use radio as an institutional medium, they went along with the idea. Having been founded in 1863 and one of the oldest brick manufacturers in the West, they agreed with him that more people should know about the firm and its products.

Then came the problem of preparing the proper type of commercial copy. They wanted to tell the story of brick in a way that would be interesting, yet different—not just a straight selling job. They wanted no tuning out of their commercials, Mr. Stanley said.

From the company's experience, it felt many people had to be educated to the fact that brick was not expensive as compared to other building material. Therefore it had to be convincingly told that brick was more beautiful than any other material, that it was safe, and above all, that it was adaptable not only to wall construction but to scores of other uses in the yard and garden.

Remillard-Dandini Co. was just as anxious to sell small quantities of brick as large ones. The executives decided to make the pitch to the home owner who wanted to build a barbecue pit as well as to the person planning to construct an entire house.

The program started building a following almost immediately and, most important of all, it sold bricks from the beginning, according to Messrs. Stanley and Sturgis. Customers told them they learned about clay bricks and their various uses through the nightly musical program.

Company executives then decided they wanted a brick contest. But if one were to be conducted on the nightly program, to make any sort of an impression, it had to be a really big one.

So a total prize of 50,000 clay bricks was established. They were to be given away in amounts of 500 bricks to each winner. There were to be two winners each night. Thus, for 50 nights a thousand bricks would be given away.

Getting together with KEEN General Manager Farr and Program Director George Snell, Messrs. Stanley and Sturgis came up with a "mystery melody" contest. The first two persons correctly identifying the mystery tune each evening were to be awarded the 1,000 bricks.

"It went over with a bang," Mr. Stanley declared. "It was the biggest thing that happened to the brick business in the bay area in years. Seems like everybody wanted to win a truckload of Remillard-Dandini clay bricks."

Of the 100 winners in the contest, more than 80% ordered additional bricks to complete building projects they had in mind, he reports.

Sales Shoot Up

With sales of sand-mold bricks having increased 80% since start of the first contest and the curve still mounting, company executives felt it advisable to immediately extend the contest for an additional 13 weeks on KEEN.

This time, however, the giveaway was one nightly prize of 500 clay bricks. There were an even 100 winners in the second contest which ran through the summer and fall of last year. Here again, from 75% to 80% of those receiving the 500 free bricks purchased an additional supply, using the contest prize as a starter for whatever construction they planned.

As an example of the effectiveness of radio advertising, Mr. Sturgis said that with an expenditure of only $1,188 during a period of 13 weeks, he credits sales of approximately $60,000 worth of sand-mold brick (1,200,000 bricks—retail price about 5¢ each) to the medium.

"Over the years," Mr. Sturgis says, "our radio expenditures have come back to us many fold. We estimate that at least 50% of our business increase in the last five years is directly traceable to our radio campaign."

"Our faith in radio advertising is based on a long and continued record of increased sales. We are entirely convinced that we can reach more people, over a greater area, at a lower unit cost by radio than by any other available medium."

Filmcraft Productions is using synchronized cameras to film big TV shows. The technique is not unlike live production and costs far less than older Hollywood methods.

This Camera Control System Cuts TV Film Costs 20%

By David Glickman

DESIGNED to cut production costs by more than 20%, a camera technique perfected by Filmcraft Productions has been in use by that Hollywood firm for over two years in the filming of television shows.

Invented by Dr. F. H. Fodor, executive in charge of production, the system makes it possible to film programs in much the same manner as live shows are telecast.

Through this process, patented as Filmcraft Camera Control System, he declares it is no longer necessary to use the expensive and time consuming single-camera system now generally utilized by major motion picture studios. Furthermore it isn't necessary to stop production to reload cameras or to use clapboards so that sound and picture will be in synchronization.

Permitting a show to be filmed in continuous action, the new photography technique makes it possible for that company to shoot the DeSoto-Plymouth Dealers of America-sponsored Groucho Marx program *You Bet Your Life* on NBC-TV without a halt. Filmcraft also uses that system for its own productions, including the *Mark Twain Television Theater* series which gets under way late this month.

Film Patents

Dr. Fodor, holder of some 41 other patents pertaining to motion picture filming equipment, long had the idea for the camera control system. Blueprints were made, but actual construction of the equipment wasn't started until the company was awarded a contract by NBC to film *You Bet Your Life* for John Guedel Productions, more than two years ago.

"During the planning of the show, it became clear that the program must be a continuous one without stops for any reason," Dr. Fodor explained. "The spontaneity and rapid pace of the radio version had to be maintained in the TV program. Inasmuch as the contestants were amateurs without any show business experience whatsoever, it was necessary to keep cameras rolling at all times, otherwise it would be almost impossible to match action and dialogue.

"This presented us with a problem that had to be met and overcome," Dr. Fodor continued. "Hollywood's generally accepted technique was and still is to film scenes in short takes. Usually they run two or three minutes in length. Ours was to be a one-take show running a full hour. The sixty-minute production then would be carefully edited to a half hour's presentation."

Film magazines for the cameras, however, hold only a thousand feet of negative—approximately eleven minutes running time, he pointed out. Even with 2000-foot magazines, the best that one could obtain, would be approximately 20 minutes.

To overcome this, Dr. Fodor placed two 35mm Mitchell cameras side by side. While one camera is operating, the companion camera is being reloaded. Both have identical lenses and stops and no difference of picture can be detected from the complementary cameras.

While this overcame the difficulties of continuous film, it presented a staggering problem of synchronization between picture and sound track, he pointed out.

"Having cameras going on and off the line many times during a show makes for an almost impossible job for the editorial department," he explained. "An editor must run the film back and forth in a moviola many times to lip sync it with a sound track.

"On a program such as *You Bet Your Life,* it would take several cutters more than a week to get all the picture and track in sync. With a weekly release schedule, it would have been an extremely trying and unprofitable method."

To overcome this, the Filmcraft Camera Control System was further developed. Assisted by Paul Schmutz Jr., the firm's assistant technical director, Dr. Fodor worked out a method that optically scribes a reference line on a separate strip of film during the entire photographic period of each camera.

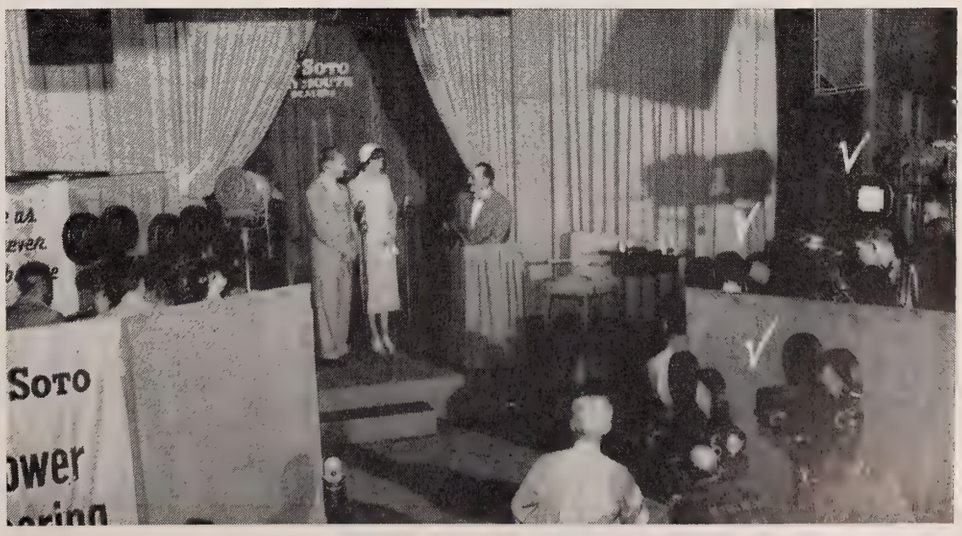
"The heart of the system is centered around a recorder in the control booth, and a central control panel on the stage connected with a 39 conductor cable," Dr. Fodor elaborated. "The cameras are individually controlled by interconnecting cables originating at the control panel.

"When a camera operator activates the camera switch, a small bloop light positioned in the camera matte box lights and fogs the picture for exactly 12 seconds," the inventor continued. "We achieve this through the use of high quality photographic timers.

"At the instant the camera switch is actuated, the camera motor starts; the bloop light operates and the electrical timer is set in motion. At the end of 12 seconds, which gives the camera and sound motors time to reach speed, the controlling relay turns off the bloop lamp and lights a recording lamp in the main panel. Light from the lamp scribes a line on the special film in the main panel.

"A film editor by comparing the start

(Continued on Page 88)



Four camera positions are used to film *You Bet Your Life,* without halt. Show, starring Groucho Marx, is in production in this picture. Eight cameras, in banks of two, are checked.

COMPARATIVE NETWORK SHOWSHEET

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EVE

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*On Guard* F	Electric Cos. alt. wks. sust. Your Are There	*New York Times Youth Forum*	Revere Meet the Press L
6:15				
6:30	*Film*	Alcoa See It Now L		Gen Foods Roy Rogers F
6:45	Gruen W. Winchell L			
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	P&G Red Skelton F
7:15				
7:30	*Playhouse Seven* F	American Tobacco Private Secretary L		Reynolds Metals Mr. Peepers L
7:45				
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L
8:15				
8:30				
8:45				
9:00	*America In View* F	General Electric Fred Waring L	Clorets Chlorophyll Gum & P&G Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Alan Young alt with Ken Murray L	Larus & Bro. Co. Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	A. Murray Dance Studios Arthur Murray Show	P&G *(alt. with)* The Doctor F
10:15	*Film*			
10:30	*Enterprise USA* F	Jules Montenier What's My Line L	Young People's Church of the Air *Youth On The March*	
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	
7:15				
7:30	Ironrite Hollywood Screen Test L	GM-Oldsmobile News L		P&G Those Two L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Sterling Drug Ins. Mark Saber Homicide Squad F	Lever Lux Video Theatre L		Winchell-Mahoney Show L Crosley-Speidel alternating
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L	*Johns Hopkins Science Review*	Firestone Voice of Firestone L
8:45				
9:00	Perspective L	Philip Morris I Love Lucy F	*The Big Idea*	Pearson Pharm. Hollywood Opening Night L
9:15				
9:30	*Talent Patrol* L	Gen. Foods Instant Maxwell Coffee L Gaines Dog Food Red Buttons	*Feature Boxing with Ted Husing*	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00	Why L	Westing-house Studio One L		
10:15				
10:30				Co-op Who Said That L
10:45			*Girl Alone*	
11:00		Longines Chrono-scope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15				Pepsi-Cola Short Stories F
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L
7:45		Revlon Jane Froman		Camel News Caravan L
8:00			Admiral Corp Life Is Worth Living	
8:15		Ernie Kovacs (sust.)		Texas Co. Milton Berle L
8:30			Curtis Publishing Co. Keep Posted	
8:45				
9:00		Schick Crime Syndicated (alt.) L Carter Prod. City Hosptl.	Wine Corp. of America Where Was I?	P&G Fireside Theatre F
9:15				
9:30		Electric Auto-Lite Suspense L	Serutan Wisdom of the Ages	Armstrong Circle Theatre L
9:45				
10:00		Block Drug Danger L	*Meet the Boss*	P. Lorillard Two For The Money F
10:15				
10:30	Bendix Swanson (alt. wks.) The Name's The Same L			
10:45				P. Lorillard Embassy Club L
11:00				Bob Considine Mutual of Omaha
11:15 PM				

WED

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00		
7:15		
7:30	Date with Judy Clorets ½ sponsor	GM-Oldsmob News
7:45		Chesterfi Perry Co
8:00		Pillsbur Toni (alt Godfrey His Frien L
8:15	*Film*	
8:30		Liggett & Myer Godfrey His Frien L
8:45		
9:00		Colgate Strike It Rich L
9:15	*Film*	
9:30	*Wrestling From Rainbo* L (9:30 to Midnite)	R. J. Reynold Man Agai Crime
9:45		
10:00		Pabst Sales Co Blue Ribbon Bouts L
10:15		
10:30		General Cigar Sports Sp
10:45		Longines Chrono-scope
11:00		
11:15 PM		

TELECASTING

DA

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N	Sweets Co. Tootsie Hip-podrome L	*In The Park*		
12:15 PM				
12:30	Voice of Prophecy Faith For Today L	Hawley & Hoops Candy Carnival L		
12:45				*The Nature of Things* L
1:00	*Seminar* L			*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
9:45				
10:00		Arthur Godfrey M-Th 10-11 a.m. (See Footnote) Wheel of Fortune F 10-10:45 a.m. S		*Ding Dong School* L
10:15				
10:30				*Prologue to the Future* F
10:45		Westing-house Betty Furness F.		
11:00		C-P-P (MWF) Strike It Rich L		*Ask Wash-ington* L
11:15				
11:30		*There's One In Every Family* Partic. See Footnote		*Mrs. USA* F
11:45				
12:00 N		Gen. Mills Bride & Gr'm L	*Mid-day Chapel*	
12:15 PM		Amer. Home All Products Love of Life	*Noontime News*	
12:30		P&G Search for Tomorrow	*Take the Break with Don Russell*	
12:45		P&G Guiding Light		
1:00			*Ladies Date with Bruce Mayer*	
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	Johnson Candy Rootie Kazootie L			
10:45				
11:00	Ralston-Purina *Space Patrol* F	*There's One In Every Family*	Florida Citrus Corp. Happy's Party	
11:15				
11:30	Derby Foods Sky King; Amend Co. Hail The Champ (alt. wks.)	Brown Shoe Smilin' Ed McConnell F	International Shoe Co. Kids & Co.	
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		*Meet Me At The Zoo*		
1:15				

	ABC
1:30 PM	*Junior Pr Conferenc* L
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	Kellogg C Super Circ (5-5:30) L
5:30	Mars Can Co. (5:30-6)
5:45 PM	

NING — FOR MARCH 1953

	SUNDAY DuMONT	SUNDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY DuMONT	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY DuMONT	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC	
6:00 PM															6:00 PM
6:15															6:15
6:30												*What In The World*			6:30
6:45	General Foods Capt. Video				Capt. Video	Pepsi-Cola Short Stories L			General Foods Capt. Video	Gen. Cigar Co. Herman Hickman	Sweets Co. Whiteman TV Teen Club L	Gemex Liggett & Myers (alt.) Stork Club		*Mr. Wizard*	6:45
7:00	rter Prods Drew Pearson	P&G Those Two L	General Mills Lone Ranger F	Amer. Cig. & Cig. Co. News 7:30-7:45 pm		Chevrolet Dinah Shore L	General Mills Stu Erwin F	GM-Oldsmobile News		No Network Service		Sylvania Beat The Clock L	*Pet Shop*		7:00
7:15	*ax Clinic*	Camel News Caravan L		General Electric Jane Froman		Camel News Caravan L		Chesterfield Perry Como		P&G Those Two L				Dunhill My Hero F	7:15
7:30		GE I Married Joan F	*The Greatest Man on Earth* L	Carnation Burns Allen (alt.) L Goodrich	*Guide Right*	DeSoto-Plymouth Groucho Marx F	Hotpoint & Lambert (alt. wks.) Ozzie & Harriet F	Gen. Foods Maxwell House Coffee Mama L		Camel News Caravan L	Chas. Antell What's Your Bid				7:30
7:45		**	Lorillard Chance of a Lifetime L	Blatz Amos 'n' Andy (alt.) Singer Swng. 4 Star Plhs.	Associated Tide Water Oil Broadway to Hollywood	Borden Treasury Men In Action L		R. J. Reynolds My Friend Irma	Dark of Night	RCA Dennis Day L		Schick Inc. Bristol-Myers Leeming Co. (Co-Sponsorship) Jackie Gleason Show			7:45
8:00											*Texas Rasslin'* F			Pet Milk Johnson & Johnson All Star Revue L	8:00
8:15										Gulf Oil Life of Riley F					8:15
8:30	*Stage A Number with Bill Wendell*	Krafts Foods Television Theatre L	*Perspective*	American Tobacco Co. Biff Baker, U.S.A.	*Trash? or Treasure!*	Chesterfield Dragnet F	*Film*	Schlitz Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Big Story L	Bayuk Cigar Saturday Evening Fights L	*This Is Show Business*			8:30
8:45															8:45
9:00			*Valentino* L	Lever Rinso Big Town F	*What's the Story Walter Kiernan*	Ford Ford Theatre F	Kreisler, (alt. wks.) Tales of Tomorrow L	General Foods Sanka Our Miss Brooks		Campbell Aldrich Family L		*Meet Millie*		Your Show of Shows R. J. Reynolds S.O.S. Benrus Griffin Prudential Lehn & Fink L	9:00
9:15															9:15
9:30		Hazel Bishop This Is Your Life L	*Feature Playhouse*	Philip Morris My Little Margie	*Author Meets the Critics*	U.S. Tobacco Martin Kane		Colgate Mr. & Mrs. North	Clorets and Bauer & Black Twenty Questions	Gillette Cavalcade of Sports L	*Film*	Sealy Balance Budget (alt. wks.) Cats Paw Quiz Kids	Co-op Wrestling from Chicago		9:30
9:45															9:45
10:00			Thor. Quick as a Flash	Carter I've Got A Secret (alt. wks.) Toni Racket Squad					Helene Curtis and Carter Products Down You Go	Chesebrough Greatest Fights F		Simmons Jergens (alt.) It's News To Me		American Tobacco Your Hit Parade L	10:00
10:15								Longines Chronoscope							10:15
10:30													11:05 Boyle-Midway Sports Showcase		10:30
10:45															10:45
11:00													11:20 Wrestling Resumes		11:00
11:15 PM															11:15 PM

IME

	SUNDAY CBS	SUNDAY DuMONT	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY DuMONT	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY DuMONT	SATURDAY NBC
			Religious Hour Frontiers of Faith L		Garry Moore Show (See footnote)						
			American Inventory L		Campbell Soup Double or Nothing M-W-F Westinghs. Freedom Rings Tu-Th						
			Bohn Alum. American Forum L		Art Linkletter's House Party (See Footnote) 2:30-3 pm						
	mp Unto My Feet		*Victory at Sea* F		3-3:30 M-F *Eddie Arnold Show*	*Paul Dixon Show*	The Big Payoff CPP (M-W-F)				
	Man of the Week		*Juvenile Jury* L		*Action in the Afternoon*		P&G Welcome Travelers L				
	ate of the Nation		RCA (alt. wks.) Kukla, Fran, Ollie L				Kate Smith L *				
	Willys-Overland Greyhound Remington-Rand American Machine & Foundry Scott Paper Omnibus		Zoo Parade Quaker Oats L				Lever Hwkns. Falls L				
			Hallmark Hall of Fame L				Gabby Hayes**				
			Meet the Veep L				Mars, C-P-P Welch. Klog. Int. Shoe				
			Window On Washington L				Bauer & Blk. Standard Brands L Howdy Ddy				

Explanation: Programs in italics sustaining; Time, EST. L, Live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Participating sponsors. Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid 4:45 5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

** Wednesdays, 8:30-9 p.m., Scott Paper for Scott Music Hall alternates with Du Pont for "Cavalcade of America."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-11 a.m. 10-10:15 Mon.-Th.—Consolidated Cosmetics & Clinton Foods, alt. days.

10:15-30, Mon.-Th.—Star-Kist Tuna & Owens-Corning, alt. days.

10:30-45—Lever, M. & W.—Frigidaire, Tu. & Th.

10:45-11, M-Th.—Pillsbury.

10:45-11 a.m. Fri.—Westinghouse-Betty Furness.

There's One in Every Family, 11:25-11:30 a.m. Bymart; Th. only, 11:15-11:30 a.m.; 11:15-11:30 a.m. Th., Wine Corp. of America, Bill Cullen.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

1:30-45 p.m. Mon.—Masland; Thu.—Deep Freeze.

1:45-2 p.m. Mon.—Duff; Tues., Ballard; Wed., Best Foods; Thurs., Stokley-Van Camp; Fri., Kellogg; Tu., W., F. 1:30-2 P&G.

2:45-3 p.m., Fri.—Green Giant Co.; 2:30-2:45 p.m., M.-Th.—Pillsbury; 2:45-3 p.m., M.-W.-Th.—Lever; 2:45-3 p.m. Tu. & Fri.—Kellogg House Party.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

March 2, 1953

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LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

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EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Building
Kansas City, Missouri



Dr. F. H. Fodor, inventor of Filmcraft Camera Control System and production chief of company, uses intercommunication system to instruct cameramen. In rear is master control panel.

(Continued from page 85)

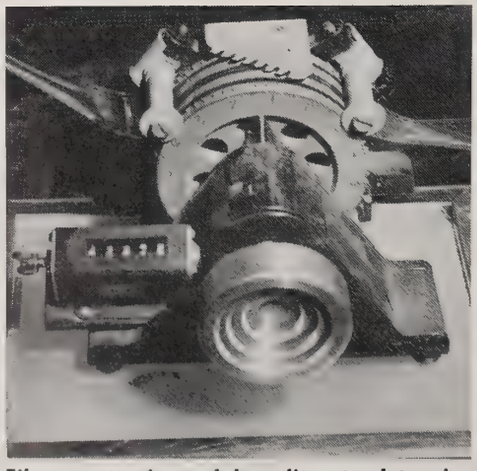
mark on the picture film with the start mark on the special track, and measuring this with the sound film can obtain perfect sync in a matter of seconds."

He stated that the master panel and scriber currently handles eight cameras (the number used to photograph the Marx show), but can be enlarged to accommodate as many cameras as might be desired.

"These eight lamps are mounted in a block positioned just above the film path in the master panel recorder," Dr. Fodor pointed out. "There is one tiny lamp for each camera. And each lamp scribes a line on the film in its special section on that film.

"As a result, the editor, by looking at the master film, can tell which cameras were operating at any particular moment during the entire program. Editing, consequently, is greatly facilitated. Each lamp also has a corresponding indicator light on the exterior of the machine so that the operator at all times during the filming of a show can see what cameras are in operation. By using an intercommunications system, the technical director cues each of his eight operators, directing their every movement."

The master recorder, incidentally, operates at a film speed of 30 feet per minute, according to Dr. Fodor. As this is one-third the speed film travels through a standard motion picture camera, special footage counters installed in the recorder are geared three to one so that an accurate count of camera and sound footage is maintained at all times. The slower speed is desired, so that an entire program (66 minutes maximum) can be controlled with a single roll of 2,000-foot film.



Film counter is used by editor to determine exactly when each of the eight cameras goes on and off the line during actual filming, thus makes easy synchronization possible.

"The complete operation is accurate to 1/192nd of a second or to one-half sprocket hole," Dr. Fodor proudly pointed out.

The continuous filming and synchronizing problems were not the only ones to be overcome by Filmcraft when it was given the *You Bet Your Life* program to photograph. A new lighting system also had to be developed by the firm.

With regular motion picture lighting too bright for comfort, and knowing that he'd never be able to see his audience clearly, Groucho Marx requested that a new type of lighting system be worked out. He wanted one that would permit him to watch the audience carefully to better time his remarks.

"Usually such programs are filmed with a base of between 250 to 400 key (foot candles)," Dr. Fodor explained. "After much experimenting, we worked out a new system, which we like to think is exclusive, that makes it possible to shoot the program with a base of below 75 key (foot candles). The exact figure is a company secret. It also might be interesting to know that no latensification is used in processing the film."



Back of master control panel shows timers and intricate circuits. Device enables Filmcraft Productions to film shows like *You Bet Your Life* without a stop.

Dr. Fodor estimates that the Filmcraft Camera Control System saves more than 20% on TV production costs, a healthy figure when one realizes that the firm has filmed 125 Groucho Marx programs to date alone. This savings on the Marx program, added to that from other shows which the company has photographed, has benefited Filmcraft clients in excess of a half million dollars, he declares.

Compared to standard motion picture techniques, the savings become fantastic. Major movie studios in Hollywood generally budget at least a month's work to get one hour of film. Filmcraft gets it in exactly one hour and credits its patented camera control system for this saving in time and money.

FEMININE LISTENERSHIP

NBC RADIO Spot Sales has issued a promotion piece titled "If It's Women You Want . . . " which describes local radio "feminine appeal" shows on NBC's WNBC New York, WRC Washington, WTAM Cleveland, KNBC San Francisco and WMAQ Chicago. The folder claims these programs reach hundreds of thousands of working girls and housewives at an approximate cost of $1 per thousand women listeners.

BOOK REVIEW SERIES

NEW program series entitled *The Best in Books* is being seen on WBAL-TV Baltimore. Weekly show features a critical review of one book on each program. Thomas J. White Jr., station's news and publicity manager, has been assigned book review editor as well, and is the critic on the series.

PIE CRIMPER PROMOTION

LATEST in the continuing series of WIBW mailing pieces is a plastic "Pie Crimper". Folder says "To roll up more Kansas sales . . . Hire WIBW." Copy then points out that "It's easy as pie to increase Kansas sales of your product or service. Just follow this simple recipe: Hire WIBW." Mailer is signed by Ben Ludy, general manager.

MERCHANDISING LAB.

NEW "merchandising laboratory" for station clients has been set up by WNBC-WNBT (TV) New York, it was announced last week by Max Buck, merchandising, advertising and promotion manager of the NBC outlets. Stations have joined with London Terrace Super Market in a plan which will provide nearly 30,000 square feet of product display space for experimental testing by WNBC-WNBT clients. The arrangement with the super market is another phase in the stations' concept that "the deal isn't closed until the beans have been sold off the shelf and the toothpaste off the counter."

WSYR-TV's Whodunnit

WSYR-TV Syracuse turned a secondary disaster into a promotion contest when during the film showing of a mystery show, *The Eleventh Hour,* the film broke just before the murderer was revealed.

An avalanche of telephone calls from irate viewers demanding to know the identity of the murderer gave announcer Dusty Rossell an idea. He announced that the first 10 viewers to guess the murderer each would receive a free case of the sponsor's beer, Carlings Black Label.

The two local newspapers played up the accident, thus giving the contest a free publicity shove, according to the station. More than a thousand persons wrote in their choices for the murderer, who subsequently was revealed to all, and the sponsor was pleased at the response to the after-midnight show, WSYR-TV reported.

EVENING FORMAT RESPONSE

WENR Chicago is pulling in mail orders from 40 states and reports "enthusiastic audience and commercial reception" to its new late evening format, built around two programs aired from 8-11:30 p.m. Complete sellout of time periods for *Family Get-Together* and *Country Junction* was reported by Ed Lynch, WENR sales manager. Among the firms buying time are Artists Publications, Trado, Penmaster Pen Co., Real Values, LaRose Hosiery and Stewart Sales Co. Emcee chores on two shows are handled by Jay Arlan and William A. Sheetz.

STORY OF WOR

HISTORY of WOR New York and its growth from a 250-w station set up in the corner of a Newark department store to a 50-kw outlet broadcasting from a modern building overlooking New York's Times Square is detailed in a 30-page booklet prepared by the station's press information department in connection with the station's 31st anniversary on Feb. 22. Titled "31 Years on the Air—the



INTRODUCING THE AMPEX 450

- *Up to eight hours of uninterrupted performance—day after day, year after year*
- *Requires no attention during operation*
- *Lowest cost per hour*

Model 450 rack-mounted. Also available in portable or console mount.

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The Model 450 is engineered to rigid AMPEX standards and is capable of delivering thousands of hours of service with no breakdowns and minimum maintenance.

FEATURES

- 50 to 7500-cycle frequency response at 3¾ inch tape speed
- Standard NARTB reels up to 14 inches
- Pushbutton controls
- Automatic reverse control available as an accessory permits full eight hour program without interruption.

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For further information, write to Dept. D

AMPEX

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AMPEX ELECTRIC CORPORATION
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Story of WOR—One of America's Great Stations," the booklet was distributed to the trade and consumer press.

SPOT HEADLINES

EXTENSIVE series of spots, called "These Are the Headlines," has started at WIP Philadelphia. Announcements consist of headlines of several top news stories of the hour, plus a quick weather report and a tag line giving the time of the next full news broadcast.

LANNY ROSS PROMOTION

MBS promotion piece in the form of an "engraved" certificate announcing the new *Lanny Ross Sings* program is being sent to editors and newsmen by the network. Show, heard every Sunday effective March 1, will be sponsored by J. R. Wood & Sons Inc., a jewelry firm, through BBDO, N. Y.

'NAME-THE-PROGRAM' CONTEST

THREE-week "Name-the-Program" contest, recently completed at WHAS Louisville, brought 3,667 entries, according to a report from the station. The winning title, *Fun Fair,* is now the name of the daily 8-9 a.m. time segment. Show features live local talent. The winner of the contest was awarded a radio-phonograph combination.

SUNSHINE COVERAGE

COMPLETE with the slogan "KPOL (Los Angeles) Covers Southern California Like the Sunshine," the station has instituted a new program format with emphasis on creating its own disc m. c. personalities. Contest now underway asks those who enter to complete the statement "I want to be a DJ for a day because . . . " Winners will trade places with station's Jack Stanley for a day. Also included in the new format are taped interviews with guest celebrities.

STEEL ITEMS DISPLAYED

CHICAGO public relations office of United States Steel Corp. collected 65 steel items from its plants all over the country for use on NBC-TV's *Mr. Wizard* show in that city Feb. 14. TV insight into the steel industry brought out some interesting facts for viewers during program featuring Don Herbert as "Mr. Wizard" and Bruce Lindgren as Willie. Program is carried by NBC-TV coast-to-coast on 46 stations.

WLAW Hunts G.I. Talent

WLAW Boston on its *Stairway to Stardom* talent show Thursdays is conducting a contest seeking the most talented man or woman of the armed forces in five broadcasts, each airing performances by five members of one service.



Mr. Flynn

A preliminary finalist from each service will perform in a broadcast March 12 and a finalist will be named. All selections will be made by listener vote. The five preliminary finalists will receive awards and the finalist a grand prize at a dinner. The contest will be under leadership of Arthur Flynn, conductor of *Stairway to Stardom* and Peabody Award holder for his radio work for funds in behalf of a paraplegic veteran. The show's producer, Paul Harriman, will assist Mr. Flynn.

JIGSAW CONTEST

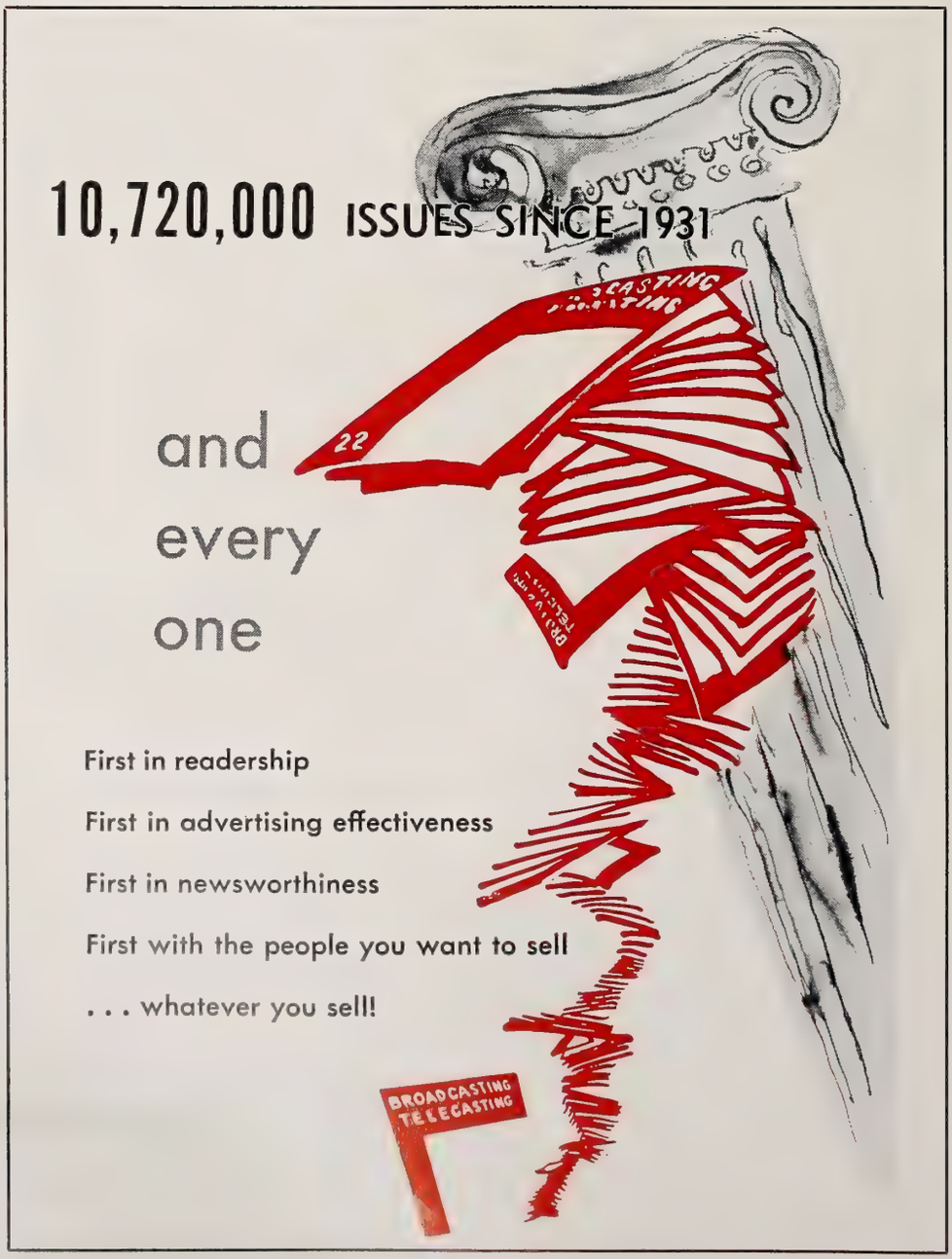
VARIATION of the jigsaw contest has been started on KNXT (TV) Hollywood *International Wrestling,* sponsored by Thrifty Drug Stores, on behalf of Allen's Formula 25. Viewers can win by identifying jigsaw photos of mystery wrestlers and will be called after submitting entry blanks. Each week the jackpot grows as another piece of the photo is put into correct position. Agency is Dan B. Miner Co., L. A.

RECORD PRESENTATION

RECORDINGS and historical broadcasts and speeches during the past 25 years have been given by WTMJ-AM-TV Milwaukee on a permanent loan to the Milwaukee Public Library. The presentation of 376 transcriptions was made by R. G. Winnie, assistant general manager of the outlets. Records include speeches by Churchill, Hitler, former Presidents Roosevelt and Truman and other prominent figures.

CONTEST FOR PARENTS

KLAC-TV Hollywood *Televentures,* two 20-minute filmed serials shown five times weekly and sponsored by Southern Calif. Retail Grocers Assn., has added contests to appeal to parents as well as children. To be eligible, parents must enclose grocery sales slips, which give participating sponsors a record of sales, and enable contestants to win washing machines and gas ranges. Program m.c. Gary Goodwin makes personal appearances in the stores during special feature sales. Contest will run for 52 weeks.



Advertisers

Seldon F. Myers named director of radio-TV advertising and sales promotion, Westinghouse Electric Corp.

Edward Greenhill, advertising manager, Sterling Television Co., N. Y., TV film producers and distributors, to Direct Mail Printing Co., N. Y., as advertising and sales promotion manager.

John M. Fox, president of Minute Maid Corp., elected to board of directors of Morton Packing Co., Louisville, Ky., packers of frozen meat pies.

Thomas Wheeler, editorial staff, *Berkeley Gazette,* Berkeley, Calif., to American President Lines, S. F., as assistant public relations director.

Agencies

Henry G. Little reelected president of Campbell-Ewald, Detroit and N. Y., and named chairman of board of directors to succeed the late Henry T. Ewald. **Edward E. Rothman,** general manager; **Lawrence R. Nelson,** secretary and treasurer, and **J. J. Hartigan,** director of media, reelected senior vice presidents.

M. Oakley Bidwell, vice president and contact supervisor on General Foods products, Benton & Bowles, N. Y., to Campbell-Mithun Inc., Minneapolis, as vice president and account supervisor.



Mr. Bidwell

Warner M. Wilson, account executive, Long Adv. Service, S. F., named manager. **Milton E. Wise,** vice president, placed in charge of plans.

Kenneth J. Slee, account executive, Western Adv. Agency Inc., L. A., elected executive vice-president and board member. **John C. Moore** reelected vice-president and named director of financial advertising and research. **Joan Doud,** assistant production manager, Erwin, Wasey & Co., that city, to agency as production manager.

G. T. Berthon, manager of Young & Rubicam, Toronto, elected vice president in charge of merchandising. **W. H. Poole,** agency research and account supervisor in Montreal, transfers to Toronto as manager.

Mrs. Abner Dean, account executive on Helena Rubenstein account, Hewitt, Ogilvy, Benson & Mather, N. Y., elected a vice president of agency.

Milton Carlson, vice president and radio director, Western Adv. Agency Inc., L. A., opens **Milton Carlson Co.,** that city, at 3450 Wilshire Blvd. Telephone is Dunkirk 8-9464. **Ruth Johnson,** timebuyer and assistant radio director, Western Adv. Agency, to new agency as timebuyer and executive assistant.

Marion Harper Jr., president of McCann-Erickson, N. Y., elected vice chairman of board of directors of Adv. Research Foundation.

Sol Katz, Biow Co., N. Y., to Geyer Adv., same city, in research department as project director.

Stephen Schaffer, radio-TV director and account executive, F. E. Ford Agency, L. A., to Yambert-Prochnow Inc., Beverly Hills, in same capacities.

Lawrence Leach, account executive with Benton & Bowles, N. Y., on General Foods and Diamond match accounts, moves to media department executive group to specialize in writing of plans and projects.

Cliff Badger, continuity and promotion manager, KTMS Santa Barbara, to J. Walter Thompson Co., S. F., on radio-TV staff.

John Scherer, staff artist, Hicks & Greist, N. Y., promoted to art director of agency.

Daphne June King, copy department, Sidney Garfield & Assoc., S. F., promoted to copy chief.

George W. McMurphey Adv. Agency, Portland, has changed name to **McMurphey & Webber** with addition of **Ken Webber,** free lance publicity and advertising, as associate.

Robert C. Lochrie to Curt Freiberger & Co., Denver, as executive assistant.

Sherburne C. Brown to D. P. Brother & Co., Detroit, as account executive. **Albert C. Cochrane Jr.** and **Val Corradi,** agency's copy department, transfer to account executive staff. **I. E. Reynolds** named Detroit office manager. Additions to creative staff are **E. J. Baldwin, Alex Darragh, John W. Gafill, Robert F. Higbee, Stephen J. Manhard, Dermott F. McCarthy, Sylvester Nemes, Robert R. Clark** and **Paul R. Meyers. Joseph P. Henry** and **Thomas F. Cram** to agency in media and records departments, respectively.

Oliver A. Reid, advertising manager, *Automotive News,* to Alport & O'Rourke, Portland, as production manager.

Montgomery Orr, executive art director, Monroe Greenthal Co., Universal City, Calif., promoted to manager and account executive.

Peter Nicolas, Benton & Bowles, N. Y., promoted to associate director of research.

Harry H. Patterson, radio-TV director, Dowd, Redfield & Johnstone, N. Y., to Harry B. Cohen Adv., same city, as account executive.

Roy E. Burns appointed media manager, Stewart-Bowman-Macpherson Ltd., Vancouver.

Donald K. Beyer, media director, Comstock Adv., Buffalo, to James G. J. Wells Inc., same city, as account executive and media director.

Harry W. Weeks, formerly with Biow Co., to Wilson, Haight & Welch Inc., N. Y., in copy department.

Willard Hanes, in charge of commercials on NBC-TV *Dinah Shore Show* for Campbell-Ewald Co., Hollywood, on Chevrolet account, promoted to West Coast radio-TV director for agency. **John H. Coleman,** assistant to Mr. Hanes, retains same capacity.

Rube Polen to Jack Lacey Adv., Tampa, Fla., as head of radio-TV department.

Mary Lawrence, media director, Anderson-McConnell Adv., L. A., to Geyer Adv. Inc., Hollywood, in same capacity, succeeding **Betty Rolston,** retired.

Zachary Schwartz, Biow Co., to Sherman & Marquette, N. Y., in creative TV Department.

Cory Simmons, traffic manager, Lewin, Williams & Saylor, N. Y., to Davis & Co., L. A., as media director, succeeding **Toni Anthony,** retired.

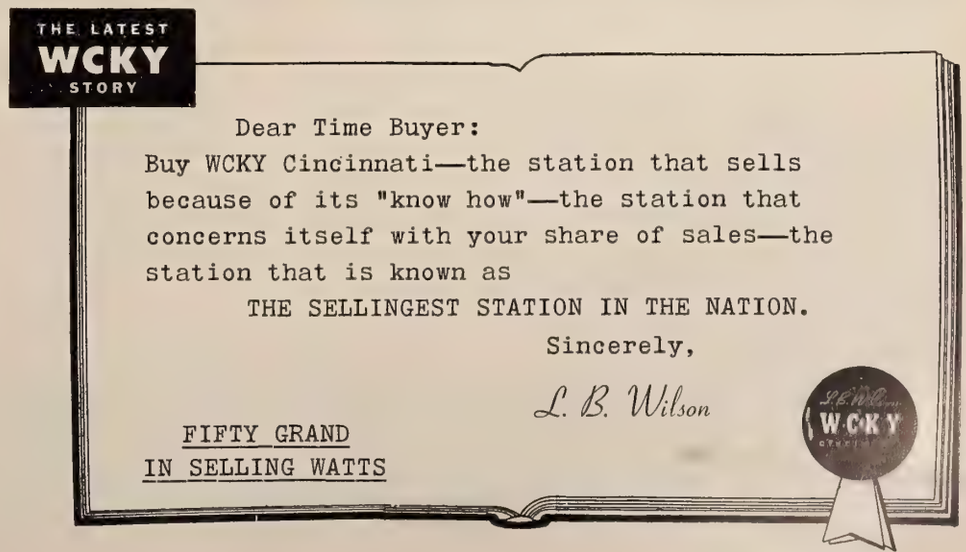
Stations

Wayne Kearl, general sales manager, KGMB-AM-TV Honolulu and KHBC Hilo, promoted to assistant general manager in charge of sales.

Ken Strong, commercial manager, WVOM Brookline, Mass., promoted to national commercial manager. **Ted Lang,** station's commercial staff, named director of special events.

Erwin Rosner appointed local sales manager, WPEN-AM-FM Philadelphia.

Robert Martin, KPHO-AM-TV Phoenix, Ariz.,



appointed to newly created post of assistant station manager in charge of radio.

George Baron, commercial manager, KOWL Santa Monica, Calif., promoted to general manager.

William H. Keller Jr., vice president, WEAS Inc., Decatur, Ga., elected president of E. D. Rivers Jr. radio interests, which include WEAS, WJIV Savannah, Ga., WGOV Valdosta, and KWEM West Memphis.



Mr. Keller

Bob Robinson, assistant manager, WHSY Hattiesburg, Miss., elected vice president.

William S. Baskerville, account executive, promoted to commercial manager, WFMY-TV Greensboro, N. C.

Robert J. Crosswell, formerly with NBC guest relations department, N. Y., to WSAZ Huntington, W. Va., as account executive.

Bruce Barrington, assistant general manager and news editor, KXOK St. Louis, appointed to radio commission of Metropolitan Church Federation of St. Louis.

Virgil V. Evans appointed general manager, WCOG - AM - TV Greensboro, N. C.



Mr. Evans

Fred L. Beard, assistant manager, WJDX Jackson, Miss., named station manager, succeeding **Wiley P. Harris,** who has retired.

H Quenton Cox, president of KGW Portland, Ore., elected chairman of board of directors of Multnomah County chapter, National Foundation of Infantile Paralysis for 1953.

Charles Vanda, vice president in charge of TV, WCAU-AM-TV Philadelphia, appointed radio-TV chairman for 1953 Cancer Crusade during April.

Herman Sitrick, salesman at WJOL Joliet, Ill., to WCFL Chicago in same capacity.

Harold Hand, account executive, WKRC-FM Cincinnati, named sales manager there.

Neal B. Bunn, assistant manager, KNEA Jonesboro, Ark., appointed general manager, KRLW Walnut Ridge, Ark.



Mr. Hand

James D. Shouse, chairman of the board, Crosley Broadcasting Corp., Cincinnati, appointed to serve on honorary general committee of 49th annual convention of Adv. Federation of America June 14-17 in Cleveland.

Harry Jack, announcer-salesman, WKBS Oyster Bay, N. Y., to WBOY Tarpon Springs, Fla., in same capacity.

Lila Lambert appointed head of promotion and publicity, WKRC Cincinnati, succeeding **William Hines,** who has resigned.

Naomi Rector, chief of traffic and continuity, WPTR Albany, N. Y., appointed program director there, replaced by **Jane-Ann Diekman,** women's editor. **Roger Stevens,** newscaster and announcer, named director of promotion, publicity and special events. **George Miller,** station sportscaster, appointed director of broadcast operations. **Vera Schoen,** secretary, added to copy staff.



Miss Rector

Robert J. McBride Jr., program-promotion manager, WGH-AM-FM Newport News-Norfolk, Va., appointed to promotional post with Norfolk Port Authority, replaced by **Ambert Dail** as program manager and **William A. Rhyne** as promotion manager.

Jack Moran, sportscaster and sports director, KVER Albuquerque, to KGGM same city in same capacity.

Dix Harper, farm service director, WIBC Indianapolis, to WLS Chicago, as commercial farm editor.

Leo DeConnick, chief engineer, KTMS Santa Barbara, Calif., adds similar duties at KCOY Santa Maria, Calif. **Frank Stenger,** chief announcer and continuity director, WOKO Albany, N. Y., to KTMS as continuity director.

Laura Chapin, formerly announcer-engineer at KGBC Galveston, Tex., to WHBO Tampa, Fla., in same capacity.

Tom Taggart, New York radio-TV writer, to Ivan Tors Productions, Hollywood, assigned to feature film production, "Space Station, U.S.A."

Jerry Hemphill, disc m. c., KOWL Santa Monica, Calif., to KPOL Los Angeles in same capacity. **Cindy Jensen,** traffic department, KWKW Pasadena, and **Tom Settle,** engineer, KOCS Ontario, to station as traffic manager and assistant engineer, respectively.

Jerry Holm, KFNF Shenandoah, Iowa, to KIHO Sioux Falls, S. D., as announcer.

Don John Ross, WJTN Jamestown, N. Y., to announcing staff, WSPD Toledo.

Bob Stone, announcer, KRNO San Bernardino, Calif., to KFVD Los Angeles in same capacity, succeeding **George Sander,** resigned to free lance.

John Brown, Hollywood radio actor, assigned role in Columbia Pictures feature film release, "The Wild One."

Janet Bergmark to WICC Bridgeport, Conn., as music librarian.

Al Krieg, KDLM Detroit Lakes, Minn., to WCOW South St. Paul, as staff announcer.

John Hiser to WTAG Worchester, Mass., to handle publicity and promotion.

Dallas E. Burnette, announcing staff, WHAP Hopewell, Va., to WINK Ft. Myers, Fla., in same capacity.

Harvey Dinkins, farm service director, WSJS Winston-Salem, N. C., appointed director of fund campaign of National Assn. of Radio Farm Directors on behalf of flood victims in Netherlands.

Bob Ackerley, KXA Seattle news editor, appointed chairman of radio div., Seattle-King County Chapter, American Red Cross.

George Putnam, newscaster, KTTV (TV) Hollywood, named Man of the Year for 1953 by National Home for (Jewish) Children, Denver, for contributing to integration of all races and religions.

Helen Parrish, motion picture and TV film actress, to KNBH (TV) Hollywood as hostess-m. c. on *It's a Good Idea.* She succeeds **Lee Hogan,** who will package new programs.

Michael Cole, recently separated from U. S.

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FOR ALL BROADCASTING EQUIPMENT NEEDS
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WASHINGTON, D. C. . . TEL. METROPOLITAN 8-0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

Armed Forces, to KLAC-AM-TV Hollywood, as member of publicity department.

Paul Kennedy Jr., sales service representative, KLAC Hollywood, named production supervisor on station's *570 Club, Top Ten Tunes* and KLAC-TV *Top Tune Time.* He is succeeded by **Jon Ross,** account executive, KALI Pasadena.

Jean-Paul Lemire, CKCH Hull, Que., elected president of French Broadcasters Assn. of Canada. **Tom Burham,** CKRS Jonquiere, elected secretary.

Clem Cooper to announcing staff, KGKO Dallas, Tex.

Hal March, Hollywood radio-TV actor-comedian, assigned role of Gus Edwards in Warner Bros. feature film, "The Eddie Cantor Story."

Bub Hall, announcer, CKEY Toronto, to CKOY Ottawa, as newscaster.

Sheila McKeon, account executive, David O. Alber Assoc., N. Y., public relations firm, to WPIX (TV) New York's public relations staff, succeeding **Carol Levine,** promoted to station's film department.

John Callaghan, announcer, **Dave Davis,** senior producer and **Milton Kamito,** director, WMAL-AM-TV Washington, add duties as radio-TV instructors at American U., Washington. D. C.

Jerry Landay, Tele-Prompter Corp., to WNEW New York production staff.

Bill Robinson to WSYR-TV Syracuse, as properties man.

Arnold H. Katinsky, staff writer, WFIL Philadelphia, to promotion-publicity staff, WMAL-AM-TV Washington. **Dave Davis** promoted to senior producer at station.

William A. Sheetz, formerly with WLEX Lexington, Ky., to WENR Chicago as announcer.

Hayden Timmons appointed assistant farm director, WHAS Louisville.

Larry Carr, WNJR Newark, to announcing staff, WPTF Raleigh.

Ed Slusarczyk, farm director, WIBX Utica, N. Y., named chairman of National Public Relations for Agriculture Committee.

Edward V. Cheviot, commercial manager, WOAI-TV San Antonio, and **Dorothy B. Liles,** society staff *San Antonio Light,* were married Feb. 16.

Gifford Phillips, president, KGHF Pueblo, Col., and TeeVee Co., Beverly Hills video film production firm, and **Joann Kocher** were married Feb. 16.

Ed Weston, program director, WCPO-TV Cincinnati, father of girl, Cari Alyn, Feb. 2.

Ted Eleston, account executive, WSPD Toledo, father of boy, Feb. 11.

Dick Stewart, singer, KTTV (TV) Hollywood *Dude Martin Show,* father of girl, Victoria Louise, Feb. 16.

Jack Rourke, m.c., KECA-TV Los Angeles, father of twins, boy and girl, Feb. 18.

Judith Stickles, executive secretary, WICC Bridgeport, Conn., and **Kenneth Kost** have announced their engagement.

Norm Colman, musician on WSYR-AM-TV Syracuse *The Jim Deline Gang,* father of girl, Pamela Jane.

Dick Keusink, news room supervisor, KTLA (TV) Hollywood, father of girl, Deborah Ellen, Feb. 7.

Stan Dale, announcer, WXYZ Detroit, father of girl, Ramona, Jan. 27.

Ralf Brent, director of sales, WIP Philadelphia, father of boy, Peter, Feb. 18.

Dick Burns, announcer, WTTM Trenton, N. J., father of girl, Sara Jane, Feb. 6.

Sid Brenner, WNHC-AM-TV New Haven, Conn., and **Vivian J. Jackson** were married Feb. 21.

Networks

Sam Posner, assistant program administrator of DuMont Television Network, has resigned, effective March 15. He has not announced future plans.

Louis Dorfsman, art director in CBS Radio sales promotion and advertising department, named associate director of department in addition to art directorship.

Roland Kay, KNX Los Angeles, to CBS Radio Spot Sales, Chicago, as account executive.

H. Weller Keever, sales representative, NBC Film Div., to its Central Div. as sales manager. He replaces **Richard G. Cahill,** who resigned to join WBBM-TV Chicago as account executive [B•T, Feb. 23].

Herbert J. Teison, Schwerin Research Corp., appointed to staff of DuMont Television Network research department.

Red Barber, CBS counselor on sports, named national radio chairman for 1953 observance of National Sunday School Week, April 13-19.

John K. West, vice president in charge, NBC Western Div., cited by Los Angeles Negro History Week committee for "contributions fostering better race relations" in employment of Negroes in positions of responsibility.

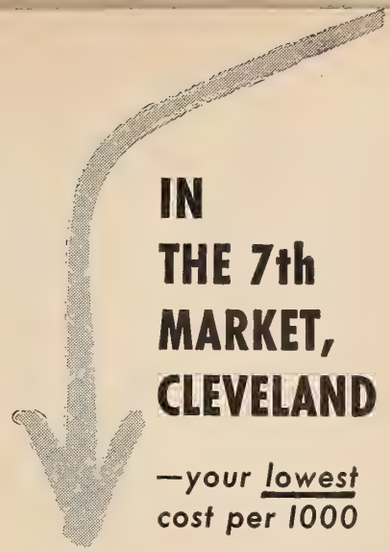
Danny Arnold, motion picture writer, signed by NBC-AM-TV stars **Dean Martin** and **Jerry Lewis** to exclusive five-year contract as special material writer for team's TV appearances.

HOWARD E. STARK

Brokers and Financial Consultants

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IN THE 7th MARKET, CLEVELAND

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1260 KC
5000 WATTS

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INDEPENDENT

Represented by McGilvra



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MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI



Weed and Company, National Representatives

Lewis, to exclusive five-year contract as special material writer for team's TV appearances.

Paul Robinson, NBC-TV Chicago director, and **Anne Evans,** copywriter, Young & Rubicam, same city, have announced their marriage.

Bob Eckhardt, assistant manager of studio and services, ABC Central Div., Chicago, father of girl, Terri Jean.

Len Salvo Jr., NBC-TV Chicago assistant director, and **Nancy Lee Ellis** have announced their marriage.

Joseph Month, NBC Chicago TV continuity acceptance staff, father of boy, Christopher Michael.

Jack Hope, producer on NBC radio *Bob Hope* daytime show, father of girl, Deborah Ann, Feb. 17.

Lillian Lane, member of Lemac Quartet on CBS Radio *Bob Hawk Show,* and **Roland R. Henningfield,** Los Angeles department store executive, were married Feb. 14.

Al Gordon, writer, CBS Radio *Jack Benny Show,* father of boy, Neil Bruce, Feb. 11.

Representatives

Vincent C. Piano, promotion manager, WSB-AM-TV Atlanta, to Robert Meeker Assoc. as promotion director.

William A. Creed Jr. to sales staff, Bertha Bannan, Boston, station representative firm.

Richard Bott, account executive, KSAN San Francisco, opens radio representative firm, **Richard Bott & Assoc.,** at 1355 Market St., that city. Telephone is Market 1-8171.

Carl Schuele, disc m.c., KPOL Los Angeles, to W. S. Grant Co., that city, as account executive.

Equipment

C. J. Molthop, Haddonfield, N. J., appliance dealer, named to newly-created post of manager of new market development for receiver div., Allen B. DuMont Labs.

Dick Kellogg, sales staff, Anaconda Wire & Cable Co., transfers to firm's production department.

William L. Whiteman, sales engineer in charge of radio towers for 11 Western states, IDECO Division of Dresser Equipment Co., to Tower Engineering & Construction Co. Houston, distributors of EMSCO towers and transmitter buildings as West Coast division manager with offices at 249 Granada Ave., Long Beach, Calif.

Harry T. Hagerty to equipment manufacturers sales staff, Magnatran Inc., Kearny, N. J.

C. M. Lewis appointed manager of communications marketing div., RCA's Engineering Products Dept.

John J. Doyle appointed manager of renewal tube sales and **James L. Brown** named manager of equipment tube sales, Westinghouse Electronic Tube Div., Elmira, N. Y.

Malcolm P. Herrick and **Rudolph G. Miller** appointed chief engineer and assistant chief engineer, respectively, of radio-TV div., Stromberg-Carlson Co., Rochester, N. Y.

Jack Hauser, sales engineer, Minnesota Mining & Mfg. Co., to Ampex Electric Corp. (magnetic tape recorders and data recording equipment), as manager of newly opened San Francisco district sales office, 100 Bush St.

K. T. Eckhardt, vice-president, R. V. Weatherford Co., Glendale, Calif., to Hycor Co., North Hollywood, Calif. (electronics equipment) as manager of newly formed Hycor Sales Co.

Burton P. Gale, sales promotion manager of Zenith Radio Dist. Corp. of Chicago, to Stewart-Warner Electric (radio-TV division of Stewart-Warner Corp.) as advertising manager.

Jack Hauser, sales engineer, Minnesota Mining & Mfg. Co., to Ampex Electric Corp., Redwood City, Calif., as head of newly opened district sales office at 100 Bush St., S. F.

Bruce Duncan appointed Seattle zone manager, Crosley Div., Avco Mfg. Corp., Cincinnati.

Services

John Baird, director of public affairs, KMPC Hollywood, has resigned to become special consultant in media and public relations.

Don Perkins, Ettinger Co., Hollywood public relations firm, to Los Angeles Safety Council in charge of public relations.

John D. Puter, KOA Denver, to William Kostka & Assoc., that city (public relations firm), as assistant radio-TV director.

Arthur White, account executive with Banner & Greif, N. Y., public relations firm, appointed director of research and sales development.

Charles D. Spangler, Hollywood free lance publicist, to Steve Hannagan, publicity firm, that city.

Anne Director, publicity director, J. Walter Thompson Co., S. F., opens food publicity service at 2210 Jackson St., that city.

Shirley and **Norman Carroll,** radio-TV publicists for Clyde Beatty and Ringling Bros. Circus, parents of boy, Kevin, Jan. 31.

Program Services

Edward F. Libby, radio-TV officer with U. S. Marine Corps., Washington, to Harold C. Meyers Productions Inc., N. Y., radio-TV packaging firm, as sales representative and producer.

Hal G. Neely, West Coast sales manager, Allied Record Mfg. Co., Hollywood, promoted to national sales manager. **J. F. Wegner,** contract administrator, firm's Washington office, transfers to Hollywood as sales representative.

Frank Oxarart and **Wayne Steffner,** partners in Oxarart & Steffner Inc., Hollywood (live radio-TV packagers), have split corporate firm and become **Frank Oxarart Productions** and **Wayne Steffner Productions.** Address remains 6223 Selma Ave. Telephone for former is Hollywood 9-1171; latter is Hempstead 4173.

Sonny Shamberg, Hollywood free lance writer, to Lester Salkow Agency, that city, as head of literary department for TV-motion pictures.

Trade Associations

Vincent Wasilewski, NARTB chief attorney, father of girl, Jane Ann, Feb. 11.

Government

Andrew W. Cruse, assistant chief engineer of FCC 1936-41, has resigned as assistant vice president of Federal Telephone & Radio Corp., Clinton, N. Y., effective March 1.

James Cudney, engineer, NBC-TV Chicago, resigns to join U. S. State Dept. as instructor in electrical engineering in Afghanistan Institute of Technology.

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

CBC TALENT PROBLEM

Meetings will be held with a view toward applying the Massey recommendations on more local talent and programs.

MEETINGS with independent Canadian broadcasters are planned for the near future by the board of governors, Canadian Broadcasting Corp., to study practical methods of implementing recommendations of the Massey Commission on using more Canadian content in programs. CBC officials report that CBC would like to see new regulations in force as soon as possible, but there is no intention of "forcing" new or "impractical" regulations on Canadian broadcasters.

CANADA

Suggested regulations for Canadian program content vary from having such shows aired from 30% to 40% of all broadcast time, depending on the status of the network station and the area population.

The Massey Commission reported too little Canadian talent and programs are used by Canadian stations. The report, signed by the governor-general of Canada, Vincent Massey, recommended greater development of Canadian talent of all types.

CBC board reportedly believes some independent stations there are not in accord with the brief presented on this by the Canadian Assn. of Broadcasters. CBC board believes broadcasters, at informal sessions with board members, could suggest practical methods of furthering Canadian program development.

CBC has no plan to withdraw proposed regulations completely, it was learned. Some modernization of present regulations is needed, board reports, and it will collect opinions from all sources as the regulations are a "long term proposition."

CBC hopes to finalize regulations as soon as possible in order to get to the problems of licensing independent TV stations. CBC regulations for AM stations will probably apply to TV also, with some leeway expected on live program content in order to get stations on the air.

TV Production High

CANADIAN TV set production for January totaled 25,272 units valued at $10,565,428, according to figures of the Radio-Television Mfrs. Assn. of Canada. Of the total, 10,776 sets had picture tubes of 17 inches or less. January production brings total Canadian production since the start in 1949 to 250,083 sets, of which 54% are in the Toronto-Niagara Falls area, 22% in the Windsor (opposite Detroit) area, 18% in Montreal, and the rest scattered.

CANADA

CMBF-TV Havana Operating Six Hours Daily

HAVANA'S new vhf Ch. 7 station, CMBF-TV, went on the air Feb. 2 with six hours daily operation, according to Goar Mestre, director general of Circuito CMQ, S. A. The station was to be on the air nine hours a day by yesterday (Sunday), with continuous motion picture performance consisting of local news, international news, a cartoon, a documentary film, a feature picture and sports events, Mr. Mestre said.

HAVANA

Another outlet, vhf Ch. 2, was reportedly going on the air Feb. 18. Mr. Mestre predicts that there will be a total of five TV stations in Havana plus five other transmitters in the interior [B•T, Jan. 26].

CMBF-TV is equipped with a 5 kw DuMont transmitter and 6-bay superturnstile antenna, installed on top of Radiocentro Building, 300 feet above sea level. The Cicuito CMQ, S. A., director general reports that reception has been excellent, even with few high channel antennas, and that picture quality is the best yet received in Cuba.

CAB Convention Set for Next Week in Montreal

ADDITIONAL sessions on television will be on the agenda of the annual convention of the Canadian Assn. of Broadcasters at the Mount Royal Hotel, Montreal, March 9. Final afternoon sessions will deal with "How to Apply for a Television License," by Wilbert Smith, Dept. of Transport, Ottawa, and "What Happens to AM in Television Markets?," with Gene Seehafer, research and promotion manager of CBS, New York.

CANADA

Opening session on "Agency Day" will include a short business meeting in the morning and talks by Richard Gettell, Time Inc., New York, on research; sales rates and values by Pat Freeman, CAB sales director; election of directors in afternoon; discussion on programming pitfalls by Mrs. Harriett Moore, Social Research Inc., Chicago, and "How to Live With Television and Survive," Harold E. Fellows, NARTB president.

Tuesday sessions will begin with a resume on CAB's teen-age book parade program by Charles Clay, Ottawa; report on press rights committee; talk on behavior dynamics by W. H. Wulfeck, William Esty Co., New York, and discussion of public service programming. In the afternoon the annual meeting of the Bureau of Broadcast Measurement will be followed by programming discussions headed by Ted Cott, NBC, New York.

On Tuesday evening, awards will be distributed at the annual dinner.

Wednesday business sessions will begin with reports of General Manager T. J. Allard and Sales Director Pat Freeman, followed by discussion on program popularity surveys, report of standard accounting committee, the constitutional committee and new constitution, and BMI Canada Ltd., and discussion on associate member fees.

Final business sessions, TV licensing and AM programming are scheduled for the concluding session on Thursday.

CBC to Receive Support From Tax on Sets, Parts

Government to keep separate books on revenues from set sales for maintenance of both radio and TV systems by CBC.

CANADIAN Broadcasting Corp. will be supported by the existing 15% excise tax on all radio and TV sets and tubes and components, Finance Minister Douglas Abbott said Feb. 19 in announcing abolition of the country's annual $2.50 $2.50 listener fee. [AT DEADLINE, Feb. 23].

CANADA

The Canadian government has been concerned for some time about where to obtain its revenue and still keep CBC from becoming a political patronage operation. Public opinion against the annual "nuisance" fee has mounted in recent years and political party leaders have advised the government to drop it.

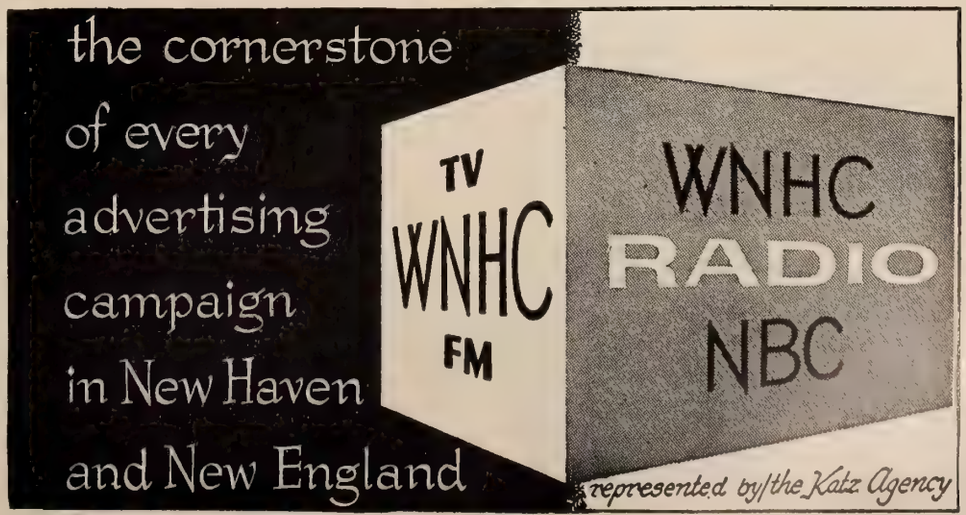
To offset argument that CBC might be controlled by the political party in power, Mr. Abbott said the excise tax will supply revenue for CBC. Separate books will be kept on this revenue, dividing it into AM-FM and TV categories for maintenance of both systems by CBC. CBC expects to receive about $12 million from this source, judging the figure on the present excise tax income.

Fee Off on All Sets

The listener fee was removed from both radio and TV sets.

The new revenue source will replace about $6 million received in recent years from the listener license fee, and provide some $6 million needed for TV operations in the coming fiscal year. Revenue from TV set sales will increase as sales increase, and CBC expects to need $10 million for its TV operations within the next few years. Some of this will come from commercial program revenue.

CBC continues to receive the statutory grant of $6,250,000 for the next three fiscal years. Abolition of the annual listener license fee will save the government an estimated $500,000 in collection expenses. Move was based on the theory that the new method of financing CBC will place the cost on persons and groups receiving benefits. This especially applies to TV, which will for many years be seen in limited areas of Canada, and is designed to stop complaint that TV is paid for by the general taxpayer who may not live in a TV area.



Station Income Base for Music Fees, Court Rules

CANADIAN independent broadcasters, through a test case involving CHML Hamilton, have lost the first round in an appeal against collection of music copyright fees based on station revenue. The Exchequer Court at Ottawa Feb. 23 upheld a 1952 decision of the Canadian Copyright Appeal Board, doubling the copyright fees charged independent Canadian stations.

CANADA

The court upheld the Canadian Copyright Appeal Board's powers in basing the fees on gross revenue of the stations rather than on the number of licensed radio sets in Canada. The Canadian Assn. of Broadcasters will appeal this judgment to the Supreme Court of Canada.

In 1952, the Canadian Copyright Appeal Board ruled that independent stations should pay the Composers, Authors and Publishers Assn. of Canada (CAPAC) 1¾% of gross revenue, instead of the previous seven cents per licensed receiver. Canadian Broadcasting Corp. made a similar arrangement with CAPAC based on its commercial revenue plus one cent per capita on the total Canadian population.

This brought CBC fees to about $170,000 from $152,000 in 1951, and fees of independent stations from $152,000 to $350,000. Independent stations objected to CAPAC being allowed inspection of station books.

Harry Engel Applies For AM Outlet on Guam

APPLICATION for a grant to operate an AM station on the island of Guam was announced last week by Harry M. Engel, owner-manager of KVEN Ventura, Calif. Mr. Engel said Phil Berg, a motion picture and entertainment pioneer, will be associated with him.

GUAM

Mr. Engel said the application specifies 1 kw on 610 kc, and that operation would be 18 hours daily. He said Guam, a U. S. territorial possession, and other islands of the Marianas group, have a population of more than a hundred thousand. Guam itself has thousands of U. S. civilian and military personnel, a large native population, and has a thriving business community distributed in several population centers, he said.

Legal counsel is John Hearne, San Francisco and Los Angeles, and engineering was prepared by T & T Measurement Co., Long Beach, Calif., Mr. Engel said.

'Culture' Unlimited

FIFTEEN per cent more telecasts will originate in Moscow this year than last, according to a report from Radio Moscow received by the State Dept. The report, aired in Russia Feb. 7 for a European audience, said the number of TV viewers increases daily and now is "several times more'" than can be accommodated at one time in all of the city's theatres and concert halls. Twenty-two theatres there will telecast their best shows in an effort to "satisfy the growing cultural demands of the Soviet workers." Proposed series have been titled "Our Motherland," "The Great Construction Sites of Communism," "The Stalin Prize Winners" and "The Map of the World."

U.S.S.R.

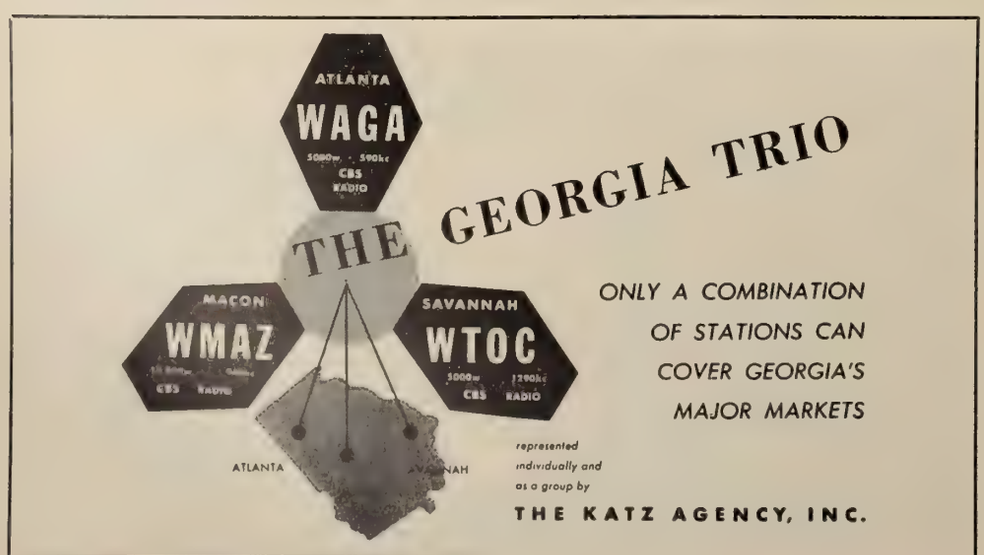
CBC TO HEAR TV BIDS IN MARCH

APPLICATIONS for first independent Canadian TV stations will be heard by the Canadian Broadcasting Corp. board of governors in Ottawa March 26-28. Applications were filed with the Dept. of Transport, Ottawa, by Feb. 23. CBC board is to announce today (Monday) which applications will be heard.

CANADA

Applications for Canadian independent TV stations are expected from all parts of Canada. CBC has stations at Montreal and Toronto, and plans to operate stations at Ottawa, Halifax, Winnipeg and Vancouver. How much service area CBC stations will have has not been announced, and some applications from cities near these CBC-TV centers may be turned down.

Part of the TV license application was a question as to whether applicants would be ready to carry a minimum of 10½ hours weekly of CBC programs, sustaining, sponsored or both. CBC officials base this question on recommendations of the Massey Foundation that private TV stations should be part of the national CBC system by carrying a percentage of CBC-TV programs, either on film, kinescope or by microwave relay. CBC program executives believe most applicants for TV stations will welcome the minimum specification for sustaining programs.



Floridians Work to Keep All 9 School TV Channels

FLORIDA educators are working to get the state's nine allocated educational TV channels on the air, after plans were detailed at the Governor's Conference on Educational Television in Gainesville a fortnight ago. Gov. Dan McCarty named the General Extension Div. of Florida, representing state-supported colleges and universities, to handle arrangements for the conference.

Educators and consultants, meeting with members of the National Citizens Committee for Educational Television, the Joint Committee on Educational Television and Florida's Junior Chamber of Commerce, integrated local and state plans, and adopted a resolution calling for the governor and legislature to preserve and keep allocation of all the channels reserved for Florida.

List of Speakers

Speakers included NCCET representatives Clarence Adamy and Earl Minderman, both Washington; representing JCET, Graydon Ausmus, director, WUOA U. of Alabama; Franklin Dunham, radio-TV chief, U. S. Office of Education; Seymour Krieger, legal counsel, Washington; Warren Pierce, *St. Petersburg* (Fla.) *Times;* I. Keith Tyler, Ohio State U., and Harold Wigren, director, audio-visual education, Houston public schools.

Two of nine cities affected are taking definite action. Miami has applied for a construction permit and St. Petersburg has an educational TV committee. These cities, along with Pensacola, Panama City, Tallahassee, Gainesville, Jacksonville, Orlando and West Palm Beach, will submit nominations for membership on the State Committee on Educational TV.

'Pilot' Outlets Proposed

A BILL authorizing establishment of three "pilot" educational television stations by the New York State Board of Education has been introduced in the state legislature by Sen. Earl W. Brydges (R), of Niagara, chairman of the education committee.

Sen. Brydges' office said the measure would appropriate about $1.6 million to construct the three stations and $275,000 to operate each during the first year.

Proposal for the state to operate a network of 10 educational TV stations anticipated by FCC's allocations table has been the subject of wide controversy and some sources believe a personal appeal by Gov. Thomas E. Dewey would be necessary to win legislative approval for state-operated outlets. Education Commissioner Lewis A. Wilson said the Brydges bill was not sponsored by his department or by the Board of Regents.

Iowa State Offers TV News

TELEVISION NEWS is being offered as a new course by the State U. of Iowa's School of Journalism to "well-qualified persons with a background in editorial reporting and pictorial journalism." It will become a regular part of the curriculum under Prof. Arthur M. Barnes.

Capital Educators Ask FCC To Withhold Action on TV Bid

GROUP of representatives of educational and cultural institutions in the Nation's Capital asked FCC fortnight ago to withhold action on the noncommercial, educational TV application of the District of Columbia Board of Education for at least eight weeks. The purpose is to allow the drawing up of plans for community-wide participation in the station, perhaps using money from the Ford Foundation's Fund for Adult Education. Reserved uhf Ch. 26 is involved.

The request was contained in a letter to the Commission following a meeting of the group Feb. 16. The session was spurred by Earl Minderman, field liaison officer of the National Citizens Committee for Educational Television, who now is assigned full time "to do something about the Washington situation." Mr. Minderman previously was assistant to FCC Chairman Paul A. Walker.

NCCET, whose honorary co-chairmen are Dr. Milton S. Eisenhower, Pennsylvania State College president, and Undersecretary of the Treasury Marion B. Folsom, is a companion unit of the Joint Committee on Educational Television.

Since the Fund for Adult Education will not make a grant to a single entity, but rather prefers the TV applicant to be a cooperative venture representative of all aspects of a community, the group had explored means to expand participation in the Washington educational bid. Conferences with Board of Education officials are scheduled.

Delbert Clark of the Fund for Adult Education told the group the fund would consider a grant of $100,000 under certain conditions if a cooperative venture is arranged.

Southwest Radio-TV Meet

TEXAS and Oklahoma broadcasters will meet with students and teachers from colleges in five states March 5-6 at the 11th annual radio-TV conference at the U. of Oklahoma. Dr. Sherman P. Lawton, coordinator of broadcasting instruction at the university and a member of the conference planning committee, has arranged seminars on personnel, TV jobs, copywriting, selling, program standards, film and audience composition.

WRTA

Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by
Robert Meeker Associates

FOR THE RECORD

Upcoming Events

March 1-3: American Public Relations Assn. eighth annual conference, Mayflower Hotel, Washington.

March 5-6: Eleventh annual radio-TV conference, U. of Oklahoma.

March 6: Eighth annual Michigan State Radio & TV conference, Michigan State College, East Lansing.

March 9-12: Canadian Assn. of Broadcasters annual convention, Mount Royal Hotel, Montreal.

March 15-16: Arkansas Broadcasters Assn., annual spring membership meeting, Marion Hotel, Little Rock.

March 16: Texas Assn. of Broadcasters meet, Commodore Perry Hotel, Austin.

March 18-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 22: Electronic manufacturers (with government contracts) meet under sponsorship of Radio-Television Mfrs. Assn.'s Technical Products Div.; Roosevelt Hotel, New York.

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

March 26-28: Alabama Broadcasters Assn. annual spring meeting, Florence, Ala.

March 26-28: Board of governors, Canadian Broadcasting Corp., meeting at Ottawa.

March 28: West Virginia Broadcasters Assn. annual spring meeting, Daniel Boone Hotel, Charleston, W. Va.

April 11: New England Radio Engineering Meeting, sponsored by the North Atlantic Region, Institute of Radio Engineers, U. of Connecticut, Storrs, Conn.

April 12: Seventh annual Frances Holmes awards luncheon, Hotel Statler, Los Angeles.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28-May 2: First national television news seminar, co-sponsored by Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 28-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Floridan Hotel, Tampa, Fla.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

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"Voice of Longview" — TEXAS

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Jewish Market of Metropolitan New York

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"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

ACTIONS OF THE FCC

February 19 through February 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)

FCC Broadcast Station Authorizations as of Jan. 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,379	573	98
CPs on air	20	39	39
Total on air	2,399	612	137
CPs not on air	130	15	177
Total authorized	2,529	627	314
Applications in hearing	161	5	66
New station requests	246	12	791
Facilities change requests	194	39	28
Total applications pending	870	183	877
Licenses deleted in Jan.	1	5	0
CPs deleted in Jan.	1	0	0

*Does not include noncommercial educational FM and TV stations.

* * *

AM and FM summary through February 25

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,400	2,380	174	261	165
FM	613	574	56	10	5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	76	165	241
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	125	13	138

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	737	328	590	474	1,065 [1]
Educational	21	...	6	15	21
Total	758	328	596	489	1,086 [2]

[1] One applicant did not specify channel.
[2] Includes 255 already granted.

* * *

Processing on city priority Gr. A-2 line has extended to city No. 263.
Processing on city priority Gr. B line has extended to city No. 194.

New TV Stations . . .

Decisions

Mesa, Ariz.—Harkins Bcstg. Inc. (KTYL). Granted uhf Ch. 12, ERP 27 kw visual, 13.5 kw aural; antenna height above average terrain 400 ft., above ground 400 ft. Engineering conditions. Estimated construction cost $326,826, first year operating cost $100,000, revenue $135,000. Post office address Box 885, Mesa, Ariz. Studio and transmitter location 1 mi. west of Mesa city limits on south side of U. S. 80, at site of KTYL (AM). Geographic coordinates 33° 24′ 48″ N. Lat., 111° 52′ 35″ W. Long. Transmitter DuMont. Principals include President **Harry L. Nace Jr.**, Vice President **Harry L. Nace** (53.72%), Secretary **Dwight Harkins** (35.86%) and Treasurer **Lorenzo K. Lisonbee** (10.42%). Applicant is also licensee of KCLF Clifton, Ariz. File No.: BPCT-1409. City priority status: Gr. B-3, No. 178. Granted Feb. 18.

Monterey, Calif.—The Monterey Radio-TV Co. (KMBY). Granted vhf Ch. 8 (180-186 mc); ERP 10 kw visual, 5 kw aural, antenna height above average terrain, 2,630 ft., above ground 197 ft. Scheduled to share time (and construction costs) with Salinas Bcstg. Co. (see below); each to be on the air 42½ hrs. per week. Estimated construction cost $145,397, first year operating cost $110,000, revenue $150,000. Post office address 468 Calle Principal, Monterey. Studio location 468 Calle Principal. Transmitter location on Baldy Peak, Monterey County, Calif. Geographic coordinates: 36° 32′ 06″ N. Lat., 121° 37′ 10″ W. Long. Transmitter and antenna RCA. Legal counsel Francis McDonough (Dow, Lohnes & Albertson), Washington. Consulting engineer Earl Cullum, Dallas. Principals include President **Kenyon Brown** (30%), Vice President-Secretary **George L. Coleman** (30%), Vice President-Treasurer **Harry L. Crosby Jr.** (24%), **S. M. Aston** (10%) and **William Morrow** (6%). File No.: BPCT-1225. City priority status: Gr. A-2, No. 164. Granted Feb. 19.

Salinas, Calif.—Salinas Bcstg. Corp. (KSBW). Granted vhf. Ch. 8 (180-186 mc); ERP 10 kw visual, 5 kw aural; antenna height above average terrain 2,630 ft., above ground 197 ft. Scheduled to share time (and construction costs) with Monterey Radio-TV Co. (see above); each to be on the air 42½ hrs. per week. Estimated construction cost $188,992, first year operating cost $235,000, revenue $262,500. Post office address P. O. Box 1651, Salinas. Studio location to be determined. Transmitter location on Baldy Peak, Monterey, Calif. Geographic coordinates: 36° 32′ 06″ N. Lat., 121° 37′ 10″ W. Long. Transmitter and antenna RCA. Legal counsel John P. Hearne, San Francisco. Consulting engineer Robert L. Hammett, San Francisco. Principals include President **John C. Cohan** (25⅓%), general manager and 33⅓% owner of KSBW; Vice President **Lewis A. Terven Jr.** (24⅓%), 33⅓% owner of KSBW; Secretary-Treasurer **William M. Oates** (25⅓%), assistant general manager and 33⅓% owner of KSBW, and **The Chronicle Publishing Co.** (25%), owner of *San Francisco Chronicle* and licensee of KRON-FM-TV San Francisco. File No.: BPCT-1222. City priority status: Gr. A-2, No. 164. Granted Feb. 19.

Passed-Over TV Applications

Following is a list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of these applications in order to expedite processing of uncontested TV applications (list issued Feb. 19):

GROUP A Location	Ch.	Applicants	File No. (BPCT-)
Cape Girardeau, Mo.	12	Hirsch Bcstg. Co.	727
		KGMO Radio-TV Inc.	1505
		KWK Inc.	1570
Hastings, Neb.	5	Seaton Pub. Co.	1265
		Strand Amus. Co.	1272
Rapid City, S. D.	7	Hills Bcstg. Co.	1566
		KOZY TV Co.	Tend.

Application Dismissed

Pittsburgh, Pa.—Matta Bcstg. Co. Application for Ch. 10 Pittsburgh dismissed by letter Feb. 17 (Non-response, Sixth Report & Order).

New Applications

El Dorado, Ark.—Southern Arkansas Television Co.—vhf Ch. 10 (192-198 mc); ERP 2.8 kw visual, 1.4 kw aural; antenna height above average terrain 253 ft., above ground 237 ft. Estimated construction cost $95,000, first year operating cost $93,000, revenue $100,000. Post office address El Dorado, Ark. Studio location to be determined. Transmitter location on U. S. Rte. 167, 2.4 mi. SSE of center of El Dorado. Geographic coordinates 33° 11′ 01″ N. Lat., 92° 37′ 50″ W. Long. Transmitter Gates, antenna RCA. Consulting engineer Robert M. Silliman, Washington. Principals include President **Dr. Joe F. Rushton** (33.3%), 30% owner Magnolia Bcstg. Co. (KVMA Magnolia, Ark.); Vice President **W.**

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C. Blewster Jr. (33.3%), 3.9% owner KVMA, and Secretary-Treasurer **Wm. M. Bigley** (33.3%), 12½% owner KVMA. City priority status: Gr. A-2, No. 219.

Los Angeles, Calif. — KFWB Bcstg. Corp. (KFWB)—uhf Ch. 34 (590-596 mc); ERP 90 kw visual, 45 kw aural; antenna height above average terrain 2,951 ft., above ground 189 ft. Estimated construction cost $359,341, first year operating cost $650,000, revenue $723,000. Post office address 6419 Hollywood Blvd., Hollywood, Calif. Studio location 6419 Hollywood Blvd. Transmitter location KFWB-FM tower location. Geographic coordinates 34° 13′ 36″ N. Lat., 118° 03′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel Marcus Cohn, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Harry Maizlish** (51%), general manager, KFWB; **The Lansing Foundation, New York** (29%), and **Winfield Baird Foundation**, New York (20%). City priority status: Gr. B-2, No. 170.

Atlanta, Ga.—Board of Education of the City of Atlanta, uhf Ch. *30 (566-572 mc); ERP 60.4 kw visual, 30.0 kw aural; antenna height above average terrain 697 ft., above ground 636 ft. Estimated construction cost $449,925, first year operating cost $150,000, no revenue. Post office address 68 Mitchell St. SW, Atlanta, Ga. Studio and transmitter location 1401 Bridges Ave. SW. Geographic coordinates 33° 43′ 48″ N. Lat., 84° 26′ 00″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer K. Winston Bugg, Atlanta. Principals include **Haskell Boyter, Director** of Radio Education, Board of Education of the City of Atlanta. City priority status: Gr. B-2, No. 166.

Detroit, Mich.—UAW-CIO Bcstg. Corp. of Michigan.—uhf Ch. 62 (758-764 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 684 ft., above ground 700 ft. Estimated construction cost $883,146, first year operating cost $488,908. revenue $310,000 (but non-profit). Post office address 8000 E. Jefferson Ave., Detroit. Studio location 8000 E. Jefferson Ave., Detroit. Transmitter location 18176 W. 13 Mile Road, Detroit. Geographic coordinates 42° 30′ 57″ N. Lat., 83° 13′ 35″ W. Long. Transmitter and antenna GE. Legal counsel Rauh & Levy, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Walter P. Reuther**, Secretary-Treasurer **Emil Mazey**, Vice President **Richard Gosser**, Vice President **John W. Livingston**, and Director **Norman Matthews**. UAW-CIO Bcstg. Corp. of Michigan is controlled by International Union, UAW-CIO, and is applicant for AM construction permit, WCAR Inc. City priority status: Gr. B-2, No. 161.

Menominee, Mich. — Green Bay Bcstg. Co. (WDUZ Green Bay; WMAW Menominee) vhf Ch. 11 (198-204) mc); ERP 13.1 kw visual, 6.55 kw aural; antenna height above average terrain 178 ft., above ground 196 ft. Estimated construction cost $194,726, first year operating cost $180,000, revenue not given. Post office address Menominee, Mich. Studio and transmitter location 960 First St., Menominee. Geographic coordinates 45° 06′ 27″ N. Lat., 87° 36′ 19″ W. Long. Transmitter and antenna RCA. Legal counsel Samuel Miller, Washington. Consulting engineer Commercial Radio Equipment Co. Principals include President **Ben A. Laird** (32%); Vice President and Treasurer **I. S. Kramlich** (32%); Secretary **C. L. Kramlich** (32%); **LaVern Dilweg** (2%); and Assistant Secretary and Assistant Treasurer **Robert O. Nelson.** Applicant is licensee of WDUZ Green Bay, Wis. and WMAW Menominee, Mich. City priority status: (Marinette, Wis.) Gr. A-2, No. 378).

Cincinnati, Ohio—Robert W. Rounsaville—uhf Ch. 54 (710-716 mc); ERP 89 kw visual, 50.5 kw aural; antenna height above average terrain 343 ft., above ground 399 ft. Estimated construction cost $221,660, first year operating cost $250,000, revenue $300,000. Post office address 3165 Mathieson Drive, NE, Atlanta, Ga. Studio location to be determined. Transmitter location approx. 1,400 ft. west from jnctn. of Beekman St. & Fricke Rd. Geographic coordinates 39° 08′ 50″ N. Lat., 84° 33′ 20″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. Applicant **Robert W. Rounsaville** is owner of WQXI Atlanta, Ga., WLOU Louisville, Ky., WBAC Cleveland, Tenn., and WMBM Miami Beach, Fla., and permittee for WLOU-TV Louisville, Ch. 41. City priority status: Gr. B-2, No. 164.

Oklahoma City, Okla.—Oklahoma State Regents for Higher Edu.—vhf Ch. *13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,045 ft., above ground 1,073 ft. Estimated construction cost $1,640,00, first year operating cost $500,000, no revenue. Post office address Box 3241, State Capitol, Oklahoma City. Studio and transmitter location 6 mi. N. of State Capitol on Lincoln Blvd. Geographic coordinates 35° 35′ 00″ N. Lat., 97° 26′ 26″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington, D. C. Consulting engineer George Davis, Washington, D. C. Principals include **Oklahoma State Regents for Higher Education.** The Univ. of Oklahoma (WNAD-AM-FM) and Oklahoma A. & M. are integral parts of the Oklahoma State System of Higher Education, administered by the Regents. City priority status: Gr. B-4, No. 194.

Sheboygan, Wis.—WHBL Inc. (WHBL) uhf Ch. 59 (740-746 mc); ERP 17.37 kw visual, 8.69 kw aural; antenna height above average terrain 407 ft., above ground 439 ft. Estimated construction cost $170,505, first year operating cost $120,248, revenue $150,000. Post office address P.O. Box 27, Highway 141, Sheboygan. Studio and antenna location 0.7 mi. SSW of Sheboygan city limit on Hwy. 141. Geographic coordinates 43° 43′ 05″ N. Lat., 87° 44′ 37″ W. Long. Transmitter and antenna GE. Legal counsel Krieger & Jorgensen, Washington. Principals include President **Chas. E. Broughton** (26.5%); Vice President **Ben F. Hovel** (10%), 22% owner of KXGI Fort Madison, Iowa; Secretary **Benjamin F. Saltzstein** (26.5%); **Dorothy E. Werner** (36.6%), vice president and director of Press Pub. Co., also applicant for Ch. 59 Sheboygan, and **A. Matt Werner** (0.2%), director of Press Pub. Co. Consulting engineer Robert M. Silliman. City priority status: Gr. A-2, No. 100.

TV Call Letter Assignments

FCC assigned the following call letters to TV station permittees:

(Listed by States)

KTVI (TV) Boise, Idaho (Idaho Bcstg. & Television Co., vhf Ch. 9); **WBBM-TV Chicago, Ill.** (Columbia Bcstg. System, vhf Ch. 4 but must move to vhf Ch. 2; change from WBKB [TV] Chicago); **WBKB (TV) Chicago, Ill.** (American Bcstg.-Paramount Theatres Inc., vhf Ch. 7; change from WENR-TV); **KQTV (TV) Fort Dodge, Iowa** (Northwest Television Co., uhf Ch. 21); **WPMT (TV) Portland, Me.** (Portland Telecasting Corp., uhf Ch. 53); **WRTV (TV) Atlantic City, N. J.** (Atlantic Video Corp., uhf Ch. 58; change from WCEE [TV]); **KSWS-TV Roswell, N. M.** (John A. Barnett, vhf Ch. 8); **WTVZ (TV) Albany, N. Y.** (U. of the State of N. Y., uhf Ch. 17; change from WRTV [TV]); **WBES-TV Buffalo, N. Y.** (Buffalo-Niagara Television Corp., uhf Ch. 59); **WICA-TV Ashtabula, Ohio** (WICA Inc., uhf Ch. 15); **WJHL-TV Johnson City, Tenn.** (WJHL Inc., vhf Ch. 11); **WHBQ-TV Memphis, Tenn.** (Harding College, vhf Ch. 13); **KETX (TV) Tyler, Tex.** (Jacob A. Newborn Jr., uhf Ch. 19); **WCHV-TV Charlottesville, Va.** (Barham & Barham, uhf Ch. 64), and **WMTV (TV) Madison, Wis.** (Bartell Television Corp., uhf Ch. 33).

Existing TV Stations . . .

Decisions

WSPD-TV Toledo, Ohio—Storer Bcstg. Co. Granted CP to increase ERP of its operation of Ch. 13 from 24.5 kw to 316 kw, antenna height to be unchanged. Engineering condition. Granted Feb. 24.

KIMA-TV Yakima, Wash.—Cascade Bcstg. Co. Ch. 23. Granted mod. CP to decrease ERP from 55 kw vis., 27.5 kw aur., to 10.5 kw vis., 5.3 kw aur. and install new transmitters and antenna system (antenna 960 ft.). Granted Feb. 20.

WJIM-TV Lansing, Mich.—WJIM, Inc. Ch. 6. Granted mod. CP to increase ERP from 8.7 kw visual, 4.3 kw aural to 100 kw visual, 50 kw aural, change type transmitters and make other equipment changes. Granted Feb. 20.

WBUF (TV) Buffalo, N. Y.—Chautauqua Bcstg. Corp. Granted mod. CP to change name from Chautauqua Bcstg. Corp. to WBUF-TV, Inc. Granted Feb. 20.

KCSJ-TV Pueblo, Col.—The Star Bcstg. Co. Ch. 5. Granted mod. CP to change studio location, change transmitter location and change ERP from 12 kw visual, 6 kw aural, to 17.5 kw visual, 10.5 kw aural, change type transmitters and antenna (antenna 400 ft.). Granted Feb. 20.

KDZA-TV Pueblo, Col. — Pueblo Radio Co. Ch. 3. Granted mod. CP to change ERP from 10.5 kw visual, 5.3 kw aural to 16.5 kw visual, 8.3 kw aural, install new transmitters, change antenna type, and make other equipment changes, coordinates to be corrected. (Antenna 270 ft.) Granted Feb. 20.

WBES-TV Buffalo N. Y.—Buffalo-Niagara TV Corp. Ch. 59. Granted mod. CP to make minor changes in antenna (400 ft.). Granted Feb. 20. (Incorrectly reported B•T Feb. 23, p. 11, as WBEN-TV Buffalo, Ch. 4.)

KFDX-TV Wichita Falls, Tex.—Wichtex Radio and TV Co. Ch. 3. Granted STA on commercial basis Feb. 18 to Aug. 17. Granted Feb. 18.

KTNT-TV Tacoma, Wash.—Tribune Pub. Co. Ch. 11. Granted STA on commercial basis Feb. 21 to Aug. 10. Granted Feb. 18.

KWFT-TV Wichita Falls, Tex.—Wichita Falls Television, Inc. Ch. 6. Granted STA for commercial basis March 1 to Sept. 1. Granted Feb. 18.

KNBC (TV) Hollywood, Calif.—National Bcstg. Co. Ch. 4. Granted CP to change ERP from 15 kw visual, 8 kw aural to 47 kw visual, 23.5 kw aural, change type transmitters, make changes in type antenna and other equipment changes. Antenna 3,130 ft. Granted Feb. 18.

KNXT (TV) Hollywood, Calif. — Columbia Bcstg. System, Inc. Ch. 2. Granted mod. CP to change ERP from 5 kw visual, 3 kw aural to 54 kw visual, 27 kw aural, change transmitter and antenna systems, change transmitter location (antenna 2,900 ft.). Granted Feb. 18.

KLAC-TV Los Angeles, Calif.—Dorothy Schiff. Ch. 13. Granted mod. CP to increase ERP from 28.1 kw visual, 14.8 kw aural to 31.0 kw visual, 15.5 kw aural, make minor equipment changes and change visual and aural power gain (antenna 2,950 ft.). Granted Feb. 18.

Applications

WNBF-TV Binghamton, N. Y.—Clark Associates, Inc., request mod. of CP to change ERP from 12 kw vis., 11.7 kw aur. to 316 kw vis., 158 kw aur., and add visual and aural amplifiers to transmitters and make other equipment changes. Antenna height above average terrain 882 ft. Filed Feb. 18.

WHP-TV Harrisburg, Pa.—WHP, Inc., request mod. CP to change ERP from vis. 240 kw, aur. 120 kw to vis. 238 kw, aur. 121 kw, change type of antenna and make other equipment changes. Antenna height above average terrain 909 ft. Filed Feb. 18.

WTVI (TV) Belleville, Ill.—Signal Hill Telecasting Corp., request mod. C to change ERP from 220 kw vis., 120 kw aur. to 207 kw vis., 103.5 kw aur., transmitter location from 88th St., 0.8 mi. West of Belleville to 10200 W. Main St., Belleville; install new transmitters and antenna system. Antenna height above average terrain 635 ft. Filed Feb. 18.

WOR-TV New York—General Teleradio, Inc., request mod. CP to change ERP from 316 kw vis., 158 kw aur. to 151.7 kw vis., 74.3 kw aur., transmitter location from 72nd St. and Palisade Ave., North Bergen, N. J., to Empire State Bldg., 350 Fifth Ave., (83rd floor), New York, change type of visual and aural power amplifiers and

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install new antenna system. Antenna height above average terrain 1240 ft.

New AM Stations . . .

Decisions

Pittston, Pa.—Midway Bcstg. Co. Granted 1540 kc, 1 kw daytime only; antenna height 190 ft. Engineering condition. Estimated construction cost $23,850, first year operating cost $40,000, revenue $60,000. Principals include President **Angelo Fiorani** (50%), 50% owner Fiorani Radio Productions, radio advertising program producers; Treasurer **Rose Fiorani** (50%), 50% owner Fiorani Radio Productions; Secretary **Rosemary Fiorani.** (BP-8567.) Granted Feb. 25.

Tallassee, Ala.—Tallassee Bcstg. Co. Granted 1300 kc, 1 kw daytime; antenna height 250 ft. Engineering condition. Estimated construction cost $13,900, operating $24,000, revenue $30,000. Owner of applicant is **Bertram Bank,** ⅓ owner of WTBC Tuscaloosa, Ala. (BP-8414.) Granted Feb. 25.

Applications

Moultrie, Ga.—Colquitt Broadcasting Co., 1300 kc, 1 kw daytime; antenna 205 ft. Estimated construction cost $23,350, first year operating cost $24,000, revenue $36,000. Principals include general partners **Norris Brown Mills** (50%), movie exhibitor, and **Douglas J. Turner** (50%), radio and electronics dealer. P. O. address Moultrie, Ga. Filed Feb. 16.

Alexandria, La.—Dixie Bcstg. Service, 1410 kc, 1 kw daytime; antenna 203 ft. Estimated construction cost $16,130, operating $32,000, revenue $44,000. Principals include general partners (⅓ each) **Cyril W. Reddoch,** 50% owner KDLA DeRidder, La. and 50% owner of KREH (CP) Oakdale, La.; **Klien Evans,** 50% owner KREH; and **Ralph L. Hooks,** commercial manager KDLA. P. O. address c/o Cyril Reddoch, Box 46, DeRidder, Ga. Filed Feb. 16.

Memphis, Tenn.—Tri-State Bcstg. Service, 730 kc, 250 w daytime, antenna 275 ft. Estimated construction cost $23,053, first year operating cost $83,200, revenue $93,600. Principals include general partners **Sam C. Phillips, Clarence A. Camp,** and **James E. Connolly.** Mr. Connolly has been station manager, WJLN-FM Birmingham, Ala. Filed Feb. 25.

Lubbock, Tex.—Texas Telecasting Inc. (KDUB-TV Lubbock), 1340 kc, 250 w, unlimited hours of operation; antenna 150 ft. Principals include President **W. D. Rogers Jr.** (22.19%); Vice President **Vernice Ford** (23%); Secretary-Treasurer **W. W. Conley** (11%), and others. Filed Feb. 25.

Macon, Ga.—The Southeastern Bcstg. System, 540 kc, 10 kw daytime. Estimated construction cost $48,267, operating $48,000, revenue $48,000. Owner of applicant is **James S. Rivers,** owner of WMJM Cordele, Ga.; WJAZ Albany, Ga.; 90% owner WTJH East Point, Ga.; and holds interest in WACL Waycross, Ga. Is also applicant for vhf Ch. 10, Albany, Ga. Filed Feb. 2.

Existing AM Stations . . .

Applications

WRMA Montgomery, Ala. — Ralph M. Allgood and Grover Wise d/b as the Southern Bcstg. Co. of Montgomery, Ala. Request mod. CP to increase power from 500 w daytime to 1 kw daytime and change type of transmitter (950 kc).

WMEX Boston—The Northern Corp. Request CP to increase daytime power from 5 kw to 10 kw and install a new transmitter. (1510 kc.)

KWSO Wasco, Calif.—Maple Leaf Bcstg. Co. Request mod. CP to change frequency from 1060 kc to 1520 kc, change directional antenna from DA-2 to DA-1 and change transmitter location.

WORZ Orlando, Fla.—Central Florida Bcstg. Co. Request mod. CP to increase daytime power to 5 kw, employing DA, make changes in antenna system and change type of transmitter. (740 kc.)

WBUT Butler, Pa.—Eagle Printing Co. Request mod. CP to install DA and make changes in antenna system. (1050 kc.)

KMPC Los Angeles, Calif.—KMPC Inc. Request mod. of license to change name to KMPC The Station of the Stars. (710 kc.) Filed Feb. 25.

New FM Stations . . .

Decisions

New York, N. Y.—Long Island Bcstg. Corp. Granted CP for Class B FM station at 104.3 mc (Ch. 286), ERP 18.5 kw; antenna 245 ft. (BPH-1818.) Granted Feb. 25.

Chicago, Ill. — Chicago Skyway Bcstg. Co. Granted CP for a new Class B FM station, Ch. 282, ERP 40 kw; antenna height above average terrain 500 ft. Estimated construction cost $8,000, first year operating cost $25,000, revenue $36,000. Principals include President and Treasurer **William Irvin** (45%), radio-TV editor of *Chicago Sun-Times;* Vice President **Harry E. Rice** (10%); Secretary **Gerald F. Krause** (20%), stockholder in WEXI-FM St. Charles, Ill.; director **Rev. Geo. F. Courier** (20%), 45% owner of Radio Institute of Chicago; director **Rev. Father Val Karez** (5%). Granted Feb. 18.

Existing FM Stations . . .

Applications

WRRN-FM Warren, Pa.—Northern Allegheny Bcstg. Co., request CP to make changes in licensed station—move transmitter to R. D. No. 1 Buchers Mills Road, Clarendon, Pa., move studio to First Nat'l Bank, change antenna ht. above average terrain to 449 ft.; change ERP to 3.034 kw.

Ownership Changes . . .

Decisions

KEVA Shamrock, Tex.—Shamrock Texas Bcstg. Co. Granted consent to assignment of license from Albert Cooper, J. D. Abbott, and Farrell M. Brooks d/b as Shamrock Texas Bcstg. Co. to Albert Cooper, J. D. Abbott, and Robert J. Beller, d/b as Shamrock Texas Bcstg. Co. Mr. Beller is purchasing 20% interest owned by Mr. Brooks for consideration of $6,200. (BAL-1499.) Granted Feb. 25.

KRUX Glendale, Ariz. — Radio Arizona Inc. Granted consent to Allerton and Renee S. Cushman to transfer control of licensee to Elizabeth Ann R. and Timothy D. Parkman, Alice M. and Stanley N. Schulz and Gene Burke Brophy for consideration of $55,625. (BTC-1451.) Granted Feb. 25.

WTVN Columbus, Ohio — Picture Waves Inc. Granted consent to assignment of (1) license and CP to Edward Lamb, individually, and as trustee for Edward H. Lamb and Prudence H. Lamb and Edward Lamb Enterprises Inc., and (2) the assignment of license and CP from Edward Lamb, individually, and as trustee for Edward H. Lamb and Prudence H. Lamb, and Lamb Enterprises Inc., to WTVN Inc. 90% owned by Radio Cincinnati Inc.; consideration $1,340,000 for broadcast equipment and $160,000 for land and buildings. (BAPLCT-3-4.) Granted Feb. 25.

KORE Eugene, Ore.—Lane Bcstg. Co. Granted consent to Paul V. and Dorothy E. McElwain to transfer control to Glenn E. McCormick; consideration $23,000. (BTC-1450.) Granted Feb. 25.

Applications

KGYW Vallejo, Calif. — California-Nevada Bcstg. Co., 250 kw, 1190 kc. Request voluntary assignment of license from David McKay and Hubert Q. Joucken to Ellsworth Peck, business manager, KYOS Merced, Calif., and A. J. Krisik, commercial manager, KYOS, for consideration of $65,000. Filed Feb. 25.

WCLC Flint, Mich.—Adelaide Lillian Carrell. Requests voluntary assignment of license to WKMH Inc. for consideration of $42,000. Filed Feb. 20.

WIKC Bogalusa, La.—Enterprise Pub. Co. Requests assignment of license to Dorothy Moss Siegelin. Involves transfer of 50% of stock from Wm. C. Moss for consideration of stock owned in Enterprise Pub. Co. by Dorothy Moss Siegelin. Filed Feb. 20.

Hearing Calendar . . .

Hearings in Progress

Flint, Mich.—New TV, vhf Ch. 12. Further hearing. Examiner Benito Gaguine. (Flint hearing was expected to conclude by end of last week.)

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

Sacramento, Calif.—New TV, vhf Ch. 3. Examiner Thomas H. Donohue. (Hearing was to begin Feb. 26 after conclusion of Ch. 10 proceeding.)

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper.

March 2

John W. Blake and Charles R. Wolfe, partners, and High Lite Bcstg. Co., Killeen, Tex.—Both seeking new AM, 1050 kc, 250 w day. Examiner not designated. Dockets 10122, 10123.

March 4

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie Neal Huntting.

March 16

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith.

Wichita, Kan.—New TV, vhf Ch. 10. Examiner Hugh B. Hutchison.

March 23

Mid-State Bcstg. Co. and LeRoy E. Parsons, Chehalis, Wash.—Both seeking new AM, 1420 kc, 1 kw daytime.

March 25

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion. Docket 10089.

March 30

Duluth-Superior—New TV, vhf Ch. 3. Examiner Herbert Scharfman.

April 15

Portland, Ore.—New TV, vhf Ch. 12. Further

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Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

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No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Commercial manager wanted by independent station in progressive, expanding market. The man we want will start at $5,000 per year and work up with the station. Liberal insurance and bonus to experienced, capable man who can sell, promote and coordinate small sale staff. Pleasant dry climate in New Mexico can't be beat. Immediate opening. Present staff knows this ad. Box 870S, B•T.

Salesmen

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6.000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

Family man, experienced, fresh ideas, 1 kw network affiliate Iowa, 250,000 market. $350 month salary to start, plus 15% after first $300 week new business. Active account list furnished. Write details Box 899S, B•T.

Leading western New York indie TV applicant has opportunity for live wire salesman or man with sound radio background who would like sales. Security for man selected. Box 916S, B•T.

Help wanted: Salesman, good opportunity for aggressive man. College town in south. Must be civic minded and able to promote and sell for AM and FM station. Send photo and full details. Box 924S, B•T.

Excellent opening for experienced, responsible worker to earn $12,000 or more yearly. Worthwhile living in a fine medium size midwest city. Top station in profitable three station market. This is a solid opportunity for an aggressive man on his way up. Box 939S, B•T.

Unusual opportunity with New York firm. Require salesman with Muzak type wired music experience. Send complete resume in first letter to Box 958S, B•T.

Proven Muzak salesman. Please call Gene Scanlan, Plaza 1771, Cincinnati.

Salesman capable assuming assistant managership. Will consider announcer desiring enter sales. Prefer southwestener. Don't phone. Burton Bishop, KTEM, Temple, Texas.

Have opening for salesman-announcer to operate remote studio. Salary plus commission. Excellent opportunity for good radio man. Also need announcer for night shift. Mutual station. Write James Childress, WHCC, Waynesville, N. C.

One station market, 180,000 population in primary area. 15% against liberal guarantee draw and expenses. Send personal history and date you are available to J. J. Garvey, WJOL, Joliet, Illinois.

Sales manager and/or salesmen for established 5000 watt sports-music station. Year-round top schedule now in effect. Call WTVB, Coldwater, Michigan.

OPPORTUNITY IN COLORADO

. . . FOR MAN OR WOMAN. CAPABLE OF DOING OWN DAILY TV KITCHEN SHOW. JUST BE GOOD COOK, DO EFFECTIVE ON THE AIR SELLING. EXPERIENCE PREFERRED. SEND PICTURE, REFERENCES IN FIRST LETTER TO CECIL SEAVEY, KKTV, COLORADO SPRINGS, COLORADO.

Help Wanted—(Cont'd.)

Announcers

Announcer-engineer, 250 watt Virginia station. Box 300R, B•T.

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

Wanted, announcer who writes copy. Car necessary. New Iowa station with lots of room for man with ideas. Box 866S, B•T.

Announcer-engineer. 250,000 Iowa market. Net affiliate. Excellent voice a must. 44 hours, start $350 month. Needed April 1st. Send letter and ET or tape to Box 900S, B•T.

Large midwestern station has excellent opening for experienced commercial announcer with farm background. Agricultural college training preferred. Send complete resume background education, experience and references. Box 920S, B•T.

Announcer with good voice for all-round staff work. Permanent position for right man. Virginia network station. Write Box 921S, B•T. Send photo-tape and expected salary.

Announcer-salesmen (2) with good voices plus sales ability, new fulltime ABC affiliate in lovely southeastern city of 25,000. Salary for announcing, commission on sales. Top opportunity. Also one Gal Friday with a voice. Send complete information. Box 922S, B•T.

Have immediate opening for combo. Some copywriting. Send tape and details if interested. Box 926S, B•T.

Wanted: Topnotch announcer with restricted permit for combo work on network affiliated AM-FM Georgia station. Must be abstainer, industrious and reliable. No floaters. Box 931S, B•T.

Wanted, experienced announcer for kw daytime southern station. Prefer native southerners. Good hours, working conditions and pay. Send complete information, tape or disc to Box 934S, B•T.

Wanted—Morning man for solid small community station in midwest. $60 for 42-hour week. Must have experience and own car. Good opportunity. Box 952S, B•T.

Help wanted: Announcer who understands rural programming. In rich dairy district. Earnings commensurate with ability. Send photo, disc and expected salary in first letter. Station is member of large independent network in north central Wisconsin which has television plans for the future. Only experienced men apply. Box 957S, B•T.

Wanted: Morning man-program director for Mutual station in small North Carolina town. $300 month. Write Box 962S, B•T.

Combination man. Progressive independent. Midwest location. Above average salary. Box 963S, B•T.

Experienced announcer immediately, able to run own board. Box 966S, B•T.

Florida. Experienced announcer-DJ. Strong on commercials. Ideal living-working conditions. Progressive independent. Box 968S, B•T.

Wanted, a combo man, KBOW, Butte, Montana. 40-hour week, CBS affiliate, send disc, salary expected. Box 1932, Butte, Montana.

Still looking for right man. Wanted: Experienced announcer. Contact KCFH, Cuero, Texas.

Help Wanted—(Cont'd.)

Salesman-announcer hungry for money. Guarantee plus commission. Send photo, disc, sales background, KPRK, Livingston, Mont.

Announcer-engineer with first phone. Emphasis announcing. $87.40 for 40 hours. Send letter and audition to KREM, Spokane, Washington.

Good all-round announcer. Send details and audition. Don't phone. Will return auditions. Burton Bishop, KTEM, Temple, Texas.

Announcer with experience wanted: Contact Station WEAV, Plattsburg, N. Y.

Experienced, stable, staff announcer. Must be versatile, salary dependent on experience and ability. 1000 watt fulltime ABC affiliate. Contact Program Director, WGBR, Goldsboro, N. C.

Experienced announcer of PD caliber, good voice for news and sports and DJ work, copywriter, etc. Contact Manager, WKNK, Muskegon, Mich.

$60.000 weekly for experienced, ad-lib announcer. Car and good English required. 44-hour week—modern station. Contact George C. Shurden, General Manager, Radio Station WMFC, Monroeville, Alabama. Position open now.

Wanted: Announcer, versatile, all-round staff man. Operate control board. Will consider recent radio school graduates. Send tape or disc and photo to J. M. Verges, WMPA, Aberdeen, Mississippi.

WOND in Pleasantville, New Jersey, is now auditioning announcers for top morning man. Salary excellent. Contact John Struckell, WOND.

Announcer, ambitious and intelligent. Write or phone Thomas R. Kelley, WRCO, Richland Center, Wisconsin.

Technical

Wanted. First class engineer-announcer. Box 810S, B•T.

First class or chief engineer wanted. Permanent. Excellent working conditions. Start $85.00 per week. Box 891S, B•T.

Wanted: First class ticket operator. 40-hour week, $50.00. Box 948S, B•T.

Transmitter operator with first phone and car wanted at KOPR, Butte, Montana. Contact Mr. Cooney.

Wanted immediately: Chief engineer, 1000 watt station. KWHI, Brenham, Texas.

Wanted—First class engineer with car. $65.00 for 40 hour transmitter shift. Excellent community, friendly working conditions, WE AM transmitter, Federal FM transmitter, topnotch 8 room transmitter building. Submit complete resume to Chief Engineer, WCSI, Columbus, Indiana. Phone 2-1123.

Wanted: Chief engineer who will work for station and self, this is 1000 watt daytime, good conditions, excellent future. Radio Station WIAM, Williamston, N. C.

Transmitter engineer with car. Union scale $65 to $86 plus overtime. Write to Luukinen, WIRL, Peoria, Illinois.

$4,800.00 yearly for combination man with good voice and announcing experience. Engineering knowledge not important though you will be chief. Phone R. A. Dowling or forward audition, WOOF, Dothan, Alabama.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Immediate opening for chief engineer. Must do combination work. Also immediate opening for combination man with first or second class license. Write, wire or call collect. Edgar H. Kobak, WTWA, Thomson, Georgia.

Production-Programming, Others

Promotion writer, capable of analyzing data and writing business producing advertisements, brochures, etc., for newspaper and/or radio and television station. Writing ability of utmost importance. Must be under 45, have good educational background. Salary commensurate with ability. Write in detail to Box 860S, B•T.

Wanted: Experienced continuity writer to assume responsibility as head of department at well established kilowatt. Call or write WCNT, Centralia, Ill.

AM-TV program director. Regional independent with UHF C.P. seeks man experienced in AM and TV. WILS, WILS-TV. Lansing, Michigan.

Help Wanted—(Cont'd.)

Punch-writer. Well paying position open for young man or woman who can make commercial copy stand up and sell! Pioneer, midwest, regional network station desires to round-out continuity staff with experienced writer who can produce strong, brisk sales-copy. Earnings above average. Send sample copy, qualifications and photo to Program Director, WFDF, Flint, Michigan.

TELEVISION

Salesman

North Carolina television station needs topnotch salesman. WFMY-TV, Channel 2, Greensboro, N. C., serving over 1,000,000 people in 50 mile radius, will pay $100 weekly plus commission for man with outstanding sales ability and character. TV sales experience preferred, but radio and/or newspaper experience acceptable. If interested give complete details about yourself and your sales experience. Small photo requested. This is an excellent opportunity for salesman with initiative, ability and good personality. Greensboro affords excellent living conditions.

Situations Wanted

Managerial

Top manager. Outstanding record in management and sales. Absolutely guarantee results. Twenty years experience. 250 or 5000 watt. Finest references. No absentee ownership worries. Box 883S, B•T.

General manager, employed, highly successful regional affiliate. Seeking advancement larger operation with TV now or future. Excellent sales and management experience. Top industry, personal and business references. Box 938S, B•T.

Station manager with outstanding record of success. Many years experience all phases radio from 250 watt up, net and independent. Thoroughly competent, profit making, progressive live-wire with fine radio and motion picture background. Can handle TV. Mature family man, best references. A decided asset to your station and city. Employed and doing fine job in highly competitive market. Prefer single station market in mild climate. Box 940S, B•T.

Efficient, stable, experienced manager available immediately. Have money to invest if required. Box 949S, B•T.

Announcers

Announcer, Korean veteran, four years experience, 150 miles New York City. Available now. Box 844S, B•T.

Top play-by-play. At present sports director in 250 indie. College grad. Ready to advance. Prefer midwest. College football and basketball. Minor league baseball. Box 907S, B•T.

Announcer 19, friendly style, desires opportunity from bottom up. Travel anywhere, with future. Draft exempt. Fresh from on the job training in Bermuda. Tapes to send. Box 918S, B•T.

Sportscaster-topflight. Eight years experience. Play-by-play Big 10—Big 7 football, basketball, class A baseball. Desires position, sports minded AM or TV station. Presently employed 50 kw. Box 923S, B•T.

AM-TV personality: Ten years AM announcing experience on staff CBS and NBC owned and operated stations. Successful record top national and local sponsorship. Voted most popular individual performer in city 1½ million. 900 paid personal appearances as humorist, emcee and entertainer. Is not too expensive. Minimum guarantee plus talent fees on new accounts secured for your station. Box 925S, B•T.

Experienced combo man with first phone desires permanent position in medium market. Go anywhere for good community living. $80.00 minimum. Box 927S, B•T.

Top announcer, farm specialist, 10 years experience. Presently employed 50,000 watt station in country's second biggest market. Excellent DJ, newsman. Family man, veteran. Desires change. Available on short notice. Box 930S, B•T.

Sportscaster-announcer, play - by - play major sports, two years, currently employed, draft exempt, college grad, 26. Box 932S, B•T.

Sportscaster seeking sports minded station. Four years experience, minor league baseball, football, basketball. Now employed. Available April 1. 27, vet, single. Discs, references. Box 935S, B•T.

Announcer, 5 years experience all phases, news a specialty. College education, married, draft exempt. Seeking position with future. Minimum: $90. Audition and resume. Box 947S, B•T.

Sportscaster, play-by-play experience. Also general staff announcing, board operator. Box 953S, B•T.

Situations Wanted—(Cont'd.)

Baseball play-by-play, A-AAA background. Ten years all sports, daily sportscasts. Accurate colorful, major league caliber with appropriate recommendations. Also experienced sales, promotion, programming. Willing combine for potential. Box 956S, B•T.

News editor, six months indie experience. AP correspondent. College, 29, vet, single. Writer, announcer, local coverage. Promotion, program ideas. Box 959S, B•T.

Employed news editor; 4 years one station. Network dramatic credits, political conventions, election, inauguration. Not less than 5 thousand annually. Box 960S, B•T.

Top employed announcer. 7 years experience one station. Excellent news delivery. Program director year. Prefer newscasting. Five thousand annually, plus talent. Tape. Box 961S, B•T.

Baseball, experienced all sports, staff, deejay, permanency important, young, family. Box 965S, B•T.

Competent announcer for good station. Programming experience. Ten years radio, some television. If you appreciate sincere personnel and have working conditions that warrant them. I'm your man. Employed, available on notice. Box 971S, B•T.

First phone, no broadcast experience. Seeking start. Technically trained. Experienced in radio-TV. Prefer midwest. Box 972S, B•T.

Staff announcer, boardman. Veteran, single. AFRS experience. Schooling. Jack Dublon, 2721 Clarence, Berwyn, Illinois.

Journeyman-announcer: Top experience, superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Good announcer with experience and license. Contact Bob Peters, 8 Upland Road, Brookline, Mass., ASP. 78569.

All-round staff announcer, 3 years experience. Veteran, 26, degree, strong on sports, DJ, news. Disc, available immediately. Consider all offers. Joe Vivian, 384 South 19th Street, Newark, N. J.

Technical

Engineer, 1st phone, veteran, experienced, single, wants permanent position with fulltime northeast station. Have car. Box 854S, B•T.

First ticket, experienced. Can combo as hillbilly. Best copy, good salesman, traffic, promotion. All talents available as package. Rare find for some overworked manager. Box 917S, B•T.

Chief engineer. RCA institute graduate. First phone license. 12 years experience all phases AM. Now holding supervisory position. Married. 35. Good record and references. Box 929S, B•T.

Engineer, six years broadcast, TV experience. Midwest only. State details. Box 942S, B•T.

Engineer-announcer, copywriter, DJ, BA Degree in Radio-TV. Presently program director. Plenty of experience. Formerly broadcast engineer in radio-TV and lecturer for large university. Sober, married, first phone. Strong on "sell." Box 945S, B•T.

Chief engineer, 20 years construction, operation, maintenance. James M. Wilder, 537 E. Broughton St., Tel. 42802, Savannah, Ga.

Situations Wanted—(Cont'd.)

Production-Programming, Others

Top program director-morning available. Either or both jobs. Box 915S, B•T.

Expert copywriter, copy chief. Seven years broad experience. Can announce. Box 946S, B•T.

Newsman: MA Degree. Two years radio. Three years newspaper. Veteran, 31, married. Box 950S, B•T.

Continuity-announcer graduate, midwest radio school. Newspaper background. Vet. Will travel. Box 954S, B•T.

TELEVISION

Managerial

TV management opportunity wanted. Thoroughly familiar with all phases TV station operation. Excellent record successful AM management. Stable, responsible family man. Can direct operation from CP to solid profitable operation. Good references. Write Box 941S, B•T.

Salesmen

Topflight radio time salesman, proven sales record and all-round radio background, interested in TV sales connection. Box 967S, B•T.

Announcers

Do you want to capitalize on my best talent? Topflight newsman, program director desires change to TV. Thirteen years experience in AM from staff announcing to small station management to lay on the line for permanent position with growing TV operation. Capable of handling special interviews, special events. Excellent news delivery. Married, family, sober, responsible, civic minded. Presently employed, no TV future. Would like upper central midwest or Texas. Tape, references, full story on request. Let's talk it over. Box 944S, B•T.

Technical

SRT-TV graduate, 24, vet. Single wants job with TV station. Studio and control room experience. Box 928S, B•T.

Television workshop graduate. Intensive training all phases studio operations, theory and experience closed circuit shows. Tremendous ambition for TV work. Desires position as studio technician anywhere in U.S. Write John V. DeFilippis, 6203 Durham Avenue, North Bergen, New Jersey.

Production-Programming, Others

News-special events. Veteran network radio, magazine correspondent. Datelines Scandinavia, Europe, Balkans, near and Far-East. Writer-director TV and documentary films. Moderator panels and discussion groups. Extensive executive experience. Interested domestic position for family reasons. Box 836S, B•T.

Thorough television experience. Desire position as program director, film buyer or combination. Top references, contacts. Prefer midwest. Box 969S, B•T.

SRT-TV graduate dying to apply knowledge and training in TV production, programming, floor and control room operation and allied advertising or film fields. Experience, none. Potential, atomic. So far no job. B.A., 1941. Veteran. Family. To live, $85.00. Start in New York, New Jersey, Connecticut, Massachusetts, Rhode Island. Box 933S, B•T.

TV•RADIO SALESMAN

WE SEEK A TIME SALESMAN TO REPLACE A MAN WITH AN ESTABLISHED LIST.

IT'S A GOOD JOB—

(1) EARNINGS ARE SUBSTANTIAL AND IN DIRECT PROPORTION TO YOUR ABILITY—YOU SHOULD MAKE OVER $10,000 YEARLY.
(2) YOU'LL WORK IN A STABLE, BEAUTIFUL MEDIUM-SIZED MARKET, WONDERFUL FOR RAISING A FAMILY; AND IF YOU LIKE SPORTS, WE'RE IN THE HEART OF THE WEST MICHIGAN VACATION AREA.
(3) YOU'LL SELL TIME ON A 5,000 WATT NBC RADIO STATION IN COMPETITION WITH 250 WATTERS AND DAYTIME INDEPENDENTS; ON TV, YOU'LL SELL TIME ON THE ONLY VHF IN THE CITY.
(4) YOU'LL BE PART OF A COMPANY THAT OPERATES OTHER RADIO AND TV STATIONS, ALL OF WHICH ARE LEADERS IN THEIR MARKETS. WE HAVE A PROVABLE RECORD OF RECRUITING EXECUTIVE PERSONNEL FROM LOCAL SALESMENS' RANKS.

IF YOU'RE AGGRESSIVE, CAN ORGANIZE YOUR OWN EFFORTS EFFICIENTLY AND SELL HONESTLY AND INTELLIGENTLY, WE'LL BE INTERESTED. WRITE, TELL US WHAT WE SHOULD KNOW ABOUT YOU—INCLUDING A PICTURE. BOX 936S, B•T.

Situations Wanted—(Cont'd.)

Seasoned television executive. Four years director of television operations for one of nation's most successful television stations. Sixteen years radio, program managerial and production capacity. Family man. Thirty-eight. Healthy. Expert on television program, production and operational procedure. Have directed hundreds of television productions. Top technical director. Interested in community, civic and church work. Wide commercial contacts. Invaluable, diversified background as announcer, vocalist, master of ceremonies, etc. Know television sales, film, promotion and traffic. Fully qualified to set up new television operation. Guarantee results. Can furnish hundreds of excellent personal and business references. Desire permanent position in smaller community. Box 937S, B•T.

TV production director, film director and two cameramen, available March 15th. Each four/five years experience. P.O. Box 464, Hollywood, California.

For Sale

Stations

One station market, network, 250 watts, full-time. $85,000 yearly gross. Fastest growing market in the U.S. This station can net $40,000 with good owner-manager operation. Can discuss at California NARTB Convention. Box 885S, B•T.

Midwest: Profitable 5 kw. Good volume in rich area. Indie. Box 951S, B•T.

Equipment, etc.

For sale. Standing self-supporting 300-foot Lehigh tower with 6-bay GE FM antenna mounted on top. Will sell separately or together. Box 919S, B•T.

TV/FM tower. One 62 foot Ideco triangular tower, $2500, suitable for building top. Available immediately. Call or write W. J. Jackson, Chief Engineer, KEYL-TV, San Antonio, Texas.

AM transmitter. Collins 250 watt modified 300 D. An old one but runs like a top. Will trade for Magnecorder or sell for best cash offer. Hal King, KWBW, Hutchinson, Kansas.

Used radio and television studio equipment in good operating condition. For price list write WCAU Incorporated, Philadelphia, Pa.

179-foot Lehigh self-supporting tower ready for shipment, blue prints included. Make offer. WNAE Warren, Pennsylvania.

FM transmitter. 250 watt GE 4BT1A1 FM transmitter. In excellent condition. Only five years old. Make an offer. Hal King, KWBW, Hutchinson, Kansas.

230' self-supporting insulated tower, two bay RCA Batwing FM antenna. 230' 1⅝" Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

For Sale—(Cont'd.)

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Equipment, etc.

25A, 25AB or 475C General Radio or Western Electric 1C frequency monitor. Box 884S, B•T.

Wanted: 500 or 1000 watt transmitter; three towers; two 178 ft.; one 125 ft. Complete studio equipment. Urgent. Send complete description and price. Box 970S, B•T.

Wanted: RCA or other 5 kw modulation transformer to match primary 2-891 R to one 892 R final new or used. WPRP Ponce, Puerto Rico.

Miscellaneous

FCC licenses in a hurry. Instruction by correspondence. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood 28, California.

Wanted: radio stations throughout U.S. to advertise proprietary drug product of long standing, liberal profit, commission basis, write Warren Smith, Fairview Ave., Russell, Mass.

Help Wanted

Managerial

RADIO COMMERCIAL MANAGER AND RADIO TIME SALESMEN WANTED

Must be completely experienced, top quality, hard punching, sober. Salary and commission. Apply in person or by mail, radio station WVOM, 1 Harvard Street, Brookline, Mass. Do not phone.

Announcers

WESTERN HILLBILLY PERSONALITY DJ WANTED

1000 watt independent full time, 300,000 market. Must sell his own show—percentage or brokerage arrangement. Address: General Manager, Box 943S, B•T

Technical

CALIFORNIA REGIONAL STATION

wants top-notch transmitter operator, exper. 5 kw up, directional. Salary approx. $100.00 per week. Live in small town three hours from major city by surface transportation. Write Box 955S, B•T, 1680 N. Vine St., Hollywood 28, California.

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- 3½ years as program head major TV station
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AVAILABLE . . . **TOP-FLIGHT RADIO-TV EXECUTIVE**

Outstanding background in radio and TV management, sales, programming and administration.

Here is a man with know-how, experience and contacts—highly regarded throughout the industry and among key agencies and advertisers.

If you are seeking an experienced, high-calibre man to run your television station (or group of television stations) or need a major administrator who knows network and station management at all levels as well as national and local sales, please write to Box 973S, B•T.

hearing. Examiner Elizabeth C. Smith.

Canton, Ohio—New TV, uhf Ch. 29. Examiner Fanney N. Litvin.

Continued Without Date

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William Butts.

Sacramento, Calif.—New TV, separate hearings for uhf Ch. 40 and uhf Ch. 46. Examiner Thomas H. Donohue.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Lancaster, Pa.—New TV, vhf Ch. 8. WGAL-TV and Peoples Bcstg. Co. (WLAN). Examiner J. D. Bond.

Theatre Television; Allocation of Frequencies—Before Commission *en banc*.

Azalea Bcstg. Co., Mobile, Ala.—New AM, 1340 kc, 250 w, unlimited. Examiner William Butts. Docket 9964.

New Petitions . . .

February 19

Proposed new policy to govern assignment of fixed nonbroadcast stations in 72-76 mc band so as to reduce interference to TV Chs. 4 and 5 (Docket 10315)—Comments filed by CBS, submitting alternate proposals. On Feb. 20 FCC also received comments from RTMA, KSL-TV Salt Lake City (request for additional time to file data on local interference), A. Earl Cullum Jr., Associated Police Communications Officers Inc. and Aeronautical Radio Inc. Latter two contend certain provisions of proposals are too severe on fixed stations.

February 20

ABC and United Paramount Theatres merger and WBKB (TV) Chicago (Docket 10047 et al.)—Petition filed by Zenith Radio Corp. for reconsideration of memorandum opinion and order of Feb. 9 approving merger of ABC-UPT, granting transfer of WBKB (TV) to CBS and denying Zenith protest.

Storer Bcstg. Co.—Petition to reconsider memorandum opinion and order of Jan. 30 requiring Storer to elect within 30 days which of its TV applications at Miami and Wheeling it wished Commission to prosecute. FCC decision was based on its rule on multiple ownership which limits each licensee to five outlets. Storer asked stay of 30-day period until 10 days after FCC rules on petition to reconsider.

Transit Riders Assn. Inc. vs. FCC in U. S. Court of Appeals for D. C.—Brief for FCC filed with court in reply to appeal.

Mid-State Bcstg. Co. and LeRoy E. Parsons, Chehalis, Wash. New AM, 1420 kc (Docket 10126, 10127; BP-8187, 8354)—Petition by Mid-State to continue hearing at least 30 days from March 5.

February 24

Edwin J. Schuffman, Kinston, N. C. New AM grantee, 1230 kc, 100 w (BP-8438)—Petition by Wilmington Bcstg. Service for reconsideration of Jan. 23 grant to Schuffman so as to include condition station will be subject to such interference as may be caused by grant of Wilmington Bcstg. Service application (BP-7930) for 1230 kc, 250 w, at Wilmington, N. C.

FCC Report to Congress—Commission sent to Congress report of pending applications and hearing cases as of Jan. 31 pursuant to provisions of Communications Act as amended by McFarland Act.

Routine Roundup . . .

February 19 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

All American Cables & Radios Inc., The Commercial Cable Co., Mackay Radio & Telegraph Co. Inc.—Granted petition for postponement until further order of Commission of hearing now scheduled to start March 3, 1953, in Dockets Nos. 10335 and 10378 (Western Union Complaints against the metropolitan area provisions in RCA Communications, Inc. existing tariffs and in proposed tariffs of AC&R Companies and for certain other relief) in order to allow more time for study of matters involved.

By Hearing Examiner H. Gifford Irion

John Blake and Charles R. Wolfe, Killeen, Tex.—Granted petition for continuance of hearing from Feb. 18 to March 2, 1953, re application (Docket 10122) and that of Highlite Bcstg. Co., Killeen, Tex. (Docket 10123) for AM stations.

By Hearing Examiner Fanney N. Litvin

News Sentinel Bcstg. Co. Inc., Fort Wayne, Ind.—Granted petition for extension of time from Feb. 25 to March 12, 1953, to file proposed findings and conclusions re application for CP for new TV station (Docket 10300; BPCT-979).

By Hearing Examiner Annie Neal Huntting

KTRM Inc., Beaumont, Tex.—Granted motion for a continuance of hearing from Feb. 25 to March 4, 1953, re application (Docket 10288; BPCT-971) and those of The Enterprise Co., (Docket 10286; BPCT-743) and Beaumont Bcstg. Corp. (Docket 10287; BPCT-762) for CP's for new TV stations in Beaumont, Tex.

February 20 Applications

ACCEPTED FOR FILING

Modification of CP

WBAR Bartow, Fla., William Avera Wynne—Mod. CP (BP-8724), which authorized new AM, for approval of ant., trans. and studio location (BMP-6136).

Change DA System

WORZ Orlando, Fla., Central Florida Bcstg. Co.—CP to change from DA-DN to DA-N. AMENDED to increase D power to 5 kw D using DA, make changes in ant. system and change type trans. (BP-8350 amended).

License Renewals

Following stations request renewal of license: **WRC Washington**, National Bcstg. Co. (BR-143); **KFNF Shenandoah, Iowa** (BR-530); **WARE Ware, Mass.** (BR-2132); **KCAP Helena, Mont.**, Lewis & Clark Bcstg. Corp. (BR-2351); **WKVA Lewistown, Pa.**, Central Pennsylvania Bcstg. Co. (BR-2390); **KJR Seattle, Wash.**, Mt. Rainier Radio & Television Bcstg. Corp. (BR-63); **KRSC Seattle, J. Elroy McCaw** (BR-70).

February 24 Applications

ACCEPTED FOR FILING

Modification of CP

WRMA Montgomery, Ala., Southland Bcstg. Co. of Montgomery, Ala.—Mod. CP (BP-8240) which authorized new AM, for approval of ant., trans. location as west of and adjacent to ACLRR tracks on south side of Bowman St. extended, Montgomery; specify studio location as 30 N. Lawrence St., Montgomery and change type trans. AMENDED to decrease height of tower and increase power to 1 kw (BMP-6048 AMENDED).

License Renewals

Following stations request renewal of license: **WETO Gadsden, Ala.**, Gadsden Radio Co. (BR-25-64); **WCNX Middletown, Conn.**, Middlesex Bcstg. Co. (BR-2190); **WDAE Tampa, Fla.**, Tampa Times Co. (BR-437); **KDSH Boise, Ida.**, Boise Valley Bcstrs. Inc. (BR-1572); **WWST Wooster, Ohio**, Wooster Republican Printing Co. (BR-1825); **WWSW Pittsburgh, Pa.**, WWSW Inc. (BR-797); **WSBA York, Pa.**, Susquehanna Bcstg. Co. (BR-1183).

February 25 Decisions

BY BROADCAST BUREAU

Granted License

WJXN Jackson, Miss., Jackson Bcstg. Co.—Granted license covering change in trans. location, installation for new trans. and changes in ant. system (BL-4863).

WBRN Big Rapids, Mich., Paul A. Brandt—Granted license for AM broadcast station, 1460 kc 500 w D; condition (BL-4895).

WCHN Norwich, N. Y., Radio Norwich Inc.—Granted license for AM broadcast station, 970 kc 500 w D (BL-4880).

Extension of Completion Date

Following granted mod. CP's for extension of completion dates as shown:

WJAR-TV Providence, R. I., to 9-9-53 (BMPCT-983); **WBHP Huntsville, Ala.**, to 4-23-53 (BMP-6132); **KPFA Berkeley, Calif.**, to 5-1-53, extension of STA for reduced hours of operation (5:00 p.m. to 11:00 p.m.) on Saturdays and Sundays for period ending in no event later than May 1, 1953 (BMPH-4812).

Modification of CP

KIBS Bishop, Calif., Inyo Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location and change type trans. (BMP-6055).

Granted License

KVSC Logan, Utah, Utah State Agricultural College, College Hill—Granted license for noncommercial educational FM station; Ch. 201, 10 w (BLED-129).

Granted Request

KOFO Ottawa, Kan., Ottawa Bcstg. Co.—Granted request for waiver of sec. 3.71 of rules for authority to sign off at 6 p.m. CST, Feb. through Sept. 1953.

Modification of CP

WBAM Montgomery, Ala., Deep South Bcstg. Co.—Granted mod. CP to make changes in ant. system and frequency control equipment of AM station; conditions (BMP-6104).

Extension of Completion Date

WEBC-FM Duluth, Minn., Head of the Lakes Bcstg. Co.—Granted mod. CP for extension of completion date to 8-19-53 (BMPH-4809).

BY COMMISSION EN BANC

Midway Bcstg. Co. Inc., Pittston, Pa.—Granted CP for new AM on 1540 kc 1 kw D; engineering condition (BP-8567).

Tallassee Bcstg. Co., Tallassee, Ala.—Granted CP for new AM on 1300 kc 1 kw D; engineering condition (BP-8414).

KIFN Phoenix, Ariz., Western Bcstg. Co. Inc.—Granted CP to increase power from 250 w to 1 kw, operating D on 860 kc; engineering condition (BP-8585).

Feb. 25 Applications

ACCEPTED FOR FILING

Change Name

KMPC Los Angeles, KMPC Inc.—Mod. CP to change name to KMPC, The Station of the Stars (BML-1537).

Change Transmitter Location

WGMS Washington, The Good Music Station Inc.—CP to change trans. location from Falls Church, Va., to Potomac, Md. (BP-8764).

Extension of Completion Date

WHWD Hollywood, Fla., Circle Bcstg Corp.—Mod. CP (BP-7750), as mod., which authorized new AM, for extension of completion date (BMP-6138).

Change Studio Location

WHYN Holyoke, Mass., The Hampden-Hampshire Corp.—Mod. license to change studio location from Holyoke, Mass., to South Hadley Falls, Mass.

Change Transmitter Type

WIHL Hammond, La., Cefalu Radio Station—Mod. CP (BP-8355), which authorized change in frequency and hours of operation, to change type trans. (BMP-6127).

WJMC Rice Lake, Wis., WJMC Inc.—Mod. CP (BP-8600), which authorized change in trans. and studio location and installation of new ant. and ground system, to change type trans. (BMP-6139).

License Renewals

Following stations request renewal of license: **WWWR Russellville, Ala.**, Bankhead Bcstg. Co. (BR-2302); **WGLS Decatur, Ga.**, DeKalb Bcstg. Co. (BR-2255); **KWNO Winona, Minn.**, Maxwell H. White (BR-955).

TENDERED FOR FILING

Modification of CP

KCTG Cottage Grove, Ore., Coast Fork Bcstg. Co.—Mod. CP to change trans. and studio location from Cottage Grove, Ore., to Springfield, Ore.

Topnotch TV RADIO PERSONALITY



17 years all phases of broadcasting. Station manager, program, news, special events director. TV producer-director. Staff NBC, N. Y.; WNEW, N. Y.; WJAR, Detroit; WLW, Cincinnati; WTAM, Cleveland. Wife is British starlet and only BBC disc jockey in country. Excellent husband-wife team.

If you're looking for TV-AM program director who will be your outstanding air personality, I'm your man.

Write, wire or phone Don Cordray, c/o Tom Slater, Vice President, Ruthrauff & Ryan, Inc., 405 Lexington Ave., New York, N. Y.

Spot Sell

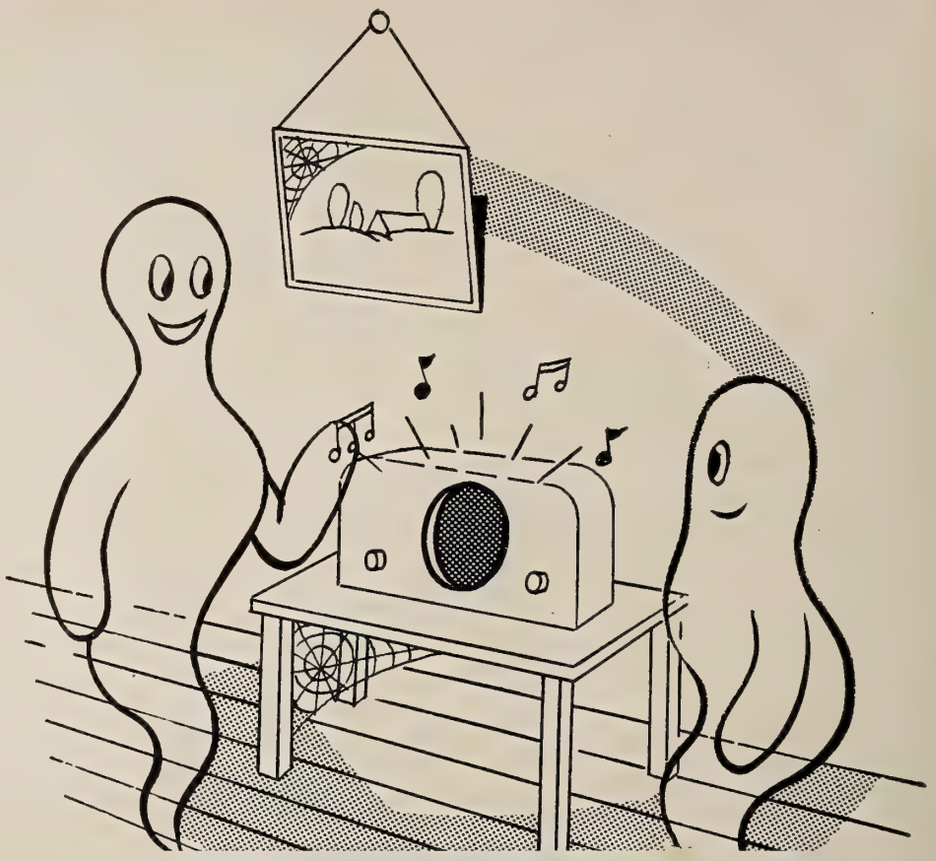
MANY broadcasters may at first react antagonistically to the proposal of the Station Representatives Assn. that they contribute funds for a "Crusade for Spot Radio." It would be a natural reflex, in view of the numerous other enterprises that broadcasters are called upon to support.

It is to be hoped, however, that their first reactions will not survive a reconsideration of the plan, for in our opinion there is much to be said for it.

To begin with, there is merit in the argument that the spot crusade is a necessary addition to the basic work of selling radio which BAB is doing. As the SRA letter points out ". . . BAB, by its very nature, is unable to refine its activities specifically to the promotion of spot." The truth is, of course, that spot is sold not only in competition with other media but also in competition with the other form of national radio business—network. It would hardly do for BAB to get into an intra-medium fight.

Without touching on the question of whether network or spot is the better technique (indeed we doubt that a general answer to that question is possible), we are all for the promotion of all types of radio advertising. The networks are equipped and financed to carry on vigorous campaigns. We see no reason why spot broadcasting should not be similarly equipped.

The contributions asked individually of stations for the "Crusade for Spot Radio" appear to be reasonable. Half the price of a daytime minute announcement per month certainly won't put any station out of business. If enough contribute and the money is used well, it might put some stations in bigger business than they have been in.



Drawn for BROADCASTING • TELECASTING by Frank Tabor

"I prefer the disc jockey shows. Live broadcasts are so boring."

Educated TV*

THE ARGUMENTS against non-commercial, educational television have never been more clearly stated nor the reasoning behind them more sensibly explained than in the majority report of the New York temporary state commission that studied this subject.

The report seems the more remarkable for its level-headedness in comparison with the befuddled behavior of the New York State Board of Regents which has applied for and been granted construction permits for seven non-commercial, educational stations without having a penny to build and run them.

The regents' utopian plan is to build a total of 10 such stations. It is their belief that the stations can be erected for $3,855,540 and operated for $2,273,940 per year. Compare those figures with the estimates of the special commission's report.

The commission says it would take $6 million to build the stations and $8,250,000 per year to run a bedrock operation. We don't know where the Board of Regents got its figures, but we'll choose the estimates of the commission without question.

The commission included members who demonstrably know what they're talking about. Ben Duffy, president of BBDO, knows about television costs the hard way—as chief executive of an agency that spends more money than any other in TV. Mike Hanna, general manager of the Cornell-owned WHCU Ithaca, which holds a CP for a TV station that will be *commercial*, like its radio sister, is a serious and successful broadcast businessman.

The commission's report deserves attentive study by educators who have been mesmerized by more flowery, but less intelligent, arguments urging them to take the plunge in non-commercial, educational TV.

Killing Pace

LAST Monday night, Norman (Hap) Webster, 45, chief engineer of the McClatchy stations, died in Baltimore. Heart failure.

He was en route to Camden from Washington where he had participated for weeks in hearings before an FCC examiner on McClatchy's application for TV in Sacramento. The hearings had begun on Nov. 17.

Hap Webster had undergone months of intensive preparation for these hearings. He sat in on proceedings all day. At night he and other McClatchy executives prepared for the next day. The pace was more than even his young physique could stand.

Hap Webster is a martyr as truly as if he had been in the front lines. More, he is a symbol and a warning. He is the only fatality ascribable to the FCC's grueling comparative hearing procedure—so far. But he isn't the only casualty. One of his colleagues, John Hamlyn, executive and attorney of the McClatchy newspapers and stations, suffered a near collapse and was hospitalized.

In the Denver Ch. 4 hearing last fall, Al G. Meyer, manager of KMYR, suffered a heart seizure while on the stand. The toll has been heavy on other participants.

Never in the annals of administrative practice have we witnessed anything so trying and oppressive. In their zeal to make the best showings, opposing counsel have forced witnesses to bare their souls. Thus far, just five hearings of 23 which have started since the thaw last April, have been completed. Some have run 100 days. The transcripts are staggering. A rough estimate places the cost of a single average participant at $75,000. This includes housing and feeding of staff executives in Washington, attorney's fees, transportation and transcript.

This now becomes trivia. Human life and well-being are involved.

What's the answer? How can the proceedings be trimmed to essentials, eliminating self-serving testimony, ludicrous cross-examination and brow-beating? There must be a complete revision of the rules of the game.

The hearing process is getting nowhere. The hold-over Democratic FCC hangs in suspended animation.

What's needed—and fast—is a new chairman who has the backing of the administration. This is no criticism of the incumbent who knows he serves by sufferance, and who is surprised the change didn't come Jan. 20.

Last week we implored President Eisenhower to name his new chairman and get the reorganization underway. This week, we cite the tragic case of Hap Webster.

...to the time buyers for food and drug advertisers

The ***only*** two stations in the fabulously wealthy Washington market that offer your clients regular *IN-STORE*, point-of-purchase displays to back up their on-the-air advertising are ***WMAL-Radio*** and ***WMAL-Television.***

To give our drug and food advertisers effective follow-up at the all-important point of sale, we have launched

WMAL CUSTOMER CONTACT

DRUG advertisers get point-of-sale displays in 75 Peoples Drug Stores —the drug chain that handles over 60% of all drug sales in the Washington Metropolitan Area.

FOOD advertisers get point-of-sale displays in 20 Food Town Grocery Stores—a chain that does a $20 million business annually.

Any Katz salesman can tell you how to get CUSTOMER CONTACT with effective, low-cost advertising on

THE EVENING STAR STATIONS IN WASHINGTON, D.C.

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HOLLYWOOD

WEED TELEVISION

Television Station Representatives

MARCH 9, 1953 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

Comr. Hyde Sees Eisenhower
Page 27

P. & G. First Among Network Buyers
Page 31

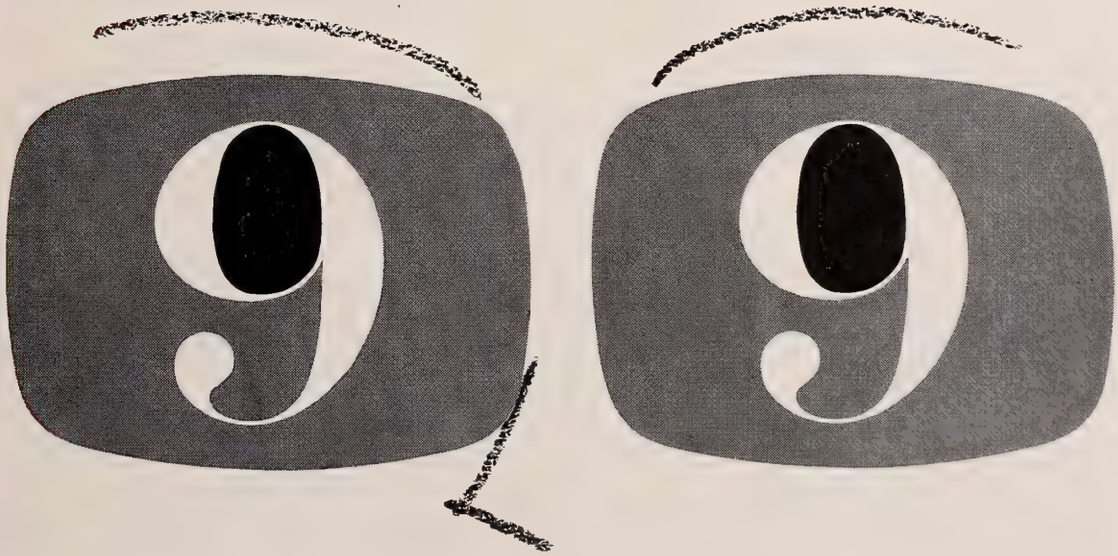
ASCAP, TV Network Talks Underway
Page 38

Sarnoff to Keynote NARTB Convention
Page 60

FEATURE SECTION
Starts on page 75

22ND year
THE NEWSWEEKLY OF RADIO AND TV

Viewers say: it's good to see WOR-TV



More than 2,270,000 families a week see WOR-TV, according to Telepulse.

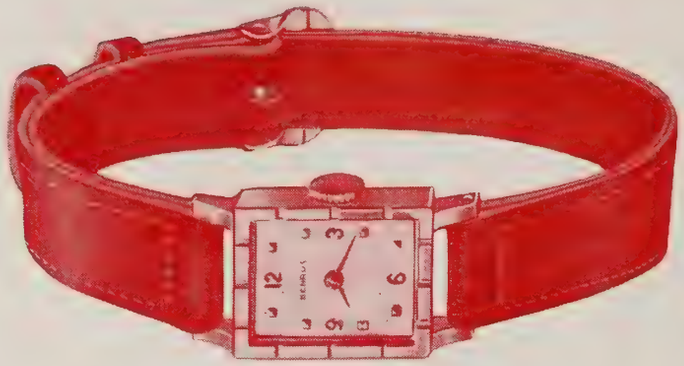
That's nearly 70% of all the TV homes in New York ... and helps explain why WOR-TV is New York's *only* station to offer *Guaranteed Viewing.*

One client, now using this *Guaranteed Viewing Plan,* reports: "WOR-TV has steadily expanded our New York distribution, and we're now Number One in sales among the majority of our New York retailers..."

Results like these explain why...

Sponsors say: it's good to be on WOR-TV







BENRUS WATCH COMPANY DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { **WMBG** **WCOD** **WTVR**

Tick! Tick! Tick! The precise movement of a Benrus is the result of years of painstaking care and skill, devoted to turning out a "watch of guaranteed accuracy." Benrus represents well the complete *and careful* job done by the First Stations of Virginia!

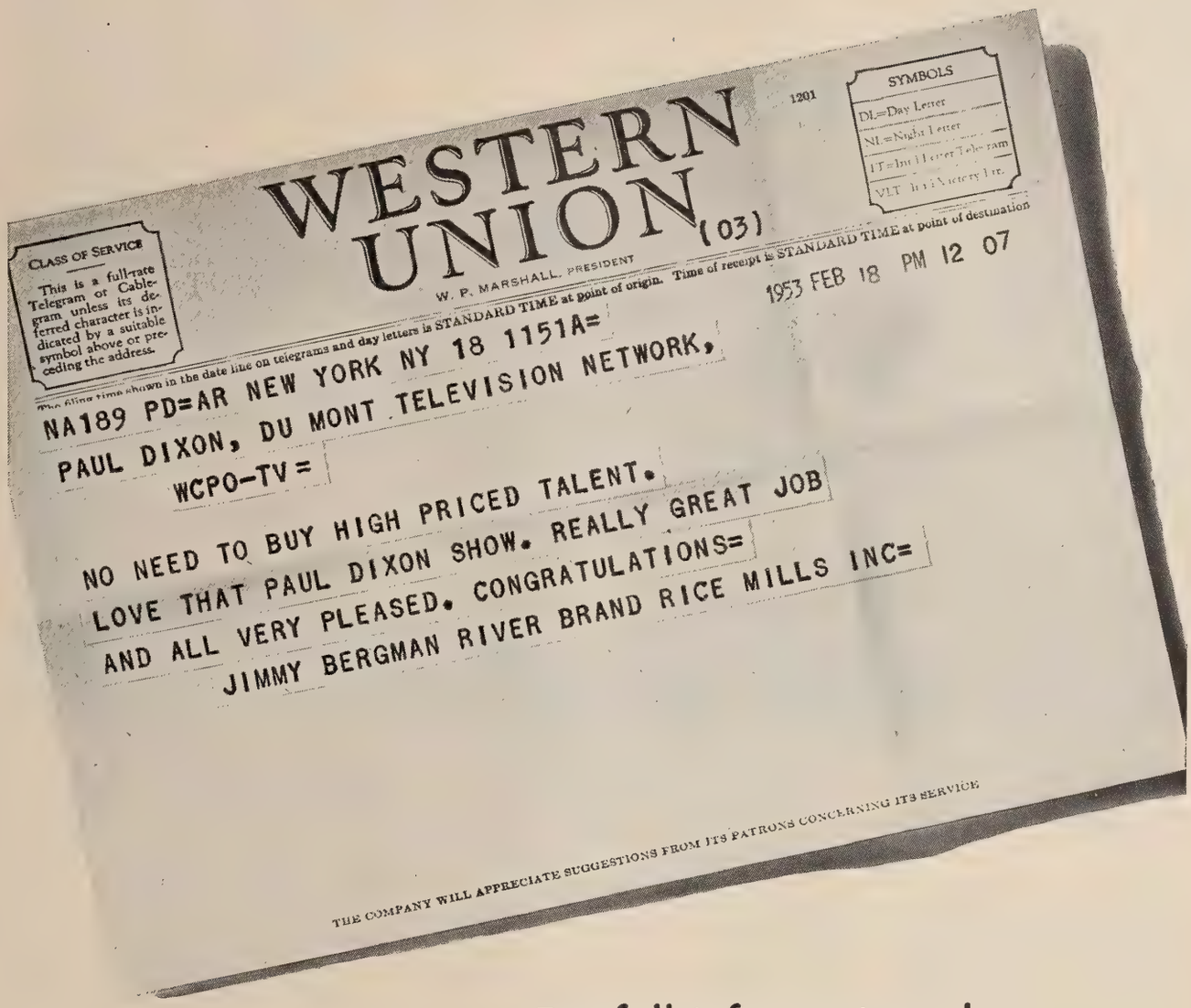
Havens & Martin, Inc. Stations are the result, too, of years of determined effort to build a broadcasting institution replete with entertainment and public service. Advertisers long ago realized the selling power of this type of station. Are these pioneer outlets in Richmond selling *your* products?



FIRST STATIONS OF VIRGINIA

WMBG AM **WCOD** FM **WTVR** TV

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.



WESTERN UNION (03)

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

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WCPO-TV=

NO NEED TO BUY HIGH PRICED TALENT.
LOVE THAT PAUL DIXON SHOW. REALLY GREAT JOB
AND ALL VERY PLEASED. CONGRATULATIONS=
JIMMY BERGMAN RIVER BRAND RICE MILLS INC=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

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The Paul Dixon Show...

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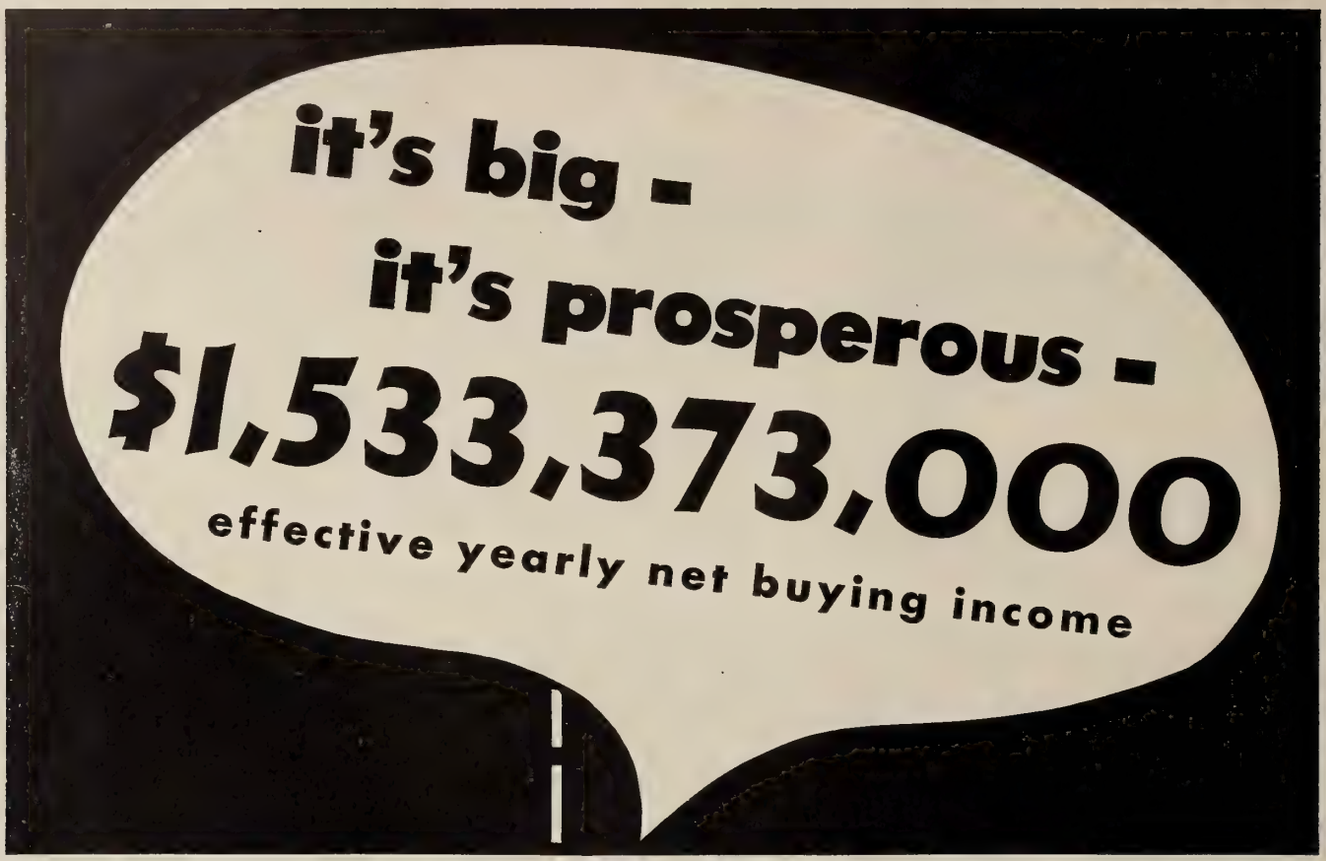
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or
435 N. Michigan Ave., Chicago 11, Ill., MO 4-6262

A Division of the Allen B. Du Mont Laboratories, Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



the WDEL-TV market

Wilmington, Delaware

Delaware, with the highest per capita income of any state, is the heart of this market which reaches out to include also parts of New Jersey, Maryland and Pennsylvania.

$907,435,000 in retail sales
230,641,000 for food
49,495,000 for general merchandise
53,164,000 for furnishings and general household appliances
170,890,000 for automobiles
26,525,000 for drug items

WDEL-TV sells this big-income, big-spending market. When you buy WDEL-TV—whether through the NBC network, spot campaigns or local programs—you're buying an audience that *buys.*

A Steinman Station

WDEL
AM TV FM
Wilmington, Del.

Represented by

MEEKER New York • Chicago • Los Angeles • San Francisco

closed circuit

FACT THAT no announcement was made of appointment of Rosel H. Hyde to FCC chairmanship following his half-hour session Friday with President Eisenhower (see story page 27) doesn't necessarily preclude appointment. It was pointed out that Edward B. Brossard, Republican member of Federal Tariff Commission, was called to White House last Wednesday, and his appointment as chairman of that agency wasn't announced until Friday.

★ ★ ★

SHORTLY TO be unveiled will be multi-million project, as New York's answer to Hollywood on TV. New life has been breathed into Tele-City Inc. by both New York State and New York City authorities, who proposed gigantic development at Flushing Meadows, site of famed World's Fair, with Frank Connaughton, New York City commerce commissioner, and Porter Moore, executive director of Manhattan Downtown Assn., ram-rodding project. Plan has gone to point where all networks and many related TV independent production enterprises have been contacted to set up fully integrated, all-purpose TV (and radio) live and film production, with all modes of transportation direct from New York.

★ ★ ★

E. LANSING RAY, venerated publisher of *St. Louis Globe-Democrat,* which owns minority of KWK, conferred with President Eisenhower last Wednesday. It's reported he made plea for speedy hearing on KWK's application for vhf Ch. 4, citing "one station market" aspect and fact that competitive newspaper, *Post-Dispatch,* has only facility. Competing for Ch. 4 assignment are KXOK, owned by former publisher, Elzey Roberts, interests; KMOX (CBS owned), and Meredith Engineering Co. (Meredith Publishing Co.).

★ ★ ★

ONE NEW "wrinkle" in projected General Mills spot plan (see story page 9) is firm's insistence on "two weeks on, two weeks off" basis, thus giving client "floating" schedule. General Mills thus hopes to ride crest of "economic and psychological" benefits perhaps bypassing certain periods in summer months.

★ ★ ★

GENERAL MILLS new philosophy may be summed up this way: Radio is worth more in some markets than others. More radio-TV stations (both network affiliates and independents), following lead of networks' special plans (tandem, etc.), are offering "package purchases." With local competition what it is, stations will succumb more readily to GM overtures.

★ ★ ★

CONCERN BEING evinced in some Congressional circles over diversification of station ownership. Inquiries directed to FCC, it's learned, have questioned newspaper ownership of both radio and television stations and, latterly, have raised same issue about theatre or motion picture ownership. Newspaper ownership issue has bobbed up repeatedly for past 20 years. ABC-United Paramount merger believed responsible for inciting theatrical ownership queries.

★ ★ ★

WALTER J. DAMM, vice president and general manager of WTMJ-AM-TV Milwaukee, won't attend NARTB convention in Los Angeles next month. A former NAB president (1930-31), he contends convention should be anchored in New York like ANPA and not shifted from place to place.

★ ★ ★

UHF OUTLETS have better chance with ABC than other networks, according to spokesman for newly emerged AB-UP organization. Its approach, presumably, is to add affiliates irrespective of spectrum assignment, where markets fit into its operating plan.

★ ★ ★

CRUSADING Commissioner Freida B. Hennock may have new horse to ride—literally. Returning to FCC councils last week after Florida trip, she took off on horse racing programs on Miami stations. Many stations in past have been temporarily licensed because of purported aiding and abetting of bookies.

★ ★ ★

CHANGE in Administration has given rise to question whether Conelrad project assuring continued operation of AM broadcast stations in event of national emergency needs approval of President Eisenhower. Prior to administration change, all clearances, including White House, military and Federal Civil Defense Administration, had been procured and FCC last week moved to integrate plan in its rules and regulations. But to avoid any possible slip, it's likely matter will be brought before President Eisenhower shortly for his reaction and hoped-for blessing.

★ ★ ★

STRONG campaign underway to elect Emilio Azcarraga, Mexican radio-TV station owner, as president of Inter-American Broadcasters Assn., which he helped found six years ago. He would succeed Goar Mestre, head of CMQ radio-TV enterprises in Cuba, who has served three years. Convention gets underway this week with expected attendance of 200 at San Juan.

★ ★ ★

SOMETIME SOON FCC, *en banc,* will meet with its hearing officers in effort to simplify and expedite hearing procedures, notably in connection with TV. Also upcoming: Elimination of nine o'clock starting time which has brought general protest both within and outside of FCC.

★ ★ ★

WHILE NARTB is setting up catechism session to instruct members of special committee assigned to evaluate projected BMB-type survey of television coverage, it's understood CBS has devised method of its own to give factual picture of network's television coverage and markets.

IN THIS ISSUE

LEAD STORY

FCC Vice Chairman Hyde visits President Eisenhower at Ike's invitation. But whether it's a prelude to Mr. Hyde's elevation to the chairmanship isn't known. *Page 27.*

ADVERTISERS & AGENCIES

Ten advertisers are revising their radio-TV schedules. *Page 29.*

Two new General Mills products will be launched with radio and TV advertising. *Page 28.*

FACTS & FIGURES

Here's how leading advertisers spent their money on radio and television networks in 1952. *Page 32.*

PROGRAM SERVICES

Networks and ASCAP start negotiating for new TV blanket licenses. *Page 38.*

GOVERNMENT

WCYB Bristol, Va., charges that competitive bid of WOPI Bristol, Tenn. for Ch. 5 was a strike application filed for purpose of "delaying and hindering the grant of petitioner's application." *Page 40.*

Seven TV CPs granted in week. *Page 44.*

TRADE ASSOCIATIONS

NARTB picks David Sarnoff as winner of first keynoter award. He'll be keynote speaker at Los Angeles convention. *Page 60.*

STATIONS

Six of seven TV stations granted last week have set target dates for operation. *Page 66.* (For complete list of post-freeze grants and target dates see FOR THE RECORD. *Page 94.)*

NETWORKS

NBC establishes its Film Div. as third principal operating division of the company. *Page 70.*

ABC hires George Jessel as performer and producer. *Page 72.*

FEATURES

Case study of a uhf station operating in a vhf-penetrated market. *Page 78.*

The high cost of TV hearings, in money and men. *Page 82.*

Never keep a salesman waiting: A parable for radio-TV. *Page 84.*

UPCOMING

March 9-12: Canadian Assn. of Broadcasters Annual Convention, Mount Royal Hotel, Montreal.

March 12: FCC appearance before House Interstate & Foreign Commerce Committee, New House Office Bldg., Washington.

March 15-16: Arkansas Broadcasters Assn. Annual Spring Membership Meeting, Marion Hotel, Little Rock.

March 16: Texas Assn. of Broadcasters Meeting, Commodore Perry Hotel, Austin.

(For other Upcomings, see page 94)


TELEVISION'S
Week
AD
M
"FA
S
Never before such exciting portrayals . . . such a galaxy of dramatic talent!
Television's
EACH MAGNI
MENJOU, THE INIMITABLE,
MENJOU, THE INCOMPARABLE
MENJOU, THE
MASTER PERFORMER
AT HIS ELEGANT BEST!

SMASH HIT!

SOLD . . .
To SCHAEFER BEER for NEW YORK!
To TUMS for CHICAGO and ST. LOUIS!
To BLATZ BEER for MILWAUKEE!

SOLD . . .
To DREWRYS BEER for 6 MARKETS!
To OLYMPIA BREWING CO. for 6 MARKETS!
To GENESEE BREWING CO. for 5 MARKETS!

SOLD . . .
To SMITHFIELD PACKING CO. for NORFOLK!
To ZINSMASTER BAKERY CO. for MINNEAPOLIS!
To SUN DRUG COMPANY for PITTSBURGH!

after week, brilliant beyond belief...

OLPHE
ENJOU

YOUR HOST AND STAR IN

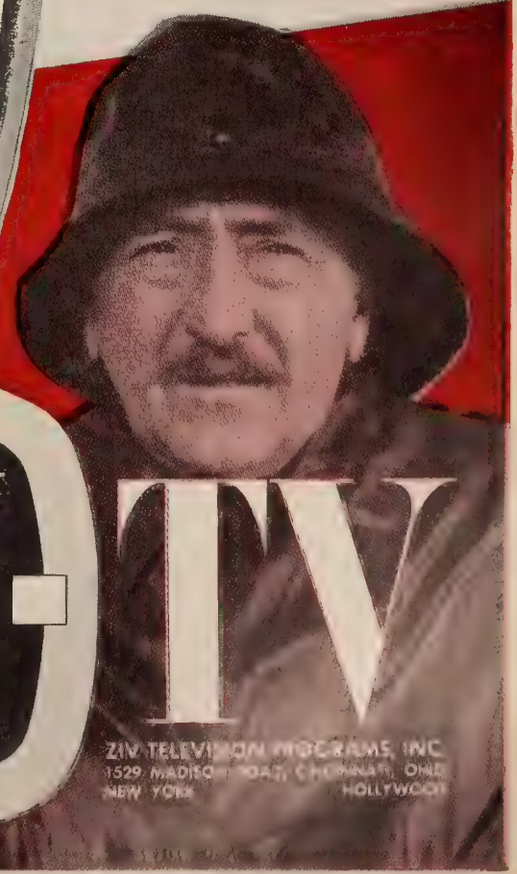
VORITE
TORY"

Planned for 3 Full-Length Commercials Plus Opening and Closing Sponsor Identifications!

greatest dramatic achievement...

ICENT STORY A COMPLETE AND CAPTIVATING HALF-HOUR DRAMA!





ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

W-I-N-D

NOW 1ST IN

CHICAGO

AND 6 COUNTY AREA, FOR

DAYTIME AUDIENCE

SOURCE
NIELSEN COVERAGE SERVICE AREA REPORT
STUDY NO. 1

W-I-N-D reaches an average daily daytime audience of

827,830

Chicago area radio homes



the most homes per dollar station

560 Kc. • 5000 Watts
24 HOURS A DAY

Represented by AM RADIO SALES CO., NEW YORK, CHICAGO
Robert Meeker & Associates, West Coast Representatives

at deadline

ABC Plans Four Television Fights Each Week

PLANS for expanding TV fight coverage to four nights per week and launching new weekly dramatic series reportedly unveiled to members of ABC TV Stations Advisory Committee among other program and operational plans Friday as network officials held first meeting with committee since ABC merged with United Paramount Theatres (earlier story page 72).

March 19 *Motor City Fights* is slated to start as Thursday night feature from Detroit (9 p.m.), and pickups of Chicago and west coast bouts scheduled to be added in early or mid-April. Dramatic series, set as Sunday evening half-hour called *ABC Album,* scheduled to start April 12 and to include all drama forms. On third show, May 3, it is planned to introduce *Pageant,* two-part adaptation from classics. Among stars reported under consideration for *ABC Album* are Paul Douglas, Audrey Christie, John Hodiak, Allen Mowbray, Walter Slezak and Joseph Schildkraut. One already signed is Brandon DeWilde.

In another program move, *Dr. I. Q.* TV show may be launched shortly, alternating with *Quick as a Flash,* which starts Thursday.

Expansion of affiliate list, "the new ABC," other blueprints for building ABC-TV into top-flight competitive network were among other subjects discussed at all-day meeting with affiliates group. No new chairman named to succeed Mort C. Watters, WCPO-TV Cincinnati, who has resigned as chairman of affiliates committee.

RADIO, TV BEAT

UNMATCHED mobility of radio and TV as news media underscored as networks flashed news of Premier Josef Stalin's death immediately after first report received at 8:12 p.m. EST Thursday and followed with news of Georgi M. Malenkov's appointment as his successor Friday afternoon.

CBS Radio claimed to broadcast death bulletin at 8:13 p.m. and ABC radio, NBC radio and Mutual, 8:14 p.m. TV networks carried reports minute later, with DuMont interrupting regular programming at 8:20 p.m.

TV Election Procedure Is Started by NARTB

ELECTION forms for certification of TV station executives eligible for nomination to NARTB TV board mailed Friday by C. E. Arney Jr., secretary-treasurer. Four vacancies to be filled at balloting April 28 during NARTB Los Angeles convention. Expiring station-director terms are those of William Fay, WHAM-TV Rochester; Ken Carter, WAAM (TV) Baltimore; Campbell Arnoux, WTAR-TV Norfolk, Va., and Henry W. Slavick, WMCT (TV) Memphis.

Committee of three named to certify results of NARTB Radio Board elections next Friday. Odd-numbered districts and one each of at-large classifications involved.

• BUSINESS BRIEFLY

MAXWELL HOUSE REGIONAL • Maxwell House regular coffee, through Benton & Bowles, New York, placing approximately two-week radio campaign in lower New England area and some southern markets starting Wednesday.

BIBLE SHOWS • Revised Standard Version of the Bible, through BBDO, N. Y., using five-minute shows, three times daily, for 10-day period starting Tuesday in seven radio markets.

BBDO PUSHING *KEEP POSTED* • Television program *Keep Posted,* which Curtis Pub. Co., through BBDO, N. Y., cancels at end of this month (see story page 29) being pitched to two other BBDO clients, E. I. du-Pont and Hamilton Watch Co.

FLOUR AGENCY • Martha White Mills Inc., largest flour advertiser in South, names Noble-Dury & Assoc., Nashville, as agency for Martha White flour and other food products. Cohen Williams, president of advertiser, said firm uses radio, TV and other media. Account formerly split between Griswold-Eshleman, Cleveland, and Cruttenden & Eger, Chicago.

NEW PHARMCO PRODUCT • Pharmco Inc., introducing new product called Medigum, medicated chewing gum, planning radio spot announcement campaign starting mid-March in about 25 markets.

ARMSTRONG CONSIDERS NEWS • Armstrong Rubber Co., Westhaven, Conn., likely will take over early-morning Peter Paul Candy radio news shows on regional basis during June, July and August, repeating its policy of last year. Maxon Inc., New York, handles both Peter Paul and Armstrong.

GENERAL MILLS SEEKS 'PACKAGE' OFFERS

GENERAL MILLS, Minneapolis, will rely on "package purchases" offered by radio-TV stations in different markets rather than on uniform rate formula of last year, it was revealed Friday.

Starting date for 52-week schedule on two week-alternating basis is April 5. Campaign will run through Oct. 11. Reduced schedule planned for period from Oct. 18 to March 27 with considerable number of announcements—predominantly radio—in over 125 markets, Lowry Crites, GM radio-TV-media director, told B•T. Company has asked stations to submit availabilities. Company used over 900 announcements last year.

Rates expected to differ in varying markets, depending on what stations offer, with stations to be selected on basis of budgets, costs, ratings, coverage, whether TV or not is involved and type of schedule to be offered. Blueprint is amalgamation of four separate plans covering different products: Wheaties, Cheerios, and others.

Spot adjacencies for Wheaties spots will be sought in late afternoon and evening hours around children's shows and those of general adult interest.

Plan throws General Mills business into wide open competitive scramble according to some radio-TV representatives.

Executives of Knox-Reeves Agency, Minneapolis, conferred with representatives Thursday. Agency reported favorable response. Mr. Crites said that "far, far more" than 20 "top" stations previously reported as approving have expressed interest in campaign. GM budget for radio-TV or product breakdown still unset, he added.

Here are the features of four plans for Wheaties campaign:

Plan No. 1—Starts April 5, or actual broadcasting weeks, 10 announcements per day, 70 per week for total of 980. Second campaign starts Oct. 18, with nine announcements per day for 24 weeks. Total schedule: 1,196 announcements.

Plan No. 1A—Same as plan No. 1 except second Oct.-March drive is eliminated. Total announcements: 980.

Plan No. 2—Same as plan No. 1 save schedule is reduced 50%. Oct.-March is same. Total announcements: 706.

Plan No. 2A—Same as plan No. 2 without Oct.-March schedule.

All major plans provide scheduling contain at least 50% of night spots be minutes.

April-September campaign is non-cancellable, but fall-winter drive is cancellable at 13-week cycles on 30 days notice.

General Mills also will use additional schedule of 25 announcements per week for six months for its Kitchen Tested Flour, to be placed through Dancer - Fitzgerald - Sample, New York, in some markets. Wheaties plan also calls for 1,000 TV spots over 52-week period in key markets.

Pooled Atom Broadcast

POOLED telecast of atom blast at Yucca Flat March 17 will be carried by ABC, CBS and NBC TV networks, 8-8:30 a.m. EST, with Frank LaTourette, manager of ABC newsroom in Los Angeles, producing. CBS-TV will do live telecast of aftermath 4:30-5 p.m. and TV documentary 8-9 p.m., as well as preview March 15, 2-2:30 p.m. NBC-TV will do live aftermath pickup 4:45-5 p.m. plus film coverage on *Camel News Caravan* 7:45-8 p.m. Du Mont schedule not set, probably will be film coverage. Radiowise, ABC will cover blast 8:15-8:30 a.m.; NBC also will have early morning from-the-scene broadcast, plus report on *News of World* 7:30-7:45 p.m. and 11:15-11:30 p.m.; CBS and MBS will cover event, but times still unscheduled Friday.

Stanton, White to Speak

CBS PRESIDENT Frank Stanton and NBC President Frank White will address closed session on television, scheduled for final afternoon (Friday) of 44th Spring Meeting of Assn. of National Advertisers, March 18-21, The Homestead, Hot Springs, Va. Mr. Stanton will speak on TV's cost and contribution to advertisers; Mr. White on programming as responsibility to advertisers as well as broadcasters.



...to thoughts of securing increased summer sales for his client (that is, if the young man happens to be a timebuyer).

Early selection of salesman "Speedy" to cover the Billion Dollar Toledo Market will leave many leisurely moments for the young man's fancy to turn to thoughts of more enjoyable pastimes.

WSPD-TV AM-TV

Storer Broadcasting Company

TOM HARKER. NAT. SALES MGR.. 488 MADISON AVE.. NEW YORK

Represented Nationally by KATZ

at deadline

Radio, TV Kept Detroit Lions in Black

RADIO and TV broadcasts accounted for $113,000 of total $114,000 profit made by champion Detroit Lions professional football team in 1952, General Manager Nicholas Kerbawy testified as final defense witness in trial of government's anti-trust suit against National Football League in Philadelphia. He said club lost money in 15 of its 17 years and that he didn't know how its franchise kept going. Lions made $65,525 in 1951 and $114,000 in 1952, he reported.

Jerry Jordan, radio-TV research specialist who has made extensive studies into impact of radio-TV on sports gate receipts, slated to appear Wednesday as government rebuttal witness (early story page 58). Mr. Jordan is son of C. L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia. Defense rested its case last Thursday.

Share-Time Application; Other FCC Actions

ANOTHER share-time application filed late last week at FCC, following first share-time grant two weeks ago at Salinas-Monterey, Calif. [B•T, March 2]. Veterans' Bcstg. Co. (WVET) and WHEC Inc. (WHEC), both Rochester, N. Y., amended post-thaw applications [B•T, July 7, '52] to request grant of vhf Ch. 10 on share-time basis (alternate days, alternate nights), construction and operating expenses of transmission facilities to be shared equally. Applications amended to change cost estimates, certain facility descriptions, program schedules.

Other applications filed late last week:

El Dorado, Ark.—TV Enterprises Inc. (KARK Little Rock), vhf Ch. 10, ERP 31.6 kw visual, 17.05 kw aural, antenna 324 ft. above average terrain. Construction $196,921, operating $110,000, revenue $150,000.

Waterloo, Ind.—Tri-State TV Inc. (WDOK Cleveland), uhf Ch. 15, ERP 20.3 kw visual, 10.98 kw aural, antenna 919 ft. Construction $198,582, operating $203,640, revenue $244,200.

Television actions reported by FCC Friday included:

WNBF-TV Binghamton, N. Y., operating on vhf Ch. 12, granted change in effective radiated power from 52.5 kw visual and 26.25 kw aural to 310 kw visual and 160 kw aural. Antenna height above average terrain changes from 820 ft. to 810 ft.

KCTY (TV) Kansas City, new grantee assigned uhf Ch. 25, granted change in ERP from 93 kw visual and 51 kw aural to 94 kw visual and 50 kw aural, increase antenna from 390 ft. to 820 ft. and move transmitter site from Broadway and 26th St. to Overland Park. Studio is specified as Pickwick Hotel.

WTVI (TV) Belleville, Ill., new grantee on uhf Ch. 54, granted change in ERP from 220 kw visual and 120 kw aural to 205 kw visual and 105 kw aural, increase antenna from 614 ft. to 630 ft. and change transmitter site from 0.8 mi. west of city on 88th St. to studio location, 10200 W. Main St.

WFTL-TV Ft. Lauderdale, Fla., new grantee on uhf Ch. 23, granted reduction in aural ERP from 56 kw to 50 kw with visual ERP of 100 kw remaining same. Studio site is changed from 1785 SE 15th St. to 229 SE 1st Ave.

WFBM-TV Indianapolis, operating on vhf Ch. 6, granted boost in ERP from 28.2 kw visual and 18.1 kw aural to 100 kw visual and 50 kw aural, antenna height of 400 ft. remaining unchanged.

WTVP (TV) Decatur, Ill., new uhf Ch. 17 grantee, granted change in ERP from 18 kw visual and 9.8 kw aural to 17 kw visual and 9.3 kw aural, increasing antenna height from 310 ft. to 540 ft.

KTTS-TV Springfield, Mo., new grantee on vhf Ch. 10, granted special temporary authority for interim operation using temporary 85 ft. tower for period March 5 to June 8. ERP in regular permit is 12.76 kw visual and 6.38 kw aural.

INCREASE FOR RADIO

"RADIO has been so effective for us this season," James R. Roberts, account executive on Monticello Drug Co. (666) account for Charles W. Hoyt Co., New York, told B•T Friday, "that we expect to increase the schedule of radio markets in the fall." Meanwhile, present cold remedy schedule ends this month.

AFTRA WJBK Boycott Threat

NEGOTIATIONS between AFTRA Detroit local and WJBK-AM-FM-TV Detroit broken off following last-minute effort to avoid strike call set for this (Monday) morning. Union has been seeking entry into WJBK, having contracts at all other Detroit stations, it says. Currently union has been trying to have exclusive representation of freelance employes at WJBK.

Love Lucy More Efficient Than 'Life' or Papers

PHILIP MORRIS President O. Parker McComas regards company's $8-million contract for *I Love Lucy* (CBS-TV, Mon., 9-9:30 p.m.) as probably "one of, if not the most, efficient advertising buys in the entire country." Addressing financial analysts of Philadelphia, he said:

As you must be well aware, this show is the all-time phenomena of the entertainment business. On a strictly dollars-and-cents basis, it is twice as efficient as the average nighttime television show in conveying our advertising message to the public. It is nearly three times more efficient dollarwise in reaching adults than *Life* or your own Philadelphia newspapers. Three times more people see every Monday night's *I Love Lucy* show than watched all the major league baseball games last year. Dollarwise, although the entire sum sounds huge, it is probably one of, if not the most, efficient advertising buys in the entire country. In addition, we derive many supplementary merchandising and publicity benefits from the show. As you can see, "We love Lucy."

Contract, signed with "Lucy" stars Lucille Ball and Desi Arnaz and hailed by CBS-TV as "largest single contract ever signed in television," is non-cancellable agreement for showing of "Lucy" on CBS-TV under PM sponsorship for another 2½ years [B•T, Feb. 23].

W. L. Day Rites

FUNERAL of William Leamy Day, 67, New York advertising executive, founder of Day, Duke & Carlton and president until agency was dissolved, was to be held yesterday (Sunday) at Frank Campbell funeral home in New York. Mr. Day died Thursday after long illness.

Surviving are his wife, Mrs. Frances Breedon Day, one son, Sherwin Cathcart Day, and one daughter, Mrs. Richard V. Goetz.

KTVH (TV) Signs CBS-TV

KTVH (TV) Hutchinson, Kans., signed as CBS-TV basic interconnected affiliate, effective July 1, network announced Friday.

PEOPLE

DAVID C. KETNER, previously advertising vice president of Pepsodent Division, Lever Bros., N. Y., and before that advertising manager, Procter & Gamble, Cincinnati, elected president of Stoppers Inc., N. Y. (Stoppers and Chasers, breath sweetener confections) succeeding **J. ROY ALLEN,** who was promoted to chairman of board.

SAM HENRY Jr., vice president and account executive with Robert W. Orr Assoc., N. Y., to ABC-TV's sales department as an account executive.

HERB LUND and **RUDOLPH M. SINGER Jr.,** account executives, Ruthrauff & Ryan, Chicago, elected vice presidents of agency.

AWARD for 50 years membership in Sigma Alpha Epsilon fraternity presented Friday night to FCC Chairman **PAUL A. WALKER** at annual Founders Day dinner held at National Press Club, Washington. Presentation was by Carleton U. Edwards, president of Washington Alumni Assn. of fraternity.

JAMES F. BLACK, previously with William H. Weintraub Co., to Benton & Bowles, New York, as account executive, and **WRIGHT FERGUSON,** formerly with Connecticut General Life Insurance Co., to B&B as assistant account executive on Mutual of New York account.

WILLIAM R. ARNOLD, formerly WOR-TV account executive, to ABC's WABC-TV New York (formerly WJZ) in similar capacity. He was eastern sales manager, Pittsburgh & West Virginia Railroad, from 1938 to 1951.

Postpone WGRD Decision

U. S. Court of Appeals in Washington Friday postponed decision on request by WGRD Grand Rapids for stay order on FCC grant of Muskegon uhf Ch. 35 to Versluis Radio & TV Co., but expedited case by scheduling oral argument for March 19 on merits of WGRD appeal against FCC dismissal of its protest against the FCC Muskegon grant. WGRD is opposing Versluis grant on grounds that it is more Grand Rapids station than Muskegon station. FCC dismissed WGRD protest because it said Grand Rapids station had no standing as a party in interest. Oral argument before Court took place Thursday (see earlier story page 52).

Csida to Music Publishers

JOE CSIDA, executive editor of *The Billboard*, amusement journal, has resigned effective March 20 to become vice president and general manager of group of music publishing and talent management houses. Companies are Santly-Joy, Oxford and Hawthorne, members of ASCAP, and newly-formed house to be affiliated with BMI under corporate name, Trinity. Mr. Csida will participate in ownership of group. He will be succeeded by Roger Littleford, co-publisher, who becomes acting editor-in-chief.

Unity Promotions

SYDNEY MAYERS, New York film attorney, named to newly-created post of administrative vice president in charge of legal and contract departments of Unity Television Corp., N. Y., by Unity President Arche Mayers. He also reported following additions to sales staff: Bill Young, formerly with Vitapix and Lang-Worth features, as regional manager in Chicago, Detroit and Cleveland; Vic Bikel, previously with United Artists, southwest division manager, and Phil Besser, formerly with Roshon Films, as southeast division manager.

KOA
DENVER

Covers the West BEST!

Sells the West BEST!

No other available medium covers as much territory—reaches as many people in the West

KOA covers over 1,100,000 square miles. There are nearly 10,000,000 people in this area.

The area covered by KOA is radio country — and it will be for years to come. IT'S BEYOND TV HORIZONS...only a few spots are being reached by TV — yet *ALL* of this area is being covered by KOA.

KOA program schedules are designed to appeal to the greatest possible number of western listeners — to match KOA'S extensive coverage.

There is still a chance on KOA — for you to own a valuable western advertising franchise.

Ask for our periodic bulletins THE WESTERN MARKET

Write today.

National Sales Representative: Edward Petry & Company Offices in: New York, Chicago, Detroit, San Francisco, Los Angeles, St. Louis and Dallas



KOA 850 KC • 50,000 WATTS
1625 California Street
Denver, Colorado

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BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

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444 Madison Ave., Zone 22, PLaza 5-8355.
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BUSINESS: S. J. Paul, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Advertising Representative.*
Jane Pinkerton, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office
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America's Best Customers Go to Market with Keystone!

And America's biggest customers are listening for your story on KEYSTONE'S 636 HOMETOWN AND RURAL AMERICA stations. The more than 13 million families within KBS range are the annual consumers of over 483 million quarts of canned orange juice alone . . . over 413 million quarts of canned tomato juice . . . over 449 million quarts of canned grapefruit juice! If your product is in this category, you can readily see how much this tremendous buying power means in your market. Whether you buy a minute spot or a 15-minute show on KBS . . . whether you take a cross section or the complete cross-country network, it is the ripest, richest, most profitable means of promoting your product. KEYSTONE costs you less for more coverage, gives you more for your money in every way. It will pay you to investigate the KEYSTONE story.

● WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 W. Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd.
DUnkirk 3-2910

✓ TAKE YOUR CHOICE
A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA



In TOWN and OUT-



wdod has the most listeners!

In the city of Chattanooga itself, WDOD is the most popular radio station, having many thousands more listeners than any other station.

In Hamilton and Walker Counties, Chattanooga's metropolitan market, WDOD is also the top station. Yes, more city folks, as well as their suburban cousins, tune in WDOD more often than any other Chattanooga station. That spells DOLLARS for advertisers—both local and national. Keep the selling voice of WDOD working for your clients.

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

THE EDDIE ALBERT SHOW

Mon.-Fri., 3-3:30 p.m. EST on CBS-TV.
Packaged by CBS-TV.
Cast: Eddie Albert and Ellen Hanley.
Producer: Franklin Heller.
Director: James Sheldon.
Writers: Jack Woods, Charles Romine and Leslie Lieber.
Music: Norman Paris Trio.

TELEVISION programming underwent no drastic change when Eddie Albert, stage, screen and radio actor, and vocalist Ellen Hanley introduced a half-hour variety show on CBS-TV last week. For lack of a better title, Mr. Albert almost apologetically explained in the first few minutes of the telecast that the daily show had been christened *The Eddie Albert Show*—just a friendly little get-together and he hoped the audience would like it. As the half-hour rolled by, it became evident that as much time and planning had gone into the production as had been spent on the title. Pace-wise, this is about as slow as shows can get.

Mr. Albert with the help of Miss Hanley, conducts an interview, talks a little, sings a little and looks all-thumbs a lot. He is plain un-



comfortable and for good reason too. This new vehicle is no challenge to a versatile performer. The package show, a sustainer incidentally, has been thrown together with a minimum of planning and a great faith in Mr. Albert's ability to cover up the rough spots. Outlines are all well and good as a departure point, but in this case nobody got around to working out the details.

Although Mr. Albert is most at home in situation comedy, his writers make no use of this talent. Chatter was straight, folksy and in content ran the gamut from Hi-all-you-nice-people-in-Timbuktu to Be-*sure*-you-see-*Studio One*-tonight!

Capt. Hassold Davis, an explorer, was a guest on the initial telecast. He made a few statements, in reply to Mr. Albert's questions, on the kick one gets out of treasure hunting.

Ellen Hanley, who helped Mr. Albert hold the fort, is an attractive girl with an equally attractive way with a song. Her solo spot would have been all the more pleasing if it had been staged and directed well.

Behind-the-scenes people who come up with new program ideas often presume on the talent of a star. It's an exceptional actor who can talk and sing his way through 30 minutes effectively when he hasn't been supplied with good material. This was Mr. Albert's assignment. Execution of same met with rather mediocre results.

NEWS-O-RAMA

Mon., 9-9:30 p.m. EST on WPIX(TV) New York.
Producer: Columbia U. Graduate School of Journalism and WPIX(TV).
Director: Ted Estabrook, WPIX(TV).
Featured Commentators: Columbia U. journalism students.

THE PROBLEM of presenting news on television has plagued the most experienced of broadcasters, who have long groped for a formula that will overcome the time lag in pictures. Wisely, the producers of *News-O-Rama* have shunned the element of immediacy in the news, and have chosen to view the parade of world events from the wide end of the telescope, concentrating on such long-range implications of the news as its effect on average members of the community and its impact on tomorrow's headlines.

Produced in the main by graduate students at Columbia U.'s School of Journalism, *News-O-Rama* lacks the gloss and polish of many commercial news programs. But this semi-professional coating, if you will, is no handicap. It serves to emphasize that the participants are earnest, intelligent and well-intentioned citizens of the community trying to find out what happened; what it means to them, and what it is likely to mean to them next week, next month, next year.

Frankly described as an "experimental" news program that is scheduled to run at least 12 weeks, *News-O-Rama* stands as a tribute both to WPIX(TV) and Columbia U. for their contributions toward the understanding of current events. It considers the limitations of background of the average viewer and attempts, without pretension or condescension, to "fill him in" and sharpen his judgment on the meaning of news events to him as an average citizen.

Two Documentaries

In this perspective, the initial program last Monday highlighted a 10-minute documentary on the current meat situation and a similar report on the United Nations. The first presentation was directed toward answering one vital question: "What does this all mean to Mrs. New Yorker in the way of meat prices?" The UN report, stressing that Lester Pearson of Canada was likely to be named as secretary-general of the world organization, embodied an analysis of what leading figures at the UN recommended as means by which friction between the Soviets and the western world could be minimized.

One outstanding departure from most news programs is the use of Prof. John Foster of the School of Journalism as a gentle but forceful "heckler." Undoubtedly, many TV viewers often wished they could stop a newscaster to ask him to clarify a technical term or justify the validity of an extreme statement. In this role, Prof. Foster interrupted a student newscaster from time to time to ask, for instance: "Now exactly what does 'parity' mean?" "Will meat prices continue to drop or is this just a short-time thing?" "What makes many people at the UN think that Mr. Pearson can deal with the Russians?"

It would seem the program's format may well be adaptable to any community, large or small, located near a university. In programming such as this, mobilizing the technical know-how of professional TV practitioners and the resources of an institution of higher learning, may well lie part of the answer to improved television-for-education.

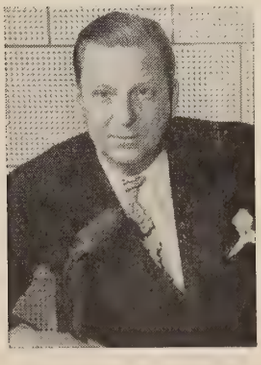
This is Mr. B. E. Claypool



This is what he says

"*The Merchants National Bank* (of which he is president) *is happy to renew, for the third year, sponsorship of the Fulton Lewis, Jr., program* (on WMON, Montgomery, W. Va.). *Fulton Lewis, Jr., is our number one salesman. As our only regular advertising medium, his program has brought us an increase of 50% in Christmas savings club accounts, plus many new depositors and customers for our bank.*"

This is Fulton Lewis, Jr.



whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers (including 60 financial institutions), the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

G-E PROJECTION ROOM EQUIPMENT

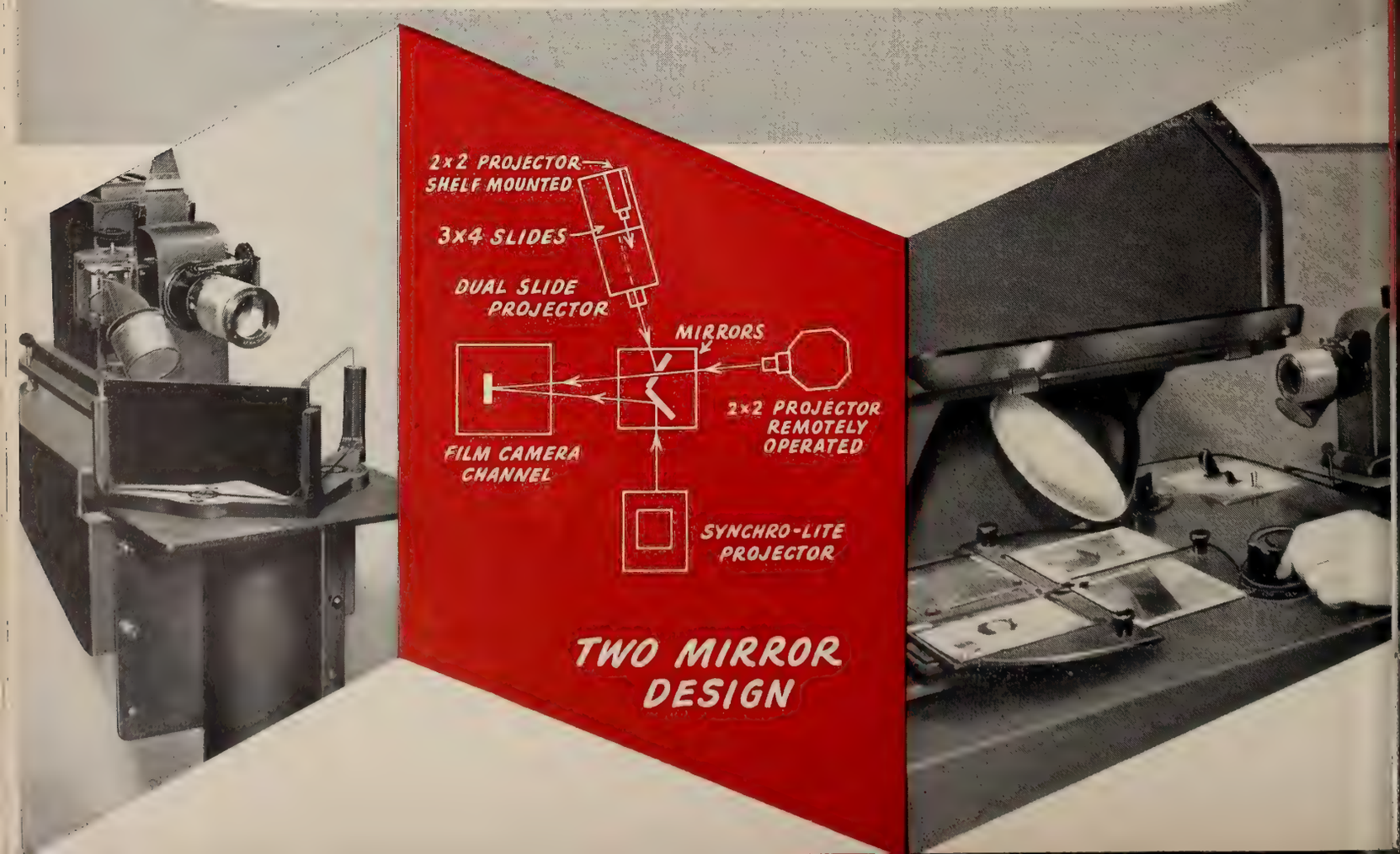
PLUS YOUR IMAGINATION GIVE

Amazingly Versatile Film Effects!

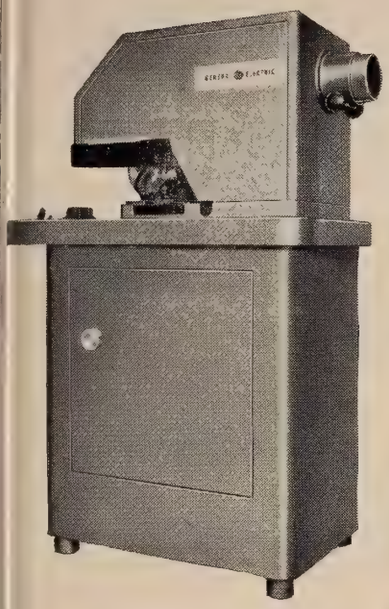
Film is the money-making "life-blood" of every TV station! That's why you should insist on the complete line of G-E Projection Room equipment. Use General Electric units...use your imagination...and you'll come up with so many versatile effects, you'll be amazed! G-E's ready-to-order line includes the top-performance Film Camera Channel, the newly advanced Synchro-Lite*Projector, the tremendously versatile Slide Projector, and two new Mirror Change-over Designs.

General Electric offers you all your TV projection room needs—as well as all other equipment necessary for television broadcasting. And remember, behind this advanced, station-tested equipment is 75 years of electrical and electronic progress. For further, complete details...contact the G-E broadcasting equipment sales representative in your area, or write direct to:

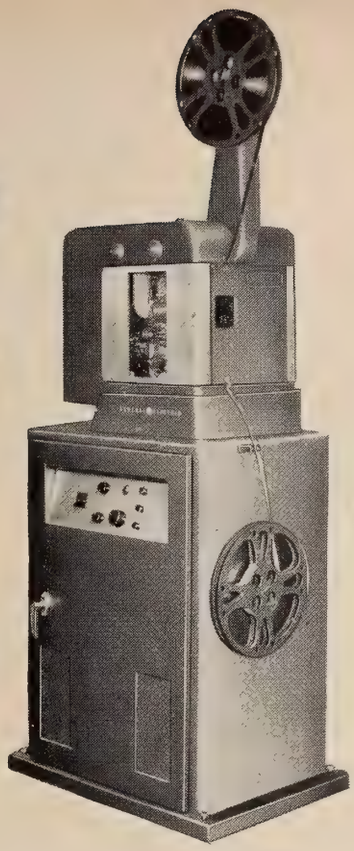
General Electric Company, Section 233-9,
Electronics Park, Syracuse, New York.



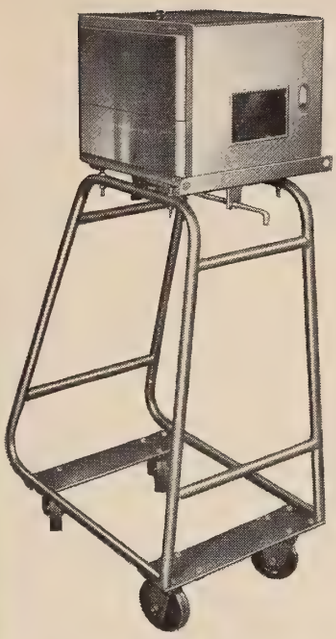
1878 75 1953
YEARS OF ELECTRICAL PROGRESS



● G-E *Dual* Slide Projector featuring variety of laps, fades, dissolves, super-positions, etc.



● G-E Synchro-lite* Projector offers unlimited commercial possibilities, utmost in performance.



● G-E Film Camera Channel for clear, sharp picture signals. Reduces shading and edge-flare radically.



G-E FILM CAMERA CHANNEL

Sweep Failure Protection
Virtually No Microphonics
Automatic Control of Set-Up
Dual Waveform Presentation
12½" High-Contrast Monitor
All Plug and Cable Connections
Adjustable Deflection Yoke

G-E SYNCHRO-LITE* PROJECTOR

Slave Operation
Super-Positions on Remotes
Instant Stop and Start
Preview Any Frame
No Phasing Bars

G-E TV SLIDE PROJECTOR

Laps and fades
Dissolves
Super-positions
Transparencies and Opaques
2"x2" and 3¼"x4¼" Slides
Roll-Thru Script Carriage
Dual Flood Lamps for Opaques
Time, News Tape Carriage

G-E MIRROR CHANGEOVERS

More Inputs
Multiple Adjustments
First-Surface Mirrors

Complete Television Equipment for UHF and VHF

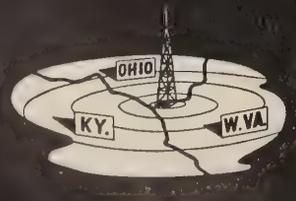
GENERAL ELECTRIC

*Reg. U.S. Pat. Off.

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

52-53 SALES
$100,000
OVER 51-52
REPORTED BY
HUNTINGTON
TOBACCO
MARKET!
★
ONE REASON:
SIX DAY
PER WEEK
SPONSORSHIP
OF
FARMER CLICKS
PARTY LINE
7:00-7:15 A.M.
★
NOW AVAILABLE
TUESDAY-THURSDAY
SATURDAY
CALL THE KATZ
AGENCY OR
C. T. GARTEN
STATION MANAGER

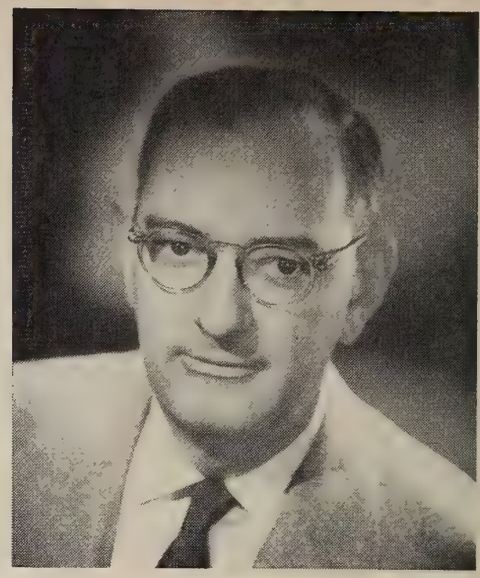
5000 WATTS DAY
1000 WATTS NIGHT
930 KC



RADIO STATION
WSAZ

our respects

to H. EARL RETTIG



VERY few financial experts got their start in the business world by unbalancing the books to the tune of $10 million, but H. Earl Rettig, recently named director of finance and operations for NBC's Western division, makes this claim.

It happened during his first month in the accounting department of Halsey, Stuart & Co., Chicago investment firm. In his late teens, he set such a record—and it still stands. The blunder was apparently forgiven, for he remained in the company's employ several years.

A native of Chicago (he was born June 4, 1903), he confesses the initial "H" in his name is only decorative, his father having added it "as a sort of balance." Young Rettig thought it a good idea and did likewise.

A tireless energy which marks Mr. Rettig's career manifested itself early. While attending Lakeview High School in Chicago, he worked at Montgomery Ward & Co. during Christmas vacation, and for Halsey, Stuart & Co. in the summer. He also worked briefly at Chicago's Post Office, alongside Walt Disney. Neither knew, however, the other was there until years later when the future NBC executive went to work for the now-noted motion picture and animated cartoon producer in Hollywood.

After graduation from high school in 1919, he joined the investment company on a full-time basis, beginning an association which continued until 1928. Starting as office boy, he subsequently moved into the account department. When the books were balanced at the end of his first month, he was off $10 million. That is the "record" about which he is much kidded.

Served in Ohio

Named assistant manager of the firm's Cincinnati office in 1925, he was transferred to Dayton two years later in an executive capacity. That's where he had his first and indirect contact with Groucho Marx, star of NBC-AM-TV's *You Bet Your Life* originating in Hollywood. The Marx Bros. came to town in "Cocoanuts," and the lonesome stranger, with time on his hands, saw the show five times in one week.

Mr. Rettig was transferred eventually to the corporation's New York buying department, but in the meanwhile had made several vacation trips to California, where he was much impressed with the climate. The unfavorable contrast with New York hit home hardest once in 1927 when he left the sunshine of Los Angeles to return to a frigid New York. The sudden change brought about an equally sudden decision to change his career.

Because Halsey, Stuart & Co. had handled financing of the Fox Studios in Hollywood, Mr. Rettig's long-time employer was able to give him a good entree to his newly-adopted home.

He started out by making a strategic error. When asked what salary he would expect, as assistant to the Fox studio manager, he answered in characteristically modest fashion, "Oh, it doesn't matter." As a result, he worked "for practically nothing" to learn the movie business. He remained with the studio until 1934 when a new management took over.

After leaving Fox Studios, he was associated with many of Hollywood's top producers.

Cast Alan Ladd

As casting director for Hal Roach Studios, he cast a young actor named Alan Ladd in a film titled "Captain Caution," now going the rounds on TV. At that time, however, he couldn't convince his studio that the young actor had a movie future.

The Chicago's Post Office Alumni finally joined forces again in 1940, when Mr. Rettig became associate producer of "The Reluctant Dragon" for Walt Disney. He returned to handle finance on a large scale in 1941 when he became RKO Radio Pictures Corp. assistant treasurer and studio treasurer, serving also on the board of directors of Western Costume Co. as RKO representative and assistant treasurer of the holding corporation which bought the property leased by NBC for its first Hollywood studios.

In 1945, he was with Leo McCarey as secretary-treasurer of Rainbow Productions, which made "The Bells of St. Mary's". When Paramount Pictures acquired Rainbow in 1947, Mr. Rettig went along with the deal. After 18 months, however, he joined Dennis Day, radio-TV singing star, to handle his business affairs.

He joined NBC in 1950, but had no title at first. Eventually, he was named manager of television network operations, holding that position until TV and radio were consolidated. In the recent reorganization and integration of radio and TV operations, he was made director of finance and operations for NBC's Western division.

Despite his "addiction" to chain smoking (at least three packs of cigarettes a day, plus a pipe and cigars), he shows little outward indication of working pressures. He remains unruffled, applying energy not used for hobbies to work.

Mr. Rettig married the former Rosalie Castner Dec. 2, 1934. With their three sons—H. Earl Jr., 16, and Rickey and Ronney, 9-year-old twins, they live in the Cheviot Hills district of Los Angeles.



Have you ever tried to sell a Pangolin?

(Pangolin — scaly anteater from Southeast Asia)

Probably not, but Station WNBQ has—and quite successfully. Not only a pangolin but also other unusual creatures at the Chicago Natural History Museum.

When attendance at the Museum during January to August 1952 showed a decline from the previous year, officials turned to Station WNBQ for help. A schedule of live station breaks was started in September and attendance during the remainder of the year jumped 18.5 per cent over the same months in 1951.

> *"The lion's share* (of the credit) *goes to WNBQ,"* reported Miss Christine Tardy, of the Public Relations Division of the Museum. And she also wrote, *"We find the live breaks an excellent method for stimulating interest."*

Here is further proof that WNBQ sells and the live station break technique which WNBQ pioneered and perfected is just one of the many aids Chicago's number one television station offers its advertisers.

Give your product or service the WNBQ sales stimulant in Chicago where

Some Spots are Better than Others

and those spots are on . . .

NBC TV

REPRESENTED BY NBC SPOT SALES

WNBQ CHANNEL 5

Advertisers
who like
expanding
markets
can't miss
with
Baton
Rouge's
WJBO

For instance,
retail sales
in the area
were up
15% in '52.

Reach the largest audience on NBC's 5,000 watt affiliate. Affiliated with the State-Times and Morning Advocate. National reps: Geo. P. Hollingbery Co.

WJBO
WBRL (FM)

. . . that's what you like about the South

OPEN MIKE

Map Missed

EDITOR:

I have received my copy of your BROADCASTING • TELECASTING the 1953 Yearbook issue.

However, I was surprised to find that, unlike last year, this issue did not include the usual BROADCASTING • TELECASTING *map.*

Was this omitted from my copy, or do you intend sending it along later under separate cover?

Jean-Francois Pelletier
Young & Rubicam Ltd.
Montreal, Canada

[EDITOR'S NOTE: Because of rising costs, B•T was obliged to eliminate the map from the Yearbook package. However, copies of an up-to-date map are available at moderate cost—$1 for one copy, $4.50 for five copies, $8.50 for 10 copies and $20 for 25 copies.]

Real Service

EDITOR:

Two articles in recent issues of your esteemed publication have interested my television associates and me very much; the piece by Crandall ["How Big Will TV Be?"; B•T, Feb. 9] and the one giving the figures on revenue per set [B•T, Jan. 26, "Facts & Figures"]. Publication of these have been a real service to us, as I am sure they have been to many others. . . .

Harry C. Butcher
President
KIST Santa Barbara, Calif.

Board of Review

EDITOR:

Sid Hix did all right February 23. I have clipped this piece and carefully inserted it in the file for formal consideration of the Code Board during the course of its next meeting. Undoubtedly our action will be formalized by resolution, copy of which will be forwarded to you.

I am sure Mrs. Bullitt will object to the hairdo, Jack Jett will take very violent exception to the complacency exhibited by the cameraman, Lennie Reinsch will deplore the lack of attention on the part of the producer and Walter Damm will scream at the plunging neckline. As far as I am concerned, I think the seal is a very good likeness.

John Fetzer, President
WKZO-AM-TV Kalamazoo, Mich.

[EDITOR'S NOTE: The Hix cartoon to which Mr. Fetzer, who is chairman of the Television Code Review Board, refers is reproduced below.]



"That agency man's suggestion to the Code Board sure pepped up viewer interest in the Seal of Good Practice."

CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

The best
way to
sell the
KANSAS
FARM
MARKET



use the
KANSAS
FARM
STATION
WIBW
CBS RADIO
in Topeka
Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

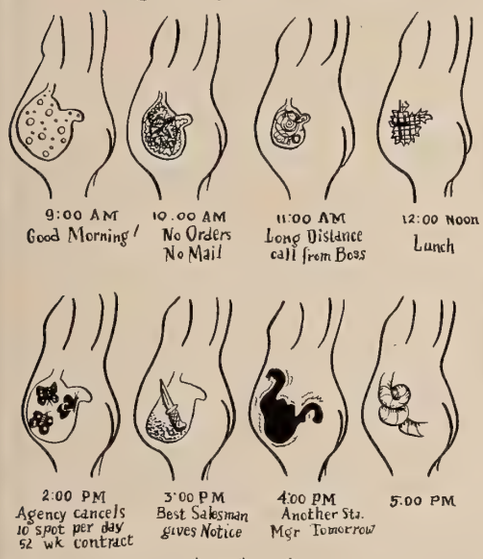
Belly Laugh

EDITOR:

I thought you would get a kick out of the attached.

F. E. Spencer Jr.
Executive Vice President
George P. Hollingbery Co.
New York

Why Reps Get Ulcers



* * *

Second Generation

EDITOR:

. . . I note on page 28 of your Feb. 2 issue you have two sons of John J. Gillin Jr. working at KFEL. I don't think either of the gentlemen happens to be a son of John, but more than likely are sons of his brother, Bill Gillin. John did have a daughter, Joan, and a son, Johnny, but I don't believe the boy would be old enough to be handling a camera. . . .

Harry Burke
General Manager
KFAB Omaha

[EDITOR'S NOTE: Mr. Burke is right. The caption under the picture to which he refers should have identified John and Bill Gillin as nephews of the late John Gillin Jr.]

* * *

Injunction

EDITOR:

. . . Your editorial, "The Politic Way" [Feb. 23], says, "If that statute (meaning one making it a crime to defame by radio) were in effect, a broadcaster could appeal to the federal courts to enjoin the Commission of a crime, . . ."

That is really wrong. The federal courts will not, and the state courts will not, enjoin the utterance of defamatory matter. There is a very famous United States Supreme Court decision on this, *Near vs. Minnesota,* 283, U.S. 697.

Paul M. Segal
Segal, Smith & Hennesey
Washington, D. C.

* * *

Help Wanted

EDITOR:

We are anxious to contact radio stations (with newspaper affiliation) who have a joint community or charity association. We're anxious to set up such a program here in Seguin, and would appreciate receiving copies of by-laws, a table or organization, etc., for such an association. . . .

Garfield Kiel
General Manager
KWED Seguin, Texas

they came! they saw! they BOUGHT!

DREWRYS LIMITED U.S.A. INC.
SOUTH BEND, INDIANA

Mr. Mort Sherman
Station WBNS-TV
33 N. High Street
Columbus 15, Ohio

January 27, 1953

Dear Mr. Sherman:

I just received your letter of January 20 relative to the merchandising activities of Station WBNS-TV on our "Telesports Digest" Program.

After reviewing the samples you enclosed, I'll say you've done an outstanding job on our behalf. This type of merchandising tie-in, plus the obvious interest and attention of the station and its personnel, is most impressive to me.

We at DREWRYS certainly appreciate the excellent co-operation we are receiving from your station. We earnestly believe that our association with such a promotion merchandising-minded organization is bound to prove beneficial to us.

Again, many thanks for the samples and keep up the fine work.

Sincerely yours,
DREWRYS LIMITED U.S.A. INC.

L. D. Fairbairn
Advertising Manager



Typical of the action packed Telesports Digest as seen weekly on WBNS-TV . . . thoroughly promoted and merchandised by a well-rounded, comprehensive program, indicative of the sales follow through accorded all sponsors on WBNS-TV.

WBNS-TV, the Nation's Number 1 Test Market Station.

wbns-tv
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV



Seventeen years — and over 6,000 broadcasts ago, WWVA—The Storer station in Wheeling, West Virginia, launched the *Tri-State Farm & Home Program.*

From the very beginning, it won a bumper crop of listeners in West Virginia, Ohio and Pennsylvania. For from the very beginning, it was well nourished by the contributions of Federal agricultural experts . . . extension services of three great universities . . . of county agricultural specialists — with WWVA providing its talents, towers and even transmitter site to assure the success of the show. (That site was converted into a 160-acre soil conservation exhibit and a game preserve.)

Today, with early morning and noon broadcasts, the program daily serves thousands of families on farms and in towns and villages of three states with the latest information to help them in their living and labors.



STORER BROADCASTING COMPANY

Storer

BROADCASTING

COMPANY

Public interest programs like this are typical of Storer station operation. With different formats . . . different objectives . . . different audiences—they all produce this common end-result: They build a bond between station and listener that's as impressive as it is immeasurable. National advertisers know it exists. It helps explain the fact that for over 25 years they have reaped an abundant harvest from the audiences served by Storer Stations.

WSPD, Toledo, O.
WWVA, Wheeling, W. Va.
WMMN, Fairmont, W. Va.
WAGA, Atlanta, Ga.
WGBS, Miami, Fla.
WJBK, Detroit, Mich.
WSAI, Cincinnati, O.
WSPD-TV, Toledo, O.
WJBK-TV, Detroit, Mich.
WAGA-TV, Atlanta, Ga.
KEYL-TV, San Antonio, Tex.

national sales headquarters:
Tom Harker, V.P.
National Sales Director

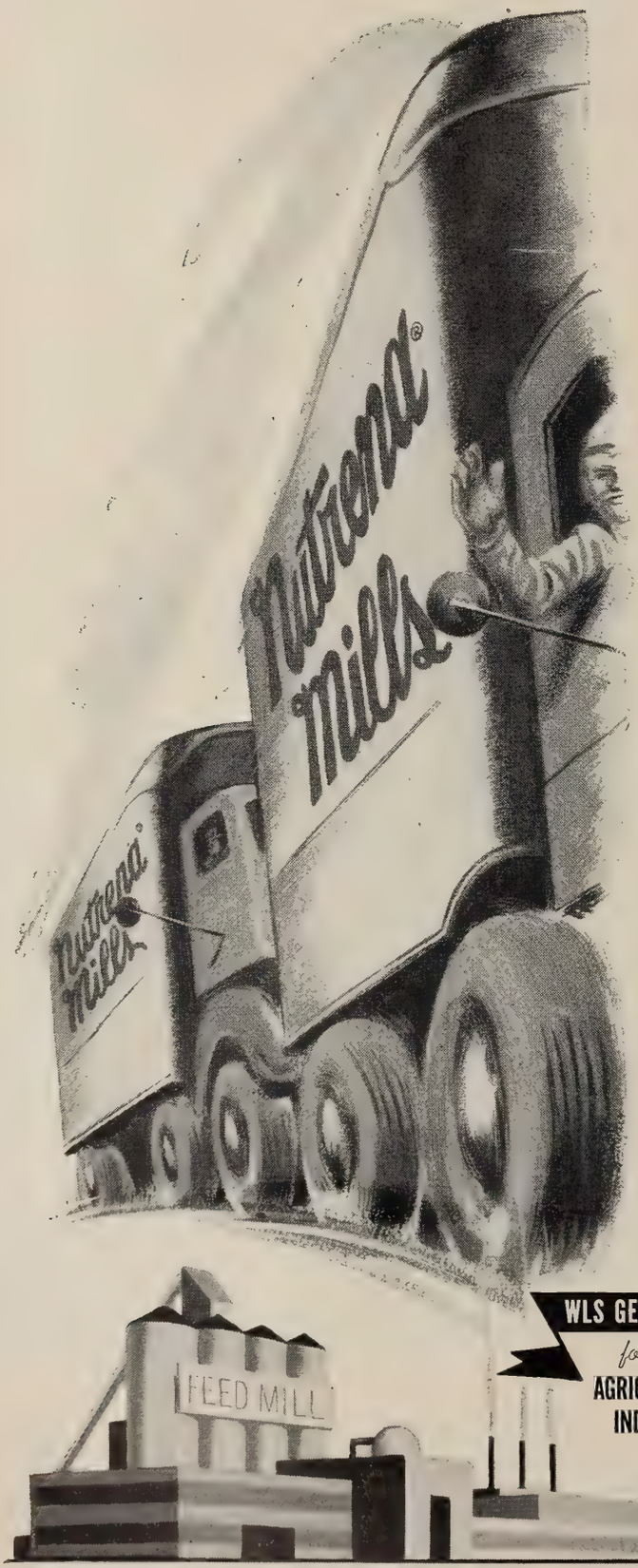
488 Madison Ave., N.Y. 22
ELdorado 5-7690

230 N. Michigan Ave., Chicago 1
FRanklin 2-6498

"Isn't radio wonderful!"

...says Les Cottrill of

Nutrena® Mills, Inc.



E. C. Fuller, of Nutrena Mills home office, has forwarded the following report from Les Cottrill, their St. Louis Division Manager:

"An inquiry to station WLS and our follow-up of the inquiry has sold two loads of egg mash crumblized for 7000 pullets and now the man wants to know what a carload of chick starter will cost him for 10,000 Leghorn pullets that will arrive March 13. Isn't radio wonderful."

This one inquiry represents the responsive and highly profitable nature of the WLS market....one of many such reasons why Nutrena Mills has used WLS regularly since discovering what this popular radio station can do for them, more than seven years ago.

You, too, will find that sound appeal to the vast WLS audience will get comparable results for you...will step up your sales and profits, particularly throughout the great mid-west, where WLS reaches millions of the nation's most prosperous and progressive people.

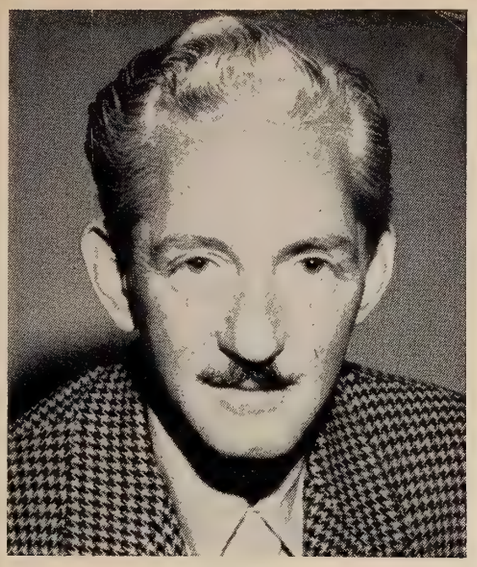
WLS GETS RESULTS *for the* **AGRICULTURAL INDUSTRY**

Better see your John Blair man...or contact us, today...and start enjoying the kind of results WLS can deliver for you and your products.

A Clear Channel Station

WLS CHICAGO 7 — The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.



Frank Ferrin

on all accounts

WHEN Frank Ferrin was a Chicago agency executive jousting with clients, time salesmen and discount structures, he was the last to think he'd do the same some day with tigers, elephants and pythons.

His early experiences stood him in good stead, for CBS-TV's *Smilin' Ed's Gang*, which Frank Ferrin Co. packages and produces in Hollywood, is so successful it has been sponsored continuously by the Brown Shoe Co., St. Louis, since August 1950. Brown, through Leo Burnett Co., has sponsored the radio version (currently on ABC in non-TV cities) since September 1943.

Using his original radio show as a base, Mr. Ferrin began filming *Smilin' Ed's Gang* in 1949, when many of today's TV film producers were only thinking about entering the field. With Ed McConnell as narrator, the 30-minute East Indian jungle adventure series is one of the few using footage actually made with authentic animal and native scenes.

Mr. Ferrin and a crew spent several months in India last year. Another crew has been filming there since July, shooting 50,000 feet of color film thus far to add to 30,000 feet taken previously. From color, black and white prints are made.

"When color TV comes, we'll be ready," Mr. Ferrin says, adding that the reason for shooting footage in India is that "Even in Hollywood, we can't get 100 elephants, 200 head hunters or a herd of rhinoceri when we need them."

Mr. Ferrin believes this authentic jungle footage, to which is added necessary Hollywood-shot dialogue and action by a large cast, is responsible for the program's appeal.

Born in Minneapolis Nov. 13, 1904, Mr. Ferrin ran away from home after completing high school and joined a circus.

Entry into the advertising business came after he organized Midwest Recording Inc., Chicago production and transcription concern of which he was sales manager and executive producer. His start in radio took place at WRHM (now WTCN) Minneapolis, where he did a nightly comedy act, *Nels and Ole*, after selling time during the day.

Before forming Frank Ferrin Co. in 1946, he was vice president in charge of radio for Leo Burnett Co. He was associated previously with H. W. Kastor & Sons and with Henri, Hurst & MacDonald, both Chicago.

His wife is the former Barbara Steen. They make their home in suburban Northridge, and have two daughters, Colleen and Jacquelyn (Mrs. Don Olson).



Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

NORTH CAROLINA is the South's No. 1 STATE

North Carolina's NumberONE SALESMAN

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

WPTF

also WPTF FM

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM AND EASTERN NORTH CAROLINA



FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER
GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING TELECASTING

March 9, 1953 Vol. 44, No. 10

HYDE SEES EISENHOWER ON FCC CHAIRMANSHIP

Visits with President for half hour, but expected announcement of his appointment as Chairman was not forthcoming. It was presumed announcement being delayed pending decision on selection of Republicans to succeed Messrs. Walker and Merrill.

ROSEL H. HYDE, the man thought most likely to become the new—and first—Republican Chairman of the FCC, conferred with President Eisenhower last Friday for half an hour, but he didn't leave the White House with the appointment in his pocket.

In keeping with the White House tradition of never quoting the President, unless authorized, Mr. Hyde was non-committal following his visit. He had been called to the Executive Mansion and, it was assumed the purpose was to receive notification of his promotion, along with a mandate to reorganize the agency along Republican lines.

But, when no announcement came, the view then was expressed, notably in informed circles on Capitol Hill, that the President perhaps wanted to "look Hyde over." There has been no outspoken opposition to Mr. Hyde, but it's known that a number of Republican stalwarts, insistent upon "cleaning up" the old Democratic agencies, have felt that a "new broom," rather than a career man should be named to the FCC. Whether Mr. Hyde sold himself to the President appeared to be the question.

Mr. Hyde came up through the ranks from docket clerk on the old Federal Radio Commission, and served successively as attorney, hearing examiner, Assistant General Counsel, General Counsel and Commissioner. He has been described by members of the Senate Interstate & Foreign Commerce Committee as the "ablest man on the Commission." If Mr. Hyde should lose out, the expectation is that an "outsider" with no alliances on the FCC would be named.

May Hold Appointment

There also was speculation about the possible withholding of Mr. Hyde's appointment until the President is ready to nominate Republicans to the two available positions on the Commission, transferring it from Democratic to Republican control, and thereby giving the new Chairman a working majority. There are now four Democrats, two Republicans and an Independent on the Commission.

Word was spread that Mr. Hyde, heavily endorsed by private communications companies and broadcasters, as well as by important party leaders, would get the Chairmanship. The final step awaited was the inevitable session with the President. When that happened Friday morning, the appointment was regarded as a *fait accompli*. Many of his friends and colleagues called to congratulate him, and the only comment from his office was, in substance, "premature."

Mr. Hyde's appointment would not require Senate confirmation since, under the law, the President selects the Chairman from among qualified members of the Commission. Mr. Hyde was appointed last year by President Truman for a new seven-year term.

Whether or not the status of Democratic Chairman Paul A. Walker, Oklahoma Democrat, has any bearing on the delay, could not be ascertained last Friday. Mr. Walker, 71 and the only charter member of the FCC, created in 1934, has not tendered his resignation and is said to have no intention of doing so. But it has been ascertained that President Eisenhower can rescind an order issued by his predecessor extending Mr. Walker's term despite the fact that he has passed the statutory retirement age of 70.

President Eisenhower thus can pick up the unexpired portion of Mr. Walker's term, and also nominate a successor to Eugene H. Merrill, Utah Democrat.

Many names are under consideration for the impending vacancies, In the forefront, from broadcaster ranks, is understood to be Charles H. Garland, general manager of KOOL Phoenix, and a 30-year veteran in radio, both in Illinois and Arizona. A practical broadcaster, he has long been identified with the Gene Autry operations.

The second appointment, it was thought, might readily go to a man, preferably a lawyer with a background in public utility-common carrier regulation. Commissioner Walker is the only present member of the FCC with such a background, having served as chairman of the Oklahoma Corporation Commission prior to his appointment to the FCC.



Rosel H. Hyde
At White House Friday

Mentioned for the two vacancies are:

Lewis Allen Weiss, former chairman of Mutual and of Don Lee, a resident of Los Angeles, who retired last year from public office after having served a year and a half as deputy administrator of NPA and director of the Office of Civilian Requirements of DPA.

Thad Brown, vice president in charge of television affairs of NARTB and the son of the late former Commissioner Thad Brown.

J. Paull Marshall, 42-year-old attorney and member of the Maryland Assembly, active in the Young Republican Club during the campaign.

William Speare, former AT&T attorney in Washington, who for the past several years has been practicing law in Fremont, Neb.

Lyman Smith, 35-year-old district attorney of Penn Yan, N. Y., the upstate wine district represented by Rep. John Tabor, chairman of the powerful Appropriations Committee, and who has Rep. Tabor's support.

Fred Palmer, midwestern radio consultant and former station manager, who has been an active candidate from the start.

Edward J. Scheuffler, Kansas City attorney, active in Republican politics and closely identified with the Eisenhower campaign.

Walter Johnson, of Heathsville, Va., former FCC attorney (1935-39) and now commonwealth's attorney of Northumberland County. He was the unsuccessful 1949 Republican nominee for governor of Virginia.

Earlier Conferences

Prior to his call to the White House, Mr. Hyde had conferred with officials of the Republican National Committee. A fortnight ago, he was in session with Wesley Roberts, chairman of the committee. At that time, it is believed, he advised the chairman that he had in mind reorganization of the FCC to eliminate those holding patronage positions or those who have been regarded as left-wingers or troublemakers. It is believed that at least two dozen key position are involved at the staff level.

The only criticism directed against elevation of Mr. Hyde was premised on the view that, as a career man, he would not be disposed to "clean up" the FCC, long under Congressional fire. There was talk of a "new broom" in the person of an outsider who would not be beholden to the existing organization. There was considerable Congressional pressure in favor of the temporary return of former Commissioner Jones, now in private law practice, or of Norman S. Case, former governor of Rhode Island, who served on the FCC from July 1934 to June 30, 1945.

Mr. Hyde, however, had virtually unanimous endorsement of leaders in radio and television and also had substantial support among influential members of Congress.

New General Mills Products To Get Broadcast Launching

Firm will test Sugar Jets and Sugar Smiles; may promote them on TV network shows.

GENERAL MILLS, Minneapolis, will use radio and television spots and programs to help launch its distribution of two new cereal products in test markets this month.

Samuel Gale, vice president in charge of advertising for the firm, disclosed this in response to a query on plans to introduce Sugar Jets and Sugar Smiles in New York and Ohio.

Mr. Gale said a "standard, balanced campaign" would be utilized, including substantial use of radio and television.

At least two TV shows are reportedly in preparation by William Esty Co., New York, new agency for Sugar Jets. A second agency, Tatham-Laird Inc., Chicago, was mapping similar plans for Sugar Smiles. T-L also handles GM's Kix account.

An unconfirmed report is that the two new cereals may be inserted into the company's video programs, *The Lone Ranger* and *Stu Erwin Show,* replacing Cheerios and Kix. Cheerios is handled by Dancer-Fitzgerald-Sample.

General Mills announced it has delayed entering the sweet cereal field until a series of extensive consumer tests proved successful. The campaign, still in the test stage, may expand radio and TV usage.

The new product campaign is not tied in with General Mills' contemplated spot saturation drive, scheduled to kick off this month. The company is expected to concentrate the bulk of the spot blitz on other products. The spot project for Wheaties will probably be as intense as in 1952.

Executives of Knox-Reeves Adv., Minneapolis, met in Chicago Thursday and Friday for a round of discussions with Lowry Crites, GM's radio-TV media director. Meeting with him were "Chuck" Anderson, assistant media director, Dr. A. R. Root, vice president and director of media and research, and Paul Phillips, account executive on Wheaties account.

The cereal campaign is expected to continue through the summer months. Last year, GM used 90 announcements at an average of more than 10 per day over a 17-week period. The firm sold stations on the formula of providing Class A time for four-fifths of radio-TV commitments, but with the overall rate based on one-half the individual station's daytime one-time rate. This gave General Mills a discount of 60%, according to estimates made at the time. Dr. Crites has declined to say what formula, if any, would be offered to stations this year.

Gardner Agency Realigns

MEDIA and research departments of Gardner Advertising Co. have been split into separate units, and several key appointments have been made. Warren J. Kratky, with Gardner five years, was named media director. Other appointments: Champ C. Humphrey, vice president and director, becomes account executive on Pet Milk, and John C. Naylor Jr., formerly in charge of radio-TV media, shifts to the account management staff. No replacement for Mr. Naylor was announced.

Mr. Humphrey succeeds Henry O. Whiteside, who leaves the firm after 10 years' service. Mr. Humphrey has been vice president in charge of media and research since 1950. Kenneth E. Runyon is the new research director. Appointments were announced Monday by Elmer G. Marshutz, agency president.

Ad Council Blood Pleas

"GIVING blood is the easiest thing in the world to do!"

That slogan is the theme of special balops and flip cards on the National Blood Program sent by the Advertising Council to the broadcasters, advertisers, and agencies who teamed up the week of Feb. 22-28 to persuade their audiences to join the ranks of blood donors.

Cunningham & Walsh, volunteer agency for radio-TV on the blood program, prepared the visual materials and the accompanying announcements, scheduled by the Council as part of its TV allocation plan.



LONG-TERM contract between WBBM Chicago and Morris B. Sachs Inc. for 18 quarter-hours a week is signed. L to r (seated): Mr. Sachs and E. H. Shomo, WBBM sales manager; standing, Norman Heyne, account executive, Ruthrauff & Ryan agency; Pat Wright, Sachs Inc.; Don Mann and Bill Miller, WBBM account executive and assistant sales manager, respectively; Betty Wentzel, Ruthrauff & Ryan, and Al Bland, WBBM program director.



HOUSEWARMING at Bozell & Jacobs agency's new Chicago office was hosted by Nathan E. Jacobs (l), president, who headquarters in Chicago, and Morris E. Jacobs, board chairman, who works in the Omaha office. Advertising and public relations firm, which has 11 offices, opened new quarters at 205 N. La Salle St.

Hahn Notes Ad Contributions To American Tobacco's Sales

CONTRIBUTIONS of advertising to the dollar and unit sales record achieved by the American Tobacco Co. in 1952 are spotlighted in the company's annual report mailed to stockholders.

In a letter accompanying financial statements, Paul M. Hahn, president of the company, said advertising was a "principal factor" in accomplishing "great volume," and thereby keeping prices lower. He paid tribute to the company's TV and radio programs and personalities that won some 25 national and local awards, citing *Your Hit Parade, Robert Montgomery Presents,* and *The Jack Benny Program.*

He said extensive promotion of cigarettes through radio, TV, newspapers, magazines and other media is necessary because they are sold in a highly competitive market.

"Considerable misinformation exists as to the cost of cigarette advertising. In spite of its comprehensive nature, your company's cigarette advertising costs only about one-third of a cent per package of 20 cigarettes."

The company's annual report showed that net income for the year was $34,068,963 as compared with $33,109,669 for 1951. Dollar sales were listed at $1,065,738,534, as compared with $942,552,034 in 1951.

Kobak Stresses ARF Goal Of Sound Research Methods

ADVERTISING Research Foundation is striving to eliminate guesswork in advertising and to substitute facts substantiated by research based on sound standards, Edgar Kobak, ARF president, told the Pittsburgh Advertising Club at a luncheon meeting last Tuesday.

Mr. Kobak acknowledged progress in advertising research in recent years, but added, "There is still a lack of research standards and uniform methods which are needed in any field for scientific study."

"This isn't any overnight job," Mr. Kobak said, and "no magic will bring it about. And we most certainly don't expect any miracles—and don't you expect any. It's a long-range job and it will require a lot of hard work and industry support."

ARF already has committees actively working on three major projects, including a study of radio-TV rating methods, Mr. Kobak said.

TEN CAMPAIGNS SET IN BRISK WEEK

Spot and network campaigns on radio, TV, bought by Conoco, Columbia Records and Instant Chase & Sanborn Coffee; other advertisers formulating plans.

IN A WEEK of spirited business action in which the pattern was diverse, at least 10 advertisers were found by BROADCASTING • TELECASTING last week to be developing new moves affecting spot and network campaigns in radio and TV.

Among the spot proponents, Continental Oil Co., Ponca City, Okla., for Conoco, will break a radio spot announcement schedule in 50 markets effective March 18. Length of contract is fairly short, and varies in different markets. Benton & Bowles, New York, is the agency.

Columbia Records, through McCann-Erickson, New York, following a more diverse policy, will spend $100,000 in an advertising campaign using TV and radio spots, as well as other media. The TV spot campaign which started last week as a test in 22 markets, continuing for two weeks, may be expanded later.

Coffee Campaign

Instant Chase and Sanborn Coffee will take on a radio spot campaign effective April 1 in 25 markets. Contract is for at least 13 weeks with possible expansion through the summer. Compton Adv., New York, is the agency.

Pream, through Ralph H. Jones, Cincinnati, is starting a national radio spot campaign March 30 for 13 weeks.

Shulton Toiletries, through Wesley Assoc., is known to be preparing an addition of several markets to its already formidable list, effective April 1.

Curtis Pub. Co. will relinquish its sponsorship of *Keep Posted* on DuMont (Tues., 8:30-9 p.m. EST), effective March 31. The advertiser is re-evaluating its entire radio and television budget, and the money saved by cancellation of the program "will probably go into spot activity," a spokesman from BBDO, New York, agency for Curtis, told BROADCASTING • TELECASTING. Curtis is using a radio and a TV spot schedule.

The Nestle Co., White Plains, N. Y., for Nescafe, under CBS Radio's "power plan," effective April 8 will become a co-sponsor of three radio programs: *FBI in Peace and War, Meet Millie,* and *Mr. Keen, Tracer of Lost Persons.* Nescafe sponsors the trio of programs along with Procter & Gamble and Brylcreem. Thus the "power plan" assumes a sell-out status. Agency for Nescafe is Sherman & Marquette, N. Y.

Drew Pearson Dropped

In another shuffle of plans, Carter Products will drop sponsorship of *Drew Pearson* on ABC radio and DuMont TV network, with the money, it was understood, going into another television network show. Negotiations are under way for a new property on possibly another network, with details expected to be revealed within 10 days. Ted Bates & Co., New York, is the agency

Meanwhile, DuMont is considering carrying Mr. Pearson on a sustaining basis. ABC late last week had not decided on the program which will succeed Mr. Pearson in the vacated time segment.

General Mills, it was understood, was considering cancelling its *Silver Eagle* ABC radio network show with the object of funnelling the saving into a projected spot summer schedule for several of its cereal products [B•T, Feb. 16]. Knox-Reeves, Minneapolis, is the agency. (See separate story.)

In another and fully-crystallized budgetary move, Pearson Pharmacal Co. (Ennds) will take over the 7:30-8 p.m. Saturday time being vacated by Dunhill's *My Hero* show on NBC-TV, which will go on a half-hour later, 8-8:30 p.m. This action is in addition to Ennds' alternate-week sponsorship of *Eye Witness* (Mon., 9-9:30 p.m.) also on NBC-TV. Harry B. Cohen, New York, is the agency.

General Foods for its Jell-O, through Young & Rubicam, New York, is understood to be contemplating a new property for a half-hour network television show.

Johnson & Johnson Eyes Show

Johnson & Johnson, one of the advertisers on the ill-starred *All Star Revue* on NBC-TV, is understood to be interested in a nine-week fall network program of its own devising.

Pet Milk, the other sponsor on *All Star Revue,* is being courted by three networks, NBC, CBS-TV and ABC, in an attempt to engage the client's interest in a network property and time.

Renewals played their part in the week's activity, too:

Scott Paper Co. has agreed to carry on with its *Patti Page Show* on CBS-TV, but with a new format.

General Foods (Swansdown Flour and Sanka) has renewed its *Our Miss Brooks* on CBS-TV Friday, 9:30-10 p.m. Young & Rubicam, N. Y., is the agency.

General Electric renewed *I Married Joan* on NBC-TV, Wednesday, 8-8:30 p.m., through Young & Rubicam.

'New Drew' Pearson

DREW PEARSON goes local for the first time next Saturday with a quarter-hour "behind-the-scenes" informal feature on WTOP-TV (CBS) Washington, signed for a firm 13 weeks by Emerson Radio of Washington, Inc., local distributor. Mr. Pearson becomes the "new Drew" with adoption of an informal living room set, an adlib format and chats on topical matters with two assistants, Jack Anderson and Fred Blumenthal, and a secretary. His network news shows on ABC radio and DuMont will be dropped later this month, with the makers of Carter's liver pills allocating more money to television and adopting a non-news format. Local agency is Robert M. Gamble Jr.

'Life Is Worth Living' on MBS

IN A move to reach areas out of range of its present TV coverage, Admiral Corp. last week announced a new series starring Bishop Fulton J. Sheen on the full MBS radio network.

Bishop Sheen will bring his *Life Is Worth Living* to over 560 Mutual affiliates starting this Thursday, 8-8:30 p.m. CST. He currently is on over 70 DuMont TV Network stations each Tuesday. Negotiations were handled by Erwin, Wasey & Co., New York.

Firm had announced last month that it would spend $20 million for all advertising this year—largest in its history.

Bates Heads L&F AM-TV

JOHN BATES, radio-TV account executive on the Hudnut Sales Co. account for Kenyon & Eckhardt, N. Y., has joined Lambert & Feasley, same city, as director of the radio and television department.



PARTY for about 40 agency timebuyers staged by KMPC Los Angeles last Tuesday in New York was attended by (l to r): Kneeling, Al Kerr and Paul Weeks, H-R Representatives, national representatives for KMPC; Robert Reynolds and Charles Cowling, KMPC; standing, Frank Coulter, Young & Rubicam; Frank Headley, H-R Representatives; James Luce, J. Walter Thompson Co.; Gene Autry, KMPC and KOOL Phoenix and KOPO Tucson; Frank Silvernail, BBDO, and Frank Pellegrin, H-R Representatives.

Old Gold Executive Critical Of Hypoed Ad Claims in Media

P. Lorillard's Alden James criticizes tobacco industry for medical claims; alleges they hurt all advertising.

EXTRAVAGANT advertising claims can hurt the cigarette industry as well as the advertising profession, Alden James, advertising director and a member of the board and executive committee of P. Lorillard Co., makers of Old Gold cigarettes, said in an address to Philadelphia's Poor Richard Club.

"I think one thing some of the people in our industry can be criticized for is the way they have made a football of the medical profession," Mr. James said. When cigarette manufacturers claim medical specialists checked a group of smokers and found no irritation of eye, ear, nose and throat from smoking their brand of cigarettes, "that is when we say medical claims in cigarette advertising reach the point of absurdity," Mr. James said.

"We feel psuedo-scientific claims and psuedo-scientific advertising have no place in our business or in any business. Extravagant advertising claims are not only wholly unnecessary, but there is a better way to get and keep business in the long run," he said.

"Television presents a challenge to honesty and believability of advertising," Mr. James stated. "Most people really believe in advertising. What they take exception to is some of the advertising practices and the lack of principle which inspires them."

Mr. James said advertising cost is approximately 2/5th of one cent on a package of cigarettes, and this is 60% less than 40 years ago. "Because advertising creates valuable turnover (as high as 50 times a year), you can be sure of getting the brand you want. And through volume, created by advertising, all cigarettes have improved," said Mr. James.



GOEBEL Brewing Co. President Edwin J. Anderson (seated, l), okays sponsorship of Detroit Tigers' exhibition, home and road games on WJBK-AM-TV Detroit starting March 7. Discussing details with him are C. E. Carey (standing), vice president in charge of sales for Goebel, and Gayle V. Grubb, vice president and managing director of the stations. WJBK will be key station in the Goebel baseball network, and its TV affiliate will carry 35 home games on the Tiger schedule.

Standard for 'Midgets'

PROPOSAL that standards be adopted for midget radio announcements was made last week by Station Representatives Assn. [CLOSED CIRCUIT, Feb. 23], which submitted the following for industry approval:

Name: Radio Shorts.

Mechanical: These shorts may be live or E.T.

Duration: The shorts shall not be more than 8 seconds or 16 words.

While shorts may be of lesser duration or contain fewer words, SRA recommends that no smaller time unit than 8 seconds be set up.

Picard Agency Changes Name; Adds Redfield as Partner

PICARD Adv. Co., New York, became Picard, Marvin & Redfield March 2 with addition of L. L. Redfield as a partner. Mr. Redfield resigned as chairman of Dowd, Redfield & Johnstone to become executive vice president of the new agency. The other partner, William S. Marvin, joined Richard A. Picard in 1934, 10 years after the founding of the agency. Mr. Marvin is a vice president.

Mr. Redfield has brought nine new accounts to the agency which will increase its billing about 40%, he told B•T. New accounts brought in are Edward Petry Co., United Television Programs, Meseck Steamboat Co., M. Ewing Fox Co., Godell's, William H. Nicholls Co., Woolfoam Co. and Standard Remedy Co. Picard accounts include several auto dealers and divisions of Borden Co. and International Paper Co. Mr. Picard continues as president.

Senators Baseball Network

WASHINGTON Senators' league and exhibition baseball games will be fed by WWDC Washington to a 17-station network in a three-state area under sponsorship of National Brewing Co., Baltimore. Total of 168 games will be aired.

Network, which may be expanded, now includes WCHV Charlottesville, WREL Lexington, WLVA Lynchburg, WANT Richmond, WTON Staunton, WNNT Warsaw, WINC and WRFL Winchester, WSTK Woodstock, WFVA Fredericksburg, all Virginia; WCFM Cambridge, WCUM Cumberland, WFMD Frederick, WARK Hagerstown, WASL Annapolis, WLIK Leonardtown, all Maryland, and WHVR Hanover, Pa.

BBDO Names McCarthy

W. BARRY McCARTHY has been named director of the office of public relations and publicity of BBDO, New York, effective immediately, Ben Duffy, agency president, announced Wednesday. He succeeds William Maloney, who has resigned. Mr. Maloney's future plans were not announced. Mr. McCarthy was West Coast director of public relations for Ford Motor Co., and before that on the creative and client contact staff of Foote, Cone & Belding, San Francisco.

Challenges FTC Charge

ALLEGATIONS of a Federal Trade Commission hearing examiner in an initial decision involving advertising claims of Marlene's Inc. for its Mynex Tablets were refuted last week by Edward H. Larson, partner in O'Neil, Larson & McMahon, Chicago, which handles the account.

He challenged findings generally of FTC Examiner Abner E. Lipscomb, but refused to say whether Marlene's would appeal.

The FTC initial decision identified R. J. Smasal and James O. Webb as officers of Marlene's and mentioned Mr. Larson and Nelson J. McMahon as co-respondents in the complaint. Mr. Larson said the firm had used TV spot announcements but no radio.

The decision challenged claims that the tablets possess weight-reducing properties. Defendants were ordered to discontinue four representations. Decision becomes final in 30 days from Feb. 27 unless appealed.

NEW BUSINESS

Spot

Masland Rugs planning to place three-day radio spot announcement schedule in 30 cities effective mid or late March. Agency: Anderson & Cairns, N. Y.

Dale Dance Studios (nationwide dance school chain), adds WLOL Minneapolis, WOL Washington, WWIN Baltimore, WABC New York, WPAT Paterson, N. J., WAAT Newark and WJBK Detroit to group of stations already carrying 10-minute programs. Agency: William Warren, Jackson & Delaney, N. Y.

Network

Scholl Mfg. Co., Chicago (foot comfort remedies and appliances) buys five-minute newscast, 4:55-5 p.m., Sun., on MBS network starting March 29. Agency: Donahue & Coe, N. Y.

American Home Products, N. Y. (Anacin & Bi So Dol products), sponsoring Gabriel Heatter news commentaries on Mutual, Mon. and Wed., 7:30-7:45 p.m., effective last Monday. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

American Tobacco Co. (Lucky Strike cigarettes) has renewed alternate-week sponsorship of *Robert Montgomery Presents* for 52 weeks on NBC-TV, Mon., 9:30-10:30 p.m. EST.

Scholl Mfg. Co., buying Mon. 3:30-3:40 p.m. portion of Paul Dixon show, Mon.-Fri., 3-4 p.m. on DuMont TV network, effective March 16. **Vitamin Corp. of America** buying 3:40-3:50 p.m. segment, Wed., effective March 18. Both contracts are for 13 weeks. Agency for Scholl: Donahue & Co., N. Y. Agency for Vitamin Corp.: Kastor, Farrell, Chesley & Clifford, N. Y.

Agency Appointments

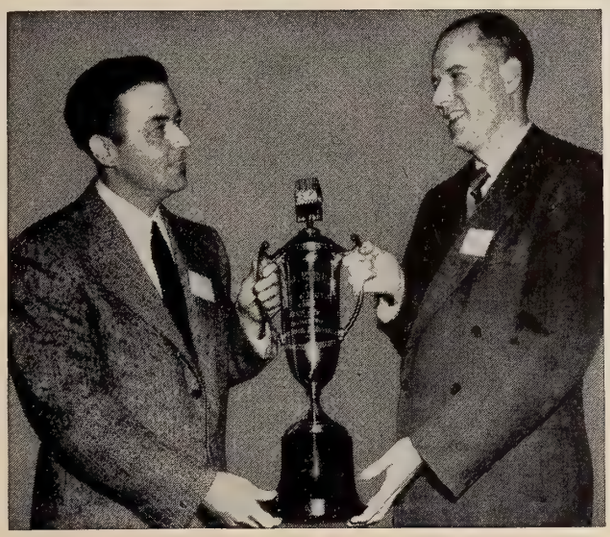
Jaguar Cars Ltd., Coventry, England, appoints West-Marquis Inc., L. A., to direct national advertising in U. S. **T. L. Stromberger** is account executive. **H. B. Humphrey, Alley & Richards Inc.,** N. Y., will handle public relations and dealer advertising east of Mississippi.

Bee-lyte Fiberglass Co., Chicago, appoints

Advertisement

WHO ACCLAIMED NATION'S BEST RADIO NEWS OPERATION, FOR SECOND CONSECUTIVE YEAR

BY NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS





At recent convention of National Association of Radio News Directors, Baskett Mosse, chairman of committee judges, said: "The Medill School of Journalism of Northwestern University is happy to announce tonight that radio station WHO, Des Moines, Iowa, was selected as the outstanding radio news operation in the United States for 1952".

In presenting the award Mosse said: **"This is the first time in the history of the National Association of Radio News Directors that the awards committee has selected a radio station as the outstanding radio news operation in the country for the *second consecutive year*. I think this is an unusual honor and I know that you are proud of it and we are really proud to give it to you. Not to take anything away from the other entries in this contest, but I would like to say that your particular entry won this award by unanimous vote. Every judge on our awards committee voted for WHO as the outstanding radio news operation — 1952".**

BEST EQUIPMENT, VETERAN STAFF, BIG BUDGET

The WHO News Bureau has an impressive physical plant: six leased-wire machines; a portable battery-operated tape recorder; a telephone recorder; three short-wave monitors for state and city police and fire department broadcasts; a number of subscription services; and a library which includes several specialized news encyclopedias.

The six leased-wire machines include two Associated Press, two United Press and two International News Service machines. WHO's leased-wire service exceeds the facilities used by many of the country's leading daily newspapers; and is unsurpassed by any radio station in this section of the country. Only two of the six machines are "radio" wires — the other four bring in detailed stories known as "press" wire service. Press wire service gives lengthy accounts and the three news services bring in three different versions of the big stories around the world. This necessitates constant boiling down, rewriting and sifting of details, playing up news of local interest — all tailored to fit a split-second time period.

NINE VETERAN REPORTERS EDIT AND BROADCAST NEWS

Proud as we are of this award, we are more proud of the people on our staff who helped us win it. The WHO News Bureau is headed by veteran Jack Shelley, and includes eight other full-time men and a secretary. Eight of the men are college-trained reporters, rewriters and broadcasters, *all of whom are heard regularly on the air.* The ninth man is a specialist in political reporting. The ten people on the staff represent a total of 100 years' experience in news work. Five of the News Bureau staff have been with WHO ten or more years.

In addition to the regular full-time staff, the WHO News Bureau maintains a staff of 70 correspondents — or part-time reporters — throughout Iowa and in Southern Minnesota and Northern Missouri, heavy WHO listening areas.

TELEPHONE USED EXTENSIVELY

The WHO News Bureau uses the local and long-distance telephone extensively to supplement and verify the regular news services' coverage. Staff members check directly with peace officers and hospitals each morning to get accident reports and accident victims' conditions which may have changed since the late night news reports. In many instances, the leased-wire services do not clear this type of information until too late for a 7:30 a.m. — or even an 8:45 a.m. — newscast. Telephone checks also minimize the possibility of loss of news when events take place in remote areas, distant from a news service reporter.

STAFF WORKS TWO SHIFTS

The WHO News Bureau maintains a morning and a night shift. There is a certain amount of specialization within each shift in that one man may be assigned Washington and foreign news, another Iowa news, and a third miscellaneous human-interest stories. Whatever the assignment, the reporter stays on it for an indefinite period, building up a background for that specific job, and becoming a specialized reporter on that shift. Each shift writes its news copy especially for the men who will be airing it.

$100,000 ANNUAL BUDGET

To operate its award-winning News Bureau and to provide Iowa-Plus listeners with unexcelled news coverage, WHO spends more than $100,000 annually. This figure is believed to be one of the highest figures in the Nation.

PUBLIC SERVICE EXTRAS

In addition to its regular news services, the WHO News Bureau provides its listeners with a variety of public-service extras. These include free announcements regarding public and private meetings during periods of extreme weather conditions, up-to-the-minute reports on road and weather conditions and emergency calls on newscasts to locate families or members of families who are traveling or are visiting away from home, etc. The News Bureau has also developed a system whereby a copy of each newscast mentioning an Iowa serviceman is sent to the next of kin. This service has required the cooperation of local postmasters in many cases because of the lack of a street address or the name of the next of kin. **Management at WHO considers the public service aspect . . . the many extra "little things" that WHO does for its listening public . . . to be the difference between a routine news operation and one that is contributing to the welfare of the community. This — then — is the difference between a good news operation and the "Best Radio News Operation in the United States".**

BETTER NEWS — BETTER AUDIENCES

The leadership of WHO's News Service is only one of many reasons why WHO is *Iowa's greatest advertising values.* The 1952 Iowa Radio Audience Survey, accepted by leading advertisers and agencies as a completely authoritative analysis of listening habits in this state, shows that WHO is by far the "most-listened-to" station in Iowa. Write for your copy, or ask Free & Peters.

+ WHO for Iowa Plus! +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Hall of Fame

NOMINATIONS for the Advertising Hall of Fame will be received until April 15 by the Advertising Federation of America. Selection will be announced at AFA's 49th annual convention at Cleveland June 16.

Frederick Asher Inc., same city. All media is contemplated.

California Strawberry Council, S. F. (frozen berry packers), appoints Alport & O'Rourke, that city.

Washington State Dairy Products Commission, Seattle, appoints The Burke Co., same city. Radio-TV will be used. Account executive is **Floyd O. Flint.**

Wilkinson Co., Santa Monica, Calif. (dental metallurgists), appoints Western Adv., Agency Inc., L. A. **Kenneth J. Slee** is account executive.

Columbia Tobacco Co. appoints Doyle Dane Bernbach Inc., N. Y., for Du Maurier cigarettes.

Personalized Foods Inc., L. A. (Twang cheese spread), appoints Irvin Rose Agency, Hollywood. Radio-TV will be used.

Harry Glemby Inc., N. Y. (Lorraine hair nets), appoints Herschel Z. Deutsch & Co., same city.

Moss Stores Inc., S. F. (chain of 52 women's apparel stores), appoints H. Jack Wyman Adv., that city.

International Restaurant, Oakland, Calif. (airport), appoints Robert L. Pickering Adv. Agency, that city. TV will be used.



HELPFUL salesmen offer pens to Arnold Perlman (c), president of Helene Pessl Inc., (Little Lady Toiletries), which is sponsoring Irene Wicker in *Little Lady Story Time* on WABC-TV New York. At the left is Paul Mowrey, station manager, with Ed Bleier (r), station account executive. Keystone Adv. handles the account.

P&G TOPS '52 NETWORK TIME BUYERS

Over $30 million was used by the soap company last year in outbuying all other networks sponsors; food firms, as a class, however, lead the list in both AM and TV.

PROCTER & GAMBLE Co. was the top client of the nationwide radio and TV networks during 1952, according to a compilation by BROADCASTING • TELECASTING of advertising expenditures for network time as recorded by Publishers Information Bureau, which shows P&G to have bought $30,439,822 worth of network time throughout the year, $16,235,025 going for radio network time and $14,204,797 for TV.

The Cincinnati soap manufacturer ranks first in gross time purchases from both radio and TV networks, as well as from the combination. This consistency is unmatched by other leading users of network time. General Foods Corp., ranking second with total time purchases, stands fifth on the 1952 radio network list and fourth on the TV network list. Colgate-Palmolive-Peet Co., third in point of total network expenditures, ranks second among TV network time users and eighth radiowise. Tables I, II, and III list the top 10 spenders for radio, TV and combined network time.

Comparison of Tables

Comparison of these three tables reveals that during 1952 six companies were included in the top 10 spenders for both radio and TV network time: The three already listed, P&G, General Foods and C-P-P, plus Lever Bros., General Mills and Liggett & Myers. All these companies naturally are included in the combined list, but not in the first six positions. R. J. Reynolds Tobacco Co., not among the radio top 10, was strong enough in TV time purchases (third) to make fifth position on the combined list, ahead of General Mills and Liggett & Myers. Incidentally, it is perhaps worthy of note that of the six on both radio and TV lists, only two, Procter & Gamble and General Mills, spent more for radio network time than for TV network time, the other four putting most network money into television.

Similar variations show up in time purchases of the different kinds of network advertisers. Foods rank first in purchases of both radio and TV network time, but tobacco products stand second on the TV list and fifty for radio. Toiletries, second in radio, ranks third in TV. Soaps are fourth in both lists, but automotive advertising ranks fifth in TV, tenth in radio. Drugs are third radiowise, seventh among TV network clients.

TV Advertising Pattern

Conclusion is inescapable that as TV matures it is developing its own advertising pattern which is somewhat similar but far from identical with that of radio, at least so far as network advertising goes.

When the number of advertisers using each kind of network during each quarter of 1952 are counted from the PIB tables, results somewhat surprisingly show fewer TV network clients during the fourth quarter than during the opening quarter of the year, while the reverse is true for radio. There were 177 TV network advertisers in the January-March period, 168 in April-June, 146 in July-September and 166 in October-December. Radio network clients numbered 171 in January-March, 177 in April-June, 175 in July-September, and 189 in October-December.

Dollarwise the picture is more encouraging for the TV networks. Their combined gross time sales for the opening quarter of 1952 totaled $45,674,388; second quarter total was $42,941,826; third quarter, $40,226,517, and final quarter, $51,952,149. Radio networks combined gross time sales were: $42,600,798 the first fourth of the year, $40,889,961 the second quarter, $35,118,237 the third, and $44,844,466 the final quarter.

Class-by-class comparisons of 1952 and 1951 TV network time sales were reported in the Feb. 23 B•T, for AM networks, March 2.

TABLE I

TOP TEN RADIO NETWORK ADVERTISERS IN 1952

	Advertiser	Gross Time Expenditures
1	Procter & Gamble	$ 16,235,025
2	Miles Labs.	7,021,901
3	Sterling Drug Inc.	6,370,822
4	General Mills	6,151,026
5	General Foods Corp.	6,119,430
6	Lever Brothers Co.	5,759,817
7	Gillette Co.	4,184,685
8	Colgate-Palmolive-Peet Co.	4,135,687
9	American Home Products	4,087,107
10	Liggett & Myers Tobacco Co.	4,027,962

TABLE II

TOP TEN TV NETWORK ADVERTISERS IN 1952

1	Procter & Gamble Co.	$ 14,204,797
2	Colgate-Palmolive-Peet Co.	8,252,416
3	R. J. Reynolds Tobacco Co.	7,379,300
4	General Foods Corp.	7,379,300
5	Lever Brothers Co.	6,607,548
6	American Tobacco Co.	5,917,709
7	Liggett & Myers Tobacco Co.	5,021,480
8	General Motors Corp.	4,928,803
9	General Mills	3,956,881
10	P. Lorillard Co.	3,770,021

TABLE III

TOP TEN NETWORK ADVERTISERS (RADIO & TV) IN 1952

1	Procter & Gamble Co.	$ 30,439,822
2	General Foods Corp.	13,498,730
3	Colgate-Palmolive-Peet Co.	12,388,103
4	Lever Brothers Co.	12,367,365
5	R. J. Reynolds Tobacco Co.	10,898,747
6	General Mills	10,107,907
7	Liggett & Myers Tobacco Co.	9,049,442
8	American Tobacco Co.	8,250,043
9	Gillette Co.	7,915,810
10	Miles Labs.	7,527,791

* * *

Gleason Enters ARB's Top Ten; 'Lucy' Seen by 45 Million in Feb.

FOR THE eighth month, *I Love Lucy* headed the American Research Bureau's ratings with a 73.2 and an audience of nearly 45 million in 66 markets, where three in four TV sets are tuned to the Philip Morris show on CBS Television.

Moving up to No. 10 spot from No. 23 is the *Jackie Gleason Show,* new to the top 10 ranks. Milton Berle's *Texaco Star Theatre,* rated fifth among the top 10 last month, goes to third place, the same which it held last November. It has consistently reached at least one-half of the sets in its 55-market area, and in February the show's total audience was more than 25½ million persons, ARB reports.

Top 10 shows, based on the week of Feb. 1-7, are as follows:

	Program	Rating
1	I Love Lucy (CBS)	73.2
2	Talent Scouts (CBS)	63.2
3	Godfrey and Friends (CBS)	53.4
4	Star Theatre (NBC)	51.5
5	You Bet Your Life (NBC)	50.6
6	Comedy Hour—Hope (NBC)	50.2
7	Dragnet (NBC)	48.1
8	What's My Line? (CBS)	43.0
9	Television Playhouse (NBC)	41.9
10	Jackie Gleason (CBS)	41.5

	Program	(Persons) (Add 000)
1	I Love Lucy (CBS)	44,660
2	Comedy Hour—Hope (NBC)	35,200
3	Godfrey & Friends (CBS)	32,230
4	You Bet Your Life (NBC)	29,210
5	Star Theatre (NBC)	25,540
6	Dragnet (NBC)	25,450
7	Show of Shows (NBC)	24,300
8	Talent Scouts (CBS)	23,530
9	Television Playhouse (NBC)	22,310
10	Jackie Gleason	20,340



Like ham goes with eggs

Low-cost results and W-I-T-H go together just like ham and eggs. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

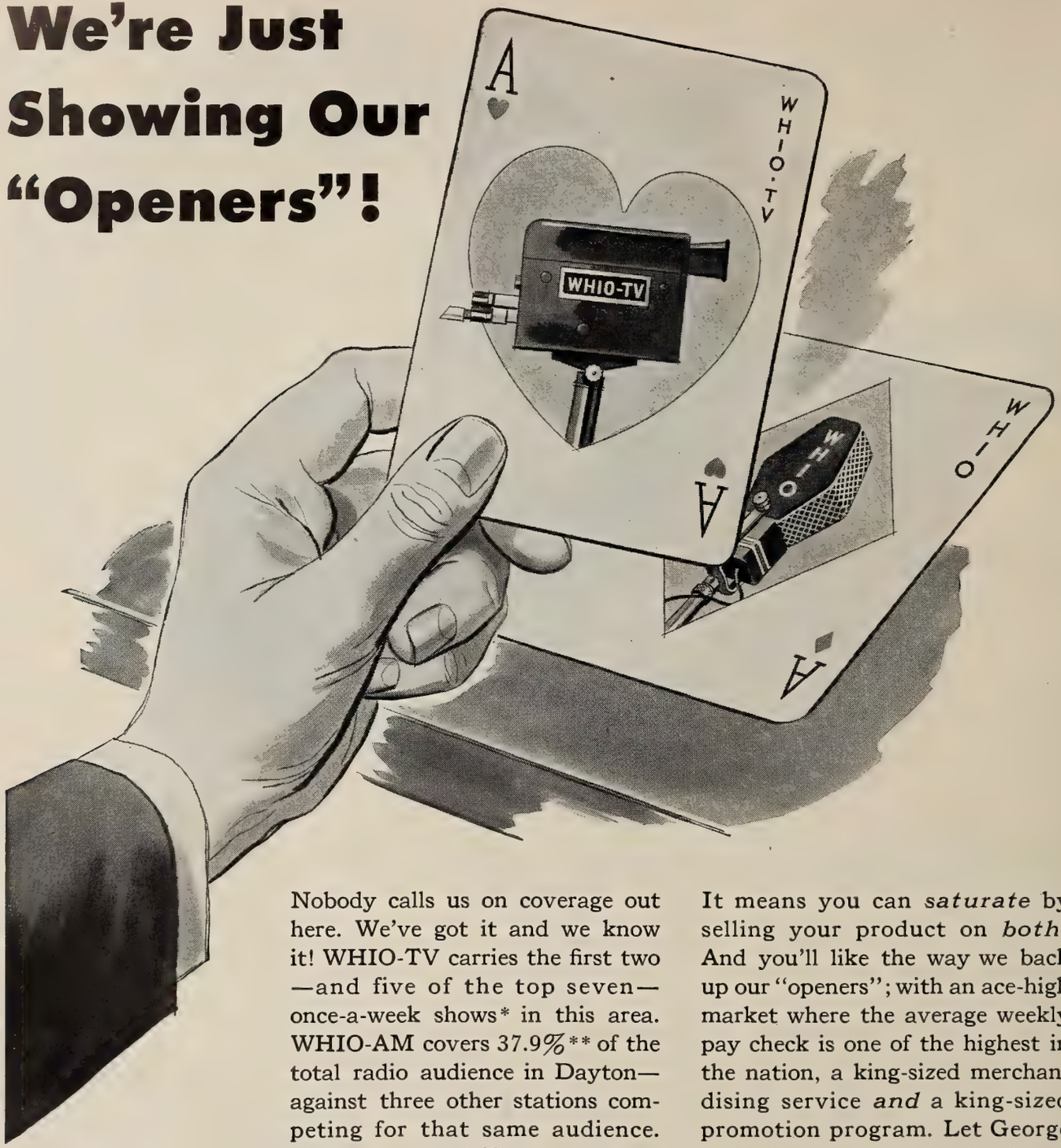
Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

We're Just Showing Our "Openers"!



Nobody calls us on coverage out here. We've got it and we know it! WHIO-TV carries the first two —and five of the top seven— once-a-week shows* in this area. WHIO-AM covers 37.9%** of the total radio audience in Dayton— against three other stations competing for that same audience. That's coverage! That means you can *dominate* in Dayton with either WHIO-TV or WHIO-AM.

It means you can *saturate* by selling your product on *both!* And you'll like the way we back up our "openers"; with an ace-high market where the average weekly pay check is one of the highest in the nation, a king-sized merchandising service *and* a king-sized promotion program. Let George P. Hollingbery, our National representative, tell you how to get in on this jackpot.

**January Pulse*
***Hooper average for the past year*

DOMINATE
with either

*WHIO-TV Coverage
1st in Dayton

**WHIO Coverage
1st in Dayton

SATURATE
with both

whio TV AM FM

DAYTON, OHIO

NETWORK SALES UP 5.8% OVER JAN. '52

Radio network volume is down 5%, TV network up nearly 16%, reports Publishers Information Bureau.

COMBINED gross time sales of the major radio and TV networks in January totaled $31,321,267, according to data compiled by Publishers Information Bureau. Figure represents a gain of 5.8% over the combined gross of $29,591,070 for January 1952.

The radio networks' combined total was $13,873,362 in January, a drop of 5.1% from the $14,519,511 gross for that month the year before. TV networks gross was up 15.8%, compared with the first month of 1952, and was $17,447,905 this year, $15,071,559 last.

Network-by-network breakdown, by PIB, follows:

	NETWORK RADIO	
	January, 1953	January, 1952
ABC	$ 2,669,327	$ 3,301,479
CBS	5,157,346	5,161,397
MBS	1,786,134	1,699,282
NBC	4,260,555	4,357,353
Total	$13,873,362	$14,519,511

	NETWORK TELEVISION	
ABC	$ 1,604,892	$ 2,020,461
CBS	7,321,386	5,074,643
DuMont	1,000,074	717,148
NBC	7,521,553	7,259,307
Total	$17,447,905	$15,071,559

WHDH Boston Area Study

NEW AREA study, made by Pulse for WHDH Boston in 25 counties in four neighboring states —Massachusetts, Maine, New Hampshire and Rhode Island—is claimed by the station as the first area study ever to measure both in-home and out-of-home listening, and to give individual program ratings projectable to total radio families in the area.

Comprising 8,200 personal interviews made in direct proportion to county population, the survey covered listening for each quarter-hour from 6 a.m. to midnight, both at home and away from home.

Stressing the value of the report's projectability, its quantitative data on individual programs and its inclusion of out-of-home listening to give total audience, William McGrath, WHDH manager, said with this study "for the first time, a buyer of advertising can determine accurately the cost-per-thousand in a station's area. The survey brings into true focus the real value of radio in a heavily-saturated TV area."

TELESTATUS®

Weekly TV Set Summary—March 9, 1953—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	24,934
Ames	WOI-TV	125,032
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	6,035
Austin	KTBC-TV	22,374
Baltimore	WAAM, WBAL, WMAR-TV	460,684
Bangor	WABI-TV	14,240
Baton Rouge	WAFB-TV	.....
Binghamton	WNBF-TV	103,500
Birmingham	WAFM-TV, WBRC-TV	150,000
Bloomington	WTTV	221,800
Boston	WBZ-TV, WNAC-TV	1,015,445
Buffalo	WBEN-TV	328,419
Charlotte	WBTV	299,617
Chicago	WBBM-TV, WBKB (TV), WGN-TV WNBQ	1,341,717
Cincinnati	WCPO-TV, WKRC-TV, WLWT	402,000
Cleveland	WEWS, WNBK, WXEL	711,245
Colorado Springs	KKTV	14,500
Columbus	NBS-TV, WLWC, WTVN	279,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	233,079
Davenport	WOC-TV	169,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	272,000
Denver	KFEL-TV, KBTV	117,299
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000
El Paso	KROD-TV, KTSM-TV	17,250
Erie	WICU	184,680
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	233,079
Grand Rapids	WOOD-TV	233,961
Greensboro	WFMY-TV	152,417
Honolulu	KGMB-TV, KONA	17,597
Houston	KPRC-TV	232,000
Huntington-Charleston	WSAZ-TV	175,117
Indianapolis	WFBM-TV	326,000
Jackson	WJTV	.....
Jacksonville	WMBR-TV	101,000
Johnstown	WJAC-TV	599,215
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	271,890
Lancaster	WGAL-TV	204,774
Lansing	WJIM-TV	168,395
Lincoln	KOLN-TV	28,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,515,495
Louisville	WAVE-TV, WHAS-TV	226,915
Lubbock, Tex.	KDUB-TV	18,753
Lynchburg	WLVA-TV	40,500
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	194,987
Miami	WTVJ	174,700
Milwaukee	WTMJ-TV	407,830
Minn.-St. Paul	KSTV-TV, WCCO-TV	354,000
Mobile	WALA-TV, WKAB-TV	.....
Nashville	WSM-TV	102,938
New Britain	WKNB-TV	.....
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	165,358
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000
Norfolk-Portsmouth-Newport News	WTAR-TV	157,340
Oklahoma City	WKY-TV	193,700
Omaha	KMTV, WOW-TV	176,650
Peoria	WEEK-TV	.....
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,200,318
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	552,000
Portland, Ore.	KPTV	64,846
Providence	WJAR-TV	284,000
Pueblo	KDZA-TV	13,000
Reading	WHUM-TV	.....
Richmond	WTVR	162,517
Roanoke	WSLS-TV	44,300
Rochester	WHAM-TV	176,000
Rock Island	WHBF-TV	169,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	117,750
San Antonio	KEYL, WOAL-TV	129,399
San Diego	KFMB-TV	170,650
San Francisco	KGO-TV, KPIX, KRON-TV	533,735
Schenectady-Albany-Troy	WRGB	256,350
Seattle	KING-TV	232,700
South Bend	WSBT-TV	26,588
Spokane	KHQ-TV, KXLY-TV	18,319
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	214,067
Toledo	WSPD-TV	223,000
Tucson	KOPO-TV	.....
Tulsa	KOTV	138,050
Utica-Rome	WKTV	87,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	425,983
Wilkes-Barre	WBRE-TV	40,000
Wilmington	WDEL-TV	130,424
York	WSBA-TV	28,534
Youngstown	WKBN-TV	.....

Total Stations on Air 139* Total Markets on Air 89*

Total Sets in Use 21,715,546

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station KRLD TV Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST TELEVISION MARKET... Southwest DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

233,079

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 . . . Represented by The BRANHAM Company

'Lucy' Leads Nielsen TV List For Fortnight Ending Feb. 7

NIELSEN network television ratings for the two weeks ending Feb. 7 listed *I Love Lucy* as top program, both in number of TV homes reached and in percentage of TV homes reached in program station areas. Top 10 ratings:

NIELSEN-RATING*
NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	15,130
2	Colgate Comedy Hour (NBC)	12,245
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	11,080
4	Buick Circus Hour (NBC)	10,612
5	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	10,162
6	Texaco Star Theatre (NBC)	9,904
7	Dragnet (NBC)	9,603
8	You Bet Your Life (NBC)	9,433
9	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	9,322
10	Fireside Theatre (NBC)	9,176

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	73.0
2	Arthur Godfrey's Scouts (CBS)	64.0
3	Colgate Comedy Hour (NBC)	57.9
4	Texaco Star Theatre (NBC)	57.7
5	Buick Circus Hour (NBC)	56.5
6	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	55.9
7	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	49.3
8	Dragnet (NBC)	48.9
9	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	47.8
10	Fireside Theatre (NBC)	46.0

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1953 by A. C. Nielsen Company

'Profile Display' Machine Patent Granted to Schwerin

PAUL SCHWERIN of Schwerin Research Corp., New York, last week was granted a patent on a device which the company has been using for some time in its testing and pre-testing of the effectiveness of radio-TV commercials and programs.

Called the "Profile Display Machine," Mr. Schwerin said, the device enables a test audience's reactions to be shown in synchronization with a re-run of the program involved, so that a sponsor can see exactly how each portion was received by the test audience.

Each member of the test audience has a switch which he can throw to "yes," "no," or "no opinion," signifying his own reaction to each segment of the program or commercial being studied. A large graph is made from information thus compiled, showing the response of the audience as a whole, and a moving rod passes across the graph at a rate synchronized with that of a repeat showing or playing of the program. Thus it is possible to watch or listen to the repeat and, by following the graph, to see the test audience's reaction to each portion as the program progresses.

TV-Electronics Fund Report

ALMOST seven million TV receivers may be sold this year, according to Chester D. Tripp, president, Television-Electronics Fund, Chicago. He anticipates a volume within one-half million of the 1950 production record of 7,463,800 sets.

Mr. Tripp, in a quarterly report to shareholders, described the state of the industry as "most optimistic" because inventories are "healthy" despite high production, and factory inventories are equal to only three days' production at the present rate. He reported that the fund, on Jan. 31, held net assets of $26,301,767, an increase of $14,008,842 in the previous 12 months.

Films for Citrus Group

FLORIDA Citrus Commission begins filming twenty 20-minute shows late this month, with an additional 20 sequences planned for subsequent video usage. Agency, J. Walter Thompson, New York, has signed Miss America (Neva Jane Langley of Lakeland, Fla.) to appear in the series, which will be sponsored by the commission on a spot basis beginning in New York and Chicago.

Films will kick off an initial 26-week television promotion in a proposed $600,000 campaign, and may be followed by two additional 26-week film series.

Film Sales

Guild Films, New York, has sold the *Liberace Show,* a half-hour musical film series, in 23 major markets.

* * *

Two negotiations, both in excess of $90,000, have been concluded by **George Bagnall & Assoc.,** Beverly Hills, with **WPIX (TV)** New York and **KRON-TV** San Francisco, giving these stations limited run rights to a block of 26 feature films new to TV. Negotiations were handled by **Jack O'Loughlin,** Bagnall's vice president in charge of sales, **G. Bennett Larson,** WPIX (TV) vice president and general manager, and **Norman Louvau,** KRON-TV commercial manager and film buyer.

* * *

NBC-TV's Naval history film series, *Victory at Sea,* was to start on **CMQ-TV** Havana last week and continue for 26 weeks. The network claims it is first TV program to run simultaneously in four countries. Series also is shown in U. S., Great Britain and Canada.

* * *

Allied Television Ltd., Honolulu (DuMont and Motorola TV sets dealer), started seven feature films weekly, *Allied TV Theater,* on **KONA (TV)** that city, for 52 weeks from Feb. 16. The purchase, involving $40,000 and negotiated directly, was handled by **Bun Clapperton,** station director of sales, with **Harry Louis,** head of Allied.

KHJ-TV Hollywood has leased a weekly half-hour TV film series, *Craig Kennedy, Criminologist,* from **Louis Weiss & Co.,** that city. Adventure programs, produced by **Adrian Weiss,** start April 4, for 26 weeks.

Distribution

Screen Gems, television subsidiary of Columbia Pictures Corp., has acquired national distribution rights to *Tales of the Texas Rangers,* half-hour TV film programs based on files of the Texas Dept. of Safety. Series is being produced in Hollywood by Screen Gems and **Stacy Keach.**

Syndication

NBC's Film Div. has announced it has concluded arrangements with **Procter & Gamble,** sponsor of *The Doctor* film series on NBC-TV, to syndicate the series—as first run in new markets, second run in old markets—under the new title of *The Visitor.* Benton & Bowles handled the arrangements for syndication.

Availabilities

George Bagnall & Assoc., Beverly Hills, has acquired TV sales and distribution rights to *Theatre U.S.A.,* a series of hour-long programs filmed especially for video by **Normandy Productions Inc.,** Hollywood. Films, nine of which are completed, are of collegiate dramatic productions.

* * *

Western Tales Productions, Hollywood, has completed two half-hour pilot films, "Wild Pinto" and "Stagecoach Days." **J. Donald Wilson,** producer on ABC-TV *Mystery Theatre,* produced the films. **Alfred E. Green** is director.

Production

Revue Productions, North Hollywood, is completing the second half-hour pilot film for **ABC-TV.** Starring **Barry Sullivan** and titled *Crackdown,* the series is built around police activities and has a suspense-adventure format.

Production starts in late May on *Meet Mr. McNutley,* budgeted at $750,000 and starring **Ray Milland** as a college professor, which **General Electric** starts in late September on a network to be announced. Situation comedy



INTENSIVE merchandising accompanies sponsorship of *Favorite Story* on WPTZ (TV) Philadelphia by Land O' Lakes Products and the William Montgomery Co. (Full Flavor coffee). Promotion and publicity details were worked out by (seated, l to r), J. J. McCarthy, district manager of Land O' Lakes; Alexander W. Dannenbaum Jr., WPTZ commercial manager, and Robert L. Montgomery Jr., president, Full Flavor; standing, Lee A. Terrill, vice president, Campbell-Mithun, Minneapolis, agency for Land O' Lakes, and Martin E. Goldman, partner, Aitkin-Kynett Co., Philadelphia, the Montgomery agency.

AP NEWS = Increased Business



"Turnover more than doubled!"

"Since we've been sponsoring AP newscasts on KGAF, our business has jumped more than 100% and our auction has become the livestock headquarters of North Texas."

Jim Perdue and Cecil Ward,
Gainesville Livestock Auction,
Gainesville, Texas.

Reports Joe M. Leonard, Jr., General Manager of KGAF, Gainesville: "AP news is our biggest revenue producer . . . gives us our biggest listening audience . . . is easy to sell. All 43 AP newscasts a week are sponsored . . . and we have a long waiting list. Every sponsor reports excellent results."

Says W. A. Wilson, President and General Manager of WOPI and WOPI-FM, Bristol: "We carry 30 sponsored AP newscasts each week—all on 52 week contracts. AP News helps us keep sponsors."

"Volume up 200%."

"We've sponsored AP newscasts over WOPI Plus FM across the board for the past five years. They've paid off handsomely — more business . . . and more profits."

Ward and Ed Morton,
Morton's Grocery,
Bristol, Tenn.-Va.



For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

format, co-written by **Bob Mosher** and **Joe Connolly**, features **Phyllis Avery, Gordon Jones** and **Minerva Urecal.**

Revue resumes production in April on 35 half-hour films in *Chevron Theatre* **(Standard Oil Co.),** with a budget of $500,000. Summer production is scheduled for 26 films of *Kit Carson* **(Coca-Cola),** budgeted at $500,000.

* * *

Gross-Krasne Inc., Hollywood, goes into production today (Monday) on the first half-hour TV film in CBS-TV *Lux Video Theatre* series for **Lever Bros.** Four experimental programs will determine whether series goes film or remains live out of New York. **Laraine Day** stars in the initial film, "Women Who Wait," directed by **Charles Haas.**

* * *

Normandie Television Pictures Inc., Hollywood, headquartered at Motion Picture Center, starts production today (Monday) on "Breach of Promise," half-hour pilot film in *Damon Runyon Playhouse* TV series. Producer **Howard Welsch** has signed **Sheldon Leonard** as director.

* * *

Screen Gems Inc., Hollywood, is completing 30th half-hour film in NBC-TV *Ford Theatre* series, "Life of the Party." Written by **Mary C. McCall Jr.,** former Screen Writers Guild president, and **Jerome Gruskin,** film co-stars **Sally Forrest** and **Marshall Thompson. Lewis Allen** is director.

* * *

Revue Productions, Hollywood, is completing the pilot film in a proposed ABC-TV half-hour series, *Pride of the Family*. It stars comedian-dance satirist **Paul Hartman.** Film was directed by **Robert Finkel** and produced by **Alan Miller,** vice president, Music Corp. of America.

* * *

George A. Hormel & Co., Austin, Minn. (canned meats), started a test run of TV film version of *Hormel All-Girl Orchestra and Chorus,* long-standing radio program, **on KTTV (TV)** Hollywood March 2 through Saturday on a half-hour basis. Produced on 35 mm sound-on-film by **Kling Studios,** Chicago, the test run will be tied in with a strong merchandising program. Agency is **BBDO,** Hollywood.

* * *

Frank Tashlin Co., Hollywood, has signed **Mary Costa,** under contract to Walt Disney Productions. She will portray the leading role in *Oops, It's Daisy,* a new half-hour film series Tashlin will produce in partnership with **NBC-TV.** Shooting starts this month on the situation comedy program. **Frank Tashlin** is writer-director, **Lester Linsk,** producer.

Film People

James W. Taylor has been appointed business manager and chief accountant at **Herbert S. Laufman & Co.,** TV program producer, Chicago. He formerly was with **William Hart Adler Inc.,** Chicago advertising agency.

* * *

Jack Baur, casting director, Stanley Kramer Productions, Hollywood, to **Frank Wisbar Productions,** that city, in same capacity on NBC-TV *Fireside Theatre.*

* * *

Funeral services were held last Monday (March 2) in Hollywood for **Mort Glickman,** free lance musical TV film director, who died Feb. 27.

* * *

Wynn Nathan, Western sales manager, **United Television Programs,** L. A., father of girl, Laury, Feb. 24.

ASCAP-TV NETWORKS BEGIN TALKS

Negotiators last week were in an exploratory mood; problem being what to carry over from old contracts to new. Argument ahead: Should present scale of music license fees (on TV) be reduced radically?

NEGOTIATIONS between TV networks and ASCAP for new blanket licenses on telecasting of ASCAP music by networks and their owned and operated stations got under way Thursday at ASCAP headquarters in New York. New licenses would become effective Jan. 1, 1954, replacing the current agreements which expire the end of this year.

Initial meeting was described as "exploratory" and limited to presentation by both sides of the terms of the present licenses they are willing to have carry over into the new forms, and of points they feel should be changed. It is understood that the meeting did not get into serious argument, but that is certain to follow, particularly over the position of the networks that the present scale of license fees should be radically reduced.

Among those at the meeting were Joseph A. McDonald, NBC treasurer; W. Spencer Harrison, vice president in charge of business affairs for CBS-TV; Louis Stone, business manager of the CBS-TV program department; Omar Elder, ABC attorney; Herman Finkelstein, ASCAP general attorney. Donald H. McGannon, administrative assistant to the director of the DuMont TV Network, was an observer. (DuMont agreement with ASCAP differs from the standard form of license taken by the other networks.)

Money will be the main issue of negotiations, although far from the only one. NBC in 1951 and both NBC and CBS last year had bigger gross revenue from their TV networks than from their radio network time sales. That means that if the ASCAP blanket licenses for television were on the same scale as for radio, CBS and NBC would be paying more for TV rights to use ASCAP-licensed tunes. With present licenses calling for approximately 10% more for TV than for radio, these networks are presently paying considerably more to ASCAP for TV than for radio.

That, the network spokesmen affirm, is all wrong. Music is much less important to telecast programs than to programs that are heard but not seen, they argue. Accordingly, appreciably less music is used on TV. Furthermore, TV's larger gross is accompanied by larger expenses, so that the sum left to pay for ASCAP licenses and other items is less than in radio.



NEW SALESMEN are welcomed to World Broadcasting System by Dick Lawrence (r), sales manager, who outlines general expansion programs. Salesmen are Kenneth Joseph (l), former program director, WNYC New York, and Steve Fischer, former manager, KRES St. Joseph, Mo.

What the networks are going to fight for is a reduction in TV license fees, and there are more than a few indications that, like General Grant, they may have become reconciled to fighting out on that line all summer. One prediction made last week was that, with current TV licenses expiring at midnight of Dec. 31, the new terms won't be set before 11:30 p.m. of that date.

One reason that ASCAP negotiators will take a lot of convincing before they agree to any reduction in TV license fees is that the society's agreements with its writer members, giving ASCAP the right to license their music for TV, also expire at midnight of New Year's Eve. Whatever terms the negotiations produce will have to be subject to the writers' approval, and ASCAP officials will have a much easier job getting that if they can promise larger, rather than smaller, royalty checks from TV.

Per Program Licenses

While officially the discussions which started Thursday are concerned only with terms for blanket licenses to succeed those now in effect, it is considered inevitable that the question of per program licenses will also be raised. This question has remained unanswered in all the time the blanket licenses have been in effect.

An all-industry per program committee headed by Dwight Martin, formerly of WLWT (TV) Cincinnati and now with General Teleradio (WOR-TV New York, WNAC-TV Boston, KHJ-TC Los Angeles), met with ASCAP officials for about 18 months until negotiations broke down over ASCAP's insistence that fees be paid for commercial programs or announcements adjacent to programs containing ASCAP music as well as for the musical programs themselves.

Refusing to accept this condition, which many broadcasters felt would inevitably be applied to radio as well as TV, resulting in the virtual nullification of the hard-won terms laid down by the ASCAP consent decree, the 55 TV station operators comprising the committee in July 1951 went into the Federal Court in New York, petitioning it to set fair and reasonable fees for TV per program licenses. ASCAP in August 1951 countered with an appeal to the court to free it of the requirement of the consent decree for offering per program licenses to any station, TV or radio, which also holds a license from BMI. Since BMI is owned by the broadcasters, ASCAP argued, it constitutes unfair competition to other organizations holding broadcast performance rights.

Since then, counsel for both sides have been occupied with pre-trial maneuverings.

Early this year, the committee's counsel obtained authority to make oral examinations of ASCAP officials to reveal details of the society's activities. Most recently [B•T, March 2], the committee has been served with new ASCAP papers, supplementary to its petition of August 1951 to relieve the society of the

WDEF

CHATTANOOGA, TENNESSEE

EFFECTIVE NOW

5000 W

DAY and NIGHT

NBC Effective April 7

1370 KC • 5000 W

WDEF
CHATTANOOGA

CARTER M. PARHAM, Pres.
KEN FLENNIKEN, Gen'l. Mgr.

REPRESENTED BY BRANHAM

necessity of issuing per program licenses to BMI licensees.

Argument on this issue is the next order of business, but no date for it has been set. After that, the committee counsel will proceed with their questioning of ASCAP executives. After that, probably some time in the fall, the court may begin hearing argument on the primary question of establishing a fair and reasonable fee for per program TV licenses, provided no further delaying moves are made.

Meanwhile, the TV station operators who have not taken out ASCAP blanket licenses have been paying interim fees, which, with those paid by the stations with blanket licenses, have added to ASCAP's income by an appreciable sum. Informed sources estimate that $4 million is a fair appraisal of ASCAP's 1952 revenue from TV stations and networks. This sum, while not in the same class with the nearly $10 million paid to ASCAP by radio broadcasters, is still far larger than fees paid by any other group of ASCAP licensees. Together, the video and audio broadcasters are believed to account for approximately seven-eighths of ASCAP's total revenue. For 1952, that meant about $14 million of the $16 million total.

Both the TV broadcasters and ASCAP would like to settle the per program license problem, and it is certain to come up during the blanket license discussions, but neither side has any illusions that a satisfactory settlement will be easily reached. In addition to the matter of payment for adjacencies, there is the question of film clearance at the source, which is considered a much more difficult matter than in the case of transcriptions for radio use.

Lawyers disagree over their interpretations of court cases refusing ASCAP the right to collect performance fees from motion picture theatres for pictures whose producers have paid ASCAP film rights and whether these rulings are limited to theatre exhibition or cover broadcast use as well.

Another factor which will always be in the background of this year's discussions is that if another five-year TV pact is negotiated, its expiration date, Dec. 31, 1958, would coincide with the end of the nine-year radio license agreements, second set of licenses drafted under the conditions of the government consent decree accepted by ASCAP in 1940.

New UTP Programs

UNITED TELEVISION PROGRAMS, N. Y., has acquired two new half-hour TV shows, *Hank McCune Show*, situation comedy, and *Enchanted Music*, program of classical music including selections from ballet, light opera and symphony. Both series have 13 weekly programs already filmed.

'Doggie' in Manger

MERCURY RECORD Corp., New York, is promoting a "Doggie in the Window" contest that led John J. Broderick, general manager of WREB Holyoke, Mass., to cancel the playing of all Mercury records.

"The enclosed publicity release," Mr. Broderick said in explaining the action, "was sufficient for WREB to immediately cancel the playing of all Mercury records. By tieing a dog food (Ideal) as part of the giveaway, the record house has invaded advertising. This medium will vigorously fight every attempt to chisel 'free commercial' time on the air."

WOPI TV BID 'NOT FILED IN GOOD FAITH', WCYB TELLS FCC IN PLEA FOR GRANT

WOPI's application was filed "for the purpose of delaying and hindering the grant" of WCYB's bid for Ch. 5, WCYB charges in petition presented FCC. WCYB asks the Commission to issue it a conditional grant pending outcome of the comparative hearing.

WCYB Bristol, Va., petitioned FCC last week for conditional grant of its application for a new TV station on vhf Ch. 5, charging that the competitive bid of WOPI Bristol, Tenn., also for Ch. 5, "was not filed in good faith but was filed for the purpose of delaying and hindering the grant of petitioner's application."

Robert H. Smith, president and general manager of WCYB, further charges in the petition that "WOPI deliberately misrepresented the facts as to its financial ability to construct the proposed station," as well as the facts "as to the technical suitability and availability of its proposed transmitter site."

His allegations also are supported through an affidavit by Russell V. Robinson, chief engineer of WCYB and former chief engineer of WOPI.

The WCYB petition was prepared by James Lawrence Fly, onetime FCC chairman and now partner in the radio law firm of Fly, Shuebruk & Blume, New York and Washington.

Mr. Smith bases his request for a conditional grant—which would remain in effect pending outcome of the eventual comparative hearing between WCYB and WOPI—upon Sec. 1.385 (e) of FCC's rules and regulations. Sec. 1.385 (e) gives the Commission authority to issue a conditional permit under certain circumstances, including possible "strike application" situations.

Meanwhile, FCC last week received two more petitions respecting competitive TV applications in other cities. They were:

- Petition by WMAM Marinette, Wis., applicant for vhf Ch. 11, which seeks dismissal of the competitive bid of WDUZ Green Bay, Wis.-WMAW Menominee, Mich. on the grounds that the WDUZ-WMAW application is "fatally defective." WMAM further contends the WDUZ-WMAW bid was "apparently designed only to delay and block."
- Request by Tri-State Telecasting Corp., Chattanooga, Tenn., for conditional grant of its vhf Ch. 12 application pending completion of eventual comparative hearing with the competitive bids of Southern Television Inc. and WDEF Chattanooga. Tri-State bases its petition upon the provisions of Sec. 1.385 (e) relating to the public interest of prompt service and possible defective condition of its competing bids.

Filed February 1952

In the Bristol case, WCYB President Smith relates in his petition that the station first filed for Ch. 5 on Feb. 15, 1952, amending it pursuant to the Sixth Report on June 13, 1952. The petition notes WOPI filed its application on July 2, 1952.

Explaining his allegation that WOPI "deliberately" misrepresented its financial ability in its TV bid, Mr. Smith asserts that the WOPI application, "when compared to other data filed by WOPI with the Commission, conclusively indicates that WOPI does not have adequate funds on hand or available to meet its estimated construction costs."

The WCYB petition contends the transmitter site "has not been approved by the CAA and WOPI's previous attempts to use the same site for AM and FM purposes were abandoned because of the improbability of CAA approval, and the proposed transmitter location is in a residential section of the city which has been officially zoned as such . . . and could not be used as a transmitter location."

WCYB charges WOPI was "concerned primarily with getting an application on file instead of proposing a station that actually could be built."

WOPI "deliberately misrepresented the facts regarding whether or not any party to the application had been involved in bankruptcy proceedings," WCYB alleges, stating "in fact, W. A. Wilson, the president of WOPI, filed a voluntary petition in bankruptcy on July 19, 1933, in the U. S. District Court for the Eastern Division of Tennessee, Case No. 2137."

Continuing its attack upon the competing application, WCYB alleges "WOPI has, by its own public behavior, unequivocally indicated that it regards its own application as merely a stopgap to prevent petitioner's application from being granted. This purpose is manifest in and confirmed by the substantial and leading participation by WOPI in the organization on Sept. 24, 1952, of a new Tennessee corporation named Tri-Cities Television Corp. and in WOPI's subsequent promotional activity on behalf of that corporation."

The petition states "WOPI's president has made extensive efforts to sell stock of this new corporation to third persons" and notes "these promotional efforts have apparently failed" since the "new corporation lies dormant."

The petition charges the WOPI president in 1946 "sought to get on file an application to improve WOPI's radio facilities which would be technically deficient so that it could not be granted but which, by being on file, would



SCALE MODEL of the TV station proposed by Orange Television Broadcasting Co. on vhf Ch. 13 at Tampa, Fla., is explained by Vice President-General Manager Herbert Stewart (center) to principal stockholder and President David A. Falk (r) and Director Frank E. Mandel. Mr. Stewart showed model last week during FCC's comparative hearing on Ch. 13. Other competing applicants are WDAE Tampa and Tampa Television Co.

WCOV-TV

MONTGOMERY, ALABAMA

Telecasting Operations to commence

APRIL 1, 1953

Represented Nationally by the O. L. Taylor Company

OSCAR COVINGTON, President

HUGH M. SMITH, General Manager

CBS PRIMARY

CHANNEL 20

KPRC BIGGEST In HOUSTON

KPRC and its 5,000 watts do a *bigger coverage* job than Station "B" at 50,000 watts

Proof

BIGGEST IN COVERAGE

Daytime

	Primary Radio Families (50-100%)	Weekly Station Circulation (10-100%)
KPRC	**391,300**	**410,570**
Station B	382,130	372,050
Station C	313,580	270,430

Night-time

	Primary Radio Families (50-100%)	Weekly Station Circulation (10-100%)
KPRC	**381,560**	**364,320**
Station B	357,980	331,400
Station C	301,380	242,220

Nielsen Coverage Service, 1952

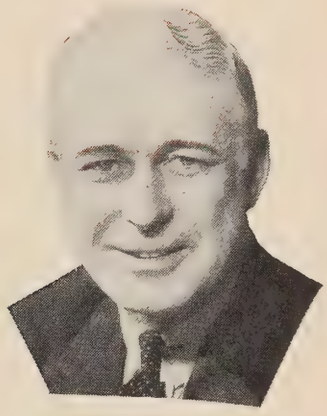
While KPRC gained radio family coverage since 1949, its principal competition (Station "B") dropped 5% daytime, 6% at night.

FIRST in the South's First Market

and BEST!

In HOUSTON

KPRC and its 5,000 watts do a *better listener* job than Station "B"



Proof

Consistently FIRST for 27 years!

Firmly established in Houston's radio scene as the station consistently TOPS in performance, KPRC sets Houston's radio and TV standards. With more live programming than any other Houston radio station . . . with the finest news service and the largest news staff in Houston . . . with the most extensive audience promotion . . . KPRC continues to better its service.

BIGGER AUDIENCES (Nielsen) and HIGHER RATINGS (Pulse) validate KPRC as Houston's BEST COST-PER-THOUSAND BUY!

BEST IN RATINGS

KPRC is FIRST in more daytime quarter-hours and night-time half-hours than BOTH the second and third stations **combined!** (Oct.-Nov. 1952 Pulse)

	Daytime ¼ Hours 8:00 A.M. to 6:00 P.M.	Night-time ½ Hours Monday thru Sunday
KPRC	**27**	**44**
Network Station B	9	36
Network Station C	4	4

KPRC HOUSTON

NBC and TQN on the Gulf Coast

JACK HARRIS, Vice President and General Manager

Nationally Represented by *EDWARD PETRY & CO.*

ward off any other from applying for a station in Bristol." And in the fall of 1952, after the WOPI television application had been filed, but before the recent relaxation of the Commission's rules on the matter, he sought Commission permission to use third-class radio operators (instead of first class) by falsely representing that first-class operators were not available, despite the fact that the said TV application . . . stated that 'at this writing we have almost sufficient applications on file to take care of our [TV] requirements.' "

Concerning his allegation that Mr. Wilson abused Commission procedures by a WOPI application in 1946, Mr. Smith relates in an affidavit what he claims to be a personal experience in the matter.

Mr. Smith states that in February 1946, when he was chief engineer of WOPI, he visited the Washington radio law office of Spearman, Sykes & Roberson, and Frank Roberson, "as soon as he saw affiant, angrily told affiant that the firm no longer was representing WOPI and that affiant should get out. On affiant's surprised inquiry as to what was the matter, Mr. Roberson allowed affiant to read a letter he had received from W. A. Wilson. This letter requested the law firm to dismiss the pending 550 kc application and to prepare another application to change WOPI's frequency to a frequency in the 1500-1600 kc range. However, the letter requested that the application be incomplete because a grant was not wanted and the real purpose was to scare off any competition from developing."

Willing to Take Risk

WCYB informs the Commission it is financially and otherwise qualified to construct the proposed TV station and could be on the air within 90-120 days after the conditional grant. The station states it "realizes that it will still have to go through a hearing with WOPI and realizes that a conditional grant would be a very substantial and expensive undertaking; nevertheless, it expressly avows its willingness to run the risks involved."

The petition of WMAM Marinette points out that its application has been on file and uncontested since July 1, 1952, noting that according to present Commission processing, a grant would be in order within the next few weeks.

"However," WMAM contends, on Feb. 16 owner of WDUZ and WMAW, Green Bay Broadcasting Corp. filed for the same channel "thereby ostensibly preventing the grant" of the WMAM bid and "creating a conflict which can only be resolved by a comparative hearing at some distant future date."

WMAM notes Green Bay "had an absolute right to file . . . assuming, of course, that its application was filed in good faith."

The petition contends, however, that the Green Bay TV application is defective since it does not include information relating to sale of majority interest to newcomers, submitted to FCC for approval in another application four days before the Green Bay TV bid was filed. WMAM also charges the Green Bay TV bid is defective for not answering relevant questions regarding proposed financing, hence should be dismissed.

Howrey Named to FTC

EDWARD P. HOWREY, Washington attorney well-known in the broadcast field, was nominated Federal Trade Commissioner last Wednesday by President Eisenhower. He maintains offices in the Shoreham Bldg., and succeeds John Carson, an independent. Mr. Howrey is a Republican and lives in Burke, Va. His nomination is subject to Senate confirmation.

NEW TV PERMITS GRANTED TO SEVEN

M. B. Rudman, oil operator, is believed the first to receive his fourth post-thaw TV grant.

BELIEVED to be the first individual to receive his fourth post-thaw TV grant, independent oil operator M. B. Rudman last week received a construction permit for vhf Ch. 12 at Bismarck, N. D., one of seven new TV permits issued by FCC last week.

Mr. Rudman earlier received construction permits for uhf Ch. 35 at Galveston, Tex.; vhf Ch. 10 at Minot, N. D., and vhf Ch. 8 at Billings, Mont. The new Billings grantee, Rudman-Hayutin Co., is owned 50% by Mr. Rudman and 50% by oilman Albert Hayutin. Mr. Rudman has oil interests in Texas, Oklahoma, Louisiana, Arkansas, North and South Dakota, Illinois, Georgia, Alabama and Florida. He headquarters in Dallas.

All of last week's new TV grants were in the Group A city priority list (cities without service) and extended processing to city No. 310, Medford, Ore., where Southern Oregon Broadcasting Co. received vhf Ch. 5. Processing in the Group B list (cities with service) has extended to No. 199, Charlotte, N. C., where WAYS a fortnight ago was awarded uhf Ch. 36 [B•T, March 2].

Post-thaw grants now stand at 281, raising the outstanding U. S. TV authorizations to a total of 389.

Last week's new TV grants were as follows:

Bloomington, Ill. (City priority status Group A-2, No. 137)—Cecil W. Roberts (KREI Farmington, Mo.), granted construction permit for uhf Ch. 15, effective radiated power 18 kw visual and 9.8 kw aural, antenna height above average terrain 320 ft.

Clovis, N. M. (Group A-2, No. 309)—Telepolitan Bcstg. Co., granted vhf Ch. 12, ERP 10.2 kw visual and 5.1 kw aural, antenna 500 ft.

Bismarck, N. D. (Group A-2, No. 287)—Meyer Bcstg. Co. (KFYR), granted vhf Ch. 5, ERP 100 kw visual and 50 kw aural, antenna 520 ft.

Bismarck, N. D. (Group A-2, No. 287)—Rudman TV Co., granted vhf Ch. 12, ERP 60 kw visual and 32 kw aural, antenna 300 ft.

Medford, Ore. (Group A-2, No. 310)—Southern Oregon Bcstg. Co. (50% owned by KIEM Eureka, Calif.), granted vhf Ch. 5, ERP 19 kw visual and 9.8 kw aural, antenna 460 ft.

Sherman, Tex. (Group A-2, No. 260)—Sherman TV Co., granted uhf Ch. 46, ERP 20.5 kw visual and 11 kw aural, antenna 310 ft.

Charleston, W. Va. (Group A-2, No. 48)—Joe L. Smith Jr. Inc. (WKNA), granted uhf Ch. 49, ERP 228 kw visual and 120 kw aural, antenna 390 ft.

In other actions, FCC scheduled two new TV hearings, one for vhf Ch. 2 at Spokane, Wash., involving Louis Wasmer (KREM) and Television Spokane Inc., and the other for uhf Ch. 69 at Fort Wayne, Ind., involving Radio Fort Wayne Inc. (WANE) and Anthony Wayne Broadcasting. Both cases are set for April 6 in Washington.

Designation of these hearings is the first such action since revision of the hearing rules effective Feb. 4 [B•T, Feb. 9] and first since the end of the temporary speed-up processing plan which began last Oct. 15 and called for passing-over of contested applications in order to expedite grants to non-contested applicants in areas without service.

Fortnight ago the Commission issued 19 new TV permits, a larger group than the 18 initial grants of July 11, 1952, following lifting of the 3½-year freeze.

Among the 19 permits was a grant to Midwest Television Inc. for vhf Ch. 3 at Champaign, Ill. Midwest represents a merger of two formerly competing bids for that facility.

Illinois Broadcasting Co., licensee of WSOY Decatur, Ill., and previously competitor for Ch. 3, acquired 20% interest in the new Midwest Television, whose other principal stockholders include President Arthur C. Meyer (24.9%) and Clara R. Meyer (26.1%); Helen M. Stevick (10%), who is 60% owner of WDWS Champaign, and Marajen S. Dyess (10%), who is 40% owner of WDWS.

Mr. and Mrs. Meyer held 50.2% control in the earlier Midwest Television bid and the Misses Stevick and Dyess held 40%, half of which holding was given the WSOY licensee in the newer bid. It was incorrectly reported earlier that the WDWS principals, rather than Mr. and Mrs. Meyer, controlled Midwest [B•T, March 2].

FCC Action on Conelrad

FCC took action last week toward inclusion of the Conelrad radio-alerting plan in its rules governing broadcast operation. The plan would keep a group of cooperating AM stations on the air in case of danger of an enemy attack and at the same time keep the public informed of civil defense instructions. FM and TV stations would be silenced in case of danger from hostile aircraft.

AM CPs, Ownership Changes

FCC last week made two new AM grants and consented to nine transfers of control and assignment of licenses. Actions taken were as follows:

Warren, Ark.—Pines Bcstg. Co., granted 860 kc, 250 w daytime, engineering condition (BP-8604.)

Fairfield, Iowa—Fairfield Bcstg. and Telecasting Corp., granted 1570 kc, 250 w daytime, engineering condition. (BP-8524.)

WCLC Flint, Mich.—Adelaide Lillian Carrell. Granted consent to assignment of license to WKMH Inc., consideration $42,000. (BAL-1505.)

KBOK Waterloo, Iowa—Waterloo Bcstg. Co. Granted consent to assignment of license to Northwestern Schools Bible College, College of Liberal Arts, Theological Seminary; consideration $56,000. (BAL-1502.)

WMOG Brunswick, Ga.—Coastal Bcstg. Co. Granted consent to assignment of license to Radio Brunswick Inc.; consideration $92,000. (BAL-1501.)

WMSC Columbia, S. C.—Marseco Bcstg. Corp. Granted consent to A. R. Heyward II, et al, to transfer control to C. Wallace Martin, Geddings H. Crawford and J. Wesley Hunt; consideration $41,000 together with all TV assets owned by licensee and obtained in connection with its application for new TV station in Columbia, S. C. (BTC-1453.)

KSID Sidney, Neb.—Sidney Bcstg. Co. Granted consent to voluntary assignment of CP and license to Lewis W. Grove and William C. Grove, doing business as Sidney Bcstg. Co. (Change in partnership interest.) (BAPL-87.)

WBLE Batesville, Miss.—Panola Bcstg. Co. Granted consent to involuntary assignment of CP to Harold B. McCarley, Travis A. Palmer and Miss Ruth Hartness, Executrix of the Estate of James B. Hartness (silent partner), deceased, doing business as Panola Bcstg. Co. (BAP-190.)

WDAD Indiana, Pa.—Indiana Broadcast Inc. Granted consent to voluntary assignment of license and CP to Thompson K. Cassel. (BAL-1504, BAPRE-9.)

KIVY Crockett, Tex.—The Pioneer Bcstg. Co. Granted consent to involuntary assignment of licenses to Mrs. Margaret E. Callen, Executrix of the estate of Hamilton H. Callen, deceased, and James H. Gibbs, doing business as the Pioneer Bcstg. Co. (BAL-1506, BALRE-133.)

WMOD Moundsville, W. Va.—James D. Sinyard. Granted consent to voluntary assignment of CP to Robert W. Munn. (BAP-187.)

17TH. STATE* Sportscaster



FOR all the news in the sports world everyone in the 17th State listens to Bob Bender's two sportscasts each day. Bob is that special personality who has built a loyal following in the six years he's been the WGY sportscaster. The list of his invitations to scholastic sports dinners in the area is a mile long.

On the air from 6:30 to 6:45 p.m., Monday through Friday; 6:15 to 6:30 p.m. on Saturday; and 11:05 to 11:15 p.m. Monday through Saturday, Bob Bender is an ideal vehicle for participating or program sponsors. He appeals to every sports taste, giving news on everything from hunting and fishing to skiing. And with the baseball season practically here, Bob's late sportscast is even more valuable because of the tremendous interest in the night game scores.



Bob Bender has a "Hall of Fame" of his own in his program guest list. Vic Raschi of the New York Yankees was an interviewee on a recent Bob Bender show.

WGY MARKET DATA

22 cities over 10,000 population
458 towns
53 counties
2,846,300 citizens
878,130 radio families
More goods purchased than 32 states

* **The WGY area is so-named because its effective buying income is exceeded by only 16 states.**

50,000 watts—Studios in Schenectady

WGY A GENERAL ELECTRIC STATION

Represented Nationally by Henry I. Christal New York • Chicago • San Francisco

...the climate
is
fine

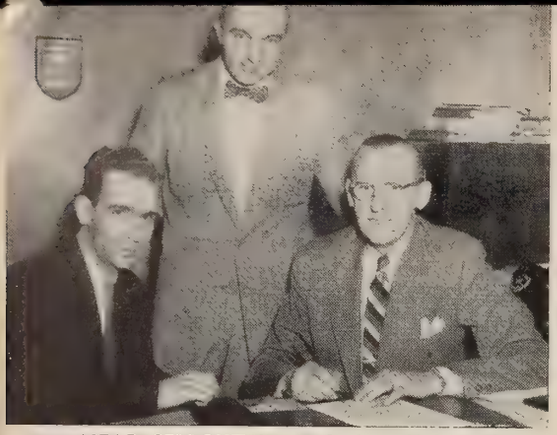
For reasons as plain as the props on a pair of stilts, Mister PLUS and his clients are having a high old time in radio these days. A special sort of climate seems to prevail up here, with sponsors' sales and network billings thriving exceptionally on Mutual. In fact, we sold 17% more time in '52 than in '51.

One reason for this highly favorable climate is our matchless dominance of Non-TV America, where 60,000,000 cash customers are doing more radio listening than ever—and tuning to our stations in 2-to-1 preference over the next-best network's.

An equally unique cause for the tonic atmosphere around here is the new Mutual rate formula, now in effect for all America. We charge nothing extra for our growing audiences in Non-TV areas. We offer 50% discounts on evening time in TV areas (though ours is the smallest network-listening decline in these centers). And we're geared for the future by agreement to apply this discount to any affiliate within effective range of any new TV tower.

From where we stand today, every prospect pleases—and we're eager to point out how network radio can please you.

MUTUAL . . . the plus network of 560 affiliates



NEAR SELLOUT is reached at WGAR Cleveland as Second Federal Savings buys an evening strip for 26 weeks. Signers (l to r): Jack Dooley, newscaster; Don Hyde, WGAR sales, and Harry Winsor, bank's adv. dir.



FOREMOST Dairies, Jacksonville, Fla., buys *Uncle Walt Sickles and Needles* across the board for a year on WHOO Orlando. Planning milk and ice cream promotion for radio: (seated, l to r), Mr. Sickles and Pete Parrish, gen. mgr., Foremost; (standing) Tom Sawyer, WHOO sales; King Pedler and Bill Patterson, v.p.s, Advertising Inc., Washington, and Carl Hallberg, WHOO gen. mgr.



NEHI Beverage Co., L. A., buys 1,000 30-second spots on KLAC Hollywood for 26-week period, after agreement by (l to r) Ivan A. Nielson, partner-gen. mgr., Nehi; Jack F. Kerr, Raymond R. Morgan agency; Will Higgin, Nehi partner, head of sales, and Jack Strafford, KLAC salesman.

SEVENTH annual contract for hour-long *Florida Special* on WGBS Miami is signed by Jack Somberg (l), owner, Kenny's Dept. Store, with Frank Riordan, comm. mgr. Kenny's has used spots and programs since 1947.



GROUPS CRITICIZE N. Y. TV REPORT

Special state commission's finding of a fortnight ago that 10-station noncommercial educational TV network is "undesirable" has aroused storm of protest.

A STORM of criticism broke last week around the New York State special commission's finding that the proposed state-owned 10-station educational TV network was neither "necessary" nor "desirable" at this time [B•T, March 2].

The chairman of the Democratic State Committee, Richard H. Balch, charged flatly that the commission's report was the "hatchet" work of Gov. Thomas E. Dewey and his Republican administration.

The Public Education Assn. and the New York Board of Rabbis were among others condemning the report.

The commission, known as the Temporary State Commission on the use of Television for Educational Purposes and appointed by Gov. Dewey last October to study the question, held in its report that the possibilities of educational TV need and deserve extensive further exploration, but that, as of now, the 10-station state-owned network proposal is too expensive for the state to undertake and that educators are not using all the free time available to them on commercial stations. The vote was 10 to 5, but it was said that even the dissenters previously had expressed agreement with generally similar recommendations contained in an earlier and considerably longer draft report. Additionally, it was said, none of the five dissenters ever endorsed the network plan as it stood, although they did want a pilot station built and operated.

This was confirmed in large part Friday in dissents issued by the minority, which said it was committed to "ultimate" use of New York's channels but not to "any particular plan"; that another year's study should be made by a "new commission," that Congress should enact legislation to reserve the nation's 242 educational channels for five to ten years more, and that New York State should start with operation of one station and expand "as experience justifies."

Minority member Norman S. Goetz, a trustee of the State University, proposed that $500,000, but no more, be appropriated now for a pilot station to be operated by a corporation representing a group of colleges, libraries and museums, and organized so "there will be no direct ownership nor direct state operation." Another minority member, Chancellor John P. Myers of the Board of Regents favored the original plan, starting with a pilot station operated by "a local board."

A third minority member offered "no special recommendations," while the two others, minority leaders of the state senate and assembly, respectively, added a separate statement charging that "the majority of the Commission has had from the outset the preconceived opinion that educational television should not become a reality in this state."

Meanwhile, Michael R. Hanna of Cornell U.'s WHCU Ithaca, a member of the commission majority, sketched his own views, which, while reaching the conclusions contained in the report, arrived there by different reasoning.

He said he questioned the advisability of establishing the "monopoly" which would result from putting all 10 stations in the hands of the State Board of Regents. It is, he said, a question of the fundamental philosophy of state control of mass communications media. Further, he continued, educational institutions in several of the cities selected in the network plan can afford their own stations. In this report he mentioned New York City, Buffalo, and Rochester specifically.

Mr. Hanna also questioned the coverage which would be provided by the proposed stations—all uhf—due to the rugged terrain in the state, which he said would result in coverage not being provided where it is needed most, under the 10-station location plan. He further raised questions as to the number of set owners who would convert to uhf.

Overall he contended that the state's function in the educational TV field should be concerned with production of good educational programs, not the operation of transmitters. If the state produces good programs, he noted, they will be carried by commercial stations—and, additionally, good ones could be sold to appropriate sponsors and the state would get back its production costs, as in the case of the Ford Foundation TV-Radio Workshop programs.

Meanwhile, in a letter to Gov. Dewey, President William B. Nichols of the Public Education Assn. called the majority report "hastily drawn" and "lacking in evidence," and asked that the legislature hold public hearings on the subject of educational TV and that the legislature remain in session until "the relevant evidence has been made available" and publicly appraised.

He also endorsed the pilot-station plan, and, like the commission majority, favored FCC's continuing to keep the state's educational channels reserved.

Multiple FM Broadcast Asked Of FCC by N. C. Licensee

PETITION was filed last week with FCC to amend its rules governing FM stations to permit licensees to use multiplex transmission of subsidiary "programs," including transit radio, on the regular program signal. The regular FM broadcast would not be affected.

Mount Mitchell Broadcasters Inc., (WMIT-[FM]), Clingman's Peak, N. C., asserted in its petition that this supplementary FM service can be used for transit radio broadcasting, facsimile or teletypewriter services, emergency use by public authorities and in national defense, and in other ways.

Mount Mitchell Broadcasters maintains the use of such equipment would multiply the usefulness of the existing spectrum space assigned to FM broadcasting and would aid in making efficient use of all available frequencies.

Opposes Power Grant

ATTORNEYS for WIBC Indianapolis have petitioned FCC for permission to become a party in the application of WAPI Birmingham, Ala., for a power increase. WIBC's petition alleges increased power for WAPI, which operates on 1270 kc, will interfere with the daytime signal of WIBC, which operates on that frequency. WAPI, operated by The Television Corp., seeks an increase of daytime power from 10 kw to 50 kw nondirectional. It has 5 kw power at night. WIBC operates with 50 kw daytime and 10 kw nighttime. WIBC attorney is Thomas H. Wall of Dow, Lohnes and Albertson, Washington.

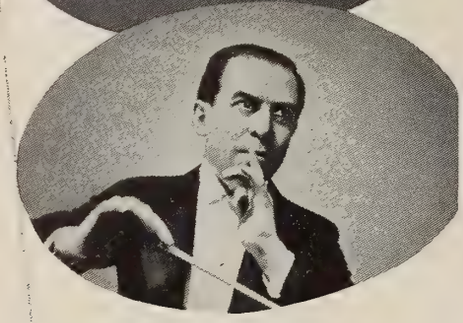


Radio Station WSM and WSM's Grand Ole Opry has been featured 15 times in 15 months in these — America's leading magazines . . .

Never in history has a single radio station and a single program received national and international recognition like this.

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Station Sales hit a high note with...



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Hour of Charm

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Thesaurus show*

Station list up 400% in 90 days through sponsor success with Phil Spitalny's *"Hour of Charm."* That's right — *400%!* Here's the story.

Michigan's LaSalle Winery — distributor of LaSalle and Manischewitz Wines — tried a test sponsorship of the *"Hour of Charm"* on four stations. The result? Sales jumped 100%! The station list was immediately increased to cover 16 markets. Unusual? Not at all: *Thesaurus* shows deliver!

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Rush me audition disc for "Hour of Charm" and complete information, including the amazingly low rate, on the 30 Thesaurus "Big-name shows for low-budget sponsors."

NAME..... TITLE .....

STATION OR AGENCY.....

ADDRESS.....

NEW OPERATOR RULE SUSPENDED BY FCC

IBEW claims move would injure defense program and hit the technicians' pocketbooks.

FCC last Thursday suspended the effective date of its order relaxing its operator requirements and permitting remote control transmitter operation, at the request of the International Brotherhood of Electrical Workers (AFL).

FCC's action of a month ago [B•T, Feb. 2] revised rules governing type of operating personnel at stations, and opened the way for remote operation of transmitters of 10 kw or less.

IBEW's petition for the stay order, effective March 6, was filed pending petition for reconsideration. Its plea emphasized the national security hazards the order might create, plus the economic impact on technicians. The petition stated:

"The President recently indicated that, in his opinion, civil defense should be one of the primary concerns of the American public. We suggest that the full impact of this statement, from an experienced soldier, deserves very deliberate consideration of the Commission and the broadcasting industry. In this electronic age, almost anything is possible. No stone should be left unturned to insure complete security of electromagnetic radiation."

IBEW's plea referred several times to possible effects of the new FCC rules on operation of the Conelrad plan to warn the nation in case of enemy attack and at the same time prevent enemy planes from using station signals as homing beacons. It contended remote transmitters would be in isolated spots and easily accessible for sabotage purposes.

The union argued that evidence covering remote operation was inadequate to justify elimination of hearings and oral arguments. It claimed the new rules would discourage voluntary participation in the Conelrad program, calling for rapid switching of frequencies and other adjustments.

Referring to FCC's new requirement that all stations have at least one first-class operator in fulltime employment, IBEW claimed that if the Commisison "admits the necessity for one first class operator, it admits that the work to be performed requires trained specialists, first class operators."

McCarthy Probe of VOA Sparked by Pro - Con Charges

AS THE inquiry into the Voice of America continued along an involved route last week, Sen. Joseph McCarthy (R-Wis.) mounted his offensive on behalf of the Senate Permanent Investigations Committee of which he is chairman.

The week ended with a barrage of charges and counter-charges. But the Senator concluded that the department was still the best-run of the five sections in the International Information Service. All are under jurisdiction of the State Dept.

He noted that "indications" are that the "situation is worse" in some of the other four sections, which are the press service, motion picture branch, overseas libraries and the exchange program in which foreign students and others are brought to the U. S. for study.

These branches, along with Voice of America's plan for putting another ship, the *Vagabond,* in operation as a "floating" transmitter site, will be investigated, he said. He commended the work by VOA on its Russian and Hebrew desks, but said the French desk was "doing a job that is foul beyond words."

Events last week were spotlighted on television at a public hearing in Foley Square, New York, Feb. 28. The hearing was fed by NBC to its television network for two hours. Major issue was cancellation of broadcasts to Israel in the Hebrew language last December at a time when Russia stepped up its anti-Semitism program. The cancellation, never carried out, allegedly aided the Communist propaganda theme. The Hebrew broadcasts, along with charges that persons employed by VOA abroad were not cleared for security, were major themes of the hearing.

Reed Harris, deputy administrator for the State Dept.'s overseas information program, took the stand when hearings returned to Washington. He testified Tuesday, Wednesday and Thursday, tossing allegations of his own.

Challenging testimony of witnesses, as well as what he considered to be Sen. McCarthy's method of inquiry, he said the persons named as not having been cleared in security checks were approved after thorough investigation.

Mid-week, Rep. C. Clevenger (R-Ohio), said he favored abolition of the Voice because "you can't reform that outfit." He suggested that private industry could handle Voice projects at a "fraction" of the cost allocated now.

He recommended operation of VOA by private broadcasters, estimating they could do the job at a cost between $10-$15 million yearly, compared to the $86 million "appropriated last year for the Voice."

WORD CHARGES WIS-TV OVERLAP

WORD Spartanburg, S. C., applicant for TV Ch. 7 there, asked FCC last week to reconsider its grant of Ch. 10 at Columbia to WIS-TV Corp. to require Broadcasting Co. of the South to elect whether it wishes to construct on Ch. 10 at Columbia or to prosecute its competitive Ch. 7 bid at Spartanburg.

Broadcasting Co. of the South owns 80.9% of WIS-TV Corp. and is licensee of WSPA Spartanburg and WIST Charlotte, N. C. At Charlotte, it seeks Ch. 9.

WORD charges Sec. 3.636 of the Commission's rules precluding multiple ownership of TV stations covering the same area would be violated by the operation of Ch. 10 at Columbia and Ch. 7 at Spartanburg under common ownership. Engineering charts submitted with the petition also show overlap with these two channels by the proposed Ch. 9 outlet at Charlotte.

WORD asks FCC as additional or alternative relief to grant its Ch. 7 application on a regular basis or conditionally pursuant to the conditional grant provisions of Sec. 1.385(e) of the Commission's rules. Meanwhile, two other applications have asked for conditional grants pursuant to Sec. 1.385(e) (see story page 40).

Pointing out that should Broadcasting Co. of the South choose to drop its Spartanburg bid the WORD application would be free to receive a grant, WORD notes that if the competitive situation should continue "it is clear that an indefinite delay which may well extend for several years will intervene before a television station can be constructed and service commenced in Spartanburg on Ch. 7."

A minority interest is held in WIS-TV Corp. by a group of former principals in WMSC Columbia, previously competitor for Ch. 10.

Young people do want to know the facts of life insurance

Our schools are not only teaching them how to make a living . . . but equally important, *how to live!*

For more than 80% of our children, graduation from high school marks the end of formal education. Today's high schools are putting an increasing emphasis on training that will prepare young graduates for productive jobs and careers.

And in more recent years, there has been a definite trend to "education for living" and the addition of such courses as home and family living, family relations and money management.

As a central source of information about life insurance, the Institute of Life Insurance is continually answering requests of teachers and students for information and educational material on life insurance.

As part of its educational program, the Institute prepares teaching aids for classroom use, consisting of booklets, charts, motion pictures, and other items for which teachers may indicate a need.

In addition, the Institute sponsors a nationwide scholarship program to improve the teaching of money management and financial security. This is done through summer workshops at eight major universities which give intensive training in teaching techniques and subject matter to educators who, in turn, pass on their knowledge to their students and to other teachers.

Through these services, the Institute of Life Insurance is helping to broaden the understanding of a subject that is a major source of financial security for the American family.



The booklets shown above are just two of the many aids prepared by the Institute of Life Insurance. They are useful to radio editors, writers and commentators, as well as educators. Copies are available on request.

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CBS Opposes Zenith Bid For Ch. 2 Reconsideration

ZENITH claim to a right in Chicago Ch. 2 has no basis in fact, CBS said last week in filing opposition to the radio-TV manufacturer's petition for reconsideration submitted to the FCC last month [B•T, Feb. 23].

Zenith had asked the Commission to reconsider its February action dismissing Zenith's application for Ch. 2 on the ground Zenith participated neither in the allocations hearing nor the WBKB renewal proceedings [B•T, Feb. 16]. This action was taken in conjunction with the FCC's approval of the ABC-United Paramount Theatres Inc. merger and sale of WBKB facilities on Ch. 4 to CBS. Under the FCC's Sixth Report and Order [B•T, April 14, 1952], Ch. 4 was switched to Milwaukee and the Chicago Ch. 4 station ordered to move to Ch. 2.

Zenith claimed its four-year-old application for Ch. 2 gave it the right to a comparative hearing with what is now the CBS-owned WBBM-TV Chicago.

CBS rebutted the Zenith contention that since the FCC permitted WLAN Lancaster to oppose WGAL-TV Lancaster in the latter's move from Ch. 4 to Ch. 8 it also should allow Zenith to compete with WBBM-TV in its move from Ch. 4 to Ch. 2.

CBS claimed the Commission set the two Lancaster applications for hearing because WGAL-TV was up for license renewal. Under FCC regulations, an application for a new station must be heard at the time the existing station's license comes up for renewal.

CBS said Zenith can refile for Ch. 2 when WBBM-TV's license renewal date approaches.

Joining CBS in opposing the Zenith petition was Balaban & Katz Corp., original license holder for the original WBKB (that call now is used by ABC's Ch. 7 station in Chicago, which had been WENR-TV).

Radio's
GROWING

In automobiles alone, there are 27,424,-500 radios. AND at any given moment, more than one-third of the radio equipped cars on the road have their sets in use.

AND—in the second largest market in the nation, WGN reaches more homes each week than any other Chicago station.

A Clear Channel Station
Serving the Middle West
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Private Persons Can Testify Before FCC, Justice Dept. Says

Citizens without direct interest in broadcasting can intervene in Commission actions, according to the Justice Dept.

CAN ordinary public citizens who have no direct stake in broadcasting intervene as "parties in interest" in actions of the FCC?

That question was answered affirmatively by the Dept. of Justice two weeks ago. It was contained in an answer by the Justice Dept. to Transit Riders Inc.'s appeal to the U. S. Court of Apeals in Washington from the FCC's dismissal of a protest against the renewal of the license of WWDC-FM Washington.

Also filed two weeks ago was the FCC's brief in the case (No. 11,574) holding that the anti-transit radio group had no legal standing as a "party in interest."

This is believed to be one of the few times that the Dept. of Justice has taken a stand opposite to that of a federal agency.

Oral argument on the Transit Riders Inc. petition is scheduled to be heard March 20. However, a request for postponement has been filed by TRI.

Case stems from TRI protest last August against the FCC's renewal of WWDC-FM's license without a hearing. WWDC-FM originates transit radio broadcasts for the Capital Transit Co., Washington transportation utility. FCC dismissed the TRI protest later in the month on grounds that (1) TRI did not meet the test of a "party in interest," and (2) allegations that transitcasts were injurious to its members' health were not specific enough, as called for by Sec. 309 of the Communications Act. TRI appealed the dismissal to last October, naming the U. S. as respondent.

Both the FCC and WWDC-FM are intervenors in the case. WWDC-FM filed a reply to TRI last December, holding much the same as the FCC.

The Dept. of Justice termed the case "a novel one," concluding, however, that TRI has shown a "legitimate interest."

Regarding jurisdiction, the Justice Dept. implied that TRI had perhaps erred in filing under Sec. 402(a), making the U. S. a respondent, rather than under Sec. 402(b) which would have made the FCC the respondent.

In arguing against the TRI appeal, the Commission said:

Members of the listening public generally, particularly those in one-station communities, may frequently be more substantially affected by orders of the Commission granting or denying broadcast licenses than are petitioners' members by the grant to WWDC-FM. The general interest of members of the public is not sufficient to confer standing to protest or appeal Commission orders. . . .

Stay Order Argued

ORAL ARGUMENT was heard Thursday by the U. S. Court of Appeals for the District of Columbia on the request of WGRD Grand Rapids, Mich., for a stay order to preclude construction of a new TV station on uhf Ch. 35 at Muskegon by Versluis Radio & TV Co. WGRD has appealed to the court to set aside FCC's order dismissing WGRD's plea for reconsideration of the Versluis grant on grounds of economic injury [B•T, March 2]. The court is expected to rule momentarily on the request for stay, possibly this week.

WTAG

WORCESTER, MASSACHUSETTS

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HENRY I. CHRISTAL COMPANY

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National Sales Representative

EFFECTIVE MARCH 15, 1953

Believing that the Industry is best served by specialized representation selling the merits of Radio exclusively, we are pleased to join such leading stations as:

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Free Press, Radio-TV Role Discussed by Judge Rifkind

FIVE specific proposals designed to promote the role of the free press, radio and television, and still maintain the constitutional right of fair trial were outlined Feb. 27 by former Federal Judge Simon H. Rifkind at a Conference on Fair Trial and Free Press called by the New York County Lawyers Assn. [B•T, March 2].

Judge Rifkind proposed as an experiment in self-regulation:

1. Let the courts and legislature prohibit, under appropriate penalty, disclosures by police, prosecutors and public officials, of information relating to trials which ought not to be published. . . .

2. Let the bar formulate its own views of a code of conduct for the press which is compatible with the integrity of the judicial process.

3. Thereafter, let the bar meet with representatives of the press in an effort to find high patriotic common ground.

4. Let the bar establish watch-dog committees to police departures from the accepted code by suggestion and moral persuasion.

5. Let the press establish a similar committee . . .

Later, the conference adopted a resolution that a committee be set up to confer with press, radio-TV representatives.



Sally Work has had the confidence of Buffalo women for over 25 years

WBEN's Sally Work knows how to make friends with Buffalo housewives — as her 25 years of success prove. Her companionable early afternoon program features informal conversation . . . anecdotes, fashion news, beauty hints and tips on homemaking and child rearing, delivered in the intimate, friendly terms of one woman to another. Year after year, sponsors like the Ladies Home Journal, Bordens, General Foods —and other equally significant advertisers—count on personable Sally to sell their products in the personal, confidence-building manner that women like—and respond to. Let Sales Gal Sal present YOUR sales message in her sales producing way to one of the most productive markets in productive New York State.

Sally Work 1:30 - 2 P.M., *Monday through Friday*
Check Henry I. Christal in New York, Chicago or San Francisco for availabilities.

WBEN NBC IN BUFFALO

TBC Claims XETV (TV) Is Actually U. S. Station

TBC Television Inc., applicant for San Diego's Ch. 10, thinks FCC should not permit XETV Tijuana to originate programs from San Diego or be fed programs by U. S. networks.

OUTSPOKEN charge that Mexican TV station XETV (TV) Tijuana was an "American" station, with its transmitter "only physically" across the border, was made last week by TBC Television Inc., applicant for Ch. 10 in San Diego.

The allegation was made in petitions filed with the FCC vigorously opposing the grant of an application by Alvin George Flanagan for permission to originate programs for XETV from San Diego [B•T, Jan. 26] and against requests by NBC and DuMont to furnish XETV with live and film-recorded TV programs.

Protest against the grant has been filed also by KFSD San Diego, a second applicant for San Diego's Ch. 10.

Both protests claim that the establishment of a studio on U. S. soil would virtually make the station a regular American broadcast outlet—controlled by aliens and not responsive to U. S. regulations.

The TBC opposition made the following points: (1) Bulk of XETV's service area is San Diego and Southern California, including parts of Los Angeles; (2) XETV's Ch. 6 was one of two frequencies deleted from San Diego during the TV "freeze" and given to Mexico specifically to serve the people of that nation; (3) plan seems to be, it is alleged, to make XETV a U. S. station in Mexico, serving U. S. listeners, with the support of U. S. advertisers but with no responsibility under U. S. laws and having an unfair competitive advantage over U. S. stations with respect to taxes, labor costs and performing fees.

Charges Duopoly, Monopoly

Among other points alleged by TBC were duopoly and monopoly. TBC claimed that Emilio Ascarraga, XETV co-owner with Romulo O'Farril and Jorge I. Rivera, was a 20% stockholder in Los Angeles Ch. 34 applicant Spanish International Television Inc., which if granted would overlap with XETV. Also that Messrs. Ascarraga and O'Farril own all but one of Mexico's TV stations—XEW-TV, XEQ-TV and XHTV Mexico City and XELD-TV Matamoros.

TBC also objected to the operations of Mexican radio station XEAC, owned and operated by Mr. Rivera.

KFSD made generally the same points, including the question of time brokerage which it claimed was implicit in Mr. Flanagan's contract with XETV.

In his application, Mr. Flanagan said that he would be paid $300 weekly for gross sales of up to $30,000 weekly, plus 1% of sales between $30,000 and $60,000 and 1.5% for sales over $60,000.

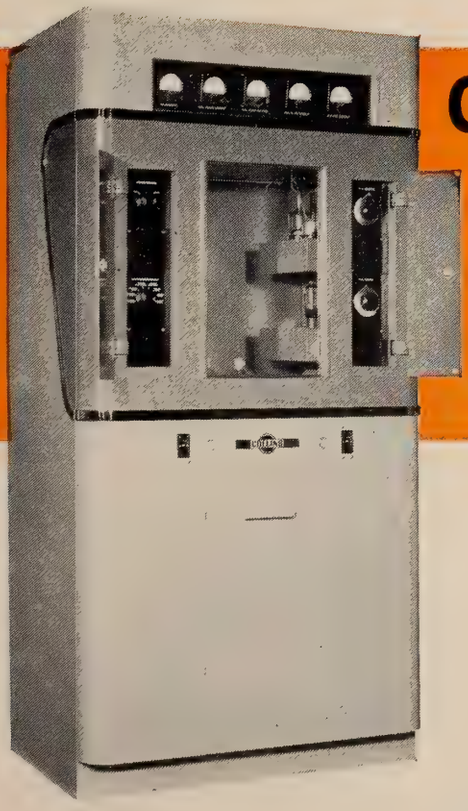
Former ABC-TV Western Div. program manager, Mr. Flanagan was with KFMB-TV San Diego from 1949 to 1951, and with Don Lee the previous decade.

The Mexican station is licensed to Radio y Television S. A., operates on Ch. 6 with 38 kw visual power, and is represented in the U. S. by Edward Petry & Co.



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Lower initial, maintenance and operating cost.

For premium performance at 250 watts, or for standby use, the Collins 300J Broadcast Transmitter offers maximum quality at minimum cost. Lower *initial* cost . . . lower operating and maintenance costs, plus great dependability make the 300J your best buy in a 250 watt transmitter.

Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components, and all terminals are quickly accessible from the rear. All tubes are visible at a glance.

Collins can serve your broadcasting needs best. Write today for complete details and descriptive literature.

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KNOXVILLE

Ike Order Seeks to Open More Jobs for Republicans

PRESIDENT Eisenhower took two steps last week looking to the unfreezing of more government jobs for Republicans.

He directed the drafting of executive orders which would repeal parts of two orders which blanketed under Civil Service Federal jobs that had been exempted up to that time. The orders, issued under President Truman's regime, were issued in 1947 and 1948. They applied to procedures for discharging occupants of exempted positions who have civil service status.

In another move, the President asked the heads of all departments and agencies to survey their organization to determine what additional positions might be exempted. The test in both cases, according to Presidential Press Secretary James C. Hagerty, who made the announcement, is whether the job is of confidential or policy making nature. They will not involve more than "several hundred positions," the White House said.

It is understood one newly appointed agency chief found that his number one man was under Civil Service status and could not be removed.

What effect these orders will have on the FCC is problematical. It is believed that few FCC staff men gained Civil Service status in the 1947 and 1948 orders.

On the other hand, some—but not many—additional jobs might be declared exempt if the Commission, under a new Republican chairman and majority, were to move in line with the President's wishes. Among these, it was understood, might be assistant chiefs of bureaus and secretaries of Commissioners.

These would be in addition to those already exempted by statute (legal and engineering assistants to commissioners and the administrative assistant to the Chairman), and by the Civil Service Commission (Secretary of the Commission, private secretaries or confidential assistants to commissioners, General Counsel and Assistants General Counsel, Chief Engineer and Assistant Chief Engineer, Chief Accountant and Assistants Chief Accountant, chiefs of bureaus).

Only 68 Jobs Exempt

According to October 1952 Civil Service records, only 68 FCC jobs fall in the exempted category—its occupants can be summarily dismissed [B•T, March 2]. Of the Commission's 57 attorney positions, only 17 fall under the mantle of Civil Service. This clarifies the story two weeks ago, which inadvertently indicated that there were only 57 attorneys working in the Commission. Actually there are between 70 and 75 attorneys on the FCC staff, but only 57 of them are in so-called "attorney" positions. The others occupy administrative niches, most of which are considered classified Civil Service positions.

10 TV Renewals Granted

RENEWAL of license was granted by FCC last week to 10 pre-thaw TV stations, but four of the actions were subject to final determination in show cause proceedings for changes in channel assignment pursuant to the Sixth Report and Order. Renewals were granted to:

KSTP-TV St. Paul; WBRC-TV and WAFM-TV Birmingham; WAGA-TV, WLTV (TV) and WSB-TV Atlanta; WCCO-TV Minneapolis; WNAC-TV Boston; WJAR-TV Providence and WNHC-TV New Haven, Conn.

Conditions respecting channel changes were issued by FCC in actions on the renewals of WBRC-TV, WJAR-TV, WNHC-TV and WSB-TV, but the condition on the WSB-TV renewal was in error, a Commission spokesman later acknowledged. WSB-TV, on Ch. 2, was incorrectly identified in FCC's order as presently on Ch. 8 and subject to change to Ch. 11 in accord with the Sixth Report. WLTV, now WLWA (TV) under new Crosley Broadcasting Corp. ownership, is on Ch. 8.

TV Leases Upheld in Wash.

THE Washington State legislature has authorized leasing of sites in Mount Spokane State Park to television stations, thus upholding present leases of this kind. Also of interest to broadcasters, a bill passed at the biennial session last month allows the Washington State Apple Advertising Commission to assess up to 12 cents per 100 pounds of apples to pay for apple advertising.

Survey on TV's 'Morals'

INFORMAL inquiry into the "moral climate" of certain television programming will be held by a special Chicago City Council TV subcommittee March 20. Local industry representatives are slated to testify.

The subcommittee's announcement of hearings came as the Illinois House denounced some TV program fare as "lewd and lascivious," and blamed the medium for the rising crime rate among youth. City Council hearings will be conducted by Ald. Patrick Patrone, who said he will invite network representatives, educators, clergymen and other interested parties to give their views.



SHOWMAN WANTED...

We want a real showman. You like people . . . and meetings. You like to go places and do things. In six months you should know half the people in the state by their first names . . . you may even be Mr. Virginia.

You may be a fresh youngster slugging away on a coffee-pot . . . or you may be big time with a yen for the gracious living of the Old South.

To you we will turn over a daily half hour of choice evening time on WRVA and the services of a bang-up promotion department. In case you don't know, WRVA is a 50,000 watt station in Richmond that serves Virginia and chunks of a few other states.

What kind of show? We haven't decided! That's why we want you. Maybe you sing, play a zither or whistle the Star Spangled Banner standing on your head. One thing for sure —it must be good . . . must attract attention . . . and in short order you must be the most talked about man in the state.

The pay? We don't expect to *pay you.* We expect you to be good enough to *make money* for **both of us!**

Write us, giving your experience and background, and WHY YOU THINK YOU CAN FILL THE BILL. No flossy presentations, no records or tapes . . . and no personal calls. Just a letter.

WRITE—Sam Carey, Program Service Manager, W R V A, Richmond, Virginia.

Govt.'s NFL Antitrust Case Marks Fifth Week in Court

THE effort of the Dept. of Justice to obtain an antitrust conviction against the National Football League because of its radio-TV restrictions has wound up its fifth week in U. S. District Court, Philadelphia, with the defense endeavoring to convince Judge Allan K. Grim the sport will fall apart if the government wins its case.

Mistrial Verdict Sought

Already the defense has made two attempts to obtain a mistrial verdict. Last week Bernard I. Nordlinger, chief defense attorney, asked a mistrial ruling after attorneys for Gordon McLendon, former head of the defunct Liberty Network, had sent a letter to Judge Grim.

Mr. Nordlinger argued the letter would prejudice the judge. It was signed by the law firm of Leake, Henry, Golden & Borrow as "friends of the court." Judge Grim said he could give proper evaluation to the letter since there was no jury. The letter discussed effects of monopoly on business and suggested the football restrictions may have been a contributing factor to Liberty's failure.

The defense mistrial motion was denied, as was a similar motion filed a fortnight ago when the defense opened its plea. Judge Grim at that time said he wanted to hear the entire case.

Defense witnesses have included Dr. Albert F. Murray, engineering consultant, who said NFL restrictions are relatively unimportant because of lack of facilities; Herbert R. Bayle, vice president of Brooke, Smith, French & Dorrance, Detroit agency for Goebel Brewing Co., who testified he did not believe NFL's policy would restrict a group of stations in one area because they would not buy the same game; DeBenneville (Bert) Bell, NFL commissioner, who contended unrestricted TV would mean the death of pro football.

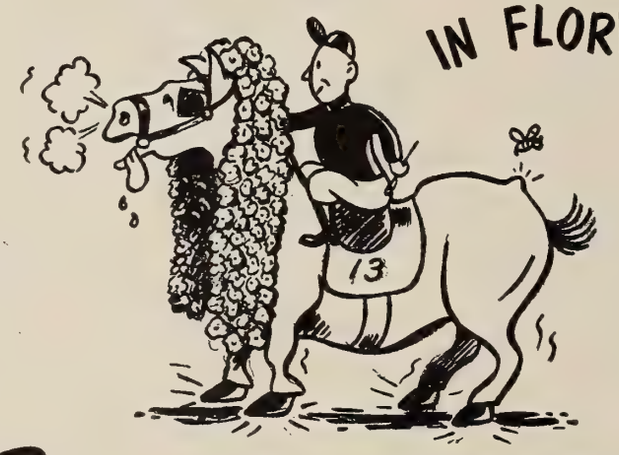
DuMont Executive Testifies

Roy Sharpe, DuMont Network, testified as to allocation of interconnecting facilities. John T. McHugh, Joseph Katz Co., Baltimore, testified as to desirability of purchasing exclusive territorial rights to pro football games.

Paul Schissler, special events director of the *Los Angeles Times*, testified the annual Rams-Redskins charity game had its smallest crowd in 1949, only year the game was televised. Paul B. Shetsley, National Opinion Research Center, testified on effect of TV on college football. He asserted college football attendance in 1952 would have been 40% under 1947-48 had not TV been restricted.

Several NFL club owners testified last week. John V. Mary, New York Giants president, said the team would sell live TV of home games only on a "full-house guarantee" basis. The club stopped telecasting home games in 1948, fearing an adverse effect on the gate. Texas E. Schramm Jr., assistant to the president of the Los Angeles Rams, said TV cut heavily into the club's gate. George Preston Marshall, principal owner of the Washington Redskins, conceded that TV and radio kept the team out of the red for probably 10 of 16 years receiving from $7,500 to $60,000 per year from American Oil Co.

a LONG SHOT SOMETIMES PAYS OFF IN FLORIDA



..But... FOR A SURE THING

BUY WHOO AM-FM ORLANDO

Yes, Suh! A long shot sometimes pays off, but why take a chance when you can be *sure*. Local people in the know always buy WHOO—many outstanding success stories are being written by advertisers who use the 10,000 Watts of WHOO-AM and FM. For full details, ask your Avery-Knodel, Inc., man.



National Representative
Avery-Knodel, Inc.

★ RADIO
★ TV
★ NEWSPAPER

an EDWARD LAMB Enterprise

New York Office—Hotel Barclay—Home Office—500 Security Bldg., Toledo, Ohio

Walker on BU Panel

ANNUAL Founders' Day observances by Boston U., scheduled to last five days beginning Tuesday, will open at 8:30 p.m. that date with a discussion panel on "Educational Television in the Greater Boston Area," to be headed by FCC Chairman Paul A. Walker.

Among the panelists will be: Christopher H. Phillips, senator to the general court of the Commonwealth of Massachusetts and chairman of the Commission on Television, and Parker Wheatley, director of Lowell Institute Cooperative Broadcasting Council and general manager of WGBH Boston.

White House Coverage Plans Progress in Discussion Stage

PATTERNS for radio-TV coverage of President Eisenhower's news conferences are taking shape as White House and industry representatives confer on a projected plan instituted shortly after the inauguration [B•T, Jan. 26].

While there still is no assurance that permission will be granted for electronic reporting of the newsy and informal exchanges between the President and newsmen, the White House shows increasing interest as discussions proceed.

Confer With Hagerty

Last Wednesday a group of five radio-TV executives conferred with James C. Hagerty, the President's news secretary. They discussed such problems as placement of cameras and microphones, lighting, Presidential handling of loaded questions, eager-beaver camera hounds among reporters and problems of other media, including newsreels.

One of the serious problems centers around the two-decade ruling which forbids direct quotation of the President unless the specific words are provided in writing or clearly spelled out. This Roosevelt-Truman precedent was based on the realization that a false quote or an inadvertent use of words could cause world-shaking complications.

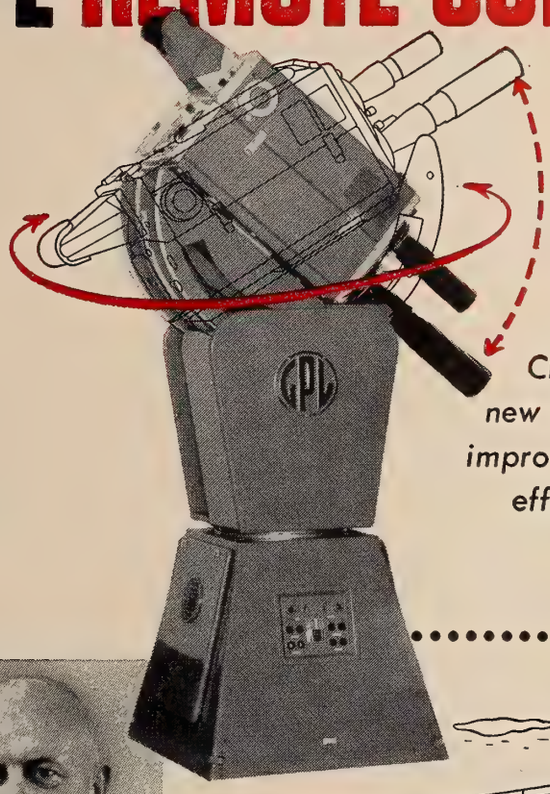
Camera and microphone facilities would be handled on a pooled basis, with all networks permitted to participate.

The White House has shown interest in suggestions that the President report to the people by radio and TV every month or six weeks. Several program formats have been proposed.

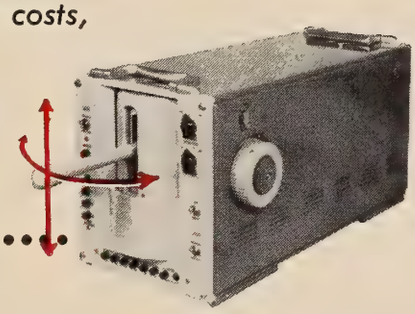
Attending last Wednesday's White House conference were Ted Koop, CBS; Bryson Rash, ABC; Everett Holles, MBS; Roger Coelos, DuMont, and Julian Goodman, NBC.

GPL REMOTE CONTROL CAMERAS

make debut as WHUM-TV puts UHF in Major Operation

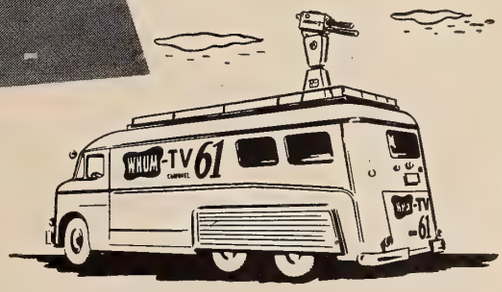


Channel 61 in Reading uses 4 of new GPL chains to cut costs, improve studio-field efficiency





Humboldt Greig, president of WHUM-TV, says: *"We picked GPL cameras to gain a truly major reduction in costs by adding remote control. In fact, we feel these will be self-liquidating cameras due to the savings. We have tested them under the roughest conditions with our mobile unit in the past two months and encountered absolutely no difficulties."*



Marking two major milestones in television, WHUM-TV introduces both high powered UHF and remote control for new techniques in camera operation.

For the opening 30 live-hours per week from this 260,000-watt UHF station, 4 GPL image orthicon chains will be used with remote control pedestals. From as far as 1,000 feet away, all actions of pan and tilt, lens change and focus and iris are easily controlled.

Each camera has a "memory" of 6 pre-set positions. With a four-chain set-up, a director has a choice of 24 camera shots. Pushing a "pre-set" button automatically swings the camera on target . . . with lens, focus and iris in correct adjustment. Speed and ease of operation save time, camera handling, and dollars.

For field operations—covering sports and news—WHUM-TV uses the GPL studio-field interchangeability . . . again cutting costs. Two cameras, complete with remote control pedestals, fit atop the station's mobile unit. Pedestals disassemble in minutes for easy transfer between bus and studio.

WHUM-TV is the first station to equip all its cameras with remote control . . . for tops in quality, for utmost in economy.

STATION OWNERS

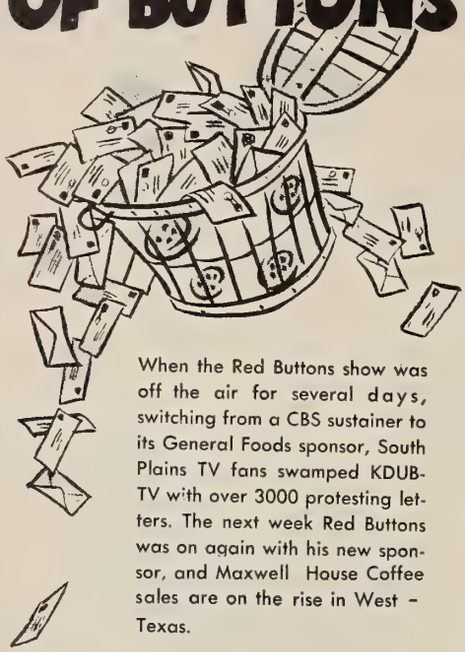
Our engineers will be pleased to show you, without obligation, how you can get maximum efficiency and economy in either UHF or VHF operations with GPL studio and field equipment. Write, wire or phone:

General Precision Laboratory GPL
INCORPORATED
PLEASANTVILLE NEW YORK
Cable address: Prelab

Export Department:
13 East 40th St., New York City
Cable address: Arlab

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

IN THE CASE OF BUTTONS

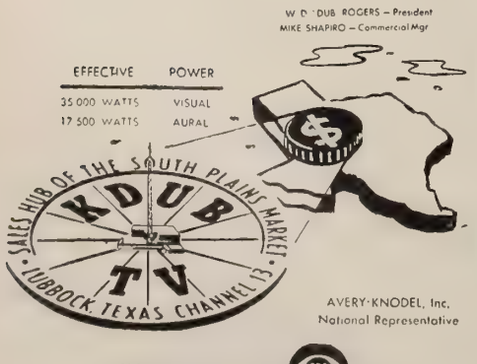


When the Red Buttons show was off the air for several days, switching from a CBS sustainer to its General Foods sponsor, South Plains TV fans swamped KDUB-TV with over 3000 protesting letters. The next week Red Buttons was on again with his new sponsor, and Maxwell House Coffee sales are on the rise in West - Texas.



Red Buttons and his KDUB-TV fan letters

Here are 317,700 potential customers with the third highest buying income per capita in the nation! They are watching KDUB-TV. Nuff said?



AVERY-KNODEL, Inc.
National Representative

affiliates: Paramount CBS DuMont

NARTB TO HONOR DAVID SARNOFF WITH FIRST KEYNOTER AWARD

RCA chairman to receive industry honor for outstanding contribution to radio and television; will deliver keynote speech at formal opening of Los Angeles convention; annual equipment and service exposition to be largest in history of NARTB.

NEW radio-TV award, created by NARTB to honor outstanding service to the industry, will be presented to Brig. Gen. David Sarnoff, RCA chairman of the board, when NARTB formally opens its convention April 29 in Los Angeles.

Known as First Annual Keynoter Award, the selection was announced by Clair R. McCollough, WGAL-AM-TV Lancaster, Pa., chairman of NARTB's 1953 convention committee.

Gen. Sarnoff will deliver the keynote address to the convention after being introduced by Mr. McCollough. Along with an engrossed plaque honoring him for contributions to the broadcasting arts, Gen. Sarnoff will receive from NARTB President Harold E. Fellows a small gold key specially designed for the association's new award.

The association moved forward last week with plans for its annual convention at the Biltmore Hotel. C. E. Arney Jr., secretary-treasurer and convention manager, and Arthur C. Stringer, managing the displays of equipment and services, announced the 1953 exposition will be the largest in the association's history.

At the weekend, Mr. Stringer had assigned the entire Galeria floor exhibit space for displays of heavy equipment and the second floor sample rooms for light equipment and service displays as well as reception facilities.

In all, 75 exhibit booths and exhibition rooms have been assigned. Besides, a large number of suites and rooms on other floors of the Biltmore have been assigned associate members for entertainment purposes.

Exhibits for Delegates

Exhibits will be open to delegates attending both the Management and Engineering Conferences, which run simultaneously. The management meetings open Tuesday, April 28, with a morning session for TV members. The afternoon will be devoted to a Broadcast Advertising Bureau clinic. The Galeria and second floor displays will be opened Tuesday through Friday, closing convention day.

The new keynoter award offers a dramatic addition to the NARTB convention format. The idea was approved by the McCollough committee some weeks ago. Mr. McCollough and President Fellows made a personal call on Gen. Sarnoff after his name had been selected by the committee with the counsel of the association's boards of directors. Frank M. Russell, NBC Washington vice president, assisted in making arrangements.

An annual feature, the award presentation will bring a leading industry figure as keynote speaker for the convention.

Gen. Sarnoff entered the communications field at age 15 as a messenger. He worked his way up to the RCA presidency when he was only 39. As RCA board chairman, he exercises general supervision over operations of the company, its divisions and services including NBC, RCA Communications, Radiomarine Corp. of America, RCA Institutes, RCA Labs., RCA Victor and RCA International Division. He is chairman of the board of RCA Communications, RCA Institute and NBC.

He drew national attention a few weeks ago as chairman of the Citizens Advisory Committee on Utilization of Manpower, suggesting ways to save armed services manpower.

Gen. Sarnoff will receive the first IRE Founders Award Medal March 25.

Other awards he has received are: First Radio-Television Mfrs. Assn. award for achievement, 1952; One World Prize from American Nobel Center for contributions to international understanding through radio, 1945; Television Broadcasters Assn. "Father of American Television" award, 1944; Medal of Merit, awarded by President Truman, 1946; Cross of Commander of French Legion of Honor, 1947.

Work in Agenda Details

As NARTB began receiving advance resistrations for the convention, Washington headquarters officials were working out agenda details. The list of Galeria equipment exhibitors:

Altec Lansing Corp.; American Telephone & Telegraph Co.; Andrew Corp.; Blaw-Knox, Tower Dept.; Broadcast Music Inc. (service exhibit); Caterpillar Tractor Co.; Century Lighting Inc.; Collins Radio Co.; Continental Electronics Mfg. Co.; Allen B. DuMont Labs.; Federal Telecommunication Labs.; Gates Radio Co.; General Electric Co.; General Precision Lab.; Graybar Electric Co.; Kliegl Bros. Universal Electric Stage Lighting Co.; Machlett Labs.; Raytheon Mfg. Co.; RCA; Standard Electronics.

The list of service and associate members to whom second floor space has been assigned:

Allied Record Mfg. Co.; Ampex Electronic Corp.; Broadcast Advertising Bureau; Blaw-Knox; Cinema Engineering Co.; CBS Television Film Sales; Capitol Records Dist. Corp.; Consolidated Television Sales; Dresser-Stacey Co. (Ideco); Federal Telephone & Radio Corp.; General Communications; Harry S. Goodman Radio & Television Productions; Gray Research & Development Co.; Graybar Electric Co.; Houston Fearless Corp.; Hughey & Phillips; Keystone Broadcasting System; Magnecord Inc.; Motion Pictures for Television; Musicolor; NBC Film Div.; A. C. Nielsen Co.; Philco Corp.; RCA Victor Div.; Rust Industrial Inc.; Screen Gems Inc.; SESAC Inc.; TeeVee Co.; Telenews; United Television Programs; Wincharger Corp.; World Broadcasting System; Frederic W. Ziv Co.



PLANNING work of the Philadelphia Radio-TV Broadcasters Assn. are William C. Caskey (l), general manager, WPEN and Pat Stanton, owner, WJMJ, who are vice president and president, respectively

"Come and Get It!"



—at the Mine of Information

NARTB's '53 Gold Rush

CONVENTION and EXPOSITION

Hotel Biltmore • Los Angeles • April 28-May 1

GET: a first-hand look at the newest in television and radio equipment in the FOUR great Exhibit Halls . . . first-hand inspection of new products and services on the Exhibit (2nd) Floor. The 1953 NARTB Exposition is the greatest industry show ever assembled under one roof!

GET: the "gold" of practical experience in TV and radio management and merchandising, programming and community relations from broadcasters in markets just like your own. Why wonder and experiment when you can get tested advice and case histories so economically at the NARTB convention?

GET: a wealth of personal contacts with station owners and executives, engineers, network officials, transcription and TV film companies, station representatives, agency executives, trade press editors, equipment manufacturers, news services, research organizations.

GET: valuable answers to questions you've been wondering about . . . on remote control, small market TV, cost-cutting angles, UHF, access to public events, personnel policies, handling of films, etc. Agendas of the NARTB Management and Engineering Conferences are loaded with solutions!

For Map of The Trail and Directions—
NARTB, 1771 N Street, N. W., Washington 6, D. C.

And, Be Sure To Visit US "On Location" At The Biltmore!

WOODland! AM



WOOD again proved your best buy* in the greater Grand Rapids area

*As borne out by 1952 SAMS report covering circulations for all Grand Rapids stations. Here are the nutshelled figures . . . read 'em and reap.

DAY

WOOD	72,014 Families
Network Station No. 2	47,954 Families
Network Station No. 3	34,712 Families
Independent Station No. 1	26,773 Families
Independent Station No. 2	19,540 Families

NIGHT

WOOD	56,862 Families
Network Station No. 2	35,824 Families
Network Station No. 3	29,628 Families
Independent Station No. 1	Daytime Only
Independent Station No. 2	Daytime Only

Not only is WOOD top dog in circulation; the *cost per thousand* story is even better.

At night, WOOD is more economical than any other station for all service from one-half hour to chainbreaks.

Daytime, WOOD is more economical than any other station for all service from one-half hour to chainbreaks save one type service on one station.

As always, your best buy in WOODland-AM is WOOD

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

Initial Favorable Response Meets SRA's 'Spot Crusade'

STATION reaction to Station Representatives Assn. invitation to join in financing a "Crusade for Spot Radio" [B•T, March 2] has been "extremely encouraging," according to T. F. Flanagan, SRA's managing director.

Wire from R. A. Dowling, manager, WOOF Dothan, Ala., said in part: "Thanks a million for spearheading this movement. A check for 10 times the yearly movement is being sent."

Ralph L. Atlass, president, WIND Chicago, pledging his station's participation, wrote: "We are glad to know that there is to be an effective organization exclusively devoted to promoting the use of spot broadcasting. Recent industry trends have confirmed the importance of spot revenue to the stations and success to its users."

Robert D. Swezey, general manager, WDSU New Orleans, expressed interest in the project and "hopes it will achieve signal success."

John M. Rivers, president, WCSC Charleston, echoed this sentiment.

William McGrath, managing director, WHDH Boston, said "any association within the industry which undertakes positive action of this nature deserves support."

M. M. Fleische, general manager, WMCA New York; C. B. Hasbrook, president, WCAX Burlington, Vt., and R. Lee Glasgow, general manager, WACO Waco, Tex., also praised the SRA "Crusade."

Rate-Cutting RTES Topic

RADIO and TV rate cutting will be given a thorough going-over Thursday at a clinic of the Radio and Television Executives Society at 7:30 p.m. in NBC's New York Studio 6B. Answering the question, "How honest can we be?," will be Tom Flanagan, managing director, Station Representatives Assn.; Mary McKenna, timebuyer for Benton & Bowles; Robert Reuschle, national sales representative for WHUM-TV Reading, Pa.; Reggie Schuebel, partner, Wyatt & Schuebel. Don McClure is chairman of the RTES clinic sessions.

Indiana Station Meet

INDIANA Broadcasters Assn. will hold its annual meeting in Indianapolis at the Columbia Club March 20. O. E. Richardson, WASK Lafayette, will preside at IBA sessions as president. Election of officers for 1953 is scheduled, along with other business matters, according to Daniel C. Park, WIRE Indianapolis, secretary-treasurer of the association.

Laugh-Happy

GAGWRITERS will come into their own from April 1-8, designated National Laugh Week. The National Assn. of Gagwriters, which fosters and protects interests of the nation's laugh-makers, is asking radio and TV stations and networks to comb their files for the best comedy sketches of the year and rebroadcast them during this seven-day laugh-happy holiday. The association's motto: Bigger Laughs Mean Better Living.

Hardware Selling

BAB has distributed to members a detailed analysis of the hardware industry, covering such topics as movement of merchandise, seasonal sales trends, types of customers, store operations, advertising expenditures and general industry trends.

Prepared as a "BAB Information Folder" on hardware, the seven-page report is one of the bureau's continuing services designed to acquaint broadcasters with retail businesses.

WBA Hits Tax-Supported, State-Owned Television

RESOLUTION opposing the establishment of tax-supported state-owned TV stations in its state, pending study by an investigating commission, was adopted by the Wisconsin Broadcasters Assn. at a special meeting in Milwaukee last Wednesday.

In other developments, WBA also:

(1) Agreed to ask the state legislature to pass a bill requiring that a commercial broadcaster be appointed by the governor to membership on the State Radio Council.

(2) Voted to submit a bill to the legislature seeking to protect radio-TV stations from "unreasonable actions of defamation and libel."

(3) Elected Haydn R. Evans, WBAY Green Bay, to its board of directors.

The special session was called by Ben Laird, WDUZ Green Bay and WBA president, to consider important present and future legislation before the state government.

The resolution on educational TV explained that dissemination of education "may best be accomplished by the regularly licensed commercial TV stations with the state", and that "it may not be necessary for the state . . . to use funds supplied from any public source for the building and maintenance" of state-owned stations or networks.

The resolution recommended that the governor appoint an investigating group to study the problem and make recommendations "based on full and unbiased information." WBA said it would like an opportunity to delegate one of its members to serve on the commission.

Michigan FM Promotion

JOINT FM radio promotion will be held in Michigan in May under auspices of NARTB and Radio-Television Mfrs. Assn. Broadcaster chairman of drive will be Waldo Abbott, WUOM (FM) Ann Arbor, with Roger Graef, of Radio Distributing Co., Detroit, as chairman of wholesaler activities. Drive will emphasize FM coverage of baseball and the giving of FM sets as graduation gifts. City of Toledo, Ohio, will be included in the Michigan campaign.

CTC to Consider Merger

THE Chicago Television Council has approved a motion to consider a long-standing proposal to merge CTC with the Chicago Radio Management Club.

Howard (Howdee) Meyers, O. L. Taylor Co., is president of the radio group, and George Heinemann, program manager of WMAQ-WNBQ (TV) Chicago, heads the TV council.

WOODland! AM



And now the "Single Rate" applies!*

Nighttime radio schedules on WOOD are now a smarter investment than ever because:

1 You buy nighttime at same price as daytime, and what a cost-per-thousand picture that will give you! Just check your SRDS and your SAMS report . . . you'll see what we mean by a "real sleeper buy" in the rich Grand Rapids market.

2 You get a "bonus", too! The Katz sponsored Pulse Study of 18 TV cities reveals number of radio sets in use at home is about the same at night as in daytime; but — get this — at night there are more people listening to each set. Daytime radio has a peak at 10:00-11:00 AM when 365 people per 1,000 radio homes are listening; at night, the peak is 8:00-9:00 PM with 517 listeners per 1,000 radio homes; the figure never goes below 431 from 6:00-10:00 PM. It's poppa home from work who makes the difference.

**Literally, an exception — Class B is from 11:30 PM to 7:00 AM.*

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

NARTB, Ad Council Win American Heritage Awards

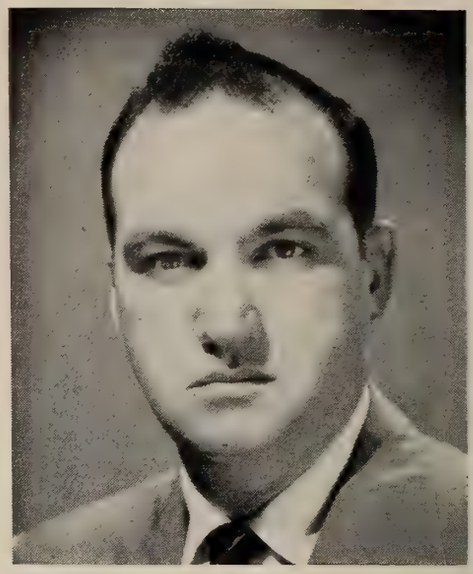
NARTB and the Advertising Council lead a list of 23 national organizations who have won top awards in the 1952 "Register and Vote" competition of the American Heritage Foundation, Charles E. Wilson, former president of General Electric Co. and chairman of the foundation's Committee of Judges, announced last Monday. AHM a fortnight ago had praised the work of these organizations [B•T, Feb. 23].

Among the other organizations receiving major awards were the Advertising Foundation of America and the National Retail Dry Goods Assn.

For outstanding performance in support of the campaign, the awards committee cited the following organizations, among others:

Screen Actors Guild, Advertising Assn. of the West, Assn. of American Railroads, Assn. of National Advertisers, National Assn. of Mfrs., American Newspaper Publishers Assn., American Society of Newspaper Editors, AFL, CIO and National Council of the Churches of Christ in U. S. A.





WILLIAM K. TREYNOR (left), newly appointed manager of NARTB station relations department [B•T, March 2], will assume office March 15. He succeeds William T. Stubblefield (right), who joins Blackburn-Hamilton Co., media brokers. Mr. Treynor has been in charge of NARTB's West Coast office. He went to Washington last weekend for conferences and will be stationed at NARTB headquarters after the Los Angeles convention.

'Chicago Unlimited' Meet

FIRST annual membership meeting of Chicago Unlimited, new organization set up to promote the city as a radio-TV program origination point, has been set for March 23. The agenda will include a progress report and election of new officers, according to Joe Seiferth, organization's executive director.

409 U. S. Cities Have Radio But no Newspaper, BAB Says

SMALL-TOWN merchandising is being "revolutionized" by the growth of radio, BAB reported last week on the basis of a study which showed there are 409 cities which have no daily newspapers but which do have radio stations.

BAB estimated that in these cities—which it predicted will be increased by about 75 before the end of the year—more than a million families (perhaps as many as four million) will have been brought within the "daily merchandising pattern" of advertisers through stations.

"Radio stations are revolutionizing small-town merchandising—particularly for the local retailer," BAB asserted. "They have unshackled him from his once-weekly advertising pattern and provided him with the daily advertising facilities that big-city merchants use for substantially increased volume and more profitable operation."

The estimate of a million families in radio cities having no daily newspapers is much too low, the report said, noting that this figure represents only the families within the corporate limit of the cities involved.

In a cross-section of these cities, the study found that the number of families living in surrounding rural or small communities is at least four times the number of those residing within the cities' corporate limits.

These people, BAB noted, rely on their radio stations for daily coverage of hometown news and hometown advertising because radio is their only "daily" medium.

The study found 42 states which have cities with radio stations but without daily newspapers. Texas had the greatest number, 43, followed by Alabama, 34, North Carolina, 28, and Georgia, 25.

"You Can't Eat *Compliments,*" they said...

Almost from the day we started in business, 27 years ago this January, we've heard the crack, "Compliments are wonderful but you can't eat 'em!"

We've had more than our share of awards, plaques, compliments, etc. It's kind of gratifying when the competition gets real rough to hear the local boys say, "WIOD? SURE—you boys have been doing a good job for a long time!"

Even way up North, quite a few of the boys say the same thing. Ask your Hollingbery Man...



James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC
National Rep., George P. Hollingbery Co.

AWRT Atlanta Convention To Have Workshop Sessions

SERIES of workshops and panel discussions are planned for the third annual national convention of American Women in Radio and Television April 30-May 3 at the Atlanta Biltmore Hotel.

Harold E. Fellows, president of NARTB, will speak at the annual McCall's "Mike" awards dinner Saturday evening. Officers will be elected Saturday by the 400 members expected to attend the convention. Installation of officers is slated for Sunday.

Now...

PACKAGED REMOTE CONTROL

for Commercial Broadcast Transmitters

AM — FM

THE RUST INDUSTRIAL COMPANY'S REMOTE CONTROL SYSTEM

The Rust System is the *only* transmitter remote control system *proven* in service in United States Commercial AM Broadcasting installations. *It meets all FCC requirements.*



STUDIO UNIT
(Type RI-1080)

REMOTE CONTROL

of transmitters means more effective station operation. Attending personnel may be utilized more efficiently. More convenient location of studio is made possible. Transmitter may be located where transmitting conditions are ideal and real estate costs low.

THE RUST SYSTEM

consists of a studio unit and transmitter unit connected by two telephone pairs. Up to nine meter readings can be made and up to nine operations can be controlled by simply dialing desired functions. Transmitter adjustment is made remotely while simultaneously observing readings of appropriate meter.

The transmitter unit is connected to any one of a number of tuning motors or contactors used for controlling transmitter tuning or other switching functions. Use of various shunts and multipliers permits the metering of several circuits at the remote control point. Any failure of the system immediately removes all power from the transmitter.

The complete system is sold on an installed basis with all components guaranteed for one year. Price includes any necessary modification of the transmitter. Savings can pay for entire cost in as little as ten weeks.



TRANSMITTER UNIT
(Type RI-1081)

WRITE FOR DETAILED INFORMATION.

the rust industrial company, inc.

608 WILLOW STREET — MANCHESTER, N. H.

NEW TV GRANTEES PLAN STARTS

Plans for more television service in more areas are being unfolded daily. For example: Six of last week's new grantees have set commencement target dates and have preliminary planning underway.

ALL but one of last week's seven new television station permittees, given their construction permits by the FCC last Wednesday, expect to be on the air within a year. And the single exception may actually be on the air in less than 12 months, since the starting date is not known.

Joe L. Smith, president of WKNA-TV Charleston, W. Va., said that he hoped to have the uhf Ch. 49 station, which was granted an effective radiated power of 225 kw visual, on the air by July. RCA equipment throughout has been ordered, he told B•T, and a site has been selected for building. Weed Television will represent the station, he added.

F. E. Fitzsimonds, executive vice president and general manager of KFYR Bismarck, N. D., said he hoped to have vhf Ch. 5 station on the air by late summer or early fall. An RCA transmitter has been ordered. The TV antenna will be atop the 704 ft. KFYR vertical AM antenna, he said. No network affiliation has yet been negotiated. KFYR is represented by John Blair & Co.

M. B. Rudman's Plans

Ross K. Prescott of Dallas, counsel for M. B. Rudman, grantee for vhf Ch. 12 in Bismarck, said the Texas oil man contemplated late summer or early fall operation for all four of his stations. He also holds construction permits for Galveston, Tex., Billings, Mont., and Minot, N. D. The applications specify RCA equipment throughout, Mr. Prescott said.

Mr. Prescott, who also represents the successful uhf Ch. 46 applicant at Sherman, Tex., the Sherman Television Co., said that every effort would be made to give service "probably by late summer."

Cecil W. Roberts, uhf Ch. 15 grantee for Bloomington, Ill., informed B•T that he hopes to start operating in about six months. Mr. Roberts said other details have not been decided.

S. W. Pipkin, one of the principals in Telepolitan Co., permittee for vhf Ch. 12 in Clovis, N. M., said that the starting date at this moment was unknown, and that equipment had not been contracted for as yet.

The Durham, N. C., grant made a fortnight ago to T. E. Allen & Sons Inc., based on a merged application owned 50% by T. E. Allen & Sons Inc. [B•T, March 2], will bring television to the Durham area about Nov. 1, reports John G. Johnson, general manager of WTOB.

The Durham TV station will be constructed by Mr. Johnson and Jim Coan, and for interim operation an RCA 1 kw transmitter will be used. Mr. Johnson said there had been preliminary conversations with NBC and DuMont with regard to network affiliation, and that he expects the Durham outlet will affiliate with both.

At the same time, Mr. Johnson said WTOB-TV Winston-Salem, uhf Ch. 26 grantee, will probably get on the air between July 15 and August 15. There are verbal commitments with NBC and DuMont, he said, but no contracts have been signed.

Central Illinois will get television reception from vhf Ch. 3 by summer, according to August C. Meyer, president of Midwest Television Inc., Champaign, Ill., which was granted a construction permit Feb. 26.

Construction plans will be launched immediately and work will proceed as rapidly as the acquisition of material will permit, Mr. Meyer said. He explained that the firm holds equipment priorities from both RCA and DuMont, and, with the possible exception of the tower, expects to encounter few difficulties.

The permittee's officials revealed that all four networks have expressed an affiliation interest. Mr. Meyer, president of the company, and Mrs. Meyer hold 51% of the stock; WSOY Decatur, Ill., owns 20%, and Merrill Lindsay, executive vice president of WSOY, is on the board of directors of Midwest Television Inc.

The Champaign outlet plans a 750 ft. tower on a site west of Seymour and will eventually operate with 100 kw visual effective radiated power. It will start with 25 kw ERP, however.

Mr. Lindsay said that although operating plans are still tentative, the Champaign station hopes to program more than 100 hours a week.

R. S. Howard, representing the Tribune-Journal Co., licensee of KJRL Pocatello, Ida., said the starting date for the vhf Ch. 6 grantee is unknown as yet. RCA equipment has been specified. Mr. Howard reported that the network affiliation and national representative are unknown, but that since KJRL is a CBS affiliate, TV affiliation will probably be the same.

Phil Jackson, general manager of KWOO Chickasha, Okla., and 50% owner of Oklahoma County Television & Broadcasting Co., Oklahoma City, Okla., uhf Ch. 25 grantee, said "Right now it looks to us as if it will be around the last of August or the first of September before we can be on the air."



LOUISVILLE resident, Mrs. Paul E. Eubank, takes part in WHAS-TV opening ceremonies for the third time, by helping O. W. Towner, engineering director, to bring in a new Ch. 11 picture after the station's increase in power to 316 kw. Mrs. Eubank was chosen from a WHAS radio audience in 1949 to break ground for the new TV tower, and a year later took part in the debut of a telescope through which Louisville pedestrians could see the nation's first 12-bay TV antenna.

T. V. Taft, treasurer of El-Cor Television Inc., uhf Ch. 18 permittee for Elmira, N. Y., asserted that when he said last week [B•T, March 2], there are "no plans for network affiliation," BROADCASTING • TELECASTING misinterpreted his remarks. Actually what Mr. Taft meant was that "While we have no definite arrangement at present, we are seeking network affiliation and are engaged in negotiations."

Jack Harris, program director for KTYL-TV Mesa, Ariz., grantee for vhf Ch. 12, said "with good luck we hope to be in operation by the first or second week in April."

Stanley H. Durwood, general manager of Durwood Theatres, owners of KEDD (TV) Wichita, Kan., uhf Ch. 16 permittee, said equipment will be GE throughout, will be delivered in April, and that KEDD (TV) will go on the air with a test pattern about May 10 and start programming May 15 to June 1 with initial power of 2 kw visual ERP, using a 100 w transmitter.

"GE has promised delivery of the 12 kw transmitter in June," Mr. Durwood said, "so we



From the word "Go" in the "Go Cunard" opening, the universal urge to travel is really stimulated in this 1-minute spot that packs every second with sell. Quick glimpses of famous foreign sights merge into glamor shots of fun and luxury on board . . . convincing proof that Cunard's way of "Getting there is half the fun!" A reprise of the "Go Cunard" opening clinches the sale for a Cunard sailing. Created by Sarra for The Cunard Line through Kelly, Nason, Inc.

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SPECIALISTS IN VISUAL SELLING

should be to full power of over 200 kw visual ERP in July."

Larry H. Israel, partner in WENS (TV), Pittsburgh, Pa., uhf Ch. 16 permittee, said Petry will be national representative.

"We have signed a basic network affiliation with ABC," he said, "and have recently purchased some 5½ acres from WCAE-FM Pittsburgh, on the north side of Pittsburgh, about 7/10 of a mile from WDTV (TV) Pittsburgh's transmitter site. WCAE has sold this site to us inasmuch as it has switched its application from vhf Ch. 11 to vhf Ch. 4. The sale includes the two-story transmitter building and a 250 ft. tower which we will complete with an additional 250 ft.

"The site is 1,331 ft., which makes it the highest in this area. We have ordered a 12 kw GE transmitter," Mr. Israel said, "which will give us an effective radiated power well over 200 kw."

Edwin L. Jay, sales promotion director of WNOW-TV York, Pa., reported that plans for the commencement of TV operations have been changed to mid-summer.

A pre-freeze station, WKRC-TV Cincinnati, became the most powerful television station in Cincinnati Feb. 26 when it signed on with power of 60 kw, according to Fred Thomas, director of promotion and publicity for the station.

The power increase is the first of three major boosts planned by WKRC-TV within a month, Mr. Thomas said, and the station plans to jump its power to 250 kw. He added that soon the station will go to 316 kw.

KFEL-TV Denver on vhf Ch. 2 was to have increased its effective radiated power to 15.9 kw last week, according to Gene O'Fallon Jr.

If winter weather permits, erection of a 100 ft., RCA 6-bay superturnstile antenna on top of the 100 ft. tower on Lookout Mtn. should be completed by April 1, to provide an added power increase to 28.2 kw.

Mr. O'Fallon said plans for third-dimension television are due to be released soon. He also reported that the chief engineer, Rhean Cunningham, is to consult with the station's Washington engineers on its application for experimental color authority.

Construction has started on the Mt. Wilson transmitter building of KPIX (TV) Los Angeles, new uhf Ch. 22 permittee owned by John Poole Broadcasting Co. A two-and-a-half story addition will be made to the existing one-story building, which now houses the firm's experimental TV station KM2XAZ and the KFWB-FM transmitter. (KFWB-TV, however, is not connected with the Poole station; it is owned and operated by Harry Maizlish.)

KPIX (TV), plans to start telecasting on a test basis this summer.

Alan C. Tindal, vice president of WWLP (TV) Springfield, Mass., uhf Ch. 61 outlet soon to begin operations, announced that eight Ziv television shows have been purchased for the station. Program series includes Ziv's *The Living Book, Story Theatre, Sports Album* and *Yesterday's Newsreel.* Other programs purchased by the station, *Boston Blackie, The Cisco Kid, The Unexpected* and *Your TV Theatre,* will be grouped under a plan known as "New England Market Magic Merchandising."

WDEF Gets Power Increase

WDEF CHATTANOOGA, Tenn., has increased to 5 kw day and night on 1370 kc, according to Carter Parham, president and general manager of the station. The nighttime power formerly was 1 kw. Mr. Parham also said the station will join NBC, effective April 7. It is now an ABC affiliate. The Branham Co. is national representative.

ROBINSON SUCCEEDS LANE AT WLTV (TV)

Mr. Robinson, Crosley vice president, takes over as general manager of the newly acquired WLTV, which March 17 becomes WLWA.

ANNOUNCEMENT was made Thursday of the resignation of William T. Lane as president and general manager of WLTV (TV) Atlanta, and appointment of William P. Robinson, Crosley Broadcasting Co. vice president in Cincinnati, as his successor.

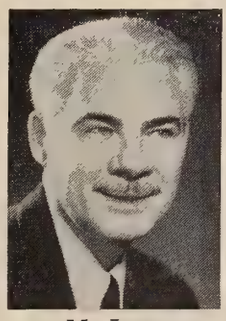
Simultaneously, it was learned call letters of the outlet recently acquired by Crosley for $1.5 million [B•T, Dec. 15] will be changed March 17 from WLTV to WLWA, with the licensee becoming Crosley Broadcasting of Atlanta Inc.



Mr. Robinson

Mr. Robinson, veteran Crosley executive and vice president in charge of programs, was in Atlanta last week. James D. Shouse, Crosley chairman and vice president and senior executive of the parent Avco, becomes chairman of the board of the new Atlanta corporation. Robert E. Dunville, Crosley president, becomes president of the Atlanta subsidiary, with Mr. Robinson as vice president and general manager.

At the time Crosley acquired WLTV last December, Mr. Lane agreed to remain in charge of management until details of transfer were completed and until plans of the new ownership were matured and new management installed. He said he told Messrs. Shouse and Dunville some time ago "I was not available to remain with the company permanently because of my desire to pursue other plans."



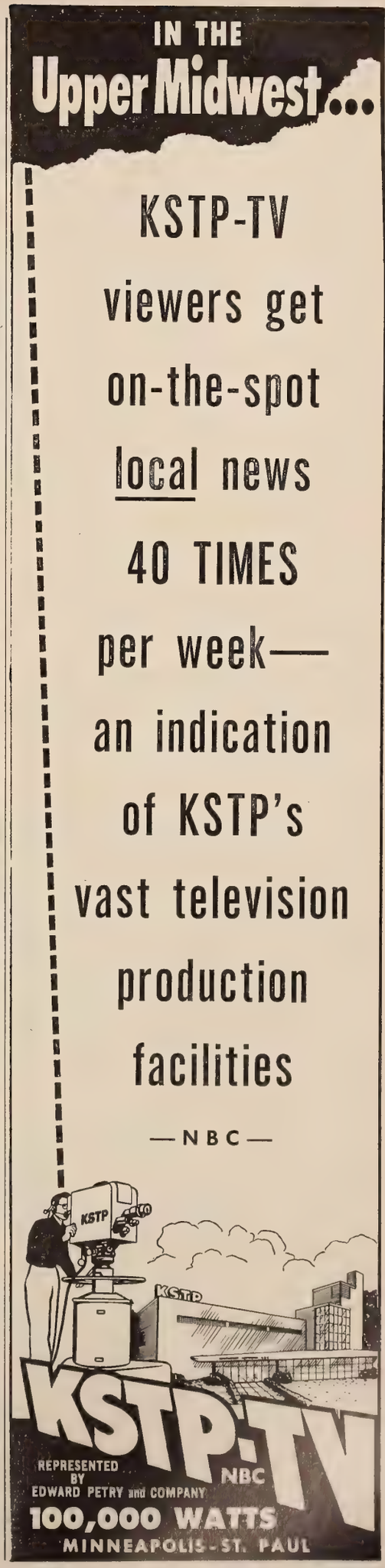
Mr. Lane

Mr. Lane's resignation will become effective, he said, as soon as he has fulfilled completely his commitment to the new owners. Meanwhile, "It will be a source of personal pleasure to me to assist them in launching their plans for a large expansion of this property." Crosley has announced plans to increase power to the 316 kw maximum for Channel 8.

The new call letters—WLWA—have been used by Crosley's FM station in Cincinnati, which will change, with FCC approval, to WLWH.

Mr. Lane was vice president, general manager and part owner of WAGE Syracuse before joining Broadcasting Inc., which took over the Channel 8 franchise in Atlanta two years ago. He and his associates in Broadcasting Inc. sold their interests to Crosley. The station is affiliated with ABC.

Mr. Robinson has been vice president in charge of programs for the Crosley Cincinnati operation since 1947, and is a 25-year radio veteran.



N.Y.C. Would Use WNYC As Street 'Lamplighter'

CITY of New York wants to turn on its 180,000 street lights via a signal from its station, WNYC, and has asked FCC to revise power limitations to provide for momentary output increases in specific situations.

New York officials, who have found a new use for the broadcasting medium, estimate $500,000 yearly can be saved if FCC gives its approval. They claim all-electronic control of the lighting system on the city's 5,000-plus streets would be cheaper, more flexible, standard and safer in the event of an emergency.

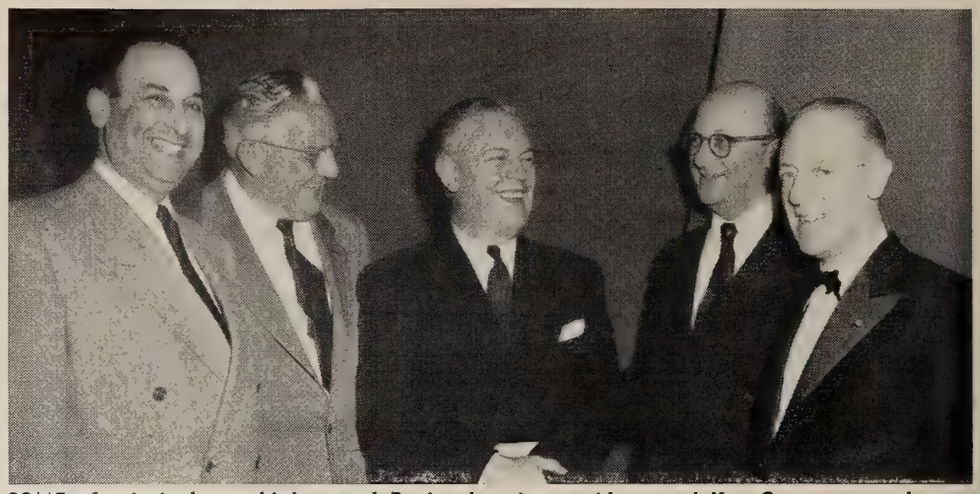
The plan would provide for periodic jumps in WNYC's power from 2 to 5 w to broadcast a "beep" signal, lasting only one-tenth of a second and indistinguishable to the listening audience, which would be relayed to a small antenna on top of each light post. From the antenna, the turn on or off signal would be transmitted to a one-tube miniature receiver the size of a small tin can inside the lamp proper.

May Opener for KWRT

KWRT, new 1 kw daytimer at Boonville, Mo., is expected to be on the air after the first of May. Station is owned by William R. Tedrick, also vice president and general manager of WOKZ Alton, Ill. Mr. Tedrick said the staff is now being selected, and a modern combination building is to be constructed at a site west of Boonville on Highway 5. Gates equipment has been selected. The station will operate on 1370 kc.

WTHI Resumes After Damages

WTHI Terre Haute, Ind., has assembled a temporary studio at its radio center and resumed broadcasting after a fire gutted its control room a fortnight ago, the station reports. Fire destroyed the heart of the broadcast center Feb. 24. WTHI resumed operation within an hour from its transmitter site north of Terre Haute, largely through the efforts of Program Director Ben Falber Jr. and Chief Engineer Don Petit. Damage was estimated by General Manager Joseph Higgins at $25,000 to $30,000.



SOME of principals at third annual Regional TV Seminar Feb. 27-28, sponsored by WAAM (TV) Baltimore and Johns Hopkins U. [B•T, March 2], included (l to r): Herman Cohen, vice president, and Ken Carter, general manager, WAAM; Harold E. Fellows, president, NARTB; Ben Cohen, president, WAAM, and Detlev W. Bronk, president, Johns Hopkins U.

WTVJ's TV Conference Set for March 27-28

FLORIDA TV applicants have been invited to the state's first television conference to be held in Miami, March 27-28. Plans and details of advancing the medium in that city will be discussed. Called by Mitchell Wolfson, president, WTVJ (TV) Miami, the session will feature speeches by Richard Doherty, director of employer-employe relations, NARTB; Clarence Lott, south Florida manager, Southern Bell Telephone & Telegraph, and H. Preston Peters, president, Free & Peters, station representatives.

Mr. Wolfson and his staff have also invited representatives of the Us. of Miami, Florida and Tampa and the Dade County School Board, television applicants. Arrangements are being handled by Burt Toppan, WTVJ's sales promotion manager.

Kingsley H. Murphy Dies

KINGSLEY H. MURPHY, 66, president, KSO Des Moines, died at his home in Minneapolis last Wednesday. He was a member of the board of the Minneapolis Star and Tribune Co., and formerly was secretary-treasurer of the Minnesota Tribune Co., which published the Minneapolis *Tribune*.

WDTV (TV) Changeover

WDTV (TV) Pittsburgh will change from vhf Ch. 3 to Ch. 2 and boost power to 100 kw in late June, Harold C. Lund, general manager, said last week. Raymond W. Rodgers, chief engineer, said WDTV was delaying the changeover until then for delivery of a new design antenna which will eliminate dead spots in the immediate coverage area.

Mr. Rodgers asserted WDTV's coverage area will be increased "slightly more than 20%." WDTV will not be off the air during the changeover period, he said. The station will have a 25 kw main transmitter and a 5 kw auxiliary transmitter. Its present six-ton, three-bay antenna will be replaced by a six-bay, eight-ton antenna.

WWRL-FM to Start June 1

LONG ISLAND Broadcasting Corp., licensee of WWRL Woodside, L. I., which has an FCC grant for a new 10 kw FM station on Ch. 286 (104.3 mc), plans to start operation about June 1, according to station manager Edith Dick. Station will use the call letter WWRL-FM. A 10 kw RCA FM transmitter is being installed at Woodside and is expected to be completed by May 1. Station will broadcast daily 3 p.m.-1 a.m. and will duplicate programs carried by WWRL, Miss Dick added.

WPIX (TV) Power Increase

INCREASE in power to 100 kw, maximum permitted by FCC regulations, was effected by WPIX (TV) New York last Thursday. Cost of power amplifiers added to WPIX's equipment was estimated at more than $100,000. This is the second power increase granted the station since it moved its transmitter to the Empire State Bldg. tower in 1951. At that time the outlet was transmitting with 3.6 kw, and in August that year, the FCC increased its power to 21 kw. WPIX on vhf Ch. 11 is owned and operated by New York *Daily News*.

W. Randall Harris Dies

W. RANDALL HARRIS, 54, treasurer and assistant general manager of the Asheville Citizen-Times Co., licensee of WWNC Asheville, N. C., died Feb. 20 after a heart attack. He was president of the North Carolina Press Assn. Survivors are his wife, Inez, a son, a brother and two sisters.

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Radio-TV's Safety Program Increase Is Noted

INCREASE in the number of programs and in program time devoted to highway safety on radio and television stations was praised last week by Paul Jones, director of public information for the National Safety Council and spokesman for the jury members of the fifth annual Alfred P. Sloan Highway Safety Awards.

Mr. Jones said that increased interest in safety by radio and TV stations is shown in the nominations now being received not only for the Sloan awards but for the public interest awards for general safety conferred by the National Safety Council in all media.

The Sloan awards, which are given to radio and TV stations, networks and advertisers, for outstanding contributions to highway safety, will be presented this year at a dinner at the Hotel Plaza, New York, May 26. Portions will be filmed and presented on *American Inventory* May 31.

WMAQ Tea Merchandising

WMAQ Chicago, NBC o & o outlet, has extended its "chain lightning" merchandising plan to some 310 National Tea Co. stores and now covers 770 food stores with estimated annual gross sales of more than $875 million.

Expansion of the plan, which WMAQ launched a year ago and which was extended recently to WNBC-WNBT (TV) New York [B•T, Jan. 26], was announced Tuesday by Harry C. Kopf, NBC vice president and general manager of WMAQ. Plan is designed as a merchandising aid for special in-store promotion for food and allied products.

The 770 stores covered by the project include super-markets of National Tea Co., Great Atlantic & Pacific Tea Co. and Jewel Tea Co. in a five-state area (Illinois, Indiana, Michigan, Iowa and Wisconsin) within WMAQ's area.

Virginia Community TV Bid

ALMOST on the heels of a uhf TV grant to Charlottesville, Va., the city council appointed a committee to consider an ordinance providing for the city to advertise for bids on a franchise to operate a community TV system in the U. of Virginia area.

WCHV-TV, uhf Ch. 64, was granted to the operators of WCHV (AM) in January.

Council's action came after application was made for permission to operate a community TV system in Charlottesville by Rivanna Electronics Corp., comprising Staunton, Va., and Baltimore principals. Community TV systems already are operating in Harrisonburg, Staunton and Bluefield, Va. Charlottesville law puts a 30-year limitation on franchises.

WNAC-TV Antenna Topples

POWER increase at WNAC-TV Boston has been delayed six to eight weeks because the five-ton, 87-foot antenna crashed 12 feet into the ground as it was being installed Feb. 20. The antenna, valued at $80,000, fell from the top of the station's 350-foot tower in Medford. Programs were not affected, as a temporary antenna was being used during the construction period. WNAC-TV is boosting power from 26 kw to 200 kw.



CONTRACT for 5 kw vhf DuMont TV transmitter and associated equipment for KTYL-TV Mesa, Ariz., which also will serve Phoenix, receives signatures of "Red" Harkins (r), Harkins Broadcasting Co., and Donald A. Stewart, sales representative, DuMont's TV transmitter division. Station expects to be on the air by April 15.

New Building for WSAZ

REMODELING has begun on new headquarters of WSAZ-AM-TV Huntington, W. Va., with the occupancy set for July 1, according to L. H. Rogers, vice president and general manager. Three-story brick structure will house "the very latest" in TV and radio equipment, officials said.

SEN. TOBEY SIGNS FOR WCBS PROGRAM

SEN. CHARLES W. TOBEY (R-N. H.), Bible-quoting star of the 1951-52 Kefauver Crime Committee hearings, is going to have his own radio program beginning March 14. He will appear on Saturdays at 6:45-7 p.m. over CBS' flagship, WCBS New York, for observations and comments on the week's news. His fee will be $200 a week, it was said.

CBS said it had an exclusive on Sen. Tobey's services which precludes his appearance "on any similar radio series."

Sen. Tobey said, "I have been given *carte blanche* by WCBS to discuss anything I like. Uppermost in my mind will be the Senate crime hearings, but I will discuss anything of the day's interest."

When Sen. Tobey is unable to be in New York for his weekly radio series, his talks will be tape recorded. Edward P. Morgan, CBS newsman, will act as "anchor man" for the series, CBS said.

WMGM Signs 'Continental'

WMGM New York announced last week it has signed Renzo Cesana ("The Continental") to a contract under which the performer will receive approximately $500,000 over a four-year period. Pact calls for Mr. Cesana's services on the air, Monday through Friday, 11 a.m.-12 noon EST, effective today (Monday). Program will be offered for sponsorship, station reported, on a participating basis, either in 15-minute segments or participating one-minute spots, where available.

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WILK-TV will soon be on the air with ABC and DuMont Networks. Its quarter million watts, E.R.P. will give you maximum coverage.

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This quote is from a letter by one of the local merchants who are using an *all-time record volume of advertising on WSYR.* These are the people who really know what keeps the cash registers ringing. You can profit by their experience.

** Name of product and copy of letter on request.*

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Ask Headley-Reed

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TO GIVE YOUR PRODUCT
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ASK YOUR
WEED REPRESENTATIVE

ROBERT SARNOFF HEADS STRENGTHENED NBC FILM DIV. IN MAJOR RESHUFFLE

"Rapid and continuing expansion" of the 1952-formed NBC Film Div. "beyond network operations" brings its establishment as a third major network division. General Attorney Gustav B. Margraf becomes vice president in charge of talent and program administration and is succeeded by Thomas E. Ervin who becomes a vice president in changes at NBC board meeting.

ESTABLISHMENT of the Film Div. as NBC's third principal operating division, headed by Vice President Robert W. Sarnoff, and promotion of Vice President Gustav B. Margraf from general attorney to the new post of vice president in charge of talent and program administration were announced by President Frank White last week.



Mr. Sarnoff

Thomas E. Ervin, assistant general attorney, was named to succeed Mr. Margraf as general attorney and at Thursday's board meeting was elected to a vice presidency, according to Mr. White.

In the film division organization Carl M. Stanton, former manager of network television programs, was named to the new position of division director, while in the program department realignment Fred Shawn, who has been director of production services, was named to the new post of director of program administration under Mr. Margraf, and John Rayel, formerly talent and program coordinator, was promoted to succeed Mr. Stanton as television program manager.

The decision to set up the Film Div. as a separate operating division, alongside the Networks Div. and the Stations Div., was attributed to its "rapid and continuing expansion in areas beyond network operations." The division was formed last June and has been headed by Mr. Sarnoff since its creation. Under the new management, Mr. Sarnoff will report directly to President White, rather than to John K. Herbert, vice president in charge of the radio and TV networks.

$5 Million Film Operation

It was understood that its film operations accounted for around $5 million of NBC's income last year. This figure included not only the operations of the Film Div., but also the film operations of the NBC-TV network, such as *Dragnet,* etc. Authorities estimate the company's annual yield from films may reach as high as $40 million by 1956.

President White said:

"The NBC Film Div., which was established in June 1952, has developed to the point where it is a major operation of the company, and is continuing to expand into new fields of activity. Its volume of film syndication sales has increased very substantially and its activities embrace many varied aspects of film procurement, distribution and servicing. We feel that it has a great and growing potential as a centralized source of film material and services, not only to the NBC television network and to the television stations we operate, but also to other stations and enterprises."

By making the division a separate principal operating unit, he said, "It can most effectively develop its opportunities of providing the television industry and related enterprises with a full scope of film services."

Mr. Sarnoff announced the appointment of Mr. Stanton as director of the division, and also disclosed that the film and kinescope operation unit and its manager, Frank Lepore, are transferring to the division. Technical production of kinescopes remains in the production dept.'s technical operations unit.

Transfer of the film and kinescope unit, Mr. Sarnoff said, gives the division the NBC film library with more than 15 million feet of film covering more than 2,000 subjects.

"We expect to make the film library an important source of film material for operations within and outside of NBC, and to expand the film procurement activity, in addition to developing a full range of services relating to film," he asserted.

The appointment of Mr. Margraf as vice president in charge of talent and program administration, President White explained, consolidates "the important functions of talent negotiation and the business administration of programming under an able executive who has already had broad experience in these fields."

Margraf's Responsibilities

Charles C. Barry, program vice president, to whom he will report, said Mr. Margraf will have full responsibility for conducting and supervising all talent and package program negotiations for both radio and TV networks; will also supervise the conduct of all business and administrative functions within the program department, and will be Mr. Barry's deputy when Mr. Barry is absent. He also will supervise the work of the NBC talent office, which is managed by Hal Kemp.

Program Administration Director Shawn, who also will report to Mr. Margraf, will head an organization composed of Arch Robb, manager of program services; Ludwig Simmel, manager of co-op programs; Leslie Vaughan, business manager for public affairs; Grace Sniffin, office manager for radio programming, and the business offices in the various program units. Mr. Shawn's responsibilities include control of programming and departmental expense, package program pricing, and general departmental administration.

His successor as director of production services will be announced "shortly," NBC said, by Frederic W. Wile Jr., vice president in charge of the production department.

President White noted that with Mr. Margraf in his new assignment Mr. Barry and other key program executives—Thomas McAvity, national program director, and Davidson Taylor, director of public affairs—will be able to concentrate "on the basic tasks of program

planning and development." Messrs. McAvity and Taylor continue to report to Mr. Barry.

Mr. White added:

"It is particularly gratifying to know that as our needs enlarge, we have within our own organization skilled and experienced executives who are able to advance to new and broader responsibilities, creating continuing opportunities for promotion within the company."

In welcoming Mr. Margraf to the program department, Mr. Barry noted that "as NBC's



Mr. Margraf



Mr. Ervin

general attorney he has worked closely with us, and over the past years he has played an important role in negotiations which brought many of the nation's top entertainers and outstanding program properties to NBC.

"He also has demonstrated an unusual ability to deal in an effective and practical manner with complicated business problems relating to our program operations. We have valued his services as a lawyer and we feel fortunate in having him now as one of the key operating executives in our department."

Mr. Sarnoff started his civilian career in late 1945, after service in World War II, as assistant to Gardner Cowles Jr., president of Cowles Broadcasting Co. and publisher of the *Des Moines Register* and *Tribune*, moving to the staff of Cowles' *Look* magazine in New York after a year in the Midwest.

He joined NBC Jan. 1, 1948, as an account executive in the sales department, became assistant to the national program manager for the TV network the following November, was made television production manager in June 1948, and subsequently served as NBC-TV program sales manager. In January 1951 he was named director of NBC unit productions, with responsibilities including the *Comedy Hour, All Star Revue, Your Show of Shows,* and *Kate Smith Hour.* He also supervised the NBC-TV opera theatre and inaugurated and completed the 26 half-hour *Victory at Sea* documentary. He was elected a vice president in June 1951 and was placed in charge of the new Film Div. a year later.

Mr. Sarnoff, son of Brig. Gen. David Sarnoff, board chairman and chief executive officer of RCA, was born July 2, 1918, in New York; attended private schools there and was graduated from Phillips Academy at Andover, Mass., in 1935 and from Harvard with a BA in government and philosophy in 1939. In August 1941, after a year at Columbia Law School, he joined the Washington office of Gen. William Donovan, then Coordinator of Information. From March 1943 until late 1945 he was in the Naval Reserve, emerging as a lieutenant after serving as a communications officer in the Office of Chief of Naval Operations, then for almost two years with Adm. William F. Halsey in the South Pacific, and later as Navy liaison dealing with broadcasting networks.

Mr. Margraf joined NBC in October 1942 when he assumed charge of the Washington, D. C., office of the law firm of Cahill, Gordon, Zachry & Reindel, with which he had been associated in New York since September 1939. As legal representative of NBC in Washington, he acted on behalf of the network in many hearings before the FCC and before various committees of Congress.

In July 1948 at the age of 33, he was elected vice president and general attorney for NBC. In this capacity, Mr. Margraf was said to have played a leading role in the development of television in its formative years, assisting in policy decisions and in such areas as talent and program agreements, station agreements and basic legal and business planning.

Born in Cape Girardeau, Mo., on May 14, 1915, Mr. Margraf was graduated from Southeastern Missouri State Teachers College there in 1936 with an AB degree. He received his LL.B degree from Duke U. School of Law in 1939.

Mr. Margraf is a member of the bars of several states, federal courts and government agencies, and has been active in the American Bar Assn., the Federal Communications Bar Assn., and other bar associations.

Mr. Ervin, who joined NBC's legal department in March 1948, was named assistant general attorney in July of that year. He has represented NBC in many proceedings before the FCC and the courts as well as handling many major legal matters, particularly in relations with advertisers, agencies and stations.

Before his association with NBC, Mr. Ervin, as a civilian lawyer, served as deputy to Brig. Gen. Telford Taylor, in charge of prosecuting the second series of war crimes trials at Nurenberg, Germany. Mr. Erwin had served in the Army from April 1941 until May 1946, when he was released as a lieutenant colonel.

He was associated with various law firms in New York from 1935 until the time of his Army service. Mr. Ervin received his AB degree from Ohio State U. in 1932 and his LL.B degree from Columbia U. School of Law in 1935. He was born in Middleport, O., on Nov. 28, 1911.

Mr. Stanton, who joined NBC in August 1949 as director of the television talent and new



Mr. Stanton

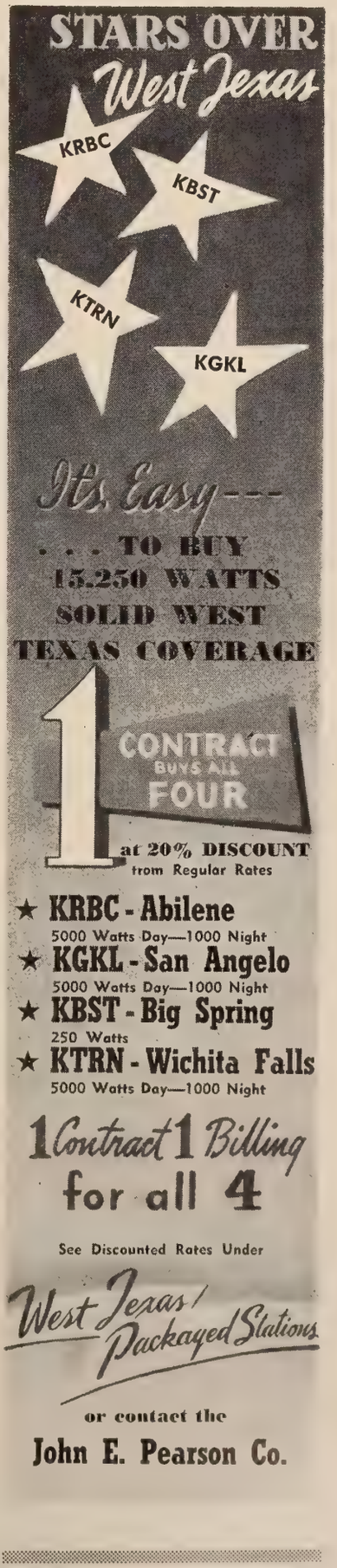


Mr. Shawn

programs department, was named director of TV commercial program planning in 1951. When NBC's radio and TV networks were integrated in 1952, he was placed in charge of television network programs.

Mr. Shawn is a veteran of 20 years in all facets of the radio and television industry. In his most recent position as director of production services, he was responsible for the supervision of major areas of production, including staging services, special effects, production coordination and production operations.

His first job in broadcasting was as a vocal soloist and announcer at WLW Cincinnati in 1932. The following year he moved to NBC in Washington for a similar position and was soon named assistant station manager. He was appointed assistant to the vice president for network programs in April 1945, and served in a series of executive posts both in New York and Washington until late 1952 when he was named director of production services.



JESSEL GETS TALENT-PRODUCER CONTRACT

Reorganized network moves to implement programming and sales with production of new films. Also announced: William Materne's appointment as AM-TV network sales manager.

IN ITS first major talent acquisition since its merger with United Paramount Theatres, ABC last week announced the signing of George Jessel to a long-term contract covering his exclusive services as a performer and producer for the ABC radio and television networks.

The announcement was made by ABC President Robert E. Kintner on Friday, coincident with the convening of the ABC Television Stations Advisory Committee for its first post-merger meeting with top officials of the network and its new parent company, American Broadcasting-Paramount Theatres Inc. A similar meeting with The Radio Stations Advisory Committee was held the preceding Friday [B•T, March 2].

Negotiated by Weitman

The contract with Mr. Jessel, a long-time star of the entertainment world, was negotiated by Robert M. Weitman, a veteran showman and UPT vice president who, coincident with the UPT-ABC merger, also became ABC vice president in charge of programs and talent.

Terms of the contract were not disclosed, except to say that it was "long term," that Mr. Jessel will represent ABC as a "goodwill ambassador" at public and private functions as well as in performances and productions, and that he will be able to continue his motion picture work. He joins ABC June 1.

"In addition to being featured on his own programs on ABC radio and ABC television," President Kintner said, "Jessel's diversified talents will be available for other strategic program planning now going forward for the fall."

Vice President Weitman said signing of Mr. Jessel, whom he called "the premier showman of the entertainment world," puts ABC radio and TV networks "in a most enviable position. . . . His talents, vision, and leadership bring to ABC a truly incalculable wealth of programming inspiration and know-how."

In other ABC developments, William M. (Bud) Materne, former national spot sales manager for the owned radio stations, was named national sales manager for the network's owned radio and TV stations. It also was disclosed that the second of two "top-flight" TV films recently announced by ABC will star actor Barry Sullivan and that a pilot film already is in production. It will be titled *Crackdown.* The other series, with a pilot film also already in production, is *Pride of the Family,* starring Paul Hartman, comedian and dance satirist. Both pilot films are slated for completion in time for showing to advertisers and agencies by the end of next month.

Programming, operations, and general planning were slated for discussion at the meeting of network officials with the TV Stations Advisory Committee in New York Friday, with the expectation most of the planning would be shown to be, as in the case of radio network plans, more in the nature of long-range blueprinting, not immediate.

Another item on the agenda: Selection of a committee chairman to succeed Mort C. Watters of WCPO-TV Cincinnati, who, it was disclosed, has resigned from the committee because his station, while affiliated with ABC-TV and continuing that affiliation, also originates some shows for the DuMont TV Network.

Two new members of the committee were to be installed at the meeting: Roger W. Clipp of WFIL-TV Philadelphia, and Owen Saddler of KMTV (TV) Omaha. Other committee members: Kenneth Berkely, WMAL-TV Washington; William Lane, WLTV (TV) Atlanta; Frank Snyder, WXEL (TV) Cleveland, and Otto Brandt, KING-TV Seattle. Resignation of Mr. Lane from WLTV was announced Thursday by Crosley Broadcasting Corp. (see story page 67).

Mr. Materne's appointment as national sales manager for ABC's owned radio and TV stations was announced Wednesday by Ted Oberfelder, vice president in charge of owned radio stations, and Slocum Chapin, vice president for owned TV stations, and was effective immediately.

Mr. Materne joined ABC in September 1949 as an account executive, became general manager of ABC's WABC New York (formerly WJZ) in March 1952, and was named national spot sales manager of the owned radio stations last December.



STEEL parts collected by U. S. Steel Co. for use of Don Herbert in his demonstrations on an NBC-TV *Mr. Wizard* telecast on 46 stations are sorted by Edward C. Logelin (c), Chicago district public relations director, U. S. Steel, and his assistants, Messrs. Alfred W. Wilson (l) and Thomas E. Ward.

'Toast of Town' to Get 20th Cent.-Fox Film Clips

FORESHADOWING closer cooperation between television and motion pictures, 20th Century-Fox Corp. announced Tuesday it has signed a two-year contract with the Ed Sullivan *Toast of the Town* CBS-TV show for presentation of a series of "miniature world premieres" of the film company's pictures as a regular monthly feature program.

Transaction was said to represent the first significant move on the part of a major film studio in the direction of an active liaison with television. Though the larger film companies occasionally have used spot announcements to promote their productions, their policy in the years of TV's growth generally has been to prohibit or limit the appearance of their films and personalities on TV.

Almost as precedent-shattering was a decision by Fox to permit actors and actresses connected with the films to make non-performing appearances on *Toast of the Town* for the purpose of receiving awards and honors on special occasions.

Contract was arranged by Charles Einfeld, vice president of 20th Century-Fox, and Mr. Sullivan. It calls for presentation of highlight scenes, running in length to six minutes, from at least 24 Fox releases in next two years.

Advertisers Boost Lineups

SPONSORS of five DuMont TV Network programs have increased their respective station lineups ranging from three markets to 12. Admiral Corp., through Erwin, Wasey & Co., has added 12 stations for Bishop Fulton J. Sheen's *Life Is Worth Living* program (Tues., 8-8:30 p.m. EST), bringing the total to 65. Serutan Co., through Edward Kletter Assoc., has boosted its network for *Life Begins at Eighty* (Fri., 8-8:30 p.m.) to 50 stations by adding nine. American Chicle Co., through Dancer-Fitzgerald-Sample, has added 11 stations, reaching a total of 45 for its co-sponsorship of *Rocky King, Detective* (Sun., 9-9:30 p.m.). Wine Corp. of America, through Weiss & Geller, has placed *Where Was I?* (Tues., 9-9:30 p.m.) on six additional outlets, bringing the total to 33, and Tide Water Assoc. Oil Co., through Lennen & Newell, has added three stations for *Broadway to Hollywood* (Thurs., 8:30-9 p.m.), which puts the total at 10.

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MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

NBC-TV Plans to Present 'Dignified' N. Y. Easter

CRITICISMS which descended upon television's coverage of the 1952 Easter parade are not being forgotten this year. Last week NBC, announcing its 1953 Easter TV plans, described the programming as "a dignified full-hour program of spring fashions and family celebration," and stressed that sponsorship will be "under dignified auspices."

Titled *Easter in New York,* the program will be carried at 12:30-1:30 p.m. EST, and will originate from the Palazzo d'Italia roof garden above Fifth Ave. opposite St. Patrick's Cathedral. Jack Mills will be the director.

CBS-TV's *Easter—Then and Now,* (1-2 p.m. EST) will show changes in the observances of Easter in New York during the past three centuries. The program will utilize services of station personalities, some stationed at the Plaza Hotel and others opposite St. Patrick's Cathedral. John Peyser will produce the show and Byron Paul and Lloyd Gross will direct.

WPIX (TV) New York's telecast of the Easter parade will be sponsored for the second straight year by Peerless Camera Stores, New York. Commercials will sell the sponsor's cameras, audio and scientific equipment.

Doug Edwards to Speak

DOUGLAS EDWARDS, newscaster on his own CBS-TV news show, will make the opening address before the 29th annual convention of the Columbia U. Scholastic Press Assn. in New York Thursday. This is said to be the first time the university forum has been opened with a talk by a newsman representing the broadcast industry.

Everett Holles Named MBS Washington Chief

EVERETT HOLLES, Mutual Washington commentator and veteran newsman, last week was appointed director of Mutual Washington operations [CLOSED CIRCUIT, March 2].



Mr. Holles

Effective today (Monday), he succeeds Hollis Seavey, who resigned to become director of the Clear Channel Broadcasting Service [B•T, Feb. 23]. He also will continue to serve as moderator of the MBS *Reporters' Roundup* co-op program (Mon., 9-9:30 p.m. EST).

Mr. Holles has been engaged in news reporting for some 30 years in this country and abroad. He was the "pool" reporter for the networks' coverage of President Eisenhower's pre-inauguration visit to Korea.

He has covered three wars, a number of international conferences, coronations, United Nations and League of Nations meetings, and Hitler's march into the Rhineland, and wrote the book *Unconditional Surrender.* He joined Mutual's Washington news staff as a commentator in August 1950.

TUFT TO HEAD RCA PERSONNEL, LABOR

EDWARD M. TUFT, vice president in charge of organization and development of the RCA Victor Div., has been elected vice president in charge of personnel, including labor relations, President Frank M. Folsom announced Thursday.

His announcement followed a meeting of the RCA board, eight of whose members, headed by Brig. Gen. David Sarnoff, chairman of the board, were slated to leave Friday for the West Coast to inspect RCA and NBC facilities.

Gen. Sarnoff announced, following the Thursday session, that a dividend of 87½ cents per share had been declared on outstanding shares of $3.50 cumulative first preferred stock, for the period Jan. 1 to March 31, payable April 1 to holders of record March 16.

Eight members of the RCA board and four other officers making Coast trip included:

Gen. Sarnoff and President Folsom; Walter A. Buck, John T. Cahill, Gano Dunn, Harry C. Ingles, C. B. Jolliffe, and Edward F. McGrady, all board members, and Orrin E. Dunlap Jr., vice president in charge of advertising and publicity; Ernest B. Gorin, vice president and treasurer; Emanuel Sacks, vice president, and John Q. Cannon, secretary.

Emerson Statement

EMERSON Radio & Phonograph Corp. and subsidiaries, N. Y., reported Feb. 27 a consolidated net profit, before provision for federal taxes, of $1,915,366 for the 13-week period which ended Jan. 31, 1953.

January Set Production Up 60% Over '52 Period

PRODUCTION of radio sets in January exceeded that of one year ago by 60%, according to the monthly production report by Radio-Television Mfrs. Assn. The January output totaled 1,093,142 radio sets compared to 632,-455 a year ago and 1,202,503 in January 1951.

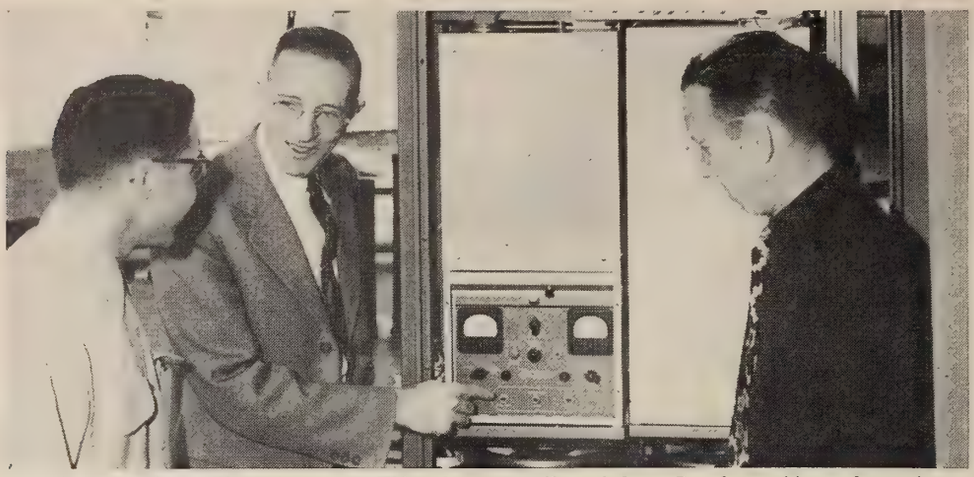
TV output set a new January record, 719,234 receivers being produced by the industry compared to 404, 932 the same month in 1952 and 650,700 in January 1951. Output of TV sets in December 1952 was 921,086 units while radio output totaled 1,325,158 receivers. December was a six-week factory work month compared to four weeks in January.

Of the January 1953 radio production, 361,-921 were home sets, 189,592 clock radios, 93,-962 portables and 447,667 auto radios. Of the radio output, 39,477 sets had FM tuning facilities, with another 7,397 TV sets having FM tuners,

Retail sales of both radio and TV sets declined seasonally in January from December's high level, according to RTMA's dealer survey. An estimated 640,073 TV sets and 414,726 radios (excluding auto sets) were sold at retail in January. December sales were estimated at 1,049,770 TV and 1,514,688 radio sets.

Manufacturers sold 37,343,081 receiving tubes in January compared to 43,220,393 in December. Cathode ray TV tube sales totaled 825,209 units in January compared to 1,011,151 in December.





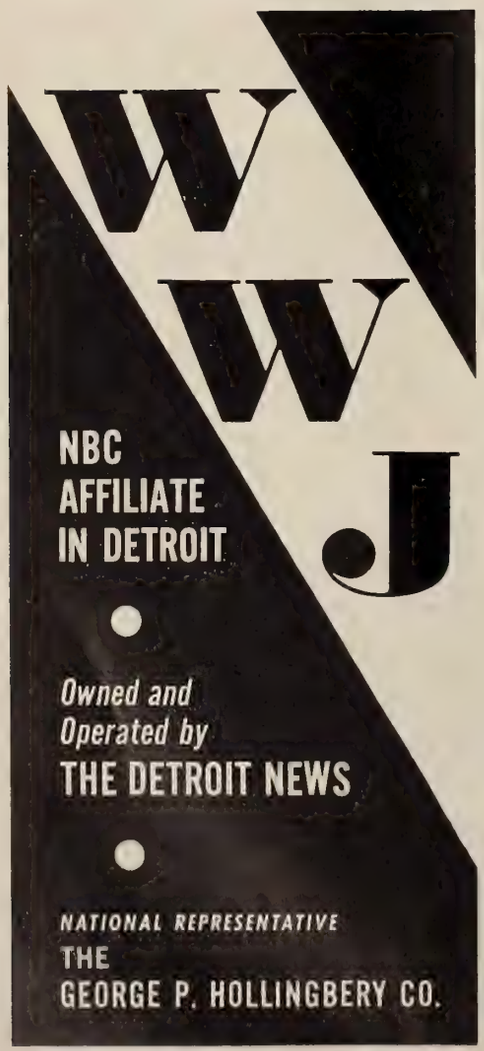
EXPLAINING Motorola microwave TV relay equipment installed by Mountain States Telephone & Telegraph Co. for KBTV (TV) Denver are (l to r) Jerry Posakony, Motorola engineer, and Hubert Sharp and Donald Miller, radio engineers for the telephone company.

New Microwave TV Relay Announced by Motorola

NEW microwave TV relay designed to transmit television signals to remote points up to 200 miles has been announced as available by Motorola Inc. of Chicago. The system can be used either for stub relay of network broadcasts to remote localities or as "STL" interconnects between centrally located studios and remotely located TV transmitters, a Motorola spokesman said.

The system makes possible the transmission on a single microwave radio frequency channel of the video and audio signals, plus a two-way voice order wire or cue channel, Motorola reports. All the equipment except an amplifying apparatus at the receiving terminal is installed in weatherproof housing.

First of the Motorola relay installations has been completed by Mountain States Telephone & Telegraph Co. for KBTV (TV) Denver between the telephone company's radio relay terminal in Denver and KBTV's TV transmitter on Lookout Mt. 14 miles away.



ATI DEMONSTRATES NEW 3-D DEVICE

AMERICAN Television Inc. last week threw open its doors for public inspection of its new three-dimensional TV device and confirmed it would seek permission to demonstrate it before the FCC [CLOSED CIRCUIT, March 2].

Both public and press were invited to witness a demonstration at the headquarters of American Television School, ATI subsidiary, at 5050 N. Broadway, Chicago.

Ulysses A. Sanabria, ATI president, told B•T his company is preparing a petition, to be filed with the Commission "sometime during March." Mr. Sanabria will ask the Commission to withhold approval on final color TV standards until such time as 3-D TV can be incorporated with colorsets.

RCA's Goldsmith Issued Patent For Tri-Color Television Tube

A PATENT on the invention which led to RCA's first demonstrated direct-view, tricolor television picture tube has been issued to Dr. Alfred N. Goldsmith, consulting engineer and a pioneer in radio, who has assigned the patent to RCA.

The invention was made more than 10 years ago. In it, the face of the kinescope is coated with hundreds of thousands of red, green, and blue phosphors which, when excited by precisely controlled and rapidly scanning electron beams, produce color pictures.

Tubes of this sort were first shown publicly by RCA on March 29, 1950, in Washington, D. C., in demonstrations of its compatible color TV system. A patent on improvements permitting a compact arrangement within a single-neck tube of the electron guns that provide the scanning beams was issued last May to Alfred C. Schroeder, RCA Labs Div. research engineer.

AFTRA Concludes Wage Pacts With Six Indies in Chicago

AMERICAN Federation of Television & Radio Artists last week completed wage agreements with six Chicago independent stations and was negotiating with a seventh—the AFL's WCFL.

The AFTRA agreement covers announcers, actors and singers at WIND WJJD WAIT WAAF WHFC WSBC and WGES. It provides for severance pay clauses (one week's severance for each year of service) and increased minimum pay boosts for freelance talent ranging from $12.50 to $14.50. The pay increases amounted to approximately 10%, according to Raymond Jones, executive secretary of AFTRA.

Creation of a Film Producers Assn. of Chicago, with George Becker, Vogue-Wright Studios as president, also developed in Chicago last week.

The new association, which has applied for a charter, is not concerned with wage or contractual relationships but seeks to promote industry, government and other public relations. It comprises a group of companies which produce motion pictures (some for TV, like Kling Studios Inc.) for commercial, industrial and training uses.

SAG-Film Agreement

SCREEN ACTORS GUILD three-month old strike against producers of TV filmed commercials ended officially last Monday after units throughout the country had ratified a contract approved by the union's board of directors and the Film Producers Assn. of New York [B•T, Feb. 23].

FPA announced Thursday it is sponsoring a forum discussion in New York on Monday to explain the workings of the new contract.

Rosenbaum Issues Report On Musicians' Trust Fund

THE MUSIC Performance Trust Fund, which annually disburses money to pay musicians for free public performances of music in 654 areas throughout the U. S. and Canada, during 1952 spent $1,827,984 to this end, according to trustee Samuel R. Rosenbaum's eighth semiannual report and statement.

The fund is supported by contributions from phonograph recording and transcription firms and from makers of TV films containing music, through an agreement with the American Federation of Musicians, Mr. Rosenbaum said.

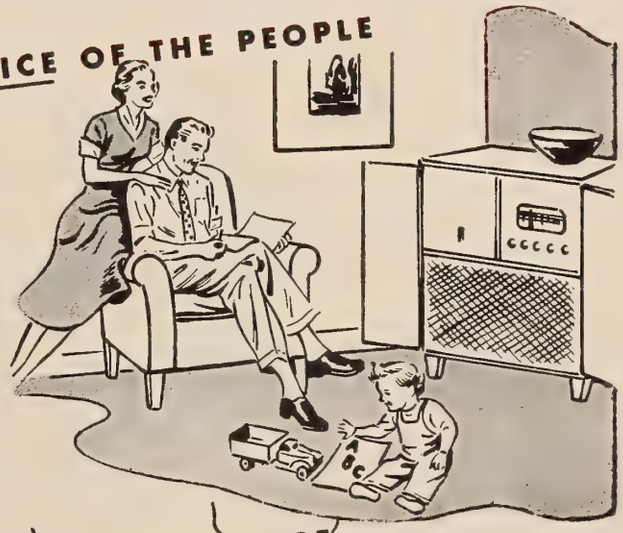
Administration and other costs were $139,670, while $1,689,919 was paid to musicians for the free public performances, Mr. Rosenbaum said. Contributions from record manufacturers for the same period totaled $1,762,140, while electrical transcription firms contributed $49,161, according to the report. With $20,717 contributed by makers of TV films, total receipts by the fund during 1952 were $1,844,276, the report indicated. There was a balance of $1,100,266 at the end of 1951, and $1,116,558 at the end of 1952.

Separate funds are kept on receipts and disbursements of revenue received from phonograph record and transcription manufacturers, and on revenue from makers of TV films which include music, Mr. Rosenbaum explained. Allotments for the first six months of 1953 for the records-transcriptions fund have been set at approximately $800,000 for payment to musicians, the report stated.

Allotment for the TV film fund (Music Performance Trust Fund No. 2) for this half-year is $150,000 for payment to musicians.

features

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Every Tuesday evening at 7:30, Roberta Linn, popular singing star of "THE GYPSY", combines talent and charm as the vivacious hostess of a continental Gypsy cafe. The music of Mischa Novy and his Velvet Strings, the comic antics of the four "Mellowmen" as singing waiters, picturesque gypsy costumes and gay original sets . . . all provide an atmospheric half-hour rendezvous giving KTLA viewers another "Best" in television entertainment.

"THE GYPSY"
Tuesday
7:30 to 8:00 P.M.
ARB – January 1953

TV sets in use	**66.1**
KTLA Rating	**21.6**
STATION "A"	14.2
STATION "B"	13.2
STATION "C"	11.3
STATION "D"	2.6
STATION "E"	2.6
STATION "F"	0.6

For an audition print, wire, write or telephone . . .

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KTLA – THE BEST ADVERTISING BUY IN LOS ANGELES

features

- Case study of uhf in a vhf market. Page 78.
- The high cost of hoping for television. Page 82.
- Never keep a salesman waiting. Page 84.

OF, FOR AND BY THE PEOPLE

A RADIO station in Tucson, Ariz., has been broadcasting a program which on the surface would seem to violate every code of practices in the book. Five days a week KVOA airs a solid quarter-hour of commercial announcements, without interruption by music or entertainment of any kind.

Naturally, there's a catch in it. That catch is that the commercials are free. They are written by the listeners themselves and are broadcast without retouching as a unique public service. If you have a postcard, you can advertise on the KVOA *People's Exchange,* without charge. Taking advantage of the opportunity, the people of Tucson have written a series of programs as varied as humanity and as filled with genuine human interest as somebody else's mail.

An old prospector with a good patented claim advertised it on the *Exchange* and with the proceeds got a grubstake.

Listeners have offered for sale such varied articles as a live Gila monster ("would make an unusual pet"), an Eskimo kayak and a burro cart. The *Exchange* has sold 500 head of cattle and a swarm of bees. One elderly listener advertised a complete library of books, all of them published before 1865. When last heard from, he had sold all but two of the volumes.

Anybody Got a Stagecoach?

A Tucson grandmother wrote in to appeal for someone to sell her a stagecoach. Her grandson, in the East, was having a birthday. He desperately needed a coach so he could hold it up and rob it in the western manner.

Very little work is entailed in broadcasting the unique program, since it is more-or-less legibly scripted by the listeners. The announcers at KVOA have become unusually adept at reading handwritten copy, some of it peppered with cryptic abbreviations.

Announcers have also grown used to the casual way in which some writers mix their advertisements. A listener will write in to sell the more intimate parts of a high-speed car, mention in the same breath that he is willing to part with a Santa Claus cake mold 14 inches high, and will conclude by offering for sale a five room house and seven acres of land. All this on a postcard.

Listeners generally waste little effort on sales appeal. Frequently a card will begin with the candid request: "Please help me get rid of some things."

People lose things in Tucson about the same as elsewhere, but in the southern Arizona city more people hear about it.

One Tucsonian wrote: "I lost my Deputy Sheriff badge."

Another correspondent confessed that one of his weekends had become mislaid if not totally lost. In the course of the festivities he had left a shotgun with some chance acquaintances in a boarding house, at a location now forgotten. Please, could someone refresh his memory, so he could get the gun back?

Badge and gun were back in their owners' hands the next day.

KVOA Manager R. B. "Bud" Williams points out that any other station in the country is free to develop its own *People's Exchange* as a public service. "We believe it is one of America's unique programs," says Mr. Williams, "but there's no reason for it to stay that way."

The way in which listeners use their radio program reflects the texture of the community. Tucson is a university town and each spring sees a brisk traffic in play-pens and bathinettes for sale or exchange at the village of quonset huts where married students live with their families.

Ten Inches of Plaid

One girl wrote from her quonset to relate that she had bought some plaid material for a dress. Her college math had failed to meet the test, however, and although she had carefully computed the amount of material needed, she had run short by 10 inches. Still worse, the local store where she bought it was now sold out.

So—would KVOA ask Tucson residents for more of that material? Possibly someone had bought 10 inches too *much.* Sure enough, someone had. And although the young lady has given up the study of mathematics, she now wears the plaid dress to several classes in another useful art, Advertising.

Students have found the exchange useful to line up transportation home for the holidays and to get jobs as baby-sitters. So far it hasn't been employed as a date bureau, but the day may not be far off.

Listeners appreciate the free service and usually mention the fact in their correspondence, but their words of praise are usually brief and to the point, as in the case of the unemployed listener who wrote: "You are doing a fine job—please see if you can get *me* one."



uhf uhf u

How do uhf stations make out in vhf-penentrated areas? To get the answers, B•T sent a writer to South Bend, Ind., where there were 35,000 sets oriented on Chicago and Kalamazoo vhf stations before WSBT-TV began operating on Ch. 34.

By John Osbon

IT TAKES two hours and 15 minutes to go from Chicago to South Bend, Ind., on the South Shore line. There are no mileage signs along the way, but you can pretty well gauge how far you are from Chicago by the height of the television antennas and the complexity of their arrays.

By the time you get to South Bend, some of the receiving equipment looks about as intricate as the radar guarding New York harbor. There's no doubt that a lot of people have spent a lot of money to watch Chicago TV. According to an actual antenna count by the Indiana-Michigan Electric Co., there were 35,000 vhf receivers in the South Bend area last fall, oriented to pull in stations in Chicago (69 air miles away) and Kalamazoo (60 air miles).

With so many receivers there, it could be said that South Bend last fall was an established vhf television area, even though reception quality was doubtful. Today it is a combination vhf and uhf area. WSBT-TV South Bend went into operation last Dec. 21 on Ch. 34.

Good Case Study

As one of the first uhf stations to go on the air in a market where there was already significant vhf penetration, WSBT-TV provides as good a case study as exists of the problems that future uhf operators will encounter.

There have been reports that WSBT-TV was finding rough going, that uhf sets and converters were not moving well, that local and national spot advertisers had not been exactly swarming to do business with the station. These reports are less the truth than half-truths which do no credit to the careful, conservative, calculated approach taken by the South Bend Tribune Co., owner of the station.

What the station has set out to do is build up enough circulation to assure a sound buy for both local and national advertisers. It seems to be succeeding. As of Feb. 28, the station claimed a total circulation of 26,499 sets capable of receiving Ch. 34, 21,048 of them converted vhf receivers and 5,451 uhf-vhf combinations. The station's target is 60,000 sets equipped or converted to get uhf by fall.

It is counting on its network programming as well as local originations to build audience. Network programming is, of course, no novelty to a community which owned 35,000 sets before its own station went on the air. But the quality of WSBT-TV reception is more reliable than that of the signals from Chicago and Kalamazoo, and WSBT-TV is banking on that fact as an inducement to uhf receiver and converter sales.

The station now carries a weekly network commercial schedule of 15 NBC-TV shows, 12 from CBS-TV and one from DuMont. As a full-fledged affiliate, WSBT-TV receives regular compensation for carrying these sponsored shows. It also carries some sustaining network programs. It uses locally-produced news, weather and sports news plus cartoons and western films to piece out its schedule of 12 noon to 10 p.m., Sundays; 5-10:15 p.m. Monday-Friday, and 4-10 p.m. Saturday. Last Saturday WSBT-TV had a special event, the finals of the Indiana state basketball tourney, which obliged it to open for business at 12:45 p.m.

Local Business

Though it has refrained from high-pressuring local accounts into buying television time, and indeed has suggested to some that they await an expansion of programming into the afternoon hours, it now has 15 local advertisers: Associated Druggists, Ben Hur food plan, Bimsco Builders Supplies, Colpeart Realty Co., Greenblatt fur store, House of Lamps, National Bank & Trust Co., Place & Co. (builders), Ridge Co. (electric appliances), Tower Federal Savings & Loan, Oerlin Realty Co., Rodin's (radio and television store), Southside Electric Co. (radio-TV store), S & S Clothiers and Coal Heating Service.

Its national spot accounts are Bulova, Kreamo bread, Alliance Mfg. Co. (antenna rotors), Viceroy cigarettes, Sun Oil Co., Alka-Seltzer, Kool cigarettes and Crosley television sets.

At present rates ($200 for a Class A hour, $40 for a Class A minute announcement) the current volume of network, spot and local business is not enough to put WSBT-TV into the black. But that doesn't worry management. Backed by the substantial resources of the South Bend Tribune Co. which publishes a successful newspaper and runs a successful radio station (WSBT), the television station is looking for a sound, long-range investment rather than a quick buck.

In its application to the FCC, the company estimated it would cost $666,000 for buildings and equipment to put the station on the air and that first year operating costs would be $473,120 and first year revenue, $437,600.

Two months of operation have convinced the management that the revenue figures will come out about as estimated but that instead of being still in the red, as originally anticipated, the station may break even by the end of the first year and perhaps before.

Conservative Spending

The reason for the optimistic revision of estimates is that WSBT-TV spent only $450,106.23 to put the station on the air, some $216,000 less than originally allocated. The lower expenditure was achieved by establishing the station in the same building with the AM station and the newspaper rather than in a new structure.

With less capital investment to amortize, WSBT-TV counts on coming out in the black sooner.

Says Neal Welch, general manager of WSBT-TV:

"We're very proud of the progress that has been made in the two months we have been on the air. One of the biggest factors in that progress, we believe, is the reputation and standing that WSBT, our AM station, has held in the industry . . . WSBT's standing has carried over into television and we feel that national advertisers and sponsors of network programs believe that we will duplicate the AM operation."

Robert H. Swintz, who recently resigned as general manager because of health and who now is business manager, puts it this way:

"Things get better every month. It just takes time, that's all."

The planning for WSBT-TV began more than five years ago.

In 1947 WBKB (TV), then Chicago's only TV station (recently acquired by CBS as part of the ABC-United Paramount merger and renamed WBBM-TV), decided to erect relays from Irish Stadium in South Bend to pick up the Notre Dame football games.

This caught the fancy of the Tribune Co.

f uhf uhf uhf

executives, who reasoned that it might be possible later to receive Chicago television by reversing the South Bend-Chicago relay. They signed a contract with WBKB, applied to the FCC for vhf Ch. 1, and placed an equipment order with RCA. When that channel was eliminated for TV use, the Tribune refiled for Ch. 13. A hearing was held in early 1948, but the application had still not been acted on when the FCC pulled the great ice age over television in September, 1948.

When the freeze was finally lifted, the Tribune Co. applied for Ch. 34. It won its CP last August.

WSBT-TV got one of the first four uhf transmitters to come out of RCA. Last December, the station's engineering crew worked around the clock, climbing the ice-coated tower to make adjustments. A crew under Art O'Neil, chief engineer, and Scotty Hagenau, assistant chief engineer, got the first test pattern on the air at 11:50 p.m. last Dec. 21.

At 12:45 a.m. Dec. 22, WSBT-TV carried a 15-minute live news and weather report. An inaugural program launched regular transmission the evening of Dec. 22. Then WSBT-TV and the *South Bend Tribune* went to work in promotional earnest.

Promotional Punch

The newspaper came out with a special TV supplement, tied in with a massive TV display at Notre Dame's Navy Drill Hall. Every manufacturer who bought a page advertisement in the supplement was given a booth at the display. Distributors, dealers and service firms also advertised and showed their wares.

The exhibit played to a full house, with 30,000 people attending. Unquestionably, it did much to get the public's mind on uhf, but more was needed to be done to educate the public on the nature of the new service.

Though people began to buy converters for their vhf sets, some of them began protesting that they weren't getting Chicago "any clearer" despite the expense. Some even said the addition of uhf was "ruining Chicago reception."

Servicemen and dealers were obliged to explain that the addition of converters did nothing whatever to influence the reception of distant stations and that the reason why people were objecting to the Chicago quality was that they were seeing good reception for the first time from WSBT-TV.

The public and customer relations job that had to be done in South Bend will probably be repeated elsewhere. Other uhf stations would do well to imitate WSBT-TV in maintaining cordial associations with dealers and servicemen.

Dealer Cooperation

WSBT-TV has been able to enlist the cooperation of dealers in providing regular figures on their sales of uhf equipped sets and uhf converters. It has also been successful in getting most dealers to push uhf. Some dealers, however, have been inclined to undersell local uhf, at least to the extent of trying to get customers to buy uhf-vhf combinations plus the expensive antenna arrays necessary to pull in the far-away vhf stations.

Is there enough uhf receiving equipment being shipped into South Bend to meet the demands?

Local dealers agree there is. Indeed, most of them say they can get more than they can sell. Their business in the past two months has been steady but not phenomenal.

One of South Bend's largest radio-TV chains is Chikar's, with stores in four adjoining towns. Here's what Louis Chikar, head of the chain, told B•T:

"Generally speaking, we get sets faster than we can sell them. Business is good but not terrific." He said his inventory was 800-900 receivers and about 500 tuning strips. As deterrents to sales, he said, were the season (income tax time), the fact that TV is no longer a novelty and that "you can get some reception almost every night from Chicago."

Mr. Chikar kicked at a box of tuning strips. "There's $2,200 worth of merchandise," he said, "and it's not moving." He complained that the dealer discount from manufacturers (about $3 on a $14 strip) was not enough to interest dealers in pushing converters.

A more optimistic view came from J. A. Lininger, sales manager of the South Bend Electric Co. He said TV, since the beginning, had been "the fastest selling business I've ever been in. It's like shooting craps with $500 bills." He said he was referring mostly to vhf sets, not to uhf converters. But he thought now that factory-equipped uhf sets were beginning to come into the market in substantial quantities the same would apply to them.

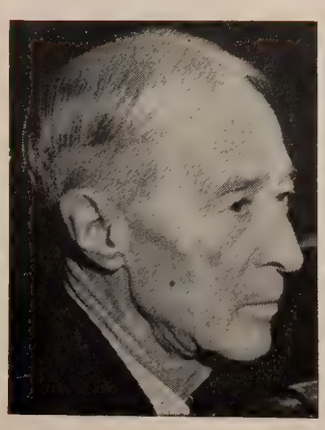
Another dealer told B•T that he thought vhf owners in South Bend would be more eager to convert to receive Ch. 34 if the Wednesday night fights and other sports events were available locally instead of exclusively from Chicago.

Beer Is Banned

The reference here was to the fact that the South Bend Tribune Co. and its radio-TV properties, under the leadership of F. A. Miller, 85-year-old editor and publisher of the paper and owner of the stations, has maintained a strict policy against beer-wine-ale advertising. Pabst-sponsored boxing is denied WSBT-TV.

The station does carry the Friday night fights under Gillette sponsorship, however, and has ambitious plans for local and regional sports coverage.

What WSBT-TV is counting on, and with good reason, is that as more and more people in South Bend see uhf's clearer reception and as WSBT-TV expands its schedule and





Top management of WSBT-TV: F. A. Miller (far left), owner; Neal Welch (second from left), general manager, and Robert H. Swintz (right), business manager.



programming, there will be a steady enlargement of uhf set distribution.

The fringe reception from Kalamazoo is spotty, according to residents of South Bend. As Mr. Welch explained this distant reception, "it's inconsistent in that it's consistently good for days and then consistently poor."

On the night this reporter monitored TV in South Bend, Chicago reception was plagued with wobbles, "snow" and other defects. By contrast, WSBT-TV's signal was excellent. In fairness to the vhf transmissions from Chicago, however, it should be said they are received with different fidelity in different parts of South Bend.

WSBT-TV's own signal has been a source of surprised gratification to its executives and engineers. Using interim power of 17.5 kw and a 479-foot tower, the station sprays its signal as far out as 55 miles.

Early last January the RCA Service Company sent a testing crew into the area, using a calibrated model 630TS vhf receiver, converted to receive Ch. 34 on Ch. 5. It measured signal strength under every possible condition at a number of outlying towns and for the most part reported good to excellent reception.

Mr. Welch says that reliable WSBT-TV signals are received in a somewhat irregular pattern extending out from the transmitter 52 miles east, 47 miles south and 45 miles northeast. The north and west ranges are somewhat shorter.

Power Boost Planned

Late this year the coverage will be extended when the station expects to go to 175 kw power.

The station feels that just about all the bugs have been worked out of its present equipment, but technical problems have at times been cropped up. Since the delivery of the transmitting gear last December, RCA has made 71 modifications in equipment.

WSBT-TV is RCA-equipped, with two studio cameras and two remote cameras. It has one 16mm film camera and two 16mm film projectors, a slide projector for 2 x 2-in. slides, a Gray Telop opaque projector for 3¼ x 4¼-in. cards.

The station uses a telephone company microwave link to get its signals from its studios to its transmitter. From the studios, signals are fed to a microwave transmitter atop the Indiana Bell Telephone Co.'s local office and sent on to a reflector on the antenna of the WSBT-TV transmitter, south of the city. The signal is then bounced to ground level and carried by cable into the transmitter building and up to the antenna on top of the 479-foot tower. Live network feeds are taken off the Chicago-Toledo coaxial cable at an AT&T repeater station and carried by underground cable to the WSBT-TV studios where they are integrated and then put into the transmission system.

It is characteristic of the Tribune Co. operations that WSBT-TV has not splurged on lavish buildings or unnecessary fittings, but has bought the basic equipment it needs for the unspectacular but steady expansion program it intends to carry out.

Management feels that the potential is good. There are 115,000 people in the city of South Bend, 205,000 in the metropolitan area. It is not a big market, but a solid one. WSBT-TV is being built to last.

GETTING A HEAD START ON UHF CONVERSION

THOUGH construction has just begun and its operating starting date is still undetermined, WCAN-TV Milwaukee (Ch. 25) has already launched a program to educate distributors, dealers and servicemen in the intricacies of uhf reception.

WCAN-TV will have a tougher job on its hands than WSBT-TV South Bend has had. Milwaukee has one of the most firmly established vhf stations in the country, WTMJ-TV, and there are 407,830 vhf sets in the area.

Some 400 Milwaukee distributors, dealers and servicemen were guests of WCAN-TV at a luncheon Feb. 19 and were given a complete outline of uhf problems by Benjamin Adler, head of Adler Communications Laboratories, New Rochelle, N. Y. Mr. Adler is particularly qualified on this subject. His company helped KPTV (TV) Portland, Ore., the nation's first uhf station, get on the air.

The Adler firm has a unique contract with WCAN-TV. It will provide a complete package deal of designing and constructing the station, delivering a finished plant to management and supervising every process up to and including the first "on the air" transmission.

Mr. Adler told the Milwaukee TV set dealers and servicemen that there was no vhf set, "no matter how old," which cannot be converted to uhf. But he urged them not to fool the public with talk of cheap conversions. He pointed out that special outside antennas would be needed, and he estimated that the average cost of a conversion job would be $75.

The WCAN-TV educational approach is to convince the TV set trade that there will be an active market for uhf, but at the same time to acquaint them fully with the problems of conversion. As Mr. Adler put it: The incentive to convert to uhf "will be a desire to have the privilege of turning off one program and tuning in another."

"I doubt if there are enough servicemen here today to take care of all the conversions that the customers will want," he said.

He pointed out that uhf in Milwaukee would have advantages over vhf. Once adjusted, uhf receivers would be less sensitive to interference than vhf receivers and uhf pictures would have fewer ghosts.

But he emphasized the importance of proper adjustment. "Charge enough money on the first service call to cover a return trip to adjust the set," he told the dealers. Based on his experience in Portland, he said that it was likely that a second trip would be necessary to adjust antenna positions.

Contract Provisions

The Adler contract with WCAN-TV includes the following: building design, engineering of overall station system, antenna and tower facilities, transmitter and associated controls, film and live studio camera equipment, studio lighting equipment, master and studio switching and control system, monitoring system, wiring of all equipment racks, supervision of installation at station, engineering and operating test and first "on air" transmission.

Mr. Adler has told the owners of WCAN-TV that to his knowledge "this is the first time a station grantee has placed the entire problem of constructing an operating TV station in the hands of one company, including financing of services and equipment."

In its application for a uhf channel, the station estimated construction costs at $475,433.

WCAN-TV is owned by three partners, each with a one-third interest: Lou Poller, owner of WPWA Chester, Pa., president and 51% owner of WARL-AM-FM Arlington, Va., and president and 27.1% owner of WCAN Milwaukee; Cy Blumenthal, 39% owner of WARL and 27.1% owner of WCAN, and Alex Rosenman, 27.1% owner of WCAN.



Mr. Adler addressing Milwaukee TV dealers and servicemen



profit proved in 63 markets!

and now AGAIN available everywhere* at a local price

You could spend a fortune producing your own local program, with no guarantee of results. Now, you can afford to buy "Dangerous Assignment" for exclusive local sponsorship, and KNOW you'll get results because it has been PROFIT-PROVED!

For example, a wholesale grocer in Bloomington, Indiana, advertised his tea on "Dangerous Assignment" over WTTV and sold 3½ tons . . . seven months' normal supply . . . in one week! It has increased sales for 40 other sponsors. It can do the same for you.

"Dangerous Assignment" is NBC Television, which means quality throughout. Plus top advertising, merchandising, publicity, promotion and exploitation to back you up in your local sales areas.

Find out if this PROFIT-PROVED program is still available in your markets. Write, call or wire today.

NBC FILM PROGRAMS

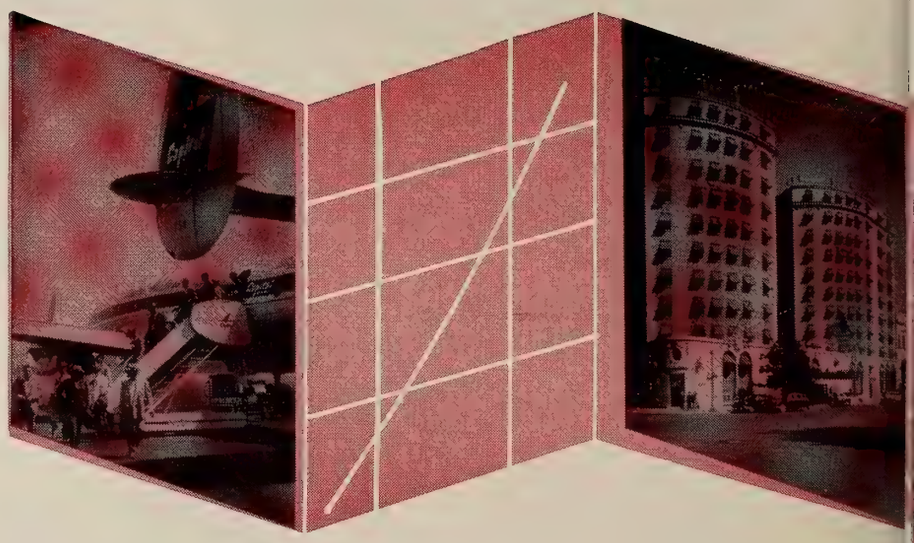


New York · Chicago · Los Angeles

** correction, please. Brian Donlevy is moving fast. Already re-sold in 10 markets. No, 12.*

the HIGH cost of

No doubt about it: Television is expensive. It costs plenty just to go through the necessary preliminaries of getting a construction permit, if a competitive hearing is involved. Contestants are spending $50,000 and more, and many of them, of course, won't get a channel.



By Earl B. Abrams

THERE'S an old adage that experienced world travelers quote to novices who are embarking on their first journey. It goes like this:

"Pack half the clothes you plan to take, but double your cash."

That very well might be the motto for every television applicant who's preparing to go to Washington to participate in a contested hearing for a video channel.

Brotherrr, it costs to go through a hearing in Washington for a TV channel. Plenty!

Best estimates by those who know are that it costs a television aspirant, spending six weeks to three months in Washington, an absolute minimum of $25,000 to prepare an application, work up exhibits for the hearing, arrange for transportation, hotel accommodations, subsistence, buy transcripts, pay legal and engineering fees, engage in a little recreaton for themselves and their witnesses.

That's the low end of costs. At the high end, there are applicants who have spent $50,000. And there are others who plan to spend $75,000 and more—for example Westinghouse, which stated it will put out $137,000 to secure a TV companion to its KEX Portland, Ore.

The higher figures are reached when it's a hotly contested case in a major market, when high-priced legal and engineering counsel are retained, when the hearing spreads out over three or four months, when there are a sizable number of witnesses who must be brought to Washington, housed, fed, entertained and transported back to their home towns.

The toll is not only on the exchequer. There's a toll on human beings. Already, two men have died, three have suffered heart attacks and one had to spend a week in a Washington hospital, the victim of physical exhaustion. All were involved in television hearings.

Of the 24 TV hearings now scheduled, six were completed as of last week.

If each of the 14 applicants who participated in the completed hearings spent the minimum, some $350,000 has already been expended.

And if they spent a higher $50,000 per applicant, the amount of money spent on TV applications which have run through the grueling hearing course totals $700,000.

According to the best information, some 600 TV applicants must go to hearings in contests for the sought-for channels. Naturally all won't spend even the minimum. Some will be lower, particularly as the cities involved become less than major markets. Even now both the FCC and outside counsel are working toward simplifying and making less expensive the costs of going through a television adversary hearing.

(If there's no contest, the amount of money that needs to be invested in applications is infinitesimal compared to hearing expenses. One unopposed claimant for small-town TV got by with $30. Naturally he used no attorneys or engineers.)

Figures and Sources

The figures that are used in the paragraphs below, by request, are anonymous. They were given to BROADCASTING • TELECASTING on the promise that the identity of each of the informants would be protected. Where ranges of costs are indicated, the figures were gleaned from a score of applicants, attorneys and engineers.

Highest on the tabulation of expenses to see an application through from filing to hearing and to a possible grant are legal fees. Low end of the scale for lawyers runs about $100 per "legal day" (six hours). A "respectable minimum", in the words of one Washington radio lawyer, is $150 per day. For a well-heeled competitor, who spends the maximum days in hearing, a fee of $300 a day is not unusual.

Next on the expenditure list are engineering fees. These run about the same as for attorneys, but—if it is any consolation—engineers are not required to sit in on hearings to the extent that attorneys are. In fact, most hearings so far under way have disposed of engineering testimony through stipulations or in a one to three-day session.

Transportation and housing bulks next highest on the expense account for a TV applicant. Train or plane fare, sleeping quarters, food and miscellaneous loom large, according to those who have dipped into their pockets for these expenses. This is particularly so when there are a dozen stockholders and as many witnesses to put on the stand to "make" the case. In one hearing, involving a city 750-1,000 miles from Washington, an applicant spent $120 per man to transport each of his witnesses and $25 a day for each in Washington. He's had 12 men on the stand already, with an average stay in Washington of two and a half days, and he's not through yet.

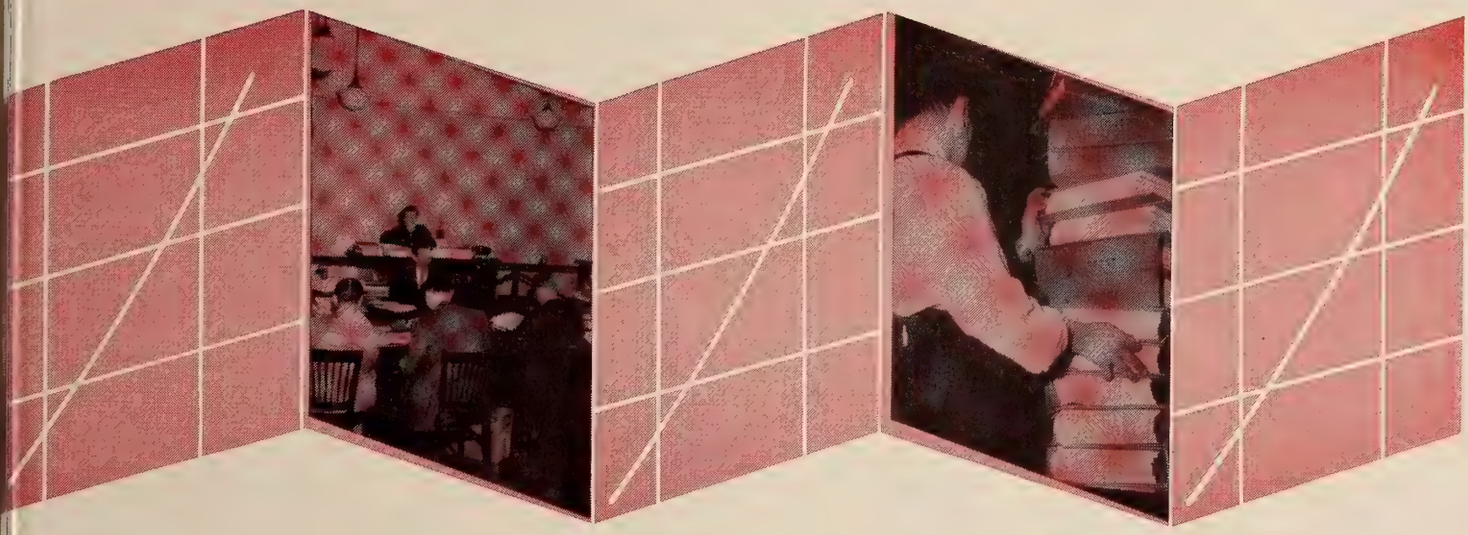
In several situations, the hotel housing got so critical the applicant rented apartment suites to quarter his staff and his witnesses while in Washington.

Important in any case are the exhibits that tell the story of why the candidate feels he's superior to the competition.

Most exhibits are one or two volumes, containing bound mimeographed sheets, telling the story of the applicant and ranging from biographies of directors, market studies and background data to proposed program schedules and operating personnel. The ink and paper are the least of the expense of preparing the exhibits. It's the preparation —with fees for market specialists, accountants, program men, management, engineers, attorneys—that runs the cost up.

Many exhibits are elaborate, utilizing printed pages, art and leather bindings. One applicant used a four-color cover in two

hoping for television



volumes, the pages of which were not only printed and including photographs, but with some of them specially cut and folded. This was said to have cost $10,000.

That sum is not for just a single copy of the exhibit. Not only must an applicant's own "team" have individual copies, but so must the opponents—and the FCC examiner and counsel, and, of course, there's always need for extra copies for members of the firm, friends, news reporters, and others.

There's one other tangible expense in a Washington hearing. That's for transcripts of the record. The regulation fee for copies of the transcript is 15 cents per page for 10-day service (rarely used), 35 cents per page for three-day service (sometimes used) and 50 cents per page for overnight service.

If an applicant wants really fast service—by 9 p.m. of the same night as the day of hearing—that charge is 75 cents per page. Many applicants order the fast service and the overnight service—running up a transcript bill of $1.10 per page.

Take the Wichita Ch. 3 hearing, the longest thus far. That ran for 59 days, took 8,583 pages of transcript—almost $9,500 for the record alone.

The Commission counsel does not have to pay for these charges. As part of the contract with the court reporter firm handling the FCC, Commission counsel gets copies of the transcript gratis.

That's the Washington story. Actually, a case starts in earnest as much as six months before the hearing date, with attorneys and engineers counseling with applicants to prepare for hearing. The preparatory climax comes 30 days before hearing day, when the attorneys begin spending the major portion of their time with their clients. And, the week before the hearing, attorneys, engineers, principals and witnesses virtually live together.

In a keenly-contested hearing, principals and attorneys gather together each night to review and prepare for the next day's trials. All such work, and it includes telephone calls, wires, even "private eye" investigations, go on the bill for the application.

It should be understood that legal fees are variable. Many attorneys are on retainer, so that only the actual hearing work is chargeable. Others make special arrangements for each client. And, in some relationships, there are varying fees depending upon whether the applicant is successful or not in getting a grant.

Also, much of the legal fees—and engineering charges too—go for clerical work. That's considerable in a TV hearing case.

Endurance Records

Longest hearing so far was for Wichita's Ch. 3. It began Oct. 20, 1952, and recessed most recently, Feb. 20, four months later. Hearing occupied 59 days and the transcript totals 8,583 pages. Next longest has been Ch. 10 in Sacramento, Calif. That began Nov. 12 and closed Feb. 19, involving three months of which 46 days were spent in hearing. The transcript totals 6,170 pages. Third in the longest hearing stakes was Tampa-St. Petersburg's Ch. 8, which began Oct. 15 and recessed Feb. 21, four months long, of which 32 days were spent in hearings. The Florida transcript totals 3,996 pages.

In the Wichita hearing, Daniel Moyer, secretary of the non-broadcasting Wichita Television Corp., said during his testimony Feb. 9 that his group had already spent $40,692 on the case and that he anticipated the total would be $50,000 before it was over.

O. L. Taylor, principal of the competing KANS Wichita application, declared that his application was going to cost him $34,000. He put in detailed figures for exhibits, legal fees, engineering fees and Washington expenses that add up to that amount.

In the Tampa-St. Petersburg hearing,

Here are actual costs reported to B•T by two television applicants. Applicant A had a three-week hearing, was opposed by one other applicant, put 18 witnesses on the stand. Applicant B's hearing lasted 120 days. B put 12 witnesses on the stand, was opposed by two competitors. A, with a shorter hearing, spent more than B, but these cases illustrate that though costs may not run in proportion to the length of hearing, they are bound to be high.

	Applicant A	Applicant B
Travel, hotels, expenses	$13,099.00	$ 7,380.00
Depositions	700.00	800.00
Transcripts	1,393.14*	861.90*
Pre-hearing preparation	3,840.00†	476.84†
Legal fees	15,000.00	15,000.00
Engineering fees	(incomplete)	5,000.00
Total	$34,032.14	$29,518.74

* A ordered faster and more expensive transcript service. Hence his costs were bigger despite shorter hearing.
† B included in pre-hearing costs only mimeographing and paper for exhibits.

non-broadcasters Tampa Bay Area Telecasting Corp.'s Robert James said his group had spent $14,000 on the application before hearing, and that he estimated $30,000 would be the total cost before the hearing was completed. He emphasized that much of the preparatory work was done by stockholders themselves, since the group includes station and advertising men.

In the Portland, Ore., Ch. 8 hearing which has been going on since Jan. 26, Westinghouse Radio Stations' counsel George Turner said WRS estimated it would spend $137,000 on the KEX application. Mr. Turner is with Cravath, Swaine & Moore, New York. WRS also has a Portland, Ore., counsel and its own attorneys.

Ralph Williams, of non-broadcasting Portland Television Inc., testified in the same case that his group estimated the application would cost in the neighborhood of $44,000 by the time the hearing was over.

The men who make up the principals of applicants are not young. Young men don't have the financial wherewithal to apply for TV. Applicants mostly are men who have made their mark in the business world and who are on the shady side of middle age. The intense preparation and the punishing experience of testifying and being cross examined have not been easy for them.

Casualty List

Just two weeks ago, Norman (Hap) Webster, chief engineer for McClatchy Broadcasting Co., died in a Baltimore hospital after suffering a heart attack. He had been a witness in the Sacramento hearing, and had participated in all the long and arduous preliminaries for the hearing.

Three weeks ago Philip L. Jackson, editor and publisher of the *Portland* (Ore.) *Journal* and president of KPOJ Inc., who was chairman of TV applicant Columbia Empire Telecasters Inc., died of a heart attack at home in Portland. Even while he was testifying in Washington he was taking pills for a heart condition. Mr. Jackson was 59.

During the Denver Ch. 4 hearing, KMYR co-owner A. G. Meyer, 53, suffered a heart seizure that put him in a Washington hospital for four weeks. He is now convalescing at home in Denver.

Physical exhaustion has taken its toll too. There are many instances where it was necessary to take the heat off a man for a week or so to let him get back to normal. In one instance, this took the form of hospitalization. John Hamlyn, general counsel for the McClatchy newspaper and radio properties, was forced to spend a week in a Washington hospital shortly after Jan. 1 in order to recover his strength.

FCC officials and applicants hope that the killing pace of TV hearings will subside as applicants and attorneys realize that their eagerness to explore every minute angle is not going to get them grants. Right now most attorneys have come to realize that there are only three or four major issues which spell the difference between success or failure. The FCC itself has worked out a series of revisions, in conjunction with the Federal Communications Bar Assn., which holds hope for simplifying the issues so that the lengthy and grueling hearings may become more manageable and less murderous.

NEVER KEEP

Harold E. Fellows, president of the NARTB, introduced a new advertising character, Twenty Percentage, in a speech to the Advertising Club of Boston last Tuesday. On the theory that the life and times of Twenty Percentage are of interest to everybody in and around radio-TV, B•T herewith presents the speech in its entirety.

PERHAPS the most remarkable fact about Twenty Percentage was his abhorrence of selling. He wasn't a salesman to begin with, or so he thought. He was a buyer, not a seller. But he found it necessary to sell in order to get funds with which to buy. There was something about this process which he knew was insidious, and as the years rolled by he made several overt efforts to break out of the economic cycle which glued him to sidewalks and chained him to doorbells. Actually, it is only too true that he didn't try very hard.

Possibly he even rationalized a bit. He would dream some days of becoming a farmer. On one such occasion, he subscribed to several different farm journals. The more he studied them, the more he realized that farmers were salesmen, too. The only complication there was that they had to produce the darned stuff as well as sell it.

The Executive

Then, there was that time in Twenty's life when he gave serious consideration to becoming an executive. However, every executive he could think of had one responsibility which Twenty wanted to escape. Every executive had to deal with salesmen, and Twenty was honest enough with himself to look darkly upon such a future.

When Twenty was in his mid-thirties, there was a period—not unique in his circumstances—during which he wasn't selling enough to satisfy his insatiable desire to buy. He gave serious consideration then to a life of religious retreat. He envisioned himself in sackcloth, his balding head fully barren, living the somber life of a student. He finally faced up to it, however, that he wasn't a student. Never had been. He couldn't even content himself with the two-month-old periodicals which he found at hand in doctors' offices as he went around selling medical implements. Furthermore, Twenty didn't believe that his wife would understand such a yearning, so he never even mentioned it to her, let alone to any one else.

No doubt the most unusual manifestation of this dissatisfaction with his lot was the time that Twenty decided he would become an advertising man. At this particular moment in Twenty's travail, he happened to be selling time for a radio station; it was his bounden duty, of course, to call upon agencies and advertisers. It came to him suddenly one evening (while he was sneaking a look at television, as a matter of fact, and wondering idly whether it would last) that he was known as an "advertising salesman" and practically everyone upon whom he was calling was called an "advertising man."

In a cold sweat, Twenty came to the realization that by this distinction he was not considered a man; he was being categorized as something less than that—a carbuncle on civilization that did not even deserve the dignity of such designation as applied to his fellow beings.

After a restless night, worrying about this disturbing idea, he resigned the next day; but reconsidered a few minutes later when it was pointed out to him that he was $372.50 in arrears on his personal account with the station.

Of course, his name really wasn't Twenty at all; his name was Oscar Percentage—but he had been nicknamed "Twenty" by his fellow workers because Twenty (so to speak) was a magic number in his life. Outwardly, at least, it was. He always said that if he could get a straight 20 per cent commission—he didn't care what the product or service—he'd get along. So they called him Twenty (although in truth the highest commission ever paid to him was eight per cent)—and that was when he was 13 years old, selling programs at the county fair.

Twenty frequently was troubled, too, by his failure to become a success. He was not sure, if you were to have asked him, of the exact elements which constituted success, but he had the uncomfortable feeling that he didn't possess them.

The Failure

Now lots of his friends who would pull up to the traffic light in their Chevrolets and see Twenty sitting there in his Cadillac convertible would murmur to themselves, "There is a successful man." But it was never loud enough for Twenty to hear; and what's more, he knew how many payments were due on the Cadillac—and it never occurred to him that there might be payments due on the other fellow's Chevrolet.

Actually, Twenty had a rather confused notion that success constituted a mysterious mixture of being photographed for a Calvert ad, having throngs seek your autograph and perhaps obtaining an honorary college degree from the old alma mater.

It never occurred to him that he could probably accomplish all three of these if he set about it, so keen were the persuasive

A SALESMAN WAITING

powers he had nurtured and developed over the years.

The average person knowing Twenty only casually would not have suspected this Walter Mitty streak in his character. He was always jolly outwardly and had mastered, without half trying, it seems, a complexity of living which would have been (in a clinical sense) fascinating to a psychiatrist. Twenty had become an extrovert by the easy method of refusing to be an introvert, which in truth was what he was supposed to be.

Like the time he had lost a $500,000 account when he was working for the Busybee Advertising Agency. Oh, there was no question about it. Twenty had lost the account and so one else could be held responsible. He had lost it on the golf course playing dollar Nassau with the advertising manager of the Silky-Smooth Soup Company. This advertising manager, hardly an endearing type, fancied himself something of a man with the shinny-sticks.

He was the sort of fellow who always said, just before driving off the first tee, "I haven't played for four months and may be a bit rusty." Of course, he had played 18 holes a day all of the preceding week—and Twenty knew it.

It's Wrong to Win

On that particular day, Twenty couldn't tell a customer's game from an eight iron and he "took" this fellow. Cleaned him, no less. He tried to be sportsmanlike about the whole thing, but it just didn't come off. The soup man was grim about it and from that day forward there was a gradual disintegration of what had been a beautiful and profitable friendship.

The inevitable day arrived and Twenty was called into the office of the president of the Busybee Advertising Agency. This gentleman was living in a suspended state of frustration.

For most of his life he had been pitching to become president of the agency. A few months previously he had made it, and now he was completely done-in by the challenge of his vocation. Not that he didn't carry off being president very well. He did—magnificently. It was only that he had nothing else to pitch for, except chairman of the board (and he had been around long enough to know better than that).

He was kind with Twenty, but firm, and perhaps talked to him overlong in Dutch-uncle fashion. Twenty thought so, anyway, particularly since he edged this particular president by about seven years and the conversation thus seemed a bit ludicrous.

The plain truth was that Silky-Smooth Soup was going to another agency—and the advertising manager of Silky-Smooth, in a "martinied" moment, had told Busybee's president that Twenty was the major cause of it all. Nothing specific. Twenty was just—well, not the man for Silky-Smooth.

So Twenty was no longer an account executive. He took it well although he was dreadfully hurt inside. He simply told his friends, "Well, that's one time in my life I got 'out of the soup'."

So Twenty took to the streets again. Some mothers, he said, dropped their babies on their heads. His mother, he maintained, had dropped him on his feet—and every time he got off them into a nice, rocking-chair type job, he was headed for trouble.

Yes, Twenty hit the road again, this time selling office supplies. There was a touch of irony in this, insofar as he was selling something for which he himself had little use, since he lived in his automobile and a variety of hotels and motor courts. But he could sell, this lad—and within 18 months he had topped all the other field men and won a trip for himself and his family to Miami for a one-week's vacation.

But the uncertainty of life preyed upon Twenty constantly, and it was only natural that he might become slightly jaundiced in viewpoint. As in the case when he was sitting in a bar one evening in Joplin, Missouri.

Two other equally lonely-looking drummers were seated there, and finally one of them said to the other: "I'm in building supplies. What are you in?" This chap said he was in insurance and, as such matters go, turned to Twenty and asked: "What are you in?"

It really wasn't like Twenty, and he regretted it later, but he simply said, "I'm in Joplin"—and paid his tab and left.

Driving across the plains of Nebraska one scorching summer day, Twenty's mind was taking a little excursion back through the years. He was 42 years old and he had covered a lot of territory—very near all of it—in his conscious memory—devoted to his activity in selling.

Everything's a Sale

He had sold his father on letting him wear his first pair of long pants, long before he was of an age to do so. He had sold his wife on marrying him. He had sold a couple of culpable college professors on giving him good enough marks that he would remain eligible for football.

And since then, he had sold a little bit of everything. Not only office supplies, but soup, soap, candy, tires, radio time, newspaper space, ladies lingerie, automobiles, hardware supplies, insurance, oil leases and men's suits, and from this his mind wandered by natural progression to his buying habits; and it came to him forcibly that he, not *un*like others but in truth very *like* others, was just that: both a seller and a buyer. He was, at 42 years of age, approaching the great and significant truth about the economics of living.

You take war, he thought, Somebody sells the idea. Or peace. That has to be sold, too; it's like war, in a way, but a different package—and the price varies. For Twenty, this was getting pretty thoroughly into things and it could be expected, therefore, that he wasn't prepared for the blowout.

The Cadillac turned over three times and the next vague notion Twenty had was a vision of someone in white sticking a needle in his arm.

He didn't know exactly how Trygve Lie had managed to get in the room. He rather had the impression that he had been admitted because he, like Twenty, was out of a job. Twenty merely assumed the loss of his own job because he wasn't selling office supplies; and when you weren't selling, you weren't producing; and when you weren't producing, you weren't working. Very logical indeed.

At all events, Mr. Lie seemed to be asking him a few questions about how he would handle the United Nations problem. He, Twenty, who had sold everything from lingerie to hardware; what if he had the job of selling something like the U. N. How would he go about it?

Twenty reflected for quite a long time before he answered and then he said: "Well, Mr. Lie—do you mind if I call you Trigger?" (Get them on a friendly basis; the essence of the approach.)

Mr. Lie murmured that he would prefer "Trygve."

Peace Is Salable

Well, Trygve, said Twenty, I'll tell you what I'd do. I'd take a long look at what I was trying to sell. I'll admit that peace is about the toughest package in business today. It seems like there's a bigger sales acceptance for war than for peace, but this might be because we haven't worked the market right.

Now you take your former company: The U. N.—you'll have to admit it's not specializing very much. It's expanding pretty fast and there might be too many items in the line. If that's true, you'll find that your salesmen will dissipate their enthusiasm.

Before long, they won't know what they're supposed to be selling. You take all those commissions—on information, on agriculture, on culture, on education. Now the problem here is that your main line is peace and the salesmen might forget about this bellwether item in the confusion of expansion and growth.

A salesman isn't supposed to be very smart, you know. He's just supposed to be a little bit smarter than a buyer. There's another thing, Trygve. You have to know your market. Markets, in a line like this, differ just as much as people do if you're selling office supplies. What you've got to do is fit the item to the people. You're not going to get very far trying to fit the people to the item. And here's something important: Remember that everyone is selling something. I just thought of this a moment ago and it took me 42 long lousy years to learn it: all of us are salesmen. Just like all of us are buyers. Now that's clear enough, isn't it, and

you'd think even a simpleton like me would have thought of it long ago?

Twenty was saying that he would be glad to take on the job for his usual 20 percent commission, with a reasonable draw of course, when he realized that Trygve was holding a stethoscope to his chest.

Then he realized that it wasn't Trygve at all, but a fellow in a white coat who was muttering something about his pelvis being broken. Twenty remembered the sudden whirling of the Cadillac, then, and awoke to the fact that he was in a hospital. If he *had* to break something, it *would* be what he sat on and not what he walked on.

But Twenty had discovered *the secret*, and before he was out of the hospital all of the frustrations of his earlier years had disappeared and he had mapped out the course of his future.

Selling a Fundamental

Twenty discovered that the buyer of time, for example, is a seller of something, too. He discovered that the buyer of space occupied that position by title only; that actually he was selling something for somebody. That the minister was selling a worthy creed; that the politician was selling his ability; that the child, wheedling for an ice cream soda, indeed was selling an idea; and that someone was selling the soda, that the man who sold a suit found it bought by a man who wanted it because he felt it would help him sell himself.

Now to this whole story there should be a moral and, if there were, it might be something like: Never keep a salesman waiting; you might be able to sell him something. I learned this much at least from Twenty: If you search for the good things in life, you will find them; and having found them, you will find a ready market for distribution.

In May of 1952, *Fortune* magazine did a very learned treatise on the decline of the salesman in America. There were bar charts and pi cuts and all manner of illustrations demonstrating the logic of *Fortune's* conclusion that selling had gone to pot.

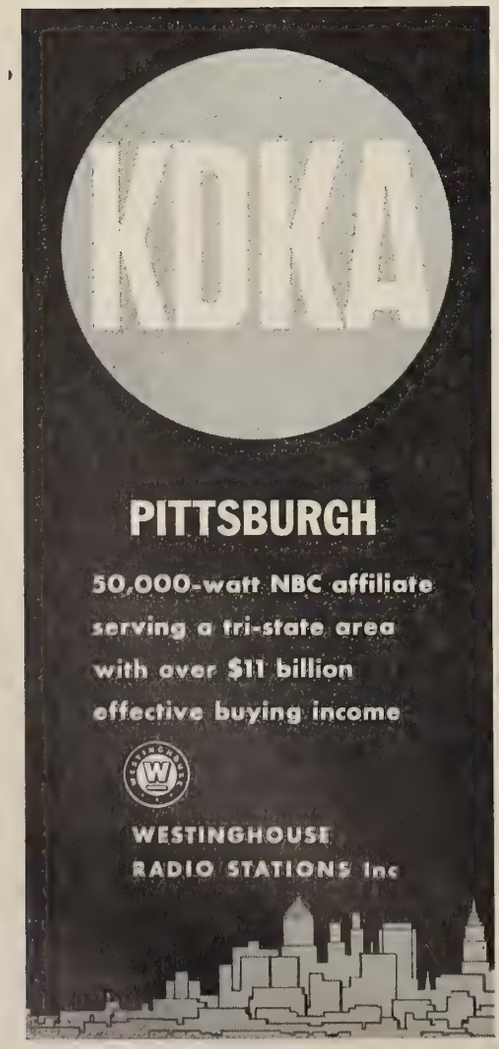
And just think: Someone sold that learned treatise to *Fortune*; and a printer sold his services for its publication; and then *Fortune* sold the magazine.

Selling is everybody's game. Do it well —do it with your good heart in it—whether you're selling ideas like democracy, products like Silky-Smooth Soup; lingerie; hardware; office supplies; time; space, or yourself.

Twenty Percentage finally solved the problem. Saw him the other day and never met a happier and more contented guy. He's in business now, as you probably know; he operates the Twenty Percentage Sales School. Doubtless you have heard of his slogan: "You Can't Beat the Percentage System."

And you can't either, for as Twenty told me: "In a way," he said, "it's a racket. They're all salesmen when they come to me. I just bone them up a bit."

Incidentally, my friend Percentage owns 20 per cent of the business.



IN THE PUBLIC SERVICE

BLOOD donations to the Portland, Ore., Red Cross Bank tripled during the week ABC's *Breakfast Club* originated there, as KEX that city distributed 500 attendance tickets to volunteers. The Red Cross, which gave out all the tickets in four days, also reported additional "regulars" who signed during the campaign by m.c. Don McNeill, who appeared in the Paramount Theatre before 3,100 persons and interviewed donors on the air.

WATO Aids Crusade

A PARROT and a disc m.c., working a 42-hour broadcast marathon from an Oak Ridge, Tenn., department store, brought in more than $2,000 to the Crusade for Freedom campaign from WATO listeners and fans. Station personnel, working outside the department store, sold Freedomgrams to passersby. Using 15 minutes of each hour during the 42-hour period WATO and Tom Atkins, early morning m.c., broadcast their appeal for funds.

Air Buffalo Benefit

QUIZ SHOW and concert at WBEN-AM-TV Buffalo highlighted a rally for the yearly maintenance fund appeal for $135,000 by the Buffalo Philharmonic Orchestra. Radio quiz show, with station stars, was followed by a telecast of the *Marine Theatre Hour*, sponsored by the Marine Trust Co. Musicians for both programs were donated by the American Federation of Musicians.



QUEEN Juliana of the Netherlands receives pledges of assistance by Massachusetts residents for flood victims from Roderick MacLeish, news director, WLAW Boston, who flew to The Hague for on-the-spot coverage of the disaster. WLAW is conducting a Flood of Dollars campaign among its listeners throughout New England.



TULSA Junior Chamber of Commerce Distinguished Service Award to the city's "outstanding young man of 1952" goes to Sam Schneider (r), farm director of KVOO that city, for his activities on behalf of community, state and nation. Presenting the Jaycee award is Okah Jones, district manager of Oklahoma Natural Gas Co.

WNBK Schedules Telethon

FOURTEEN-HOUR telethon benefiting the Muscular Distrophy Assn. was held by WNBK (TV) Cleveland last Saturday night. Radio and TV film stars entertained a large audience in the Masonic Temple from 11 p.m. until 1 p.m. Sunday. Hamilton Shea, station manager of WNBK-WTAM (NBC), supervised the show. He arranged for 150 telephone operators to handle incoming calls at The May Co. department store. Program details were handled by Norman Cloutier, program director.

Utley Blood Appeals

ONE time plea for blood donors by Clifton Utley on a WNBQ (TV) Chicago newscast brought in more than three times the regular number of volunteers at the blood donor center the following day, according to the American Red Cross.

WTVJ (TV) Palsy Telethon

UNITED Cerebral Palsy telethon conducted 16 hours by WTVJ (TV) Miami raised a pledged total of $198,436, or $1.26 per set in that area, an amount far in excess of last year's $58,000, according to Mitchell Wolfson, station president. He said contributions received thus far indicate a total collection of more than $235,000.

MERCHANDISING RESULTS

TREMENDOUS boost for new and repeat business during 1952 resulted from WGAR Cleveland's "Merchandising in Action" plan according to a report from the station. By contracting for a minimum expenditure of $3,250 for 13 weeks or $5,200 for 26 weeks, advertisers have received week-long displays in 191 A & P and Kroger chain stores. New brochure has been prepared by the station noting specific cases in which advertisers who participated in the plan showed sales increases from 17% to more than 200%.

FOCUS ON GARDENING

TWO weekly garden and landscaping programs designed for the city dweller as well as the suburbanite have been scheduled by KYW Philadelphia. On March 1, *Garden Club,* featuring farm director Bill Givens and landscaping authority, Price Supplee, was introduced. On the second program every Friday morning, Mr. Givens will conduct a "garden gossip" feature as part of the station's *KYW Farm Hour* program.

STUDENTS TURN PRODUCERS

NEWEST educational public service show on WJEL Springfield, Ohio, is *County Line,* program prepared and presented by students from five local county high schools. Quarter-hour weekly program features talent from a different high school in the area in a five-week cycle. Format will vary with each school or group of students in charge of the production. Sponsor of the series is Farm Bureau Cooperative Assn.

NEW NEWS FORMAT

ELMO ELLIS, program director at WSB Atlanta, has inaugurated a new *Operation News* policy each night beginning at 11 p.m. on that station. The first five minutes is devoted to highway news followed by a news broadcast with accent on developments in Georgia. Taped and relayed from NBC, a 15-minute analysis of current events on the national and international level is aired by H. V. Kaltenborn at 11:15 p.m.

RADIO EXPERIMENTS SUMMARY

DEPARTMENT Store Studies has summarized results of its experiments with the use of radio

Buttons & Bows

MORE than $250,000 worth of celebrities' personal belongings were auctioned on KNBH (TV) Hollywood last weekend to raise funds for the Los Angeles County Heart Assn. *The Big Giveaway,* originating from NBC's El Capitan Theatre, lasted from 10:30 p.m. Saturday to 2 p.m. Sunday.

Lines were hooked up to eight motion picture theatres, and only people in the theatres could bid, which put the charity effort on a cash basis. Home viewers were offered chances to compete for a mink stole or coat, two trips to Europe, a 1953 Dodge and 22 U. S. Savings Bonds by mailing their reasons why people should support the Heart Fund and enclosing $1.



professional tape recorder

Specially designed to lighten all your remote work, the Voyager is a professional portable recorder and amplifier all in one case. You'll find that this newest member of the famous Magnecord family is sturdy, rugged, and reliable—always producing perfect recordings.

companion to the magnecorder

The Voyager is the same tape recording unit that radio engineers prefer 3 to 1 for broadcasting, hinged back to back with its own amplifier. Frequency response with tape is ± 2 db from 50 to 15,000 cycles per second. The amplifier has a bridging input and one low impedance mike input; 600-ohm balanced output. Two-speed (7½" and 15") equalization and headphone monitor jack on front. Automatic tape lifter optional.

For demonstration, see your telephone directory under "Recorders," or write

Magnecord INC.

225 West Ohio Street, Dept. B-3
Chicago 10, Illinois

for department stores [B•T, Jan. 12] into a presentation comprising 17 charts and accompanying text for station salesmen to use in selling time to retailers. Copies of the presentation have been sent to all station subscribers of DSS and will go to new subscribers as long as the supply holds out.

WORLD'S SPRING BONUS

WORLD Broadcasting System distributed baseball feature, *Get a Hit,* as "spring bonus" to its radio affiliates last week. Program spotlights baseball's immortal figures as well as colorful incidents in the history of game. Robert W. Friedheim, World vice president, said the series was sold to local sponsors by 580 radio stations last year. He added that 26 quarter-hour shows will begin with the opening of baseball season week of April 12 and continue through World Series. Stations were sent several sales presentation pieces, Mr. Friedheim said, as well as a wide variety of sports sell-sounds for use on local sport shows.

WMGM's 'Baptist Hour'

AS part of the celebration of the 30th anniversary of WMGM New York's *Calvary Baptist Church Hour,* which the station claims is the oldest gospel broadcast series in the world, WMGM's director Bertram Lebhar Jr. presented Dr. John Summerfield Wimbish, Calvary pastor, a specially constructed new microphone with an engraved stand during a Founders' Night broadcast Wednesday. Series, started March 4, 1923, is heard regularly Sundays, 10:30 a.m. to 12:30 p.m. and from 8-8:45 p.m., and is carried over shortwave facilities of HCJB Quito, Ecuador.

AMERICANISM CONTEST

GAS & Electric Sales Co., Elwin, Ill., sponsor of *I Was a Communist for the FBI* on WDZ Decatur, Ill., recently conducted an essay contest for school children on Americanism vs Communism. Students from eight counties participated. A TV set went to the winning contestant, Nancy Roe, and a $50 merchandise certificate was presented to her teacher, Eva Youmans.

ARTISTS ON RECORD SERIES

OUTSTANDING recordings of famous musical artists, past and present, will be featured on new weekly WQXR New York series *Gala Performance,* which began last Wednesday, 10:05-11 p.m. EST. Programs will also be available to stations of the WQXR Network. Among artists featured will be Enrico Caruso, Amelita Galli Curci, Jan Paderewski, Lily Pons, Fritz Kreisler, Jascha Heifetz, Vladimir Horowitz, and others.

TOYNBEE SERIES

SERIES of six weekly lectures featuring noted historian Arnold J. Toynbee and titled *"The World and the West"* was started March 1 by ABC radio in cooperation with the British Broadcasting Corp. Originally broadcast over BBC last fall, series is heard at 10:30-11 p.m. EST and will include lectures on Russia, Islam, India, and the Far East.

WCTC TALKATHON

A THREE-HOUR "talkathon" was conducted over WCTC New Brunswick, N. J., on Feb. 25 by New Jersey State Sen. Malcolm Forbes, who is seeking the Republican nomination for governor in the state. The station reported that on time purchased by his campaign committee, Sen. Forbes replied to scores of questions telephoned in by listeners from 8 to 11 p.m., but nevertheless did not have time to answer all calls.

SCOUTS TAKE OVER

MEMBERS of the York County Cub Packs Scout Troops took over the operation of WIDE Biddeford, Me., a fortnight ago as part of activities of National Boy Scout Week. From sign-on to sign-off on Feb. 11, the scouts carried out announcing duties, read news and commercial copy, and the station relates that even the sponsors applauded their efforts.

RANCH, FARM PROGRAMMING

TWO-WEEK program series titled *The Ranch and Farm Profit Series* is in progress at KMMJ Grand Island, Neb. and KXXX Colby, Kan. The series consists of 14 public service programs stressing better living and greater ranch and farm profits, and features discussions by guest speakers who are authorities in the agricultural field.

MENUS WORTH A PRIZE

CONTEST has started on Columbia Pacific Radio Network's *Second Cup of Coffee Club,* quarter-hour program sponsored five times weekly by S. & W. Fine Foods Co., S. F., whereby listeners send in their favorite breakfast menus, accompanied by the name of their grocer. Weekly prize of $10 is awarded to the winning menu with a prize also going to the grocer. Agency for the account is Foote, Cone & Belding Inc., S. F.

WIP'S NEWSBOY APRONS

WIP Philadelphia mailed newsboy change aprons last week to local and national advertisers to publicize the station's latest promotion tie-in with *Newsweek* magazine. Over 300 newsboys in the area are using the aprons to the advantage of both WIP and the magazine.

'TRAVELING DISPLAY CARDS'

WBBM-TV Chicago is placing some 1,200 "traveling display cards" in the city's streetcars and busses to announce that it is "Chicago's newest television station." Cards feature Pat O'Neil of Boulevard Models Studios and were designed by Lee Salberg, WBBM-TV director of promotion and publicity.

Radio & Revolt

A STATION and its manager have been commended by Pennsylvania leaders for broadcast participation in a "psychological warfare" maneuver at Rockview State Penitentiary.



Mr. Bergstein

Milton J. Bergstein, general manager of WMAJ State College, Pa., aired his personal plea to prisoners who had barricaded themselves in a prison wing holding guards as hostages.

Guards reported later that prisoners followed public reaction to their strike via radio reports. These, along with the work of Mr. Bergstein, were credited with prodding prisoners to come to terms with authorities after a 72-hour revolt.



Sheer magic in stop motion . . . To the bounce of the conga beat in the theme song, "Luckies Taste Better", a line of Lucky packages dances from one conga drum to another. Cigarettes hop out to form letters L.S.M.F.T.; and the tobacco from a cigarette stands alone in Lucky's "tear the paper" test, then falls into a heap of "fine tobacco". The latest of many ingenious stop-motion commercials produced by Sarra for the American Tobacco Company through Batten, Barton, Durstine & Osborn, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

Advertisers

Lauren K. Hagaman, director of advertising and public relations for Magnavox Co., Ft. Wayne, Ind., appointed director of advertising and sales promotion, Congoleum-Nairn Inc., Kearny, N. J., floor and wall covering firm.

Jack Rathbun to Hadacol, Lafayette, La., as director of advertising, replacing Frank Heaston, who has resigned.

Max Enelow appointed advertising counsel to Philco Corp., Phila.

Harold G. Karn, Colgate-Palmolive-Peet, Jersey City, promoted to manager of premium department.

Dorothy Collins, fashion editor, KOA Denver, to Shwayder Bros Inc., that city (Samsonite products), as public relations manager.

Kenneth C. White, West Coast Div. general sales manager, and **A. M. Turner,** general factories manager, Owens-Illinois Glass Co., S. F., elected vice presidents of Pacific Coast Div.

Agencies

Samuel Sutter elected vice president in charge of creative department, Biow Co., N. Y.

Daniel W. Foster, Robert E. White and **Martin Zitz,** vice presidents, Henri, Hurst & McDonald Inc., Chicago, elected directors of agency.

Fred B. Clarke, copy director, and **Lawrence Gayda,** art director, elected vice presidents, Ruthrauff & Ryan, N. Y.



Mr. Clarke



Mr. Gayda

David J. Wasko, in charge of media, Donahue & Coe, N. Y., to Morey, Humn & Johnstone, N. Y. as assistant to the president.

Ad Klein, account executive, Biow Co., S. F., to Honig-Cooper Co., that city, in same capacity.

Kurt M. Lassen, general manager of *Freeman Magazine,* and **James H. Fuller,** manager of drugs and toiletries advertising for *American Druggist Magazine,* to Young & Rubicam, N. Y., in contact department.

Edward R. Bosley, copywriter, BBDO, L. A., to Foote, Cone & Belding Inc., S. F., in same capacity.

Olaf Bolm, editorial department head, Roland Reed Productions, Culver City, to Young & Rubicam Inc., Hollywood, as film librarian and quality contact man.

William J. McGoogan Jr., feature writer, *Globe-Democrat,* St. Louis, appointed assistant to director of public relations, Krupnick & Assoc., St. Louis. **Patrick M. Perrone** to agency on copy-service staff. **Ray M. Schoenfeld** named assistant to media director.

Max Barnes, member of Washington, D. C., staff of *New York Journal of Commerce,* to Bozell & Jacobs, Washington.

Caroline Woods Spindt, copy staff, McCann-Erickson Inc., S. F., to Rhoades & Davis, that city, as assistant to creative department head.

Helen Wibur, Doherty, Clifford, Steers & Shenfield, N. Y., to Grey Adv., same city, as radio-TV timebuyer.

David W. White, producer, BBDO, N. Y. and Hollywood, to Roy S. Durstine Inc., Hollywood.

Ben Sussman, production manager, The Broadway, L. A., department store chain, forms own advertising agency, **Ben Sussman & Assoc.,** 3549 Cahuenga Blvd., Hollywood. Telephone is Granite 0583.

Carol Davis, Foladare, Greer & Bock, Hollywood publicity firm, to Young & Rubicam Inc., that city, as feature writer.

G. D. (Del) Winkler, account executive, Roy S. Durstine Inc., L. A., has resigned. Future plans to be announced.

Spencer Hare appointed publicity and public relations consultant for League of Advertising Agencies, N. Y.

Edward W. Brennan to Aubrey, Finlay, Marley & Hodgson Inc., Chicago, as account executive and copywriter.

Edward F. Hart appointed production manager of Fletcher D. Richards Inc., Chicago.

Al Warren, radio-TV director, Judy Lawton & Assoc., Hollywood, to Sylvan Pasternak & Assoc., same city, in same capacity.

D. L. Stevens, field sales supervisor, Wadsworth Watch Case Co., to Hicks & Greist, N. Y., as account executive.

Hope B. Harlan, copy staff, Ward Wheelock Co., Phila., to Grey & Rogers, same city, in same capacity.

Buella M. Forrest, copywriter, J. Walter Thompson Co., S. F., to Calkins & Holden, Carlock, McClinton & Smith, L. A., in similar capacity.

Robert J. Boslet, Vick Chemical Co., N. Y., to Ted Bates & Co., same city, as assistant account executive.

William R. Graydon, *Los Angeles Mirror,* to Hill & Christopher Adv., that city, as copywriter.

John Bates appointed director of radio-TV department, Lambert & Feasley Inc., N. Y.

Edward A. Muhleman, Walter B. Snow & Staff, Boston, to Wilson Haight & Welch Inc., N. Y., in copy and contact capacity.

Stations

George A. Bernstein, assistant to **Herbert E. Evans,** vice president and general manager, Peoples Bcstg. Corp., licensee of WOL Washington, WRFD Worthington, Ohio, and WTTM Trenton, appointed manager of WOL Washington.

Richard C. Arbuckle, account executive,

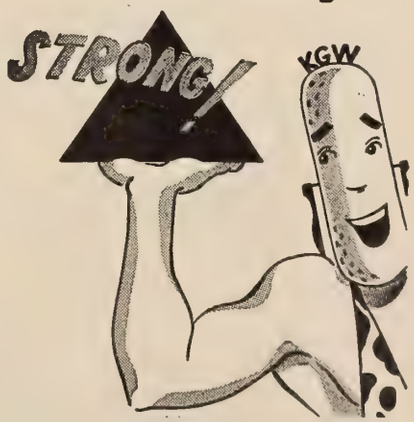
IN THE 75th MARKET
– TEXAS' 5th
EL PASO

KEPO is your Best Advertising Medium to reach the Nation's Largest Trade Territory. KEPO is the powerful, friendly, influential index to a $500,000,000 Retail Sales market . . . a market made up of approximately 525,000 listeners in the El Paso Trade Zone plus the added bonus of the hundreds of thousands of people it reaches in New Mexico, Arizona and Old Mexico.
Figures from Sales Management, May 10, 1952

Ask Avery-Knodel for complete details

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

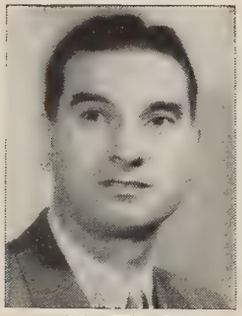
KGW
on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

WCAU Philadelphia, to WERE Cleveland, as sales manager.

Mort Thorpe, salesman, KOA Denver, to KBTV (TV) same city as local sales manager. **Ted Hardy** to latter station as continuity editor. **Loren Orr** appointed stage manager there.

Don Ross, national business account executive, KNX Hollywood, shifts to handle local business.

Harold Kirsch, head of St. Louis agency bearing his name, to WTVI (TV) St. Louis, as local sales manager.



Mr. Kirsch

C. J. Thornquest and **Louis Froelich** elected vice presidents in charge of national and local sales, respectively, Skyland Bcstg. Corp., licensee of WONE Dayton, Ohio.

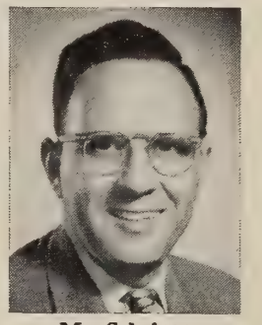
John T. Rogers, general manager, WCVA Culpeper, Va., appointed director and treasurer of Culpeper Bcstg. Corp., licensee of station. **Woody Powell,** disc jockey, promoted to assistant manager-program director.

J. Carl Willems, sales staff of WJTN-AM-FM Jamestown, N. Y., named sales manager.

Klaus Landsberg, vice president and general manager, KTLA (TV) Hollywood, to receive George Washington Honor Medal of the Freedoms Foundation for TV coverage of last spring's atom bomb explosion, March 16.

J. C. Kellam, general manager, KTBC Austin, Tex., named city's "Advertising Man of the Year."

Paul Scheiner, KGO San Francisco, sales manager, appointed station manager. **John Hansen,** sales staff, KECA Los Angeles, to KGO replacing Mr. Scheiner.



Mr. Scheiner

Ross Willis, account executive, KBTV (TV) Denver, to KFEL-TV that city, in same capacity.

Mac Matheson, assistant manager of KTUC Tucson, elected vice president of city's Advertising Club.

Georgia Watson, wife of **Noble Watson,** founder of WIRE Indianapolis, returns to station as station biller.

Ron Lamborn, formerly account executive of J. J. Gibbons Ltd., Regina office, to sales staff of CKCK Regina.

Dick Deibel appointed program director KURV Edinburg, Tex. **Ronnie Curl** to station as disc jockey.

Carol Levine, assistant public relations manager, WPIX (TV) New York, promoted to film manager, succeeding **Tony Azzato,** resigned.

Jean Walsh, traffic department, WCAX Burlington, Vt., to WDRC-AM-FM Hartford, in same capacity.

Wallace Sawyer, assistant film director, WJAR-TV Providence, R. I., to WWLP-TV Springfield, Mass., as film and news director.

Joyce McCluskey, Hollywood radio-TV actress, assigned role in 20th Century-Fox feature film, "Blueprint for Murder."

Merle Travis, folk-singer, KECA-TV Los Angeles *All American Jubilee,* assigned role in Columbia Pictures feature film, "From Here to Eternity."

Stu Wilson, production manager-disc m.c., KBIG Avalon, Calif., made "Master Craftsman of Entertainment" by Printing Industries Assn. and cited for "outstanding service to printing industry of U. S., Hawaii and Canada."

Gren Marsh, formerly of CJBQ Belleville, and CFQC Saskatoon, to announcing staff of CKCK Regina.

Frank Salzarulo, farm editor of *Indianapolis News,* appointed farm director at WIRE same city. **Way Fullington,** station program director, appointed to public relations committee of local Health and Welfare Council.

Shyrlee Stackpole to continuity staff, WIDE Biddeford, Me., replacing **Robert Brown,** now in Armed Forces.

Ann W. Rogers, copy-continuity writer at WCVA Culpeper, Va., promoted to women's director.

Joe W. Kelly Jr., John J. Alves III, Robert M. Hoyt, Robert M. Brown and **Gail Grissom** to announcing staff, WSBT South Bend, Ind.

Dixon L. Harper, farm service director, WIBC Indianapolis, Ind., to WLS Chicago as farm news editor.

Hayden Timmons appointed assistant farm director, WHAS Louisville, Ky.

Felix Grant, disc jockey, WWDC Washington, to WMAL same city, on announcing staff.

William Bidell rejoins KPOL Los Angeles as publicist, on free lance basis.

Gerald M. Healy, director of sports publicity, Holly Cross College, Worcester, Mass., to WWLP (TV) Springfield, as sports editor.

Larry Alexander, WBBM Chicago, rejoins news and announcing staff of WLS Chicago.

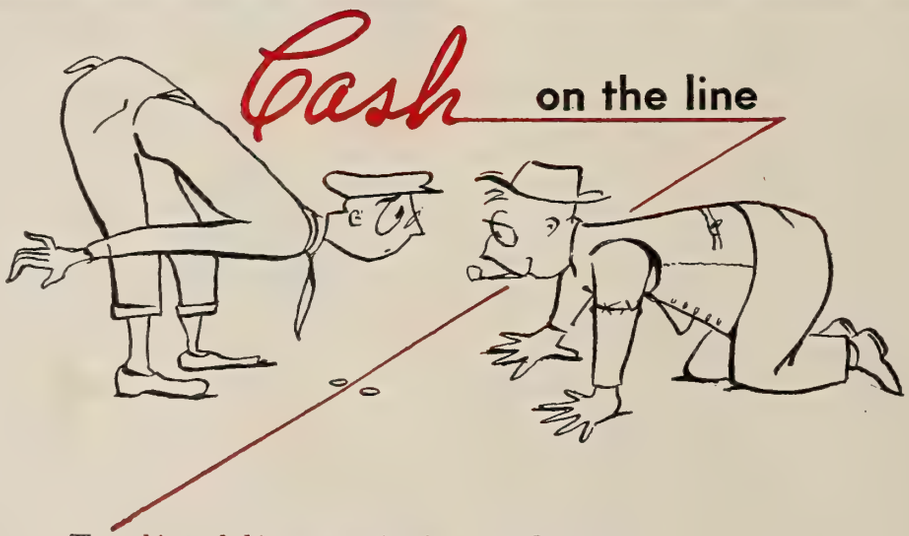
J. Walter Greep to WVJS Owensboro, Ky., as news analyst.

Myron Weil, producer-director, WTVJ (TV) Miami, and Lois Breslow were married Feb. 21.

Harold Edelstein, musician, KCBS San Francisco, father of boy, Clark Richard.

Joe Croghan, sports announcer, WBAL Baltimore, father of boy, Brian Thomas, Feb. 23. **John Hinkle,** accountant at station, father of girl, Kathleen Mary, Feb. 24.

George Gerard, announcer-engineer, KTRC



The subject of this conversation is . . . *cash.*
It's what every BROADCASTING • TELECASTING subscriber pays to get his copies each week.
The difference between paid circulation and free or partially-free is a difference in results for advertisers.

Paid circulation can only be built, and maintained, on people who want the service. Their willingness to pay lays the foundation for high, consistent readership. Non-readers eliminate themselves by non-renewal. 100% paid circulation indicates 100% intent to read.

By surveyed facts, BROADCASTING • TELECASTING is the best read journal in radio and television. Agencies and advertisers vote it (International Public Opinion Research, Inc.) "most read, most dependable, most useful and most effective for station advertising."
Agencies and advertisers pay more money for BROADCASTING • TELECASTING than for any other radio or television journal.
And gentlemen, who can doubt a dollar?

Paid Circulation . . . the measure of readership

Santa Fe, N. M., father of girl, Valerie Wyn.

James Damon, operations supervisor, KNBH (TV) Hollywood, father of girl, Deborah Ann, Feb. 24. Mother is **Tessie Ann,** formerly with NBC Hollywood continuity acceptance department and daughter of **William J. Beaton**, vice president and general manager, KWKW Pasadena.

Al Reh, purchasing agent, KTTV (TV) Hollywood, father of boy, Thomas, Feb. 25.

Networks

George Gould, Rockhill Productions, N. Y., rejoins CBS-TV as staff director assigned to *Rod Brown Rocket Ranger* show.

Lewis R. Tower, engineering and administrative staff, MBS, to NBC New York, as union relations coordinator.

James T. Victory, salesman for 20th Century-Fox Film Corp., to CBS-TV's film sales staff as account executive.

Samuel Goldwyn Jr., recently released from U. S. Army, to CBS-TV as producer in public affairs department.

David H. Hedley, advertising promotion manager, *Cosmopolitan* magazine, named manager of sales presentations in NBC's advertising and promotion department.

Tom Wright, publicist, Young & Rubicam Inc., Hollywood, and **Robert P. Hardin,** reporter, *Honolulu Star-Bulletin*, to ABC Radio Western Div., as publicists.

Tom Paro, Office of Public Information, Dept. of Defense, returns to MBS sales staff.

Dick Jolliffe, account executive, Columbia Pacific Radio Network and KNX Hollywood, promoted to sales service manager.

William K. Baxley, account executive, KHJ Hollywood, returns to ABC radio Western Div. in same capacity.

John Nilson, account executive, CBS Radio Spot Sales Chicago, added to sales staff, CBS-TV, same city.

Representatives

Frank R. Hussey, member of advertising department of *Chicago Tribune* and previously with John W. Cullen Co., newspaper representatives, appointed account executive at O. L. Taylor Co., radio-TV station representative. He succeeds **George Weiss** who transfers to United Television Programs, Chicago, as salesman.

Frank T. Breslin, commercial manager, WLAN Lancaster, to Avery-Knodel as account executive in New York office.

Jerry Moore, associate, Tracy Moore & Assoc., Hollywood, father of girl, Martha Jane, Feb. 2.

Manufacturing

L. Harriss Robinson appointed manager of Washington, D. C., office of Motorola Communications & Electronics Inc. **John Fussell** named manager of Motorola Inc.'s Region 7, succeeding Mr. Robinson.

Verne G. Rydberg appointed assistant manager of application engineering for electronic tube div., Westinghouse Electric Corp., Elmira, N. Y.

Donald W. Tait, advertising manager for Perlite division of Great Lakes Carbon Corp., N. Y., named manager of sales promotion of equipment sales div., Raytheon Mfg. Corp., Waltham, Mass.

George F. Maedel elected president of RCA Institutes Inc., succeeding **Maj. Gen. George Van Deusen** (USA, ret.), who retired March 1.



Mr. Maedel

Harold Chase, president of Chase Television Service, Detroit, and Television Service Assn. of Michigan Inc., appointed chairman of Television Service Committee of National Appliance & Radio-Television Dealers Assn.

Ray Bellinson, assistant manager promoted to manager and buyer of sound department, Hudson Radio & Television Corp., N. Y.

Robert T. Cavanagh promoted to assistant director of research, Allen B. DuMont Labs. Inc.

Raymond W. Herrick appointed sales manager, radio div., Admiral Corp., Chicago.

Joseph Schlig, manager of advertising and sales promotion, Westinghouse electronic tube div., appointed assistant to **Harold G. Cheney,** division sales manager.

Norman Skier, in charge of new market planning and development for Allen B. DuMont Labs. receiver div., appointed merchandising manager of firm's receiver sales div.

Don G. Mitchell, president, Sylvania Electric Products Inc., N. Y., elected to board of directors of Irving Trust Co.

William Balderston, president, Philco Corp., Phila., elected to board of directors, National Industrial Conference Board.

Robert Cheshire, southwest regional manager, DuMont Labs., to Hoffman Radio Corp., in same capacity to handle eastern Texas, Louisiana, Tennessee and Arkansas with headquarters in Dallas.

A. C. Davis, chief engineer, Cinema Engineering Co., Burbank, Calif., father of boy, Leonard.

Professional Services

Chauncey P. Carter Jr. appointed resident partner in law firm of Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.

Program Services

Larry Woolf, writer-producer, Louis G. Cowan Productions, Chicago, father of girl, Terry Allen.

Services

William H. Jack, formerly with Selvage & Lee, N. Y., to Win Nathanson & Assoc., same city, public relations organization.

top performance guaranteed

RADIO & TV
STOPWATCH

Minerva



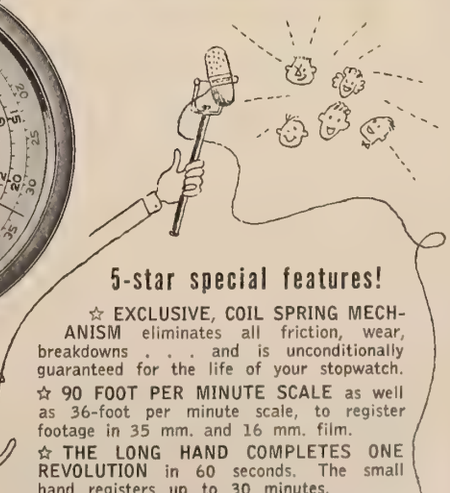
Filmmeter
Model #106F

Special
Professional Price
$18.20 net

side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, NBC Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

Accuracy certified by our Western Electric Electronic Timer
Write today for new catalog



5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.
☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.
☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.
INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.
☆ NON-MAGNETIC—7 JEWELS

M. DUCOMMUN CO.
Specialists in Timing Instruments • 580 Fifth Avenue, New York 19 • PLaza 7-2540

$28 MILLION SPENT ON CANADA RADIO IN '52

CANADIAN advertisers spent about $28 million for time on Canadian stations in 1952, according to Pat Freeman, advertising director of the Canadian Assn. of Broadcast-
CANADA ers. In addition, almost $5 million was spent on recordings and transcribed programs and talent, Mr. Freeman estimates.

Mr. Freeman, in a first-time survey of national advertising in Canada, found that about 700 national advertisers used Canadian radio last year, spending about $10 million on national selective or spot program time. Also, Canadian Broadcasting Corp. reported network revenue of about $2½ million and about $1½ million was turned over to independent stations for network time sales, bringing the national time sales to about $14 million.

It is estimated that about the same amount is spent for local time sold by Canadian independent stations, with talent and costs of recorded programs extra. Mr. Freeman plans to make a survey of local time sales this year, showing what specific retail categories spend.

B. C. Broadcasters Elect Rea

WILLIAM REA, owner of CKNW New Westminster, was elected president of the British Columbia Assn. of Broadcasters at the annual meeting in Victoria. Mau-
CANADA rice Finnerty, CKOK Penticton, is vice president, and C. Rudd, CHUN Nanaimo, director.

At least

60% of all television receiver tuners have at least one Mycalex 410 or 410X glass-bonded mica Tube Socket . . .

ASK YOUR CHIEF ENGINEER WHY

SINCE 1919 MYCALEX THE INSULATOR ®

MYCALEX TUBE SOCKET CORPORATION

Under exclusive License of Mycalex Corporation of America, world's largest manufacturer of glass-bonded mica insulation

113 CLIFTON BOULEVARD, CLIFTON, N.J.



CLEMENTE Serna Martinez (foreground, l), president of Radio Programas de Mexico S. A., Mexico City, chats with Arq. Carlos Lazo (r), new communications minister of Mexico, after a convention in Mexico City.

CBC TO HEAR TV BIDS MARCH 27

SEVEN applications for independent Canadian TV stations will be heard by the Canadian Broadcasting Corp. board of governors, in Ottawa March 27.

Included in the bids will be the application of CKLW Windsor, Ont., outlet which
CANADA serves the Windsor-Detroit, Mich., area. CKLW is seeking vhf Ch. 9.

Board will also hear the joint application for vhf Ch. 13 of the three Hamilton, Ont., radio outlets (CHML, CJXH and CKOC), as well as bids from CKSO Sudbury, Ont., for vhf Ch. 5; CFPL London, Ont., vhf Ch. 10; CHSJ St. Johns, N. B., vhf Ch. 4; CJCB Sydney, N. S., vhf Ch. 4, and Quebec Television Ltd., vhf Ch. 4. Last named has no radio connections and is a subsidiary of Famous Players Canadian Corp., moving picture and theatre organization.

CBC said that other applications received are not sufficiently complete for hearing at the present time.

CKEY Restricts Communists

CKEY Toronto has decided to ban all between-election broadcasts by Communists or fellow-travelers, according to Don Insley, program director. Adverse publicity on re-
CANADA cent Communist-sponsored broadcasts had some bearing on the decision.

CKEY always has aired broadcasts from all political parties as part of its free speech policy. Henceforth a management committee will go over all political speeches to decide whether they are pro-Communist. At election times, according to Canadian law, time must be given to all political parties.

CAAA Has 45 Members

CANADIAN Assn. of Advertising Agencies, with executive offices at Toronto, now lists 45 members which place 92% of
CANADA all national advertising in Canada. Russell C. Ronalds of Ronalds Adv. Agency, Montreal, is president of the agency group.

Outline Fund-Raising For 'Non-Profit' Chicago Outlet

A LEADING industrialist and a member of the Illinois legislature last week initiated, on separate fronts, fund raising for non-commercial, educational TV in Chicago.

Edward L. Ryerson, chairman of Inland Steel Co. and head of a money-raising Citizens Committee for Educational Television, explained the plan to business and civic leaders at a luncheon last Tuesday. He reportedly was assured of cooperation in a drive for some $500,000 by June 2 to set up a station on vhf Ch. 11 [B•T March 2].

At the same time, Rep. Charles H. Weber (D-Chicago) introduced a bill in the Illinois House which would authorize $1 million each for building and equipping educational stations in Chicago and at the U. of Illinois, at Urbana-Champaign.

Rep. Weber noted the New York state legislature is considering similar legislation which would appropriate $1.6 million for three "pilot" educational TV stations and about $6 million for a 10-station educational video network [B•T March 2].

Under Mr. Weber's measure, which comes up this week for hearing before the legislature's Appropriations Committee, the money would be voted before July under an emergency clause.

Whether the Illinois legislature would go along with Rep. Weber's legislation was a matter of conjecture. On the same day he introduced his measure, however, the House denounced the moral content of some commercial TV program fare.

A feature of the Chicago vhf Ch. 11 plan is to interest large corporations to donate monies not only to put the station on the air but also for so-called "courtesy" announcements covering program blocks. Advocates of the plan deny this would circumvent the "non-commercial" provision set forth by FCC, claiming that their plan would apportion costs among participating firms rather than involve the selling of time.

Ohio Legislature Studies Five-Station TV Network

OHIO state network operated among five state-supported universities at an annual cost of $750,000 was proposed to the state legislature last Monday by the Ohio Program Commission, a state planning group.

Group suggested stations be located at Kent State, Bowling Green State, Ohio State and Miami and Ohio Universities, with Central State College, another state-supported school, working through the Ohio State U. outlet. The commission recommended that all public and private schools coop.

The commission set an installation cost at $2,127,700 for all five stations, and an annual $750,000 operating expense. An inter-connection service among the outlets would cost $345,000 yearly, the group estimated, providing network facilities for any city which operates an educational station of its own.

Tarzian Scholarships

FIRST radio-television scholarship has been given to Indiana U. by Mr. and Mrs. Sarkes Tarzian, owners of WTTS and WWTV (TV) Bloomington, Ind. Two scholarships, valued at $250 each, will be awarded in radio and in TV next fall on the basis of scholastic record and broadcast proficiency, according to Elmer G. Sulzer, director of the school's radio and television services.



DISCUSSING news broadcasts at a U. of Minnesota-Northwest Radio-TV News Assn. session are (l to r), Allen Forbes, NRTNA president and WCCO Minneapolis newsman; Jim Bormann, the station's radio news director; Dr. Ralph Casey, dean, U. of Minnesota journalism school; Sig Mickelson, director, news and public affairs, CBS-TV; Ray Nixon, professor, U. of M. journalism school, and Charles Sarjeant, associate news director, WCCO. At the meeting, WCCO won first place in NRTNA's annual community service competition with its *Call Main 1361*, produced cooperatively with the Minneapolis police department.

WWJ-TV Offers Know-How

MANAGEMENT of WWJ-TV Detroit and its licensee, the *Detroit News,* has offered station and executive services in aiding the Detroit Educational Television Foundation, organized to put an educational video station on the air. The *News* station telecast the first "telecourse" in cooperation with the U. of Michigan, and works regularly with other schools and colleges in telecasting educational programs.

Ford Foundation's Fund for Adult Education has allocated $150,000 to the project, and some $750,000 in assets have been offered by the U. of Detroit, Wayne U. and the Detroit Board of Education. An additional $750,000 is the goal of a popular subscription drive.

St. Louis School TV Office

ST. LOUIS Educational Television Commission has announced the opening of its new headquarters in a downtown office building. Mrs. Conrad Sommer, campaign chairman of the commission, said the offices' location is not connected with any of the cooperating agencies. Vhf Ch. 9 has been reserved by FCC for educational TV in St. Louis.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.
350 MADISON AVE., NEW YORK,
CAN TELL YOU MORE ABOUT

CHNS

HALIFAX NOVA SCOTIA

Churchmen Explore Sponsors To Combat Financial Plight

FEASIBILITY of commercial sponsorship for religious programs as a means of relieving the financial plight of religious broadcasters was examined last Tuesday by a panel of speakers at a session of the two-day annual meeting of the Broadcasting and Film Commission of the National Council of the Churches of Christ in the USA.

The discussion was part of a series held under the auspices of the commission on Tuesday and Wednesday in New York on its activities in the radio, television and film fields [B•T, March 2].

Dr. Ronald Bridges, executive director of the commission, explained that increasing costs compelled his organization to explore all possible methods of raising additional revenue. He noted that at present the various denominations financed approximately one-quarter of the commission's budget and the rest was contributed by listeners and viewers. He stressed that the commission's "traditional position" has been in opposition to commercial sponsorship.

Fellows' Speech

Harold Fellows, NARTB president, urged that the commission consider commercial sponsorship for programs stressing "broad spiritual messages and values." He agreed that programs of the preacher-type and those concerned exclusively with a specific denomination would not lend themselves to commercial sponsorship.

A panel discussion on contents of religious and TV programming reached the conclusion that broadcasters must endeavor to reach the audience that "does not go to church and does not regularly listen to religious programs."

Panel participants were: George Crothers, CBS director of religious broadcasts; Ruth Trexler, ABC director of religious and women's programs; Marilyn Kaemmerle, NBC supervisor of religious programs and educational features; Dorothy Kemble, MBS director of religious programs, and Doris Ann, NBC-TV supervisor of religious programs.

New officers of the commission elected Wednesday were: Dr. Clayton T. Griswold, chairman, replacing Dr. Truman B. Douglass; Rev. John M. Alexander of Atlanta, and George W. T. Renneisen of Philadelphia, vice chairmen; Mrs. Jessie Bader, secretary, and Paul F. Ely, associate treasurer.

TV Is Seen as Aid

IDEAL of a great educational institution —superior teachers and few students for each teacher—may be nearer than is believed with the advent of television. That is the attitude of Dr. Henry Chauncey, president of the Educational Testing Service of Princeton, N. J., a leading exponent of the "master teacher" plan.

How TV might revolutionize educational techniques was discussed by Dr. Chauncey in the 1952 annual report of the Educational Testing Service published recently.

Calling attention to the grave teacher shortage in the U.S.—52,600 below minimum standards and 120,000 short of desirable standards—Dr. Chauncey urged that teaching jobs be reorganized so that specialized skills of the better teachers might be utilized to greater advantage.

Instead of three teachers, Dr. Chauncey believes one "master" teacher with the aid of a clerical assistant and honor students can accomplish the same thing.

Referring to the 242 noncommercial TV channels reserved for educational use, Dr. Chauncey warned that much of the potential value of these frequencies might be lost unless plans for their use "take into account the possibility of fundamental reorganization of the entire structure of elementary education, rather than limiting itself to the question of how best to fit educational television . . . into the existing structure."



Upcoming Events

March 9-12: Canadian Assn. of Broadcasters annual convention, Mount Royal Hotel, Montreal.

March 12: FCC appears before House Interstate & Foreign Commerce Committee, New House Office Bldg., Room 1334, 10 a.m.

March 15-16: Arkansas Broadcasters Assn., annual spring membership meeting, Marion Hotel, Little Rock.

March 16: Texas Assn. of Broadcasters meet, Commodore Perry Hotel, Austin.

March 18-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 20: Indiana Broadcasters Assn., Columbia Club, Indianapolis.

March 22: Electronic manufacturers (with government contracts) meet under sponsorship of Radio-Television Mfrs. Assn.'s Technical Products Div.; Roosevelt Hotel, New York.

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

March 26-28: Alabama Broadcasters Assn. annual spring meeting, Florence, Ala.

March 26-28: Board of Governors, Canadian Broadcasting Corp., meeting at Ottawa.

March 27-28: Florida Television Conference for TV applicants, WTVJ (TV) Miami.

March 28: West Virginia Broadcasters Assn. annual spring meeting, Daniel Boone Hotel, Charleston, W. Va.

April 11: New England Radio Engineering Meeting, sponsored by the North Atlantic Region, Institute of Radio Engineers, U. of Connecticut, Storrs, Conn.

April 12: Seventh annual Frances Holmes awards luncheon, Hotel Statler, Los Angeles.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28-May 2: National Television News Seminar, co-sponsored by Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 28-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Floridan Hotel, Tampa, Fla.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 21-25: Advertising Assn. of the West, Fairmont Hotel, San Francisco.

Sept. 1-3: International Sight and Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 28-30: National Electronics Ninth Annual Conference, Hotel Sherman, Chicago.

Oct. 12-15: Financial Public Relations Assn., Sheraton Cadillac Hotel, Detroit.

It's Happening in NEW HAVEN

ON WNHC

where

Radio sells Radio

Five years on the air, Everybody's Radio Shop with 14 announcements and 7 quarter hours per week! It's radio for radio in New Haven. And in New Haven Radio it's W N H C!

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!

Represented Nationally by The Katz Agency

New Grantees' Commencement Target Dates

‡On the air, operating commercially
* Educational permittee
ST—Shares Time

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
WAKR-TV Akron, Ohio (49)	9/4/52 Spring 1953	..... Weed
WTVZ (TV) Albany, N. Y. (*17)	7/24/52 Unknown	....
WFBG-TV Altoona, Pa. (10)	12/31/52 ‡3/1/53	NBC H-R Reps.
KFDA-TV Amarillo, Tex. (10)	10/16/52 March	..... Branham ..
KGNC-TV Amarillo, Tex. (4)	10/9/52 3/22/53	NBC, DuM Taylor
WPAG-TV Ann Arbor, Mich. (20)	9/25/52 3/15/53	..... McGillvra
WRTV (TV) Asbury Park, N. J. (58)	10/2/52 Late 1953	....
WISE-TV Asheville, N. C. (62)	10/30/52 5/30/53	..... Bolling
WPTV (TV) Ashland, Ky. (59)	8/14/52 May 1	....
WICA-TV Ashtabula, Ohio (15)	2/5/53 Unknown	....
WFPG-TV Atlantic City, N. J. (46)	10/30/52 ‡12/21/52	NBC, ABC, CBS, DuM Pearson
Matta Entrprs., Atlantic City, N. J. (52)	1/8/53 Unknown	....
KCTV (TV) Austin, Tex. (18)	7/11/52 Unknown	....
KTBC-TV Austin, Tex. (7)	7/11/52 ‡11/27/52	CBS, ABC, NBC, DuM Taylor
KTVA (TV) Austin, Tex. (24)	8/21/52 Unknown	....
KAFY-TV Bakersfield, Calif. (29)	12/23/52 April-May	ABC, CBS, DuM, NBC Forjoe
WITH-TV Baltimore, Md. (60)	12/18/52 Unknown	....
WABI-TV, Bangor, Me. (5)	12/31/52 ‡1/31/53	..... Hollingbery
WAFB-TV Baton Rouge, La. (28)	8/14/52 ‡2/15/53	CBS, DuM NBC, ABC Adam Young
KHTV (TV) Baton Rouge, La. (40)	12/18/52 Unknown	....
WBCK-TV Battle Creek, Mich. (58)	11/20/52 August	....
WBKZ-TV Battle Creek, Mich. (64)	10/30/52 5/15/53	ABC, DuM .....
KBMT (TV) Beaumont, Tex. (31)	12/4/52 4/1/53	..... Taylor
WTVI (TV) Belleville, Ill. (54)	11/20/52 5/1/53	CBS Weed
KVOS-TV Bellingham, Wash. (12)	1/23/53 April-June	....
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHFB-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
WLEV-TV Bethlehem, Pa. (51)	10/30/52 Winter 1953	Meeker .....
KOOK-TV Billings, Mont. (2)	2/5/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
WQTV (TV) Binghamton, N. Y. (*46)	8/14/52 Unknown	....
WJLN-TV Birmingham, Ala. (48)	12/10/52 Unknown	....
WSGN-TV Birmingham, Ala. (42)	12/18/52 Unknown	....
KFYR-TV Bismark, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	.... Blair
Rudman TV Co., Bismark, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
Cecil W. Roberts, Bloomington, Ill. (15)	3/4/53 Fall 1953	....
KTVI (TV) Boise, Idaho (9)	1/15/53 Fall, 1953	..... Hollingbery
KIDO-TV Boise, Ida. (7)	12/23/52 7/1/53	NBC Blair TV
WICC-TV Bridgeport, Conn. (43)	7/11/52 3/20/53	ABC Adam Young
WSJL (TV) Bridgeport, Conn. (49)	8/14/52 Unknown	....
Conn. Bd. of Ed., Bridgeport, Conn. (*71)	1/29/53 Unknown	....

Location & Channel	Date Granted & Target for Start	Network Representative
WTVF (TV) Buffalo, N. Y. (*23)	7/24/52	.....
	Unknown	.....
WBES-TV Buffalo N. Y. (59)	12/23/52	.....
	Unknown	.....
WBUF (TV) Buffalo, N. Y. (17)	12/18/52	.....
	4/1/53	.....
KOPR-TV Butte, Mont. (4)	1/15/53	ABC
	September	Hollingbery
TV Montana, Butte, Mont. (6)	2/26/53	.....
	Unknown	.....
Midwest TV Inc., Champaign, Ill. (3)	2/26/53	.....
	Summer 1953	.....
WCSC-TV Charleston, S. C. (5)	10/30/52	ABC, CBS,
	4/1/53	DuM, NBC
		Free & Peters
WKNA-TV Charleston, W. Va. (49)	3/4/53	.....
	July	Weed TV
WCHV-TV Charlottesville, Va. (64)	1/29/53	.....
	9/1/53	.....
WAYS-TV Charlotte, N. C. (36)	2/26/53	.....
	Fall 1953	Bolling
WOUC (TV) Chattanooga, Tenn. (49)	8/21/52	.....
	Unknown	Pearson
WTVT (TV) Chattanooga, Tenn. (43)	8/21/52	.....
	Unknown	.....
KFBC-TV Cheyenne, Wyo. (5)	1/23/53	.....
	Unknown	.....
WHFC-TV Chicago, Ill. (26)	1/8/52	.....
	Unknown	.....
KFUO-TV Clayton, Mo. (30)	2/5/53	.....
	Unknown	.....
Telepolitan Bcstg. Co., Clovis, N. M.	3/4/53	.....
	Unknown	.....
KKTV (TV) Colorado Springs, Col. (11)	11/28/52	ABC, CBS
	‡12/7/52	DuM
		.....
KRDO-TV Colorado Springs, Col. (13)	11/20/52	.....
	April	McGillvra
KOMU-TV Columbia, Mo. (8)	1/15/53	.....
	July	.....
WCOS-TV Columbia, S. C. (25)	9/18/52	ABC, NBC
	April	Headley-Reed
WIS-TV Columbia, S. C. (10)	2/12/53	NBC
	9/1/53	Free & Peters
WNOK-TV Columbia, S. C. (67)	9/18/52	CBS, DuM
	April	Raymer
KLIF-TV Dallas, Tex. (29)	2/12/53	.....
	Unknown	.....
UHF TV Co., Dallas, Tex. (23)	1/15/53	.....
	Unknown	.....
WDAN-TV Danville, Ill. (24)	12/10/52	.....
	Unknown	Everett-McKinney
WBTM-TV Danville, Va. (24)	12/18/52	.....
	Unknown	.....
WIFE (TV) Dayton, Ohio (22)	11/26/52	.....
	July	Headley-Reed
WMSL-TV Decatur, Ala. (23)	2/26/53	.....
	Unknown	.....
WTVP (TV) Decatur, Ill. (17)	11/20/52	CBS
	July 1	.....
KBTV (TV) Denver, Col. (9)	7/11/52	CBS, ABC
	‡10/2/52	Free & Peters
KDEN (TV) Denver, Col. (26)	7/11/52	.....
	Spring 1953	.....
KFEL-TV Denver, Col. (2)	7/11/52	NBC, DuM
	‡7/18/52	Blair-TV Inc.
KIRV (TV) Denver, Col. (20)	9/18/52	.....
	Unknown	.....
WFTV (TV) Duluth, Minn. (38)	10/24/52	ABC, CBS,
	5/1/53	DuM, NBC
		Adam Young
Allen & Sons, Durham, N. C. (46)	2/26/53	NBC, DuM
	11/1/53	.....
WKAR-TV East Lansing, Mich. (60)	10/16/52	.....
	September	.....
WGLV (TV) Easton, Pa. (57)	12/18/52	.....
	Spring 1953	Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53	.....
	Fall 1953	Hollingbery
WTVE (TV) Elmira, N. Y. (24)	11/6/52	.....
	March	Forjoe
El-Cor TV Inc., Elmira, N. Y. (18)	2/26/53	.....
	Unknown	Everett-McKinney
KEPO-TV El Paso, Tex. (13)	10/24/52	.....
	Early 1953	Avery-Knodel
KROD-TV El Paso, Tex. (4)	7/31/52	CBS, DuM
	‡12/14/52	Taylor
KTSM-TV El Paso, Tex. (9)	8/14/52	NBC
	‡1/4/53	Hollingbery
W. G. Allen, Eugene, Ore. (20)	2/11/53	.....
	Unknown	.....
KIEM-TV Eureka, Calif. (3)	2/11/53	.....
	Unknown	.....
WSEE-TV Fall River, Mass. (46)	9/14/52	.....
	May	.....
WDAY-TV Fargo, N. D. (6)	1/15/53	NBC
	Unknown	Free & Peters
KACY (TV) Festus, Mo. (14)	12/31/52	.....
	7/1/53	.....
WTAC-TV Flint, Mich. (16)	11/20/52	.....
	Unknown	.....
WCTV (TV) Flint, Mich. (28)	7/11/52	.....
	9/1/53	.....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53	.....
	10/1/53	Pearson
WFTL-TV Fort Lauderdale, Fla. 23)	7/31/52	.....
	4/1/53	Weed
WITV (TV) Fort Lauderdale, Fla. (17)	7/31/52	.....
	Late 1953	.....
KFSA-TV Fort Smith, Ark. (22)	11/13/52	.....
	5/1/53	Pearson
WFMD-TV Frederick, Md. (62)	10/24/52	.....
	Unknown	.....
KMJ-TV Fresno, Calif. (24)	9/18/52	.....
	5/1/53	Raymer
WTVS (TV) Gadsden, Ala. (21)	11/6/52	.....
	August	Weed
KGUL-TV Galveston, Tex. (11)	11/20/52	CBS
	3/1/53	.....
KTVR (TV) Galveston, Tex. (41)	11/20/52	.....
	Late Summer-Early Fall, '53	.....
KFBB-TV Great Falls, Mont. (5)	1/15/53	CBS
	Unknown	Weed
WBAY-TV Green Bay, Wis. (2)	11/13/52	CBS
	3/15/53	Weed
WCOG-TV Greensboro, N. C. (57)	11/20/52	.....
	Unknown	.....
WGVL (TV) Greenville, S. C. (23)	1/23/53	.....
	Unknown	.....
WGCM-TV Gulfport, Miss. (56)	2/11/53	.....
	Unknown	.....
WVEC-TV Hampton, Va. (15)	2/5/53	.....
	8/1/53	Rambeau
KHMO-TV Hannibal, Mo. (7)	2/18/53	.....
	Unknown	.....
WHP-TV Harrisburg, Pa. (55)	9/25/52	.....
	May	Bolling
WTPA (TV) Harrisburg, Pa. (71)	12/31/52	.....
	Unknown	.....
Conn. Bd. of Ed., Hartford, Conn. (*24)	1/29/53	.....
	Unknown	.....
WAZL-TV Hazleton Pa. (63)	12/18/52	.....
	Unknown	Meeker
WEHT (TV) Henderson, Ky. (50)	11/20/52	.....
	May 1	.....
WHYN-TV Holyoke, Mass. (55)	7/11/52	CBS
	Early 1953	Branham
KGMB-TV Honolulu, T. H. (9)	8/7/52	CBS, ABC, NBC
	‡12/1/52	Free & Peters
KONA (TV) Honolulu, T. H. (11)	10/24/52	DuM
	‡11/22/52	Forjoe
KUHT (TV) Houston, Tex. (*8)	8/21/52	.....
	Unknown	.....
KNUZ-TV Houston, Tex. (39)	1/8/53	.....
	July	Forjoe
Uhf TV Co., Houston, Tex. (23)	1/8/53	.....
	Unknown	.....
KTVH (TV) Hutchinson, Kan. (12)	1/8/53	.....
	July-Aug. 1953	.....
KID-TV Idaho Falls, Idaho (3)	2/26/53	.....
	Unknown	.....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53	ABC
	Late 1953	.....
WHCU-TV Ithaca, N. Y. (20)	1/8/53	.....
	11/15/53	.....
WIET (TV) Ithaca, N. Y. (*14)	1/8/53	.....
	Unknown	.....
WIBM-TV Jackson, Mich. (48)	11/20/52	.....
	Unknown	.....
WJTV (TV) Jackson, Miss. (25)	9/11/52	CBS, ABC,
	‡1/15/53	NBC, DuM
		Katz
WJHL-TV Johnson City, Tenn. (11)	1/29/53	.....
	9/1/53	Pearson
WJTN-TV Jamestown, N. Y. (58)	1/23/53	.....
	Unknown	.....
WARD-TV Johnstown, Pa. (56)	11/20/52	.....
	Unknown	Weed
WKMI-TV Kalamazoo, Mich. (36)	11/26/52	.....
	Unknown	.....
KCTY (TV) Kansas City, Mo. (25)	1/23/53	.....
	Unknown	.....
WKNY-TV Kingston, N. Y. (66)	1/23/53	.....
	Unknown	Meeker
WFAM-TV Lafayette, Ind. (59)	12/23/52	.....
	5/1/53	Rambeau
KTAG (TV) Lake Charles, La. (25)	12/18/52	.....
	April-June	Adam Young
WONN-TV Lakeland, Fla. (16)	12/31/52	.....
	Unknown	.....
WILS-TV Lansing, Mich. (54)	2/5/53	.....
	9/1/53	.....
KSWO-TV Lawton, Okla. (7)	12/4/52	.....
	March 1	Everett-McKinney
WIMA-TV Lima, Ohio (35)	12/4/52	.....
	Summer 1953	Weed
WLOK-TV Lima, Ohio (73)	11/20/52	.....
	3/15/53	H-R Reps
KFOR-TV Lincoln, Neb. (10)	10/16/52	.....
	4/1/53	Raymer
KOLN-TV Lincoln, Neb. (12)	10/2/52	.....
	‡2/17/53	Weed
KRTV (TV) Little Rock, Ark. (17)	9/18/52	.....
	4/15/53	Pearson
KETV (TV) Little Rock, Ark. (23)	10/30/52	.....
	Unknown	.....
KTVE (TV) Longview, Tex. (32)	2/5/53	.....
	Unknown	.....
KPIK (TV) Los Angeles (22)	12/10/52	.....
	9/1/53	.....
KUSC-TV Los Angeles (*28)	8/28/52	.....
	Early March	.....
WKLO-TV Louisville, Ky. (21)	11/26/53	.....
	Spring 1953	.....
WLOU-TV Louisville, Ky. (41)	1/15/53	.....
	Unknown	.....
KCBD-TV Lubbock, Tex. (11)	10/9/52	ABC, NBC
	March-April	Pearson
KDUB-TV Lubbock, Tex. (13)	10/9/52	CBS, DuM
	‡11/13/52	Avery-Knodel
WLVA-TV Lynchburg, Va. (13)	11/13/52	CBS, DuM
	‡2/8/53	Hollingbery
WWOD-TV Lynchburg, Va. (16)	11/6/52	.....
	Unknown	.....
WETV (TV) Macon, Ga. (47)	2/12/53	.....
	Unknown	.....
WKOW-TV Madison, Wis. (27)	1/8/53	.....
	July	Headley-Reed
WMTV (TV) Madison, Wis. (33)	1/23/53	.....
	Unknown	.....
KSAC-TV Manhattan, Kan. (*8)	7/24/53	.....
	Unknown	.....
WMAC-TV Massillon, Ohio (23)	9/4/52	.....
	4/1/53	.....
KRIO-TV McAllen, Tex. (20)	2/18/53	.....
	September	.....



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Population 1,325,089
% Increase over 1940.....18.0
Total Retail Sales....$1,257,095,000
Total Urban Population.....831,318
Total Rural Population.....493,771
TV Sets in Area.....117,299
(Rocky Mtn. Elec. League-Jan. 1)

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WHBF AM FM TV

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Represented by Avery-Knodel, Inc.

FOR THE RECORD

Location & Channel	Date Granted & Target for Start	Network Representative
Southern Oregon Bcstg Co., Medford, Ore. (5)	3/4/53 Unknown	....
WHBQ-TV Memphis, Tenn. (13)	1/29/53 8/1/53	....
WCOC-TV Meridian, Miss. (30)	12/23/52 Unknown	CBS .....
KTYL-TV Mesa, Ariz. (12)	2/18/53 4/15/53	....
KMID-TV Midland, Tex. (2)	2/11/53 Unknown	....
WCAN-TV Milwaukee, Wis. (25)	2/5/53 Unknown	....
KCJB-TV Minot, N. D. (13)	2/11/53 6/15/53	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
WALA-TV Mobile, Ala. (10)	11/26/52 ‡1/4/53	ABC, CBS, NBC Headley-Reed
WKAB-TV Mobile, Ala. (48)	8/7/52 ‡12/30/52	DuM, CBS Forjoe
KNOE-TV Monroe, La. (8)	12/4/52 4/1/53	..... H-R Reps
KFAZ (TV) Monroe, La. (43)	12/10/52 4/1/53	....
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 Unknown	....
WCOV-TV Montgomery, Ala. (20)	9/18/52 March	..... Taylor
WLBC-TV Muncie, Ind. (49)	10/30/52 4/1/53	CBS, DuM Walker-N.Y.; Holman-Cgo.
WTVM (TV) Muskegon, Mich. (35)	12/23/52 Unknown	....
WNAM-TV Neenah, Wis. (42)	12/23/52 Fall-1953	..... Clarke
WNBH-TV New Bedford, Mass. (28)	7/11/52 Unknown	..... Walker
WKNB-TV New Britain, Conn. (30)	7/11/52 ‡2/13/53	CBS, DuM Bolling
WTLV (TV) New Brunswick, N. J. (*19)	12/4/52 Unknown	....
WKST-TV New Castle, Pa. (45)	9/4/52 March	..... Meeker
WNLC-TV New London, Conn. (26)	12/31/52 8/1/53	....
WJMR-TV New Orleans, La (61)	2/18/53 5/18/53	..... Bolling
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WGTV (TV) New York City (*25)	8/14/52 Unknown	....
Regional Television Corp., Northampton, Mass. (36)	1/23/53 Fall-1953	....
Greylock Bcstg. Co., North Adams, Mass. (74)	2/18/53 Unknown	....
Conn. Bd. of Ed., Norwich, Conn. (*63)	1/29/53 Unknown	....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
WOSH-TV Oshkosh, Wis. (48)	11/26/52 4/15/53	....
W. Va. Entprs. Inc., Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WPFA (TV) Pensacola, Fla. (15)	11/13/52 June	..... Young
WEEK-TV Peoria, Ill. (43)	8/28/52 ‡2/1/53	NBC Headley-Reed
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	..... Petry
WIP-TV Philadelphia, Pa. (29)	11/26/52 Unknown	....
KOAM-TV Pittsburg, Kan. (7)	2/26/53 Aug. 1	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/52 August	..... Headley-Reed
WENS (TV) Pittsburgh, Pa. (16)	12/23/52 July-August	ABC Petry
WKJF-TV Pittsburgh, Pa. (53)	1/8/53 Unknown	....
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS .....
KWIK-TV Pocatello, Idaho (10)	2/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	....
KPTV (TV) Portland, Ore. (27)	7/11/52 ‡9/19/52	NBC NBC Spot Sales
WEOK-TV Poughkeepsie, N. Y. (21)	11/26/52 Dec. 1953	....
KCSJ-TV Pueblo, Col. (5)	10/30/52 4/1/53	..... Avery-Knodel
KDZA-TV Pueblo, Col. (3)	11/18/52 Unknown	....
WNAO-TV Raleigh, N. C. (28)	10/16/52 3/1/53	CBS Avery-Knodel
KZTV (TV) Reno, Nev. (8)	12/23/52 March	....
WEEU-TV Reading, Pa. (33)	9/4/52 3/1/53	NBC Headley-Reed
WHUM-TV Reading, Pa. (61)	9/4/52 ‡2/22/53	CBS H-R Reps.
WROV-TV Roanoke, Va. (27)	9/18/52 ‡2/23/53	ABC Burn-Smith
WSLS-TV Roanoke, Va. (10)	9/11/52 ‡12/11/52	NBC, CBS Avery-Knodel
KROC-TV Rochester, Minn. (10)	1/15/53 May	..... Meeker
WROH (TV) Rochester, N. Y. (*21)	7/24/52 Unknown	....
WTVO (TV) Rockford, Ill. (39)	9/11/52 April	NBC Weed
WROM-TV Rome, Ga. (9)	2/11/53 7/15/53	..... Weed
KSWS-TV Roswell, N. M. (8)	1/29/53 Unknown	....
WKNX-TV Saginaw, Mich. (57)	10/2/52 March	..... Gill & Perna
WJON-TV St. Cloud, Minn. (7)	1/23/53 May-June	..... Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 May	..... Headley-Reed
KSTM-TV St. Louis, Mo. (36)	1/15/53 April 15	....
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
WSUN-TV St. Petersburg, Fla. (38)	10/9/52 5/1/53	..... Weed
L. A. Harvey, Salem, Ore. (24)	1/29/53 July	....
KICU (TV) Salinas, Calif. (28)	1/15/53 9/15/53	....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 Unknown	....
KGKL-TV San Angelo, Tex. (3)	12/18/52 Unknown	..... Pearson
KTXL-TV San Angelo, Tex. (8)	11/26/52 Unknown	....
KITO-TV San Bernardino, Calif. (18)	11/6/52 Fall 1953	..... Hollingbery
WKAQ-TV San Juan, P. R. (2)	7/24/52 1954	..... Inter-American
WLEC-TV Sandusky, Ohio (42)	1/23/53 12/1/53	....
KEYT (TV) Santa Barbara, Calif. (3)	11/13/52 4/1/53	ABC, DuM CBS, NBC Hollingbery
Greer & Greer, Santa Fe, N. M. (2)	1/23/53 Unknown	....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	..... Hollingbery
WGBI-TV Scranton, Pa. (22)	8/14/52 April	CBS Blair-TV Inc.
WTVU (TV) Scranton Pa. (73)	8/14/52 April 15	..... Bolling
KRDO-TV Sedalia, Mo. (6)	2/26/53 Unknown	....
Sherman TV Co., Sherman, Tex.	3/4/53 Late Summer, '53	....
KWTV (TV) Sioux City, Iowa (36)	10/30/52 Unknown	....
KVTV (TV) Sioux City (9)	11/20/52 3/29/53	CBS Katz
KELO-TV Sioux Falls S. D. (11)	11/20/52 3/1/53	..... Taylor
WSBT-TV South Bend, Ind. (34)	8/28/52 ‡12/22/52	NBC, CBS Raymer
KHQ-TV Spokane, Wash. (6)	7/11/52 ‡12/22/52	NBC, ABC Katz
KXLY-TV Spokane, Wash. (4)	7/11/52 ‡1/20/53	CBS, DuM Walker, Pac. NW Bcstrs
WWLP (TV) Springfield, Mass. (61)	7/11/52 March	..... Hollingbery
KTTS-TV Springfield, Mo. (10)	10/9/52 April	CBS, DuM Weed

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Location & Channel	Date Granted & Target for Start	Network Representative
KYTV (TV) Springfield, Mo. (3)	1/8/53 July	.....
Plains TV Co., Springfield, Ill. (46)	2/26/53 Unknown	.....
KTVU (TV) Stockton, Calif. (36)	1/8/53 September	Hollingbery
WHTV (TV) Syracuse, N. Y. (*43)	9/18/52 Unknown	.....
KMO-TV Tacoma, Wash. (13)	12/10/52 6/1/53	Branham
KTNT-TV Tacoma, Wash. (11)	12/10/52 ‡3/1/53	CBS, DuM Weed
KCEN-TV Temple, Tex. (6)	1/29/53 Unknown	.....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	..... Taylor
KCNA-TV Tucson, Ariz. (9)	12/18/52 Unknown	.....
KOPO-TV Tucson, Ariz. (13)	11/13/52 ‡2/1/53	.....
KVOA-TV Tucson, Ariz. (4)	11/13/52 Unknown	NBC Raymer
Elfred Beck, Tulsa, Okla. (23)	2/26/53 Unknown	.....
KETX (TV) Tyler, Tex. (19)	1/29/53 6/1/53	.....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Late Summer '53	..... Southern TV & Radio Sales
KANG-TV Waco, Tex. (34)	11/13/52 7/1/53	.....
WHHH-TV Warren, Ohio (67)	11/6/52 Unknown	.....
WATR-TV Waterbury, Conn. (53)	10/30/52 5/1/53	..... Rambeau
WWNY-TV Watertown, N. Y. (48)	12/23/52 Unknown	..... Weed
WIRK-TV West Palm Beach, Fla. (21)	12/18/52 Unknown	.....
Polan Indstrs., Wheeling, W. Va. (51)	2/11/53 October	.....
KEDD (TV) Wichita, Kan. (16)	2/18/53 5/15/53	.....
KFDX-TV Wichita Falls, Tex. (3)	12/18/52 3/18/53	.....
KTVW (TV) Wichita Falls, Tex. (22)	11/6/52 April	.....
KWFT-TV Wichita Falls, Tex. (6)	1/23/53 ‡3/1/53	CBS Blair-TV
WBRE-TV Wilkes-Barre, Pa. (28)	10/2/52 ‡1/1/53	NBC Headley-Reed
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 March	ABC-DuM Avery-Knodel
WRAK-TV Williamsport, Pa. (36)	11/13/52 Unknown	.....
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM .....
KIMA-TV Yakima, Wash. (29)	12/4/52 March	..... Weed
KIT-TV Yakima, Wash. (23)	12/4/52 August	.....
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
WSBA-TV York, Pa. (43)	7/11/52 ‡12/22/53	ABC Radio-TV Reps.
WFMJ-TV Youngstown, Ohio (73)	7/11/52 ‡2/18/53	NBC Headley-Reed
WKBN-TV Youngstown, Ohio (27)	7/11/52 ‡1/11/53	CBS, DuM ABC Raymer
WUTV (TV) Youngstown, Ohio (21)	9/25/52 7/21/53	.....
WHIZ-TV Zanesville, Ohio (50)	12/10/52 4/1/53	..... Pearson

ACTIONS OF THE FCC

February 26 through March 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)

FCC Broadcast Station Authorizations as of Jan. 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,379	573	98
CPs on air	20	39	39
Total on air	2,399	612	137
CPs not on air	130	15	177
Total authorized	2,529	627	314
Applications in hearing	161	5	66
New station requests	246	12	791
Facilities change requests	194	39	28
Total applications pending	870	183	877
Licenses deleted in Jan.	1	5	0
CPs deleted in Jan.	1	0	0

*Does not include noncommercial educational FM and TV stations.

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AM and FM Summary through March 4

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,400	2,380	176	261	165
FM	613	574	56	10	5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	89	178	267
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	128	14	142

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	741	328	592	476	1,069 [1]
Educational	21	...	6	15	21
Total ..	762	328	598	491	1,090 [2]

[1] One applicant did not specify channel.
[2] Includes 281 already granted.

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Processing on city priority Gr. A-2 line has extended to city No. 310.
Processing on city priority Gr. B line has extended to city No. 201.

New TV Stations . . .

Decisions

Decatur, Ala.—Tennessee Valley Bcstg. Co. (WMSL). Granted uhf Ch. 23 (524-530 mc); ERP 21.5 kw visual, 12 kw aural; antenna height above average terrain 120 ft., above ground 180 ft. Engineering conditions. Estimated construction cost $153,000, first year operating cost $94,000, revenue $138,658. Post office address 520 Bank St., Decatur, Ala. Studio location to be determined. Transmitter location Danville Road, at site of WMSL transmitter. Geographic coordinates 86° 59' 27.8" N. Lat., 34° 35' 44.2" W. Long. Transmitter and antenna RCA. Legal counsel Harry J. Daly, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President **Frank Whisenant** (84%) and Treasurer **Alice Whisenant** (15%), wife of Mr. Whisenant. File No.: BPCT-1488. City priority status: Gr. A-2, No. 266. Granted Feb. 25.

Valdosta, Ga. — WGOV-TV Inc. (WGOV). Granted uhf Ch. 37 (608-614 mc); ERP 98 kw visual, 52 kw aural; antenna height above average terrain 321 ft., above ground 342 ft. Engineering conditions. Estimated construction cost $167,000, first year operating cost $75,000, revenue $125,000. Post office address: Daniel Ashley Hotel, Valdosta. Studio and transmitter location: Near Kinderlou, Ga. Geographic coordinates 30° 48' 07" N. Lat., 83° 21' 36" W. Long. Transmitter and antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer W. J. Holey, Atlanta. Principals include President **E. D. Rivers Jr. (99.97%)**, president of WEAS Decatur, Ill., WJIV Savannah, Ga., KWEM West Memphis, Ark., and WGOV; Vice President **W. H. Keller Jr.** (0.01%); Vice President **A. B. Smith** (0.01%); and Secretary-Treasurer **H. E. Ulmer** (0.01%). File No.: BPCT-1276. City priority status: Gr. A-2, No. 264. Granted Feb. 25.

Idaho Falls, Idaho—Idaho Falls Television Inc. (KIFI). Granted vhf Ch. 8 (180-186 mc); ERP 23.5 kw visual, 12 kw aural; antenna height above average terrain 240 ft., above ground 349 ft. Engineering condition. Estimated construction cost $100,962, first year operating cost $95,000, revenue $120,000. Post office address 339 Broadway, Idaho Falls. Studio and transmitter location 1.5 mi. NE of Idaho Falls on Yellowstone Highway. Geographic coordinates 43° 30' 48" N. Lat., 112° 00' 44" W. Long. Transmitter composite, antenna RCA. Legal counsel John Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **James M. Brady**, Vice President **James Robb Brady** and Secretary-Treasurer **Edwin F. McDonald** (16%). **The J. Robb Brady Trust Co.** owns 83% of applicant; **J. Robb Brady** votes all the stock of the trust company. File No.: BPCT-1278. City priority status: Gr. A-2, No. 277. Granted Feb. 25.

Idaho Falls, Idaho—Idaho Radio Corp. (KID). Granted vhf Ch. 3 (60-66 mc); ERP 6.3 kw visual, 3.2 kw aural; antenna height above average terrain 260 ft., above ground 387 ft. Engineering condition. Estimated construction cost $120,000. first year operating cost $50,000, revenue $50,000. Post office address P. O. Box 701, Idaho Falls, Idaho. Studio location to be determined. Transmitter location: 1¾ mi. SE of Idaho Falls on North Side of Ammon Road. Geographic coordinates 43° 29' 01" N. Lat., 112° 00' 33" W. Long. Transmitter and antenna RCA. Legal counsel Wilkinson, Boyden & Cragun, Washington. Consulting Engineer Vandivere, Cohen & Wearn, Washington. Principals include President **A. W. Schweider** (7.3%) and Vice President **Guy A.**



Husband and wife situations against whimsically sketched backdrops dramatize the theme, "Pour a smile for breakfast", in a new series of 1-minute TV spots for Manor House Coffee. Sell and product identification are cleverly united in a closing in which the can slowly revolves to show its rear panel message, "Behind every can 100 years of experience." Produced by Sarra for W. F. McLaughlin & Company through Earle Ludgin & Company

SARRA INC.

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Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

Poulsen (6.7%). **KSL-AM-FM-TV Salt Lake City, Utah,** owns 25.9% of applicant, and **Zions Securities Corp.** (business rentals), Salt Lake City, owns 17.4%. Ten remaining stockholders have less than 5% interest each. File No.: BPCT-871. City priority status: Gr. A-2, No. 277. Granted Feb. 25.

Pocatello, Idaho—Eastern Idaho Bcstg. & Television Co. (KWIK). Granted vhf Ch. 10 (192-198 mc); ERP 3.2 kw visual, 1.9 kw aural; antenna height above average terrain 870 ft., above ground 90 ft. Estimated construction cost $107,700, first year operating cost $92,100, revenue $115,000. Post office address Bannock Hotel, Pocatello, Idaho. Auxiliary studios in Bannock Hotel, Pocatello. Main studio and transmitter location 3.5 mi. west of Pocatello atop un-named mountain peak. Geographic coordinates 42° 52' 26" N. Lat., 112° 30' 47" W. Long. Transmitter composite, antenna RCA or equivalent. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **James M. Brady** (no stock ownership, but designated to vote stock owned by J. Robb Brady Trust Co. amounting to 41⅔%), president of KWIK Pocatello and general manager of KIFI Idaho Falls, Idaho, treasurer of KLIX Twin Falls, Idaho, secretary and 20% owner of J. Robb Brady Trust Co., Idaho Falls, vice president of Idaho Falls Publishing Co. (*Eastern Idaho Farmer*, a weekly farm newspaper), Idaho Falls, president and 0.2% owner of Idaho Falls Television Inc. (grantee of new TV station in Idaho Falls) and secretary of Idaho Falls Baseball Club (member of Pioneer League); Vice President **Edwin F. McDermott** (8⅓%), vice president and 8.3% owner of KWIK and KIFI, 16.67% owner of Idaho Falls Television Inc., president, general manager and 20% owner of The Post Co. (*The Post Register*, daily newspaper), Idaho Falls, and president of Idaho Falls Baseball Club; Secretary-Treasurer **Frank C. Carmen** (12½%), general manager and 25% owner of KUTA Salt Lake City, president and 25% owner of KGEM Boise, Idaho, president and 12½% owner of KLIX, secretary, treasurer and 12½% owner of KWIK and KIFI, president and 16.75% owner of KOPR Butte, Mont., president and 50% owner of Utah Bcstg. & Television Corp. (applicant for new TV station in Salt Lake City, Utah), president and 22% owner of Rocky Mountain Bcstg. System (radio time sales agency), Salt Lake City, and 20% owner of Griffith, Cornall & Carmen Inc. (general contractors), Salt Lake City; **David G. Smith** (12½%), 25% owner of KUTA, vice president and 12½% owner of KWIK, KIFI, and KLIX, treasurer and 16.75% owner of KOPR, 50% owner of Utah Bcstg. & Television Corp., owner of sheep and cattle ranches and proprietorship interest in oil leases and oil wells in Utah; **Grant R. Wrathall** (12½%), radio and television consulting engineer, Aptos, Calif., 25% owner of KUTA, 12½% owner of KWIK, KIFI and KLIX, owner of KPOO San Francisco, 29.8% owner of KULE Ephrata, Wash., 50% owner of Salinas-Monterey Television Co. (hold CP for new Salinas TV station), Salinas, Calif., and 50% owner of Utah Bcstg. & Television Corp.; **Edna O. McCrea** (6¼%), 12½% owner of KUTA, 6¼% owner of KWIK, KIFI and KLIX, 8.375% owner of KOPR and 25% owner of non-voting stock of Utah Bcstg. & Television Corp., and as Guardian of Estate of Sharon Lee Powers, Minor, Edna O. McCrea controls another 6¼% of applicant. **J. Robb Brady Trust Co.** (41⅔%), owns 78.75% interest in *The Post Register*, owns 41.67% of KWIK and KIFI, owns 50% of KWIK, owns 83.29% of Idaho Falls Television Inc. and owns 50% interest in S. E. Brady Real Estate (33 acres of land), Pocatello, Idaho. James M. Brady, president of applicant (see above) owns 20% of J. Robb Brady Trust Co. File No.: BPCT-1546. City priority status: Gr. A-2, No. 195. Granted Feb. 25.

Pocatello, Idaho—Tribune-Journal Co. Granted vhf Ch. 6 (82-88 mc); ERP 7.21 kw visual, 3.61 kw aural; antenna height above average terrain 20 ft. Engineering condition. Estimated construction cost $119,226, first year operating cost $84,250, revenue $85,000. Post office address 305 South Arthur Street, Pocatello, Idaho. Studio and transmitter location 0.72 mi. S.W. of Tyhee. Geographic coordinates 42° 53' 30" N. Lat., 112° 28' 39" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Russell P. May, Washington. Principals include Chairman of the Board **G. Nicholas Ifft** (25%), President **Robert S. Howard**, Secretary **Catherine Ifft Kirchhof** (25%), Treasurer **James G. Scripps, Western Publishing Co.** (50%), 50% owner of Tribune-Journal Co. (KJRL Pocatello). **Robert S. Howard** is president of and holds stock in Western Publishing Co., and **James G. Scripps** is treasurer of Western Pub. Co. and Tribune-Journal Co. File No.: BPCT-1556. City priority status: Gr. A-2, No. 195. Granted Feb. 25.

Champaign-Urbana, Ill. — Midwest TV Co. Granted vhf Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 810 ft. Engineering condition. Estimated construction cost $423,278, first year operating cost $261,760, revenue $270,890. Post office address 509 So. Neil St. Studio location 509 So. Neil St. Transmitter location on state highway No. 47. Geographic coordinates 40° 06' 23" N. Lat., 88° 26' 59" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Principals include President **August C. Meyer** (24.9%); **Clara R. Meyer** (26.1%); Secretary **Russel O. Derby** (5%); **Illinois Bcstg. Co.** (20%), licensee WSOY Decatur, 30% owner WTAX Springfield, and until Feb. 18 individual applicant for vhf Ch. 3 Champaign; **Helen M. Stevick** (10%), 60% owner WDWS Champaign; **Marajen S. Dyess** (10%), 40% owner WDWS; and **J. A. McDermott** (2.1%), director of the Champaign *News Gazette* licensee of WDWS. File No.: BPCT-1125. City priority status: Gr. A-2, No. 65. Granted Feb. 25.

Springfield, Ill.—Great Plains Television Properties Inc. Granted uhf Ch. 20 (506-512 mc); ERP 18 kw visual, 10 kw aural; antenna height above average terrain 340 ft., above ground 355 ft. Estimated construction cost $214,900, first year operating cost $125,000, revenue $125,000. Post Office address United States Corporation Co. of Illinois, 33 North LaSalle St., Chicago 2, Ill. Studio location: to be determined. Transmitter location: one mile SE of Springfield. Geographic coordinates 39° 46' 13.5" N. Lat., 89° 36' 45.5" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and Secretary **Herbert Scheftel,** Treasurer **Alfred G. Burger** and **Stuart S. Scheftel.** Sole owner of applicant is **Transcontinental Properties Inc.** (real estate), New York, in which Messrs Scheftel and Burger each have 25% interest. File No.: BPCT-1101. City priority status: Gr. A-2, No. 41. Granted Feb. 25.

Pittsburg, Kan.—Pittsburg Bcstg. Co. Inc. (KOAM). Granted vhf Ch. 7 (174-180 mc); ERP 105.0 kw visual, 53 kw aural; antenna height above average terrain 540 ft., above ground 574 ft. Engineering condition. Estimated construction cost $300,323, first year operating cost $229,020, revenue $237,890. Post office address: P.O. Box 603, Pittsburg, Kan. Studio location: 4th & Broadway. Transmitter location: U.S. 69 at Lawton Road. Geographic coordinates: 37° 13' 40" N. Lat., 94° 42' 17" W. Long. Transmitter RCA, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **E. V. Baxter** (50%), Secretary **Mrs. E. V. Baxter,** Vice President **Lester E. Cox** (12½%), Vice President-Treasurer **Lester Lee Cox** (37½%). File No.: BPCT-656. City priority status: Gr. A-2, No. 275. Granted Feb. 25.

New Orleans, La.—New Orleans Television Co. Granted uhf Ch. 20 (506-512 mc); ERP 180 kw visual, 98 kw aural; antenna height above average terrain 500 ft., above ground 529 ft. Engineering condition. Estimated construction cost $441,500, first year operating cost $365,000, revenue $420,000. Post office address: 14th Floor, Magnolia Bldg., Dallas, Tex. Studio and transmitter location: 1100 S. Liberty St., New Orleans. Geographic coordinates: 29° 56' 43" N. Lat., 90° 04' 48" W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** each ⅓ partner and each independent Texas oil operator. Same partners at one time each owned ¼ of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in Corpus Christi, Tex., Dallas and Houston. File No.: BPCT-367. City priority status: Gr. B-4, No. 184. Granted Feb. 25.

Benton Harbor, Mich. — Palladium Publishing Co. (WHFB-AM-FM). Granted uhf Ch. 42 (638-644 mc); ERP 17.5 kw visual, 9.3 kw aural: antenna height above average terrain 460 ft., above ground 500 ft. Engineering conditions. Estimated construction cost $301,204, first year operating cost $240,000, revenue $50,000. Post office address 59-61 Wall St., Benton Harbor, Mich. Studio and transmitter location on Fairplain Ave., 3 mi. South of Center of Benton Harbor. Geographic coordinates 42° 04' 44" N. Lat., 86° 28' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Stanley R. Banyon** (35.17%), editor and director of Palladium Pub. Co., publishers of *Benton Harbor News-Palladium*, and president and treasurer of *St. Joseph* (Mich.) *Herald-Press;* Vice President and Secretary **Willard J. Banyon** (34.17%), vice president of *Benton Harbor News-Palladium* and *St. Joseph Herald*, and **Helen Polly Klock** (24%), housewife. File No.: BPCT-1282. City priority status: Gr. A-2, No. 286. Granted Feb. 25.

Sedalia, Mo.—Milton J. Hinlein (KDRO). Granted vhf Ch. 6 (82-88 mc); ERP 6.35 kw visual, 3.18 kw aural; antenna height above average terrain 360 ft., above ground 320 ft. Engineering conditions. Estimated construction cost $137,850, first year operating cost $193,000, revenue $225,000. Post office address c/o KDRO Sedalia, Mo. Studio and transmitter location on West Broadway at State Fair Blvd., at site of KDRO-AM-FM. Geographic coordinates 38° 42' 20" N. Lat., 93° 15' 13" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. **Milton J. Hinlein,** sole owner of applicant, is licensee of KDRO-AM-FM (BR-1012). File No.: BPCT-1550. City priority status: Gr. A-2, No. 253. Granted Feb. 25.

Butte, Mont.—Television Montana (KXLF and KBOW). Granted vhf Ch. 6 (66-72 mc); ERP 2 kw visual, 1 kw aural; antenna height above average terrain minus 690 ft. Estimated construction cost $104,800, first year operating cost $115,750, revenue $87,000. Post office address 1306 Eleventh Ave., Helena, Mont. Studio and transmitter location Harrison Ave. at George St. Geographic coordinates 46° 00' 00" N. Lat., 112° 30' 51" W. Long. Transmitter RCA, antenna RCA. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer, Geo. P. Adair, Washington. Principals include President **A. T. Hibbard** (0.05%), First Vice President **Barclay Craighead** (0.05%), Second Vice President **Frank Reardon** (0.05%), Secretary **J. J. Manning** (0.05%) and Treasurer **E. B. Craney** (0.5%). KXLF owns 45.35% of applicant; KBOW 13.6%; KXLJ Helena, 22.68%, and KXLO Bozeman, 11.33%. File No.: BPCT-1253. City priority status: Gr. A-2, No. 144. Granted Feb. 25.

Elmira, N. Y.—El-Cor Television Inc. (modification of application). Granted uhf Ch. 18 (494-500 mc); ERP 58.3 kw visual, 32.8 kw aural, antenna height above average terrain 783 ft., above ground 324 ft. Subject to the condition that Elmira-Corning Bcstg. Corp. and E. S. Underhill Jr. and W. A. Underhill divest themselves of their respective interests in and sever all connections with WELM Elmira, N. Y. prior to issuance of this CP. Estimated construction cost $236,270, first year operating cost $144,000, revenue $192,000. Application is amendment of earlier application of **Corning Leader Inc.** for same facilities and there are no changes in engineering portion [B•T, July 7, '52], but change involves merger of two interests in one TV bid. **Corning Leader Inc.,** 51% owner of applicant, is under same ownership as WCLI-AM-FM Corning and WELM Elmira. **Elmira Star-Gazette Inc.,** 49% owner of applicant, is operator of WENY Elmira and applicant for uhf Ch. 24, which is to be dismissed [B•T, June 2, '52]. Principals in El-Cor Television include President **Edwin Stewart Underhill Jr.,** treasurer-50% owner Corning Leader Inc. and president-50% owner Elmira-Corning Bcstg. Corp. (licensee WCLI-AM-FM and WELM) and director First National Bank and Trust Co., Corning; Director **William Allen Underhill,** president-50% owner Corning Leader Inc. and director-50% of Elmira-Corning Bcstg. Corp.; Vice President **Paul Miller,** director of AP and executive assistant to **Frank E. Gannett of Gannett Co.** (parent firm of newspaper and radio interests); Secretary **Walter Valerius,** vice president-general manager Elmira-Corning Bcstg. Corp.; Treasurer **Thomas V. Taft,** assistant treasurer-general manager of Elmira

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Star-Gazette Inc. File No.: BPCT-513. City priority status: Gr. A-2, No. 81. Granted Feb. 25.

Charlotte, N. C.—Inter-City Advertising Co. of Charlotte (WAYS). Granted uhf Ch. 36 (602-608 mc); ERP 85 kw visual, 48 kw aural; antenna height above average terrain 540 ft.; engineering condition and subject to the condition that **Francis M. Fitzgerald** dispose of all his interest in and sever all connections with AM station WGIV Charlotte prior to the issuance of this construction permit. Estimated construction cost $251,817, first year operating cost $240,000, revenue $250,000. Post office address 120 East Third St., Charlotte. Studio and transmitter 3229 S. Boulevard, Charlotte. Geographic coordinates 35° 11′ 42″ N. Lat., 80° 52′ 16″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **George W. Dowdy** (25%), Vice President **B. T. Whitmire** (25%), Treasurer **J. Horton Doughton** (25%), and Secretary **Harold H. Thoms** (25%). Also include former separate applicants for uhf Ch. 36 **Francis M. Fitzgerald** and **George D. Patterson.** Mr. Fitzgerald is president of WGVI Charlotte. When application is granted, Messrs. Fitzgerald and Patterson will become officers in applicant and receive options for purchase of 5% interest each. File No.: BPCT-344. City priority status: Gr. B-4, No. 199. Granted Feb. 25.

Durham, N. C.—T. E. Allen & Sons Inc. Granted uhf Ch. 46 (662-668 mc); ERP 17 kw visual, 9.5 kw aural; antenna height above average terrain 460 ft. Engineering condition. Estimated construction cost $152,832, first year operating cost $150,000, revenue $150,000. Post office address 509-510 Fidelity Bldg., Durham, N. C. Studio location to be determined. Transmitter location on Old Oxford Road about 3 mi. SW of Junction with Route 751, off Rigsbee Road west of Mount Mirah, WSW of Durham. Geographic coordinates 35° 58′ 11″ N. Lat., 79° 00′ 52″ W. Long. Transmitter DuMont. antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include **T. E. Allen & Sons,** stockholders (50%) and **Winston-Salem Bcstg. Co. (WTOB Winston-Salem)** stockholders (50%), each of whom were formerly applicants for uhf Ch. 46 Durham [B•T, Jan. 26, 12]. Merger involved purchase of 900 shares common voting stock, for consideration of $90,000, by Winston-Salem Bcstg. Co. upon grant of CP. File No.: BPCT-1532. City priority status: Gr. A-2, No. 52. Granted Feb. 25.

Tulsa, Okla.—Elfred Beck. Granted uhf Ch. 23 (524-530 mc); ERP 180 kw visual, 95 kw aural; antenna height above average terrain 520 ft., above ground 499 ft. Engineering conditions. Estimated construction cost $435,126, first year operating cost $260,000, revenue $235.000. Post office address 3302 South Florence St., Tulsa, Okla. Studio location to be determined. Transmitter location 36th St. and Delaware Ave. Geographic coordinates 36° 06′ 46″ N. Lat., 95° 56′ 50″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer George C. Davis, Washington. Sole owner is **Elfred Beck,** owner of Albec Oil Co. (oil production), Tulsa, owner of Charlene Estates Edition [sic] (real estate sales), Tulsa, and 6.25% owner of La Brisa Land & Cattle Co. (livestock rental property), Star County, Tex. File No.: BPCT-1392. City priority status: Gr. B-4, No. 197. Granted Feb. 25.

Scranton, Pa.—Union Bcstg. Co. (WARM). Granted uhf Ch. 16 (482-488 mc); ERP 245 kw visual, 130 kw aural; antenna height above average terrain 1260 ft., above ground 277 ft. Engineering condition. Estimated construction cost $300,559, first year operating cost $372,867, revenue $456,040. Post office address Bowman Bldg., Scranton. Studio location Bowman Bldg. Transmitter location Mt. Dewey. Geographic coordinates 41° 25′ 59″ N. Lat., 75° 43′ 54″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young and Jansky, Washington. Consulting engineer Jansky and Bailey, Washington. Principals include President **Martin F. Memolo** (70%), Vice President **John J. Memolo** (0.57%), Secretary-Treasurer **William M. Dawson, William W. Scranton** (28.3%) and **James S. Scandale** (1.13%). File No.: BPCT-744. City priority status: Gr. A-2, No. 20. Granted Feb. 25.

Eau Claire, Wis.—Central Bcstg. Co. (WEAU). Granted vhf Ch. 13 (210-216 mc); ERP 52.2 kw visual, 26.6 kw aural; antenna height above average terrain 840 ft., above ground 837 ft. Engineering condition. Estimated construction cost $309,445, first year operating cost $236,000, revenue $290,000. Post office address 203 Barstow Street, Eau Claire. Studio and transmitter location Clairemont Avenue & Trimble. Geographic coordinates 44° 47′ 41″ N. Lat., 91° 28′ 55″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer none. Principals include President-Director **W. C. Bridges** (18⅔%), Vice President **Marshall Atkinson** (⅔%), Secretary-Treasurer **Morgan Murphy** (14⅓%), **Elizabeth Murphy** (40%), **Eau Claire Press Co.** (24⅓%). File No.: BPCT-744. City priority status: Gr. A-2, No. 122. Granted Feb. 25.

Applications Dismissed

(By letter, Feb. 20, Non-response to Sixth Report and Order.)

San Diego, Calif.—Balboa Radio Corp. Application for Ch. 3 dismissed. (BPCT-197.)

San Diego, Calif.—Pacific Bcstg. Co. Ch. 12. (BPCT-635.)

San Diego, Calif.—TV Bcstg. Co. Ch. 10. (BPCT-314.)

Miami, Fla.—Miami-Hollywood TV Corp. Ch. 7. (BPCT-397.)

St. Louis, Mo.—New England TV Co. Ch. 4. (BPCT-277.)

Buffalo, N. Y.—New England TV Co. Ch. 9. (BPCT-270.)

Salisbury, N. C.—Mid-Carolina Bcstg. Co. Ch. 4. (BPCT-613.)

Toledo, Ohio—Maumee Valley Bcstg. Co. Ch. 11. (BPCT-303.)

Oklahoma City, Okla.—Mid-South TV Co. Ch. 5. (BPCT-454.)

Oklahoma City, Okla.—Donald W. Reynolds. Ch. 9. (BPCT-497.)

Oklahoma City, Okla.—Oklahoma City TV Co. Ch. 9. (BPCT-491.)

Houston, Tex.—Texas TV Co. Ch. 7. (BPCT-271.)

Houston, Tex.—Harris County Bcstg. Co. Ch. 5. (BPCT-335.)

Midland, Tex.—Midland TV Co. Ch. 7. (BPCT-7.)

Seattle, Wash.—Edward Lasker. Ch. 7. (BPCT-533.)

New Applications

Yuma, Ariz.—Valley Telecasting Co. vhf Ch. 11 (198-204 mc); ERP 29 kw visual, 14 kw aural; antenna height above average terrain 258 ft., above ground 300 ft. Estimated construction cost $220,618, first year operating cost $260,000, revenue $220,000. Post office address % Park Dunford. 4134 Bandini Rd., Los Angeles. Station location to be determined. Transmitter location U. S. Highway 80, approx. 7.5 mi. W. of Yuma. Geographic coordinates 32° 44′ 42″ N. Lat., 114° 44′ 19″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President **Donald Ellsworth** (3.5%), rancher; Vice President **Howard L. Roberts** (3.5%), farm machinery dealer; Vice President **G. Park Dunford** (69%), Inland Fertilizer Co., Los Angeles; Secretary **Elton C. Hussey,** manager J. C. Penney store, Mesa, Ariz.; Treasurer **Russell J. Madsen** (3.5%), Growers Chemical Supply Co., Mesa; **William S. Porter** (3.5%), real estate, Mesa; **Alvin S. Reber** (3.5%), farmer; **Grover C. Dunford** (10%), Inland Fertilizer Co. City priority status: Gr. A-2, No. 571.

Henderson, Nev.—Boulder City Bcstg. Co. (KRAM Las Vegas) vhf Ch. 2 (54-60 mc); ERP 10.75 kw visual, 5.37 kw aural; antenna height above avreage terrain 136 ft., above ground 351 ft. Estimated construction cost $155,180, first year operating cost $130,000, revenue $150,000. Post office address P. O. Box 1712, Las Vegas, Nev. Studio and transmitter location 435 ft. E. of intersection of Water & Ocean Ave. Geographic coordinates 36° 01′ 42″ N. Lat., 114° 58′ 32″ W. Long. Transmitter and antenna RCA. Legal counsel William A. Kehoe, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President **Edward J. Jansen,** Secretary Treasurer **Truman B. Hinkle,** stockholders **Edith Jansen, Ray T. Frederick, Otto Stoehr** and **Melvin O. Larson,** all with more than 3% interest in applicant. City priority status: Gr. A-2, No. 941.

Henderson, Nev.—Southwestern Pub. Co. (KFSA Fort Smith, Ark.), vhf Ch. 2, (54-60 mc); ERP 10.96 kw visual. 5.48 kw aural; antenna height above average terrain 257 ft., above ground 601 ft. To amend original application for vhf Ch. 8 Las Vegas [B•T, July 28, 1952]. See Amended Applications (below). Studio location to be determined. Transmitted location on U. S. Hwy. 95 near Cow Springs, 8 mi. N. of Henderson. Geographic coordinates 36° 07′ 46.7″ N. Lat., 115° 04′ 55.2″ W. Long. Transmitter and antenna RCA. City priority status: Gr. A-2, No. 941.

Rochester, N. Y.—Star Bcstg. Co. (WGUA Geneva, N. Y.) uhf Ch. 15 (476-482 mc); ERP 286 kw visual, 150 kw aural; antenna height above average terrain 435 ft., above ground 325 ft. Estimated construction cost $427,214, first year operating cost $200,000, revenue $210,000. Post office address 87 Seneca St., Geneva, N. Y. Studio location to be determined. Transmitter location Pinnacle Hill, Brighton, N. Y. Geographic coordinates 43° 08′ 07″ N. Lat., 77° 35′ 02″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Maurice R. Forman** (71.59%), owner Beam Adv. Enterprises, advertising agency; Vice President **Thomas L. Brown** (11.84%); Secretary **R. Carleton Greene** (4.73%); Treasurer **Samuel E. Daley,** and stockholder **Edward Menden** (11.84%), real estate. City priority status: Gr. B-4, No. 191.

Durham, N. C.—Public Information Corp. of Durham. uhf Ch. 46 (662-668 mc); ERP 90.3 kw visual, 45.15 kw aural; antenna height above average terrain 482 ft., above ground 339 ft. Estimated construction cost $121,209, first year operating cost $200,000, revenue $200,000. Post office address 211 Rigsbee Ave. Studio location 211 Rigsbee Ave. Transmitter location Carpenters Pond Rd. 2 mi. S. of Durham County line. Geographic coordinates 35° 55′ 51″ N. Lat., 78° 44″ 32′ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Kear & Kennedy, Washington. Principals include director **P. M. Sawyer** (40%); **Thomas B. Sawyer** (16%); **Harold H. Thoms** (14%), 13.5% owner WSSB Durham, 99% owner WISE Asheville, 25% owner WAYS Charlotte, 25% owner WCOG Greensboro, 71% owner WEAM Arlington, Va.; President **Mrs. P. M. Sawyer** (11%); Secretary Treasurer **Roma S. Cheek** (10%); **Guy G. Griffen** (3%), sales representative for WMAR-TV Baltimore. City priority status: Gr. A-2, No. 53.

Applications Amended

Missoula, Mont.—Mosby's Inc. Request amendment of application to change ERP from 12.49 kw visual, 6.24 kw aural to 11 kw visual, 5.5 kw aural; antenna height above average terrain from 2317 ft. to minus 687 ft.; change type antenna; transmitter location from On Pattee Peak, 4 mi. S by E of Mossoula, Mont. to 127 E. Main St., Missoula, Mont.; and other equipment changes. (BPCT-829).

Greenville, N. C.—Carolina Bcstg. System Inc. Request amendment of application to change antenna height above average terrain from 856 ft. to 858 ft.; change studio location from N side of U. S. Hwy. 264, 3.9 mi. SW of Greenville, to South Evans St., extended, 2 mi. S of Greenville. (BPCT-898.)

Las Vegas, Nev. — Southwestern Pub. Co. Amends its application to request vhf Ch. 2, Henderson, Nev. (See Applications.)

Milwaukee, Wis—Wisconsin Bcstg. System Inc.

Texas
$50,000.00

A very successful fulltime network facility. The only station covering two rich agricultural counties. Combination operation—consistent profit growth. An ideal property for two partners.

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$150,000.00

A profitable fulltime independent located in one of the great Texas markets. This station has a steady record of solid growth. It is now operating under absentee ownership and continuing to show increases both in gross billing and net profits.

Appraisals • Negotiations • Financing

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Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Requests amendment of application from uhf Ch. 25 to uhf Ch. 19 (500-506 mc); antenna height above average terrain from 375 ft. to 373 ft.; change type of antenna. (BPCT-377.)

Memphis, Tenn.—WMPS Inc. Requests amendment of application to change ERP from 316 kw visual, 158 kw aural to 100 kw visual, 50 kw aural; antenna height above average terrain from 1026 ft. to 1044 ft.; change type of transmitters from RCA TT-50 AM to RCA TT-25-AL and make changes in antenna system. (BPCT-514.)

Existing TV Stations . . .

Decisions

KRON-TV San Francisco, Calif.—Granted STA to operate on reduced ERP of 50 kw visual and 25 kw aural pending repairs to equipment, Ch. 4. Feb. 25 to March 25.

WNAC-TV Boston—Granted STA on an interim basis to operate with 6 section of antenna mounted on top of existing 350 ft. tower. Transmitter output 5 kw visual, 2.5 kw aural. Feb. 26 to April 26.

WDEL-TV Wilmington, Del.—Granted STA on commercial basis, Ch. 12. March 5 to Sept. 5.

WTTG (TV) Washington—Granted STA with nominal carrier frequency 3.75 kc below normal frequency for Ch. 5, beginning March, 1 ending April 1.

KSWO-TV Lawton, Okla.—Oklahoma Quality Bcstg. Corp. Granted STA to operate on a commercial basis, vhf Ch. 7. Feb. 25 to Aug. 23. Granted Feb. 25.

KMO-TV Tacoma, Wash.—KMO Inc. Granted mod. CP to change ERP from 115 kw visual, 58 kw aural to 120 kw visual, 71 kw aural; change transmitter location and main studio location and make antenna and other equipment changes; antenna height above average terrain 780 ft. (BMPCT-973.) Granted Feb. 26.

WHP-TV Harrisburg, Pa.—WHP Inc. Granted mod. CP to change type of antenna and make other equipment changes; antenna height above average terrain 910 ft. (BMPCT-987.) Granted Feb. 27.

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Applications

WHYN-TV Holyoke, Mass. — The Hampden-Hampshire Corp. Request mod. CP to change studio location from 180 High St., Holyoke, to 65 Main St., Springfield, Mass. (BMPCT-1001.)

WOR-TV New York—General Teleradio Inc. Request mod. CP to change ERP from 316 kw visual, 158 kw aural to 151.7 kw visual, 74.3 kw aural; move transmitter location from 72nd St. & Palisade Ave., North Bergen, N. J., to Empire State Bldg., 350 Fifth Ave. (83rd Floor), New York; change type of visual and aural power amplifiers and install new antenna system. Antenna height above average terrain 1240 ft. (BMPCT-1000.)

WNAO-TV Raleigh, N. C.—Sir Walter Television Co. Request mod. CP to change ERP from 280 kw visual, 145 kw aural to 17.5 kw visual, 8.75 kw aural; change transmitter and studio location from 2414-2416 Hillsboro St., Raleigh, to 5.6 mi. W of Raleigh and 219 South McDowell St., Raleigh, respectively; and install new transmitters and antenna systems. Antenna height above average terrain 463 ft. (BMPCT-1003.)

KELO-TV Sioux Falls, S. D. — Midcontinent Bcstg. Co. Request mod. CP to change ERP from 57 kw visual, 29 kw aural to 55 kw visual, 33 kw aural; change type of transmitter and correct geographic coordinates (no change in location). Antenna height above average terrain 528 ft. (BMPCT-1004.)

WBCK-TV Battle Creek, Mich. — Michigan Bcstg. Co. Requests mod. of CP to change from 18.5 kw visual, 9.3 kw aural to 22.26 kw visual, 11.13 kw aural; install new transmitters and antenna system and make other equipment changes. (BMPCT-998.)

WFTL-TV Ft. Lauderdale, Fla.—Gore Pub. Co. Requests mod. of CP to change studio location from 1785 SE 15th St., Ft. Lauderdale to 229 SE 1st Ave., Ft. Lauderdale; change ERP from 56 kw aural to 50 kw aural; install new transmitters and antenna system and make other antenna changes. Antenna height above average terrain 269 ft. (BMPCT-996.)

WDAY-TV Fargo, N. D.—WDAY Inc. Requests mod. of CP to change ERP from 70 kw visual, 35 kw aural to 65.89 kw visual, 32.95 kw aural; change transmitter location from 207-215 Fifth St., North, Fargo, to 2½ mi. S of Fargo. Antenna height above average terrain 392 ft. (BMPCT-1005.)

WHET (TV) Henderson, Ky.—Ohio Valley TV Co. Requests mod. CP to change ERP from 26 kw visual, 13 kw aural to 16.25 kw visual, 8.77 kw aural; change transmitter and studio location from Zion Road, 2.5 mi. ESE of downtown Henderson to Marywood Drive, 2.2 mi. N of center of Henderson; change type of antenna and make other equipment changes. Antenna height above average terrain 594 ft. (BMPCT-993.)

KCTY (TV) Kansas City, Mo. — Empire Coil Co. Request mod. CP to change ERP from 93 kw visual, 51 kw aural to 98.9 visual, 53.4 kw aural; studio location to Pickwick Hotel, 10th & McGee Sts., Kansas City; transmitter location from Broadway & 26th St., to South Side of 87th St., between Glenwood & Walmer, Overland Park, Kans.; make antenna and other equipment changes. Antenna height above average terrain 819 ft. (BMPCT-1010.)

WKY-TV Oklahoma City, Okla.—WKY Radiophone Co. Request mod. CP to change studio location from 1300 E. Britton Road, near Oklahoma City to 500 E. Britton Ave., Oklahoma City; change type of transmitters and antenna, and make other equipment changes. Antenna height above average terrain 927 ft. (BMPCT-1006.)

Existing FM Stations . . .

Applications

WFAH-FM Alliance, Ohio—Review Pub. Co. Request CP to make changes in licensed station: change type of antenna to Collins 37M-3, 3-bay Ring; move transmitter to Smyth Blvd.; move studio to 2720 S. Union Ave., and decrease antenna height. (BPH-1836.) Filed Feb. 26.

Ownership Changes . . .

Decisions

KRSC Seattle, Wash.—J. Elroy McCaw. Granted assignment of license to **Washington Telecasters Inc.** for consideration of $229,500. Principals in assignee include **Jessica L. Longston** (51%), president and 50% owner of KPUG Bellingham, Wash., president and 56% owner of KSEM Moses Lake, Wash., president and 86% owner of KBIO Burley, Idaho, president and 67% owner of KAVR Havre, Mont., 90% owner of Mist Publishing Co., St. Helens, Ore., and Burley, Idaho (semi-weekly newspapers), ⅓ owner of Pollock, Zaser & Longston (home builders), Zilah, Wash.; **C. V. Zaser** (35%), vice president and 25% owner of KPUG, KSEM and KAVR, and **Robert Pollock** (14%), general manager of KPUG, KSEM, KBIO and Mist Publishing Co., and ⅓ owner of Pollock, Zaser & Longston. (BAL-1486 and BALRE-131.) Granted Feb. 5.

Routine Roundup . . .

February 26 Decisions

BY COMMISSION EN BANC

Advised of Hearing

WCUE Akron, Ohio, Akron Bcstg. Co.—Is being advised that application (BP-8478) to increase power and hours of operation from 1 kw D to 500 w N, 1 kw-LS DA-2, unl., indicates necessity of hearing in view of objectionable interference involved to proposed operation, and for failure to provide adequate service to city and metropolitan district in accordance with Commission standards.

Andrew B. Letson, Ocala, Fla.—Is being advised that application (BP-8574) for AM on 900 kc 1 kw D indicates necessity of hearing in view of borderline interference involved with station WSWN Belle Glade, Fla., and latter's petition to deny grant.

WRNO Orangeburg, S. C., WRNO Inc.—Is being advised that application (BP-8500) to change facilities from 1450 kc to 1150 kc, increase power from 250 w to 500 w N, 5 kw-LS, install new trans. and DA system, and change trans. location, indicates necessity of hearing in view of objectionable interference both day and night to proposed operation.

KYAK Yakima, Wash., Yakima Bcstg. Corp.—Is being advised that application (BP-8513) to change frequency from 1400 to 1390 kc, increase power from 250 w to 1 kw, install new trans., using same DA-DN, indicates necessity of hearing because of objectionable nighttime interference that would be caused to KGER Long Beach, Calif.

Designated for Hearing

Martin County Bcstg. Co., Stuart, Fla.—Designated for hearing application (BP-8185) for new AM on 1450 kc 250 w unl.; made WWPB Miami, Fla., party to proceeding.

Clinton Radio Advertising Co., Clinton, S. C.—Designated for hearing application (BP-8204) for AM on 600 kc 500 w D; made WSJS Winston-Salem, N. C., party to proceeding.

Madera Bcstg. Co. Inc., Madera, Calif.—Designated for hearing application (BP-8487) for new AM on 1230 kc 100 w unl; made KRDU Dinuba, Calif., KERO Bakersfield, and KWG Stockton, Calif., parties to proceeding.

Petition Denied

WJWL Georgetown, Del., Rollins Bcstg. Inc.—By memorandum opinion and order, denied petition requesting waiver of Sec. 3.25(d) of rules to permit WJWL to increase power from 1 kw to 10 kw D on 900 kc, and dismissed said application.

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Continuance of Hearing

Chief, Broadcast Bureau—Granted petition for continuance of hearing from March 2 to April 22, 1953, in proceeding re application of Diamond H Ranch Bcstrs. (KDIA), Auburn, Calif. (Docket 10405 BR-2544).

Petition Granted

Denver Television Co., Denver, Col.—Granted petition for extension of time to March 10, 1953, to file exceptions to initial decision released in proceeding re application (Docket 10240 BPCT-951) and that of Aladdin Radio & TV Inc., Denver, Col. (Docket 9041, BPCT-426).

Harmco Inc., Sacramento, Calif.—Granted petition for dismissal without prejudice of application for CP for new TV (Docket 10295 BPCT-975).

WTNJ Trenton, N. J., WOAX Inc.—Granted petition requesting acceptance of late filing of notice of intention to appear and participate in proceeding re application of Key Bcstg. System Inc., Bay Shore, N. Y. (Docket 10379 BP-8422).

WJLK Asbury Park, N. J., Asbury Park Press—Granted petition to intervene in proceeding re application of Key Bcstg. System, Inc., Bay Shore, N. Y. (Docket 10379, BP-8422).

William O. Barry, Lebanon, Tenn.—Granted petition for dismissal without prejudice of his application for CP (Docket 10375, BP-8161) (Action 2/24).

By Hearing Examiner Hugh B. Hutchison

Petition Denied

Garden State Bcstg. Co., Atlantic City, N. J.—By memorandum opinion and order denied petition to reopen record for certain purposes in proceeding re application (Docket 10120, BP-8112); on Commission's own motion record of hearing was reopened for limited purpose of affording Mr. Albert Spiro opportunity to give additional testimony regarding personal finances,

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Help Wanted

Managerial

Salesman to assume commercial manager position with 1,000 watt clear channel North Carolina daytime station. Photo, resume, include past billing. Box 33W, B•T.

Salesmen

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

Help wanted: Salesman, good opportunity for aggressive man. College town in south. Must be civic minded and able to promote and sell for AM and FM station. Send photo and full details. Box 924S, B•T.

Salesman for single station market in Michigan. Salary and mileage. Box 984S, B•T.

Good salesman immediately for 1 kw progretssive independent in competitive market. Earnings limited only by ability. Liberal commission and draw. Block of active accounts will be given to you. Good working and living conditions in fine midwest college city of 60,000. Box 997S, B•T.

Salesman-announcer. Short announcing shift and sales. Salary and commission. Really good smaller market deal for good man. Southern Minnesota. Box 10W, B•T.

Experienced salesman for well established Illinois daytimer. Good guarantee and house accounts to start. Right man will step into something good. Box 14W, B•T.

Wanted: Assistant to owner and manager. Immediate opening for energetic salesman who can service accounts and write continuity. Excellent salary and opportunity in prosperous 1000 watt independent station. Send complete resume and photo to KTFY, Box 1032, Brownfield, Texas.

Immediate opening for aggressive salesman. Good character, some experience required. Prefer midwest applicant. Real opportunity with Mutual affiliate in growing metropolitan market. Write Bailey Axton, KTOP, Topeka, Kansas.

Salesman-announcer for 1000 watt independent in one station market. Salary plus commission, excellent opportunity. Write, wire or call Walter Duke, WDBL, Springfield, Tenn.

One station market, 180,000 population in primary area. 15% against liberal guarantee draw and expenses. Send personal history and date you are available to J. J. Garvey, WJOL, Joliet, Illinois.

Sales manager and/or salesmen for established 5000 watt sports-music station. Year-round top schedule now in effect. Call WTVB, Coldwater, Michigan.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

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Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

Large midwestern station has excellent opening for experienced commercial announcer with farm background. Agricultural college training preferred. Send complete resume background education, experience and references. Box 920S, B•T.

Help Wanted—(Cont'd.)

Announcer-salesmen (2) with good voices plus sales ability, new fulltime ABC affiliate in lovely southeastern city of 25,000. Salary for announcing, commission on sales. Top opportunity. Also one Gal Friday with a voice. Send complete information. Box 922S, B•T.

Wanted: Topnotch announcer with restricted permit for combo work on network affiliated AM-FM Georgia station. Must be abstainer, industrious and reliable. No floaters. Box 931S, B•T.

Wanted, experienced announcer for kw daytime southern station. Prefer native southerners. Good hours, working conditions and pay. Send complete information, tape or disc to Box 934S, B•T.

Combination man. Progressive independent. Midwest location. Above average salary. Box 963S, B•T.

Florida. Experienced announcer-DJ. Strong on commercials. Ideal living-working conditions. Progressive independent. Box 968S, B•T.

Wanted: Announcer with good voice for all-round staff work. North Carolina, ABC network station. Box 18W, B•T.

Announcer for kw daytimer Pennsylvania. Voice more important than experience. Single man preferred. Box 34W, B•T.

Local newsman wanted for northern Illinois independent daytime station. P. O. Box 500, Waukegan, Illinois.

Wanted, a combo man, KBOW, Butte, Montana. 40-hour week, CBS affiliate, send disc, salary expected. Box 1932, Butte, Montana.

Our chief announcer is leaving after three years to join CBS Chicago. If you feel you're capable of filling this big-time announcer's shoes, send resume and recording to Frank McIntyre, KLIX is Klickin', Twin Falls, Idaho.

KOB, radio & TV, Albuquerque, New Mexico has staff opening for young experienced commercial announcer with control experience. 40 hour, 5 day week. $76.00 base salary, $80.00 in six months. Include all background information, photo and audition disc in first letter. Inquiries to Michael Dillon, Program Director.

Experienced announcer for 1000 watt daytimer, must be good on DJ shows and news. Salary based on experience and ability. Write, wire or call Walter Duke, WDBL, Springfield, Tenn.

Announcer who can operate board five days, salary depends on ability. Send resume, photo and tape, Station WEAR, Pensacola, Florida.

Announcer with experience wanted: Contact Station WEAV, Plattsburg, N. Y.

Experienced, stable, staff announcer. Must be versatile, salary dependent on experience and ability. 1000 watt fulltime ABC affiliate. Contact Program Director, WGBR, Goldsboro, N. C.

Announcer-operator, tape, disc, photo WGTN, Georgetown, S. C.

Need top morning announcer, also combination engineer-announcer. Housing available for family, top salary. Send full information to Lester Gould, WJNC, Jacksonville, North Carolina.

Sports announcer to write and air local sports. Some routine announcing. Must be familiar Illinois sports. Journalistic experience preferred. WLPO, La Salle, Illinois.

Announcer DJ, experienced, sincere pitch, handle board, no characters. Immediate opening, good pay. TV applied for. Rush tape, resume, picture to WSAL, Logansport, Indiana.

Chief engineer, who can also announce for 250 watt combination operation. Send full information, snapshot and minimum salary requirements to WSSV, Petersburg, Va.

Help Wanted—(Cont'd.)

Technical

Wanted. First class engineer-announcer. Box 810S, B•T.

5 kw central N. Y. station wants engineer. Experience unnecessary. First phone. Box 6W, B•T.

Chief engineer with at least two years experience needed immediately. Ideal working conditions, good pay with Mutual affiliate. Prefer midwest man. Write Bailey Axton, KTOP, Topeka, Kansas.

Engineer wanted. Opening for engineer. Experience with Western Electric AM and FM desirable. Opportunity for advancement to C. E. or to television work soon. Only top men need apply. WAIM-WCAC-FM, Anderson, S. C.

Wanted: Two transmitter operators. $60.00 for forty hour week. Substantial increase in four months. Car necessary. Write, wire, call collect Chief Engineer, WAMS, Wilmington, Delaware.

Immediate opening for transmitter operator. No experience required. WASA, Havre de Grace, Maryland.

Transmission engineer-operator 40 hour week remotes optional. Transportation furnished WCLI, AM/FM, Corning, N. Y.

Transmitter engineer with car. Union scale $65 to $86 plus overtime. Write to Luukinen, WIRL, Peoria, Illinois.

Wanted, engineer with 1st phone and car. Promotion possible for experienced, aggressive man. Metropolitan Washington, D. C. area, WPIK, Alexandria, Virginia.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Immediate opening for chief engineer. Must do combination work. Also immediate opening for combination man with first or second class license. Write, wire or call collect. Edgar H. Kobak, WTWA, Thomson, Georgia.

Production-Programming, Others

Program director with initiative 500 watt rural independent. To produce fresh programs, supervise announcers and do all-round announcing. Only replies telling all and accompanied by audition considered. Box 20W, B•T.

Punch-writer. Well paying position open for young man or woman who can make commercial copy stand up and sell! Pioneer, midwest, regional network station desires to round-out continuity staff with experienced writer who can produce strong, brisk sales-copy. Earnings above average. Send sample copy, qualifications and photo to Program Director, WFDF, Flint, Michigan.

Commercial copywriter, fulltime position, immediate opening. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

Girl copywriter, experienced. Send qualifications, references, sample copy, salary expected. WHIT, New Bern, N. C.

AM-TV program director. Regional independent with UHF C.P. seeks man experienced in AM and TV. WILS, WILS-TV. Lansing, Michigan.

Situations Wanted

Managerial

General manager, employed, highly successful regional affiliate. Seeking advancement larger operation with TV now or future. Excellent sales and management experience. Top industry, personal and business references. Box 938S, B•T.

Efficient, stable, experienced manager available immediately. Have money to invest if required. Box 949S, B•T.

Solid selling salesman presently employed, making five figured commission, wants opportunity to become sales manager in progressive radio and television station or applicant. Six years radio and television experience. Financially able to buy stock. Commission basis if possible. Box 981S, B•T.

Administrative assistant, manager or working department head. Presently part owner and general manager WFRS. Eight years experience as general manager, program director, engineering director (1st phone license), announcing, public relations, sales. University graduate, married, home owner. Don't be misled by youthful age, 32—I've young crop gray hairs. Can both supervise and perform above jobs. Interested in station with TV future. With meteorology sideline, can easily do TV weather program in addition. Selling station, as FM only outlet can't pay commensurate with effort put forth. Top references business, character. Salary open. Box 995S, B•T.

Situations Wanted—(Cont'd.)

Salesmen

Salesman with know-how. Excellent sales record. College graduate. Enthusiastic, imaginative, mature, car. Box 7W, B•T.

Salesman, experienced in radio sales, TV and radio production. Family man wants permanent connection. Offers ability hard work, pleasing personality. Box 9W, B•T.

Announcers

Baseball, experienced all sports, staff, deejay, permanency important, young, family. Box 965S, B•T.

Sports announcer, baseball specialty. Four years experience plus sales and ticket. Permanent. Family man. Box 980S, B•T.

Announcer, news, sports, six years large market. Currently 5 kw net. TV experience. Neat, rich voice. Family man. Box 983S, B•T.

Singing hillbilly DJ. Wants change, prefer west. Good commercial, plays guitar. TV experience. Box 985S, B•T.

Staff announcer. 3½ years experience. All phases. Now employed. Steady. Wants to locate Penna., New York. Married, 29, college grad, car. Box 988S, B•T.

Experienced announcer desires advancement to larger market preferably in the east. Draft exempt. Write Box 990S, B•T.

Announcer. Draft exempt, married, experience limited. Strong on DJ, news, commercials, sales, console. Now employed but desire to move up. Tape on request. Box 991S, B•T.

Sportscaster. Box 992S, B•T.

Experienced, straight announcer desires progressive station in large market. Box 993S, B•T.

College graduate. 24. Married. Child. 4 years experience. Work board. Want crack at early morning or good day shift in nice community. East. Alert. Responsible. Box 1W, B•T.

Announcer-engineer, 3½ years experience, college grad, presently chief engineer-announcer, desires position affording sports. Box 2W, B•T.

Announcer, experienced, eight months. All phases. Board. Remotes. A.B., B.S. Employed. One hundred fifty mile radius from Boston. Box 4W, B•T.

Experience wanted: Announcer, disc jockey, newscaster-control board. Light on experience; heavy on ambition. Recent graduate School of Radio and Television Broadcasting, New York. Very conscientious and dependable. Salary secondary to experience. Korean veteran, single and will travel. Resume, disc, picture available on request. Box 8W, B•T.

Newsman and staff announcer, personable, experienced, thirties, reporter public affairs, fast accurate rewrite. Specialize local news. Highly saleable item for radio or TV. Tape and personal profile. Box 13W, B•T.

Announcer capable in all-round staff work, commercials, musical shows and news. Box 16W, B•T.

Announcer, control board operator, strong on sports, music. Audition, tape or disc available. Box 17W, B•T.

Do you seek a capable, reliable announcer or combination man with three years of varied experience? Can you pay him accordingly? Are you located in the northeast? If so, please contact me for further information. Box 19W, B•T.

Baseball, play-by-play and recreations. Top sports announcer, strong on news and special events. Ten years experience. Available April 1st. Want combination announcing and sales. References, tapes and photos upon request. Box 21W, B•T.

News-commentator, broad foreign background. Formerly with Radio and TV station NWDR, Berlin, Germany. Free lanced for Voice of America. Expert on conditions both east and west of Iron Curtain. Excellent news-connections. Fluent English, French, German. Bachelor of Law at University of Berlin. Age 26. Box 24W, B•T.

Experienced announcer. Network, independent, college, young, draft exempt. Desire permanent relocation. Tape, photo, Box 25W, B•T.

Experienced radio announcer desires week-end job within 50 miles of Pittsburgh. Box 27W, B•T.

Situations Wanted—(Cont'd.)

Young, versatile announcer, copy-man. Some experience. Board knowledge. Strong on punch. Box 28W, B•T.

Experienced announcer, copy-man, versatile. Sports, pop-classical DJ. Box 29W, B•T.

Commercial announcer: Top experience, superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Experienced announcer desires position on announcing staff of midwestern radio station. Johnny Hagan, 210 N. Kolin Avenue, Chicago; Austin 7-5924.

Announcer, experienced, boardman, news, staff-work, college graduate, board cultural and language background, third license. Rogers, WCHV, Charlottesville, Va.

Announcer with authoritative voice, strong on news. All-round staff man desires connection. Reliable and versatile, station asset. Married, draft exempt. Resume, tape, references. Minimum start $250 per month, for right opportunity. Harry Turkish, 5360 Broadway, New York 63, N. Y. LO 2-6730.

Technical

Chief engineer. RCA Institute graduate. First phone license. 12 years experience all phases AM. Now holding supervisory position. Married. 35. Good record and references. Box 929S, B•T.

First phone, no station experience, single, veteran, three years school, some industrial electronic experience. Box 979S, B•T.

First ticket, combo 1½ years, engineer 2 years. General experience, news, record shows, some sports. Available immediately. Box 982S, B•T.

First phone, vet, family, experienced AM, no announcing. Available immediately. Box 987S, B•T.

Available immediately, chief engineer. Ten years experience. Will build from CP. Must be progressive. Box 994S, B•T.

Experienced engineer, 5 years 1st phone, veteran, seeking permanent improved conditions, best qualifications, midwest or west preferred. Box 12W, B•T.

Experienced first phone ticket, colored, desires employment. Available after two weeks notice. J. Allen, 1529 Vermont Ave., N. W., Washington, D. C.

Transmitter operator. Experienced, qualified, dependable. Your requirements? Lewis Sherlock, Box 891, Denver 1, Colorado.

Production-Programming, Others

Expert copywriter, copy chief. Seven years broad experience. Can announce. Box 946S, B•T.

New station owners replacing me with stockholder. Seven years radio experience include programming and production with a flair, dignified announcing, energetic selling, capable copywriting, authoritative newscasting. Television potential. All queries answered promptly. Choice references. Box 978S, B•T.

In June I will receive my Bachelor of Arts in Speech. After graduation I would like very much to get work in radio. I have had three years of amateur experience with a non-commercial station in Chicago. I have done much work in directing, acting, announcing, interviewing and various types of ladies' programs. Audition disc and additional information on request. Lynn Parker, 1246 S. 49th Avenue, Cicero 50, Illinois.

Situations Wanted—(Cont'd.)

TELEVISION

Managerial

Manager-TV assistant commercial, traffic or sales promotion with station. Network sales service, research and agency time buying experience. College graduate, 30, married, daughter. G. Mason, 2114 Birchwood, Chicago 45.

Salesmen

Topflight radio time salesman, proven sales record and all-round radio background, interested in TV sales connection. Box 967S, B•T.

Production-Programming, Others

TV film manager, thoroughly experienced. Programming, procurement, operations. Now with top company. Box 831S, B•T.

SRT-TV graduate dying to apply knowledge and training in TV production, programming, floor and control room operation and allied advertising or film fields. Experience, none. Potential, atomic. So far no job. B.A., 1941. Veteran. Family. To live, $85.00. Start in New York, New Jersey, Connecticut, Massachusetts, Rhode Island. Box 933S, B•T.

Versatile salesman-special events, public relations. Strong news voice. Prefer medium size station with TV future, 6 years present station. Prefer west coast. Write Box 977S, B•T.

15 years experience art, radio and display advertising. Presently employed traffic and promotion manager top 5 kw AM station. Available June. Western U.S. TV know-how, 30, degree, family. Box 3W, B•T.

Film specialist, 5 years experience all phases film production. Films shown by 80 stations, all networks. Thoroughly capable, creative live-wire with many commercial ideas. College graduate, family man, 31. Box 32W, B•T.

For Sale

Stations

Midwest: 1000 W indie. No competition. Majority control $40,000. Half cash. Box 975S, B•T.

Owner of a 250 watt broadcast station in a prosperous Alabama town would like to sell half interest in the station to some reliable, capable man to operate it. The station is making money. Address Box 5W, B•T.

South, large industrial city, 1000 watt day independent, operating 7 years, $35,000 for 51% control. Write Box 31W, B•T.

Equipment, etc.

For sale. Standing self-supporting 300-foot Lehigh tower with 6-bay GE FM antenna mounted on top. Will sell separately or together. Box 919S, B•T.

One RCA 72-D (MI-11901) recording attachment, less automatic equalizer, in excellent condition. $150.00. Box 998S, B•T.

Used heavy duty guyed tower; dismantled midwest area, suitable for AM, FM and for supporting some TV antennas. First $1,000 cash offer buys it. Box 999S, B•T.

Studio console—Gates model 30 in good condition, $450 FOB Carlsbad, N. M. Will be taken out of service about April 1st when new equipment arrives. If interested, wire immediately to Norman Loose, Manager, KAVE-CBS, Carlsbad, N. M.

Broadcaster, with 20 years experience,
will invest one million dollars
(more or less) in VHF TV Station

Address Box 30W

BROADCASTING • TELECASTING

For Sale—(Cont'd.)

TV/FM tower. One 62 foot Ideco triangular tower, $2500, suitable for building top. Available immediately. Call or write W. J. Jackson, Chief Engineer, KEYL-TV, San Antonio, Texas.

For sale: 1 kw composite, FCC approved transmitter. Make offer to KTMS, Santa Barbara, Calif.

230' self-supporting insulated tower, two bay RCA Batwing FM antenna. 230' 1⅝" Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Co., 1600 Broadway, New York 19, N. Y.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Challenger Rek-O-Kut professional 12" disc recorder, 2 speeds, practically new, $285. Also, Meissner combination phonograph-radio and recorder, $95. National Academy of Broadcasting, 3338 16th St., N. W., Washington, D. C. Phone Decatur 2-5580.

Wanted to Buy

Stations

Cash for western CP, station or interest. Experienced radio man means business. Confidential. Act now. Box 11W, B•T.

Equipment, etc.

Wanted: 500 or 1000 watt transmitter; three towers; two 178 ft.; one 125 ft. Complete studio equipment. Urgent. Send complete description and price. Box 970S, B•T.

Wanted, used 5000 watt transmitter. State price, condition and full details in first letter. Box 986S, B•T.

Model 3HW high gain beacon antenna, Workshop Associates also used mobile radio-telephone units—150 to 160 mc. Box 989S, B•T.

Wanted: Radio relay truck equipped for broadcast use. Box 35W, B•T.

Wanted: 1000-watt AM transmitter, good condition, 250-foot tower and tuning unit. Contact Manager, WVOP, Vidalia, Georgia. Telephone 3029.

Miscellaneous

FCC licenses in a hurry. Instruction by correspondence. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood 28, California.

Help Wanted

COPYWRITER
SALESMAN
ANNOUNCER

Copy Writer . . . . capable, hard hitting, copy pitched to the masses. Ability to announce and ad lib approximately 10 hours per week very helpful. Needed at WXOK, Baton Rouge, Louisiana.

Salesman . . . . . proven young man with good sales record who would like to earn real money. Good base, expenses and commission. Needed WBOK, New Orleans and WXOK, Baton Rouge, La.

Announcer . . . . experienced, versatile, capable of taking over top rated morning and afternoon DJ shows. Imagination, ideas and personality important. Needed KAOK, Lake Charles, La.

You will be joining a company with a proven record of success. We want stable young men who want to make a secure future for themselves. Give complete details first letter and include recent snapshot. Write "The O K Group", 505 Baronne Street, New Orleans 12, Louisiana.

Salesmen

Are You This Salesman?

Can you close your radio ideas with local accounts. . . . No bed of roses. . . . But the market of over 300,000 . . . 3 radio stations . . . is here. . . . If you can work and sell, you can make money. Car essential. Salary plus commission and incentive commission. Box 976S, B•T.

Help Wanted—(Cont'd.)

SALESMAN

for a top rated independent in a leading California market. 15% against draw. Bonus up to 22%. Our men make $5,000 to $12,000 annually.
Box 22W, B•T.

Announcers

WESTERN HILLBILLY PERSONALITY DJ WANTED

1000 watt independent full time, 300,000 market. Must sell his own show—percentage or brokerage arrangement. Address: General Manager, Box 943S, B•T

Announcer

with classical background for a top rated independent in a leading California market. Must have deep rich voice. 40 hours, $72.00 weekly to start. Periodic raises to $85.00 weekly. Must be good console operator. Station pays life insurance and hospitalization. No young disc jockey. Prefer mature family man. Box 23W, B•T.

Situations Wanted

Managerial

WANT A GOOD MANAGER?

Here's a successful, mature manager with years of experience, net and independent. Thoroughly capable and progressive with fine motion picture and radio background . . . live-wire, gets results. Builder of sales, operates economically. Real asset to your station and city. Prefer one or two station market in mild climate. Box 996S, B•T.

For Sale

Stations

FOR SALE **250 WATT FULLTIME**

Southern station in town of 30,000. Will consider all offers. Write Box 26W, B•T.

Miscellaneous

SALES ENGINEERS

Old established Broadcast and Communications equipment Manufacturer now has two openings in the Eastern Sales Department. If you know equipment, like to sell and are looking for a permanent position, you will be interested in our openings. Please send full information with first letter with photograph if available. Box 15W, B•T.

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HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

etc. Date of further hearing to be subsequently announced.

By Hearing Examiner Fanney N. Litvin

Petition Granted

Mid-State Bcstg. Co., Chehalis, Wash.; Leroy E. Parsons, Chehalis, Wash.—Granted in part petition by Mid-State Bcstg. Co., in which Leroy E. Parsons, joins, for 30-day continuance of hearing in matter of applications (Dockets 10126; 10127); hearing scheduled for March 5 is continued to March 23, 1953, in Washington, D. C.

February 26 Applications

ACCEPTED FOR FILING

Change Transmitter Type

WWAB Ozark, Ala., Ozark Bcstg. Corp.—Mod. CP (BP-8236), which authorized new AM, to change type trans. (BMP-6130).

License Renewals

Following stations request renewal of license: **KOEL Oelwein, Iowa,** The Northeast Iowa Radio Corp. (BR-2586); **KROF Abbeville, La.,** Abbeville Bcstg. Service Inc. (BR-2030); **KSYL Alexandria, La.,** KSYL Inc. (BR-1258); **WCAP Lowell, Mass.,** Northeast Radio Inc. (BR-2625); **WHAK Rogers City, Mich.,** Rogers City Bcstg. Co. (BR-2418); **KMBC Kansas City, Mo.,** Midland Bcstg. Co. (BR-625); **KOLO Reno, Nev.,** Reno Bcstg. Co. (BR-1342); **WBRM Marion, N. C.,** Lake City Bcstg. Corp. (BR-2268); **WCUE Akron, Ohio,** Akron Bcstg. Corp. (BR-2467); **WICA Ashtabula, Ohio,** WICA Inc. (BR-950); **WONE Dayton, Ohio,** Skyland Bcstg. Corp. (BR-2303); **WPFB Middletown, Ohio,** Paul F. Braden (BR-1802); **WGBI Scranton, Pa.,** Scranton Bcstrs. Inc. (BR-373); **WSPA Spartanburg, S. C.,** The Bcstg. Co. of the South (BR-775); **KELP El Paso, Tex.,** Trinity Bcstg. Corp. (BR-1620); **KOLJ Quanah, Tex.,** Orville L. Jenkins (BR-2617); **KITE San Antonio, Tex.,** Radio KITE Inc. (BR-1766); **KWSC Pullman, Wash.,** State College of Washington (BR-58); **WOSU-FM Columbus, Ohio,** Ohio State U. (BRED-43); **WHHS (FM) Havertown, Pa.,** Haverford Townshop Sr. High School (BRED-48); **WCAL-FM Northfield, Minn.,** St. Olaf College (BRH-641).

Extension of Completion Date

KPFA (FM) Berkeley, Calif., Pacifica Foundation—Mod. CP (BPH-1581), as mod., which authorized new FM, for extension of completion date (BMPH-4812).

WNAC-FM Boston, General Teleradio Inc.—Mod. CP (BPH-1741), which authorized changes in existing FM, for extension of completion date (BMPH-4811).

WROV-FM Roanoke, Va., Radio Roanoke Inc.—Mod. CP (BPH-1759), to make changes in existing FM, for extension of completion date (BMPH-4813).

February 27 Decisions

BY COMMISSION EN BANC

Petition Denied

KCUL Fort Worth, Tex., East-West Bcstg. Co.—Denied petition for reconsideration and grant of amended application (BML-1474) to specify operation on 1540 kc 50 kw D, 5 kw N, which is in conflict with NARBA. Commissioner Bartley issued the following dissent: "I favor a grant of this application since it complies with the Commission's Rules and Regulations. Indeed, a grant of this application would reduce the interference now experienced to other stations' service areas. Faced with this situation, it is clear to me that the Commission should either (1) grant or (2) take action which would give the applicant recourse to the courts to determine whether the Commission's action is arbitrary."

Request Information

Medford Bcstg. Co., Medford, Ore.—Is being requested to furnish additional information in connection with application (BP-8561) for new AM on 1540 kc 1 kw unl., in view of failure to protect 1-B assignment in Waterloo, Iowa, and excessive population between the normally protected nighttime contour and RSS nighttime limitation contour. Commissioner Bartley stated: "I concur in the Commission's action herein taken since this proposal would violate the Commission's rules and result in excessive nighttime interference."

February 27 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license: **KOOL Phoenix, Ariz.,** Maricopa Bcstrs. Inc. (BR-1772); **KTMS Santa Barbara, Calif.,** News-Press Pub. Co. (BR-945); **KFEL Denver,** Eugene P. O'Fallon (BR-107); **WNDB Daytona Beach, Fla.,** News-Journal Corp. (BR-2078); **KSAL Salina, Kan.,** KSAL Inc. (BR-927); **WABI Bangor, Me.,** Community Bcstg. Service (BR-145); **KLTF Little Falls, Minn.,** Little Falls Bcstg. Co. (BR-2526); **WRCS Ahoskie, N. C.,** Roanoke Chowan Bcstg. Co. (BR-2073); **KAKC Tulsa, Okla.,** Public Radio Corp. (BR-1535); **WJMX Florence, S. C.,** Atlantic Bcstg. Co. (BR-1609); **KSDN Aberdeen, S. D.,** Aberdeen News Co. (BR-1968) **KGFX Pierre, S. D.,** Ida A. McNeil, administratrix of estate of Dana McNeil, deceased (BR-706); **KPAC Port Arthur, Tex.,** Port Arthur College (BR-393); **KRIO McAllen, Tex.,** Frontier Bcstg. Co. (BR-

1634); **WSAZ Huntington, W. Va.,** WSAZ Inc. (BR-299).

TENDERED FOR FILING

Change Hours of Operation

WAIN Columbia, Ky., Tri-County Bcstg. Corp. —CP to change from D to unl. using 500 w N.

March 2 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner H. Gifford Irion

Hearing Continued

John Blake and Charles R. Wolf, Highlite Bcstg. Co., Killeen, Tex.—On examiner's own motion. hearing in this proceeding (Docket 10122, BP-8173); Docket 10123, BP-8288) continued from March 2 to March 9, 1953.

By Hearing Examiner Thomas H. Donahue

Petition Granted

KCRA Inc., Sacramento, Calif.—Granted petition to amend application for new TV (Docket 10294, BPCT-669) to correct clerical errors and minor omissions in estimated cost of construction figures, to correct estimated cost of operation and estimated revenue figures for first year of operation and to correct proposed program schedule and analysis.

Maria Helen Alvarez, Sacramento, Calif. — Granted petition to amend application for new TV (Docket 10340, BPCT-1041) to correct information concerning applicant's interest in other applications which have heretofore been considered by Commission.

Granted Motion

John Poole Bcstg. Co., Sacramento, Calif.— Granted motion to amend application for new TV (Docket 10342, BPCT-1007) to change estimated costs of installation for first year operation; change estimated revenues for first year operation and revise program schedule and staffing exhibits.

By Hearing Examiner Annie Neal Huntting

Request Denied

KTRM Inc., Beaumont, Tex.—Denied request for issuance of subpoena requiring vice president of The Enterprise Co., one of applicants in proceeding for CPs on Ch. 6 in Beaumont, to produce at hearing those portions of annual or monthly operating statements, for months of Jan.-Dec. of years 1951 and 1952, of The Enterprise Co., prepared by auditor, which would reflect gross advertising revenues of Enterprise and Journal newspapers.

March 2 Applications

Extension of Authority

WITH Baltimore, Md., Maryland Bcstg. Co.— Extension of authority to transmit programs to CFRA Ottawa, Canada (BFP-232).

ACCEPTED FOR FILING

License for CP

KBHS Hot Springs, Ark., Resort Bcstg. Co.— License for CP (BP-8246), as mod., which authorized new AM (BL-4917).

KTRB Modesto, Calif., KTRB Bcstg. Co.— License for CP (BP-7947) which authorized changes in existing AM (BL-4913).

KCHE Cherokee, Iowa, Cherokee Bcstg Co.— License for CP (BP-8131), as mod.. which authorized new AM (BL-4915 Resubmitted).

WKIK Leonardtown, Md., Southern Maryland Bcstrs. Inc.—License for CP (BP-8411), as mod., which authorized new AM (BL-4918).

WPTX Lexington Park, Md., Patuxent Radio Inc.—License for CP (BP-8200), as mod., which authorized new AM (BL-4916).

WION Ionia. Mich., Ionia Bcstg. Co.—License for CP (BP-7912), as mod., which authorized new AM (BL-4912).

Extension of Completion Date

WCIN Cincinnati, Ohio, New York Technical Institute of Cincinnati Inc.—Mod. CP (BP-8054), which authorized new AM, for extension of completion date (BMP-6143).

License Renewals

Following stations request renewal of license:

WELI New Haven, Conn., Connecticut Radio Foundation Inc. (BR-866); **KASM Albany, Minn.,** Stearns County Bcstg. Co. (BR-2567); **WAAA Winston-Salem, N. C.,** Community Bcstg. Service (BR-2605); **KGLC Miami, Okla.,** Miami Bcstg. Co. (BR-2053); **KGKL San Angelo, Tex.,** KGKL Inc. (BR-738).

March 3 Decisions

BY BROADCAST BUREAU

Granted License

KTBS-FM Shreveport, La., KTBS Inc.—Granted license for FM; Ch. 243, 14 kw; 320 ft. (BLH-370).

WEVA-FM Emporia, Va., Stone Bcstg. Co.— Granted license for FM; Ch. 261, 250 w, unl. (BLH-865).

WTND-FM Orangeburg, S. C., WTND Inc.— Granted license for FM; Ch. 274, 15.5 kw; 300 ft. (BLH-877).

KBON Omaha, Neb., Inland Bcstg. Co.—Granted license covering installation of new trans. (BL-4907).

KOVO Provo, Utah, KOVO Bcstg. Co.—Granted license covering increase in power and installation of new trans.; 960 kc 1kw-5kw-LS, U, DA-N (BL-4914).

WFPG Atlantic City, N. J., Neptune Bcstg. Corp.—Granted license covering installation of TV ant. on top of AM tower (BL-4905).

KFYO Lubbock, Tex., Plains Radio Bcstg. Co. —Granted license covering increase in power, change in frequency, installation of new trans. and DA-DN and change in trans. location; 790 kc 1kw 5kw-LS DA-DN, unl.; condition (BL-4898).

KROS Clinton, Iowa, Clinton Bcstg. Corp.— Granted license covering installation of new trans. (BL-4911).

KXLR North Little Rock, Ark., Arkansas Airwaves Co.—Granted license covering change in frequency, increase in power, installation of new trans. and DA-N and change in trans. and studio locations; 1150 kc 1kw, 5kw-LS DA-N unl., conditions (BL-4904).

WHBS Huntsville, Ala., The Huntsville Times Co. Inc.—Granted license covering change in frequency, increase in power, installation of DA-DN and new trans., and changes in ground system; conditions; 1550 kc 500 w 5kw-LS, DA-DN, unl. (BL-4832).

KXLK Great Falls, Mont., Great Falls Bcstg. Co.—Granted license covering change in trans. and studio locations and changes in ant. system (BL-4910).

WACB Kittanning, Pa., Armstrong County Bcstg. Corp.—Granted license covering increase in power and changes in trans. equipment; 1380 kc 1 kw D condition (BL-4901).

Modification of License

KMPC Los Angeles, Calif., KMPC Inc.—Granted mod. license to change name to KMPC, The Station of the Stars (BML-1537).

Change Type Transmitter

WOZK Ozark, Ala., Ozark Bcstg. Corp.. — Granted mod. CP to change type trans. (BMP-6130).

WJMC Rice Lake, Wis., WJMC Inc.—Granted mod. CP to change type trans. (BMP-6139).

WIHL Hammond, La., Cefalu Radio Station— Granted mod. CP to change type trans. (BMP-6127).

Extension of Completion Date

WCAR-FM Pontiac, Mich., WCAR Inc.—Granted mod. CP for extension of completion date to March 1, 1954 (BMPH-4808).

WNAC-FM Boston, Mass., General Teleradio Inc.—Granted mod. CP for extension of completion date to March 2, 1953 (BMPH-4811).

WROV-FM Roanoke, Va., Radio Roanoke Inc.— Granted mod. CP for extension of completion date to April 1, 1953 (BMPH-4813).

Modification of CP

WCAR Pontiac, Mich., WCAR Inc.—Granted mod. CP for extension of completion date to 3-1-54 (BMP-6124).

KTLO Mountain Home, Ark., Mountain Home Bcstg. Corp.—Granted mod. CP for approval of ant., trans. and studio location; condition (BMP-6119).

March 3 Applications

ACCEPTED FOR FILING

Change Antenna System

WWJ Detroit, Mich., The Evening News Assoc. —CP to make changes in DA and mount TV ant. on north tower (BP-8749).

Erect New Antenna

KWPM West Plains, Mo., Robert F. Neathery —CP to erect new ant. and mount TV ant. on top (contingent on grant of TV application) (BP-8756 Resubmitted).

License for CP

WCCA Calhoun, Ga., Gordon County Bcstg. Co.—License for CP (BP-8172), as mod., which authorized new AM (BL-4924).

WAKE Greenville, S. C., Piedmont Bcstg. Co. —License for CP (BP-8295), which authorized changes in ant. system (BL-4920 Resubmitted).

WAEW Crossville, Tenn., Arthur Wilkerson Lumber Co.—License for CP (BP-8258), as mod., which authorized new AM (BL-4923).

WKXV Knoxville, Tenn., Knoxville Ra-Tel Inc.—License for CP (BP-8319), as mod., which authorized new AM (BL-4922).

WWOD Lynchburg, Va., Old Dominion Bcstg. Corp.—License for CP (BP-8048), as mod., which authorized increase in D power, change to DA-N and install new trans. (BL-4921).

WRDB Reedsburg, Wis., William C. Forrest— License for CP (BP-8121), as mod., which authorized new AM (BL-4919).

License Renewals

Following stations request renewal of license:

KAHU Waipahu, Hawaii, Rural Bcstg. Co. (BR-2529); **WSHB Stillwater, Minn.,** St. Croix Bcstg. Co. (BR-2287).

TENDERED FOR FILING

Change Hours of Operation

WARN Ft. Pierce, Fla., Hurricane Bcstg. Service—CP to change hours of operation from D to unl. on 500 w-N and install DA-N.

WOKE Oak Ridge, Tenn., Air Mart Corp.— Mod. CP to change hours of operation from D to unl. on 1 kw DN and install DA-N.

March 4 Decisions

BY COMMISSION EN BANC

Granted CP

Pines Bcstg. Co., Warren, Ark.—Granted CP for new AM on 860 kc 250 w D; engineering condition (BP-8604).

The Fairfield Bcstg. & Tele. Corp., Fairfield, Iowa—Granted CP for new AM on 1570 kc 250 w D; engineering condition (BP-8524).

Advised of Hearing

Chick Capitol Bcstrs. Inc., Rogers, Ark.—Is being advised that application (BP-8552) for new AM on 620 kc 1 kw D, indicates necessity of a hearing because of objectionable interference involved.

Designated for Hearing

WOBT Rhinelander, Wis., Oneida Bcstg. Co.— Designated for hearing application (BP-8068) to change facilities from 1240 kc 250 w unl. to 980 kc 1 kw unl. DA-1.

KFHT Bcstg. Co., Killeen, Tex.—Designated for hearing application (BP-8746) for new AM on 1050 kc 250 w, in consolidation with applications of John Blake and Charles R. Wolfe and Highlite Bcstg. Co., applicants for same frequency.

License Renewals

Following stations granted renewal of licenses for regular period:

KABR Aberdeen, S. D.; KANA Anaconda, Mont.; KBMW Wahpeton, N. D.; KBMY Billings, Mont.; KBOW Butte, Mont.; KBZY Grand Rapids, Minn.; KDAL Duluth, Minn.; KDIX Dickinson, N. D.; KDLM Detroit Lakes, Minn.; KDLR Devils Lake, N. D.; KDMA Montevideo, Minn.; KDZA Pueblo, Col.; KELO Sioux Falls, S. D.; KEXO Grand Junction, Col.; KFGO Fargo, N. D.; KFKA Greeley, Col.; KFYR Bismarck, N. D.; KGCU Manda, N. D.; KGHF Pueblo, Col.; KGHL Billings, Mont.; KGMC Englewood, Col.; KGVO Missoula, Mont.; KIHO Sioux Falls, S. D.; KISD Sioux Falls, S. D.; KIYI Shelby, Mont.; KMON Great Falls, Mont.; KOJM Havre, Mont.; KOOK Billings, Mont.; KORN Mitchell, S. D.; KOVC Valley City, N. D.; KTRF Thief River Falls, Minn.; KUBC Montrose, Col.; KUSD Vermillion, S. D.; KVOD Denver, Col.; KXLJ Helena, Mont.; KXLO Lewistown, Mont.; KYSM - AM - FM Mankato, Minn.; WCOW South St. Paul, Minn.; WEBC Duluth, Minn.; WJON St. Cloud, Minn.; WLOL Minneapolis, Minn.; WTCN Minneapolis, Minn.; KOZY (FM) Rapid City, S. D.; KBOL Boulder, Col.

ACTIONS ON MOTIONS

By Hearing Examiner H. B. Hutchison

WDAS Philadelphia, Pa., Max M. Leon Inc.— Granted petition to reopen record in proceeding re application (Docket 10320, et al.) for purpose of clarifying certain alleged discrepancies in previous presentation; gave notice of further hearing to be held at 9 a.m., March 12, 1953, at Washington, D. C.

March 4 Applications

ACCEPTED FOR FILING

Change Transmitter Location

WKBV Richmond, Ind., Central Bcstg. Corp.— CP to change trans. and studio location and install new ant. system. AMENDED to make changes in ant. system (BP-8618 Amended).

License for CP

WSSV Petersburg, Va., Southside Virginia Bcstg. Corp.—License for CP (BP-8659) which authorized installation of new trans. (BL-4936).

License Renewals

Following stations request renewal of license:

WKLK Cloquet, Minn., Cloquet Bcstg. Co. (BR-2448); **KVOX Moorhead, Minn.,** KVOX Bcstg. Co. (BR-951).

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

FCC's 'Strike' Opportunity

FOR WEEKS the FCC has been saying it will act on the TV "strike application" blight if someone will come forward with a *bona fide* complaint. It has an investigator in the field checking on purported "black-mail" in at least one case.

The FCC now has an opportunity to act. WCYB Bristol Va., last week filed with it a petition alleging that WOPI Bristol Tenn., has pending an application of the "strike" class. It asks for a conditional grant of Ch. 5, to be followed by a comparative hearing. WCYB recognizes that it assumes the risk that the conditional grant may later be withdrawn.

We don't know what the merits are. But we do feel that this is precisely the kind of case the FCC says it has been awaiting. It should call a swift hearing, *en banc*.

Ford, Freedom & Fantasy

SOME DAY an interesting study might be made of what happens to those bureaucrats who are departing Government because of the change in administration.

In the sphere of communications regulations, not much has happened, since the new administration hasn't yet reached the FCC level. But there are a couple of cases worth noting. For instance, the case of Dallas Smythe, former FCC economist who was regarded as the walking delegate for the CIO on the FCC staff. He is now with the U. of Illinois, but has done a number of odd jobs for the Joint Committee on Educational Television, for the predetermined purpose of poking a finger in commercial television's collective eye.

Then there's the case of Earl Minderman, who served for years on the FCC as the ghost writer and hatchet man for sundry New Deal-Fair Deal chairmen. He resigned recently to turn up with the National Citizens Committee for Educational Television, a companion organization to JCET and also underwritten by the Ford Foundation's Fund for Adult Education. JCET is described as a "lobbying outfit" by no less an authority in so-called "liberal" circles than *The Nation*.

'Tis rumored that when FCC Chairman Paul A. (Pappy) Walker retires from the FCC almost any day now, he likewise will find himself a niche with JCET. Actually they couldn't do better, since he sincerely believes in simon pure, non-commercial educational TV.

What mystifies us is the extent to which the Ford Foundation has gone into educational television, evidently prepared to pour many millions into these starry-eyed projects. It has study groups at work on various aspects of non-commercial television. Such notable anti-commercial names as Charles I. Siepmann and Robert K. Hutchins are whispered as being identified with a new TV project, to be heavily endowed by Ford.

It is hard to reconcile this sort of approach with the name of the man in whose memory the foundation was established. Henry Ford was a rugged individualist, a free enterpriser who ran $30,000 into a mul' billion dollar empire. A project geared toward government in th' usiness of broadcasting (how else can it be appraised) certainly oes violence to every thought nurtured by Henry Ford in his life-t' .

Well Done! Second Time

FOR THE second time in a generation, Col. Ed Kirby returns from military service. He hangs out his shingle in Washington as a public relations consultant—a field in which he has specialized since he served as NAB's (now NARTB) first public relations director 15 years ago.

In World War II, Col. Ed—a VMI graduate—was instrumental in setting up policies and procedures as radio went to war for the first time. There was then ominous talk of the military taking over all communications—broadcasting included. It didn't happen. Radio became the fifth military arm. It emerged with the plaudits of all.

In that picture was Col. Ed. He knew radio and he knew the military. He was the catalyst in blending their operations.



Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . in case there is someone among you who doubts one word of the claims I make for this product . . ."

When Korea erupted on June 25, 1950, Col. Ed was immediatel called back into service to reactivate the Army's closed-down radi operations—with TV added. The operation didn't miss a beat. He leaves behind an efficient staff geared to work with the broadcasters, advertisers and their agencies. His successor is Lt. Col. Tom Mathews, who had served as second in command.

Col. Ed returns to private business with the well-earned appreciation of the Army and of broadcasters and telecasters everywhere for a job well done—the second time.

Business Begins at Home

THE PRESENT trend toward more economy in government and the consequent reduction in expenditure for defense and unemployment creates a problem of maintaining an expanding national economy which must be solved during the coming 12 months.

Authorities on this subject see a solution in advertising and aggressive selling of consumer goods. Arno H. Johnson, vice president and director of media and research for J. Walter Thompson Co., New York, argues that there is a lag between *actual* production and what *can* be produced by the nation's factories. If production goals can be set one-third higher, says Mr. Johnson, the country can enjoy a 10% increase in both standard of living and production of goods and, at the same time, meet all defense requirements.

Obviously such a course involves selling the consumer goods so created.

Here is a challenge which the broadcasting media can well take up. For it is at aggressive selling that both media excel.

But the broadcaster can't sit back and wait for his network or his trade association to take the initiative. Creating a market for consumer goods begins at the local level—in the homes of the prospective final purchasers of the refrigerators and television sets, the new furniture and the air conditioners.

A great majority of such advertising is purchased by the local merchant. It is up to the station time salesman to present to him the proof that radio and television can sell his goods.

Then the individual broadcaster must see that his station is presenting this message skillfully and forcefully so that each of these dealers is convinced that radio and television offer the most sales for every advertising dollar.

HEAR THE "BEAT"



OF THE HEART OF AMERICA!

How would you like a locally produced noon-hour program with a stronger "Pulse"-beat than Arthur Godfrey? And that is no reflection on the Red Head. As a matter of fact, Godfrey's hour-and-a-half on KMBC is number six in popularity, according to Kansas City's First Pulse Survey (November-December 1952). *But*, the 12:00 to 12:15 time segment on KMBC, (News with John Farmer and Feed Lot Chats with Phil Evans) is in *THIRD* place among the daytime shows in Kansas City. What's more, the entire noon hour, twelve 'til one, is actually tied with Godfrey for sixth place in the Pulse Survey.

This unbelievable acceptance of KMBC local programming has great significance. It represents listener confidence in KMBC know-how and reliability--a thing that has been a-building in the Heart of America for thirty-one years.

Likewise the top ratings enjoyed hour-after-hour by The KMBC-KFRM Team, in rural as well as in metropolitan areas, is an indication of the success which lies in the combination of good local programming coupled with CBS Radio programming. The KMBC-KFRM Team has the formula that draws and holds listeners. The Team also has the formula for selling these loyal listeners the products and services of KMBC-KFRM advertisers. It's a fact! To sell the whole Heart of America, wholeheartedly, it's The KMBC-KFRM Team!



Write, wire or phone KMBC-KFRM, Kansas City, or your nearest Free & Peters office, for the "Pulse" story and for availabilities!



The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



. . . then remember this . . .

MICHIGAN . . . always good . . . is twice as good in the summer because Michigan is the Midwest's Number 1 Vacationland!

WJR's powerful, influential voice thoroughly covers one of the richest summertime markets in the nation—an area that normally accounts for almost 10% of the nation's sales. Give your product a real boost in sales this summer. Use the one single sales voice that covers this area effectively and economically. Use WJR, the Great Voice of the Great Lakes!

For more detailed information on this rich summertime market, contact WJR or your Christal representative today. Or . . .



Write today for this important book!

Radio Station WJR
Fisher Building
Detroit 2, Michigan

Please send me a copy of your Michigan Vacationland Brochure.

Name_____ Title_____

Company_____

Address_____

City_____ State_____

WJR

the great voice of the great lakes





WJR Fisher Building, Detroit 2, Michigan
WJR Eastern Office: 665 Fifth Avenue, New York 22
Represented Nationally by the Henry I. Christal Company
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.

MARCH 16, 1953 35c PER COPY

BROADCASTING TELECASTING

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29 New TV Grants Made By FCC
Page 42

Johnson Questions Stir Color Controversy
Page 50

ABC Network Lines Up New Business
Page 68

FEATURE SECTION
Starts on page 75

22ND year
THE NEWSWEEKLY OF RADIO AND TV



Go where there's GROWTH...



Steel mills grow fast in farm-rich Kentucky!

Yes, Kentucky—the state that leads the nation in farm income gains . . . is booming in *steel production,* too. At Owensboro, Green River Steel Corp. is building a new $14,500,000 plant. Newport Steel Corp. is expanding its Wilder plant by $22,460,000. And Armco Steel is spending $36,000,000 in plant expansions at Ashland. Kentucky's 1939 production of all primary metals totaled $45 million. The 1951 production soared to $218 million!

Go where there's GROWTH...

GO WHAS!

No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.
—"Benson and Benson"

CBS

WHAS
Louisville, Kentucky

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Station Manager
Represented Nationally by Henry I. Christal Co., New York, Chicago, San Francisco



a missed putt CAN LOSE THE GAME..

But...

YOU CAN ALWAYS BREAK PAR with WICU TV

CHANNEL 12, ERIE, PA.

SERVED AND SOLD by EDWARD LAMB ENTERPRISES

ERIE, PA.—WICU-TV
Headley-Reed Co.

ERIE, PA.—WIKK AM
H-R Co.

ERIE, PA.—THE ERIE DISPATCH
Reynolds-Fitzgerald, Inc.

MASSILLON, OHIO—WMAC-TV
Now under construction

TOLEDO, OHIO—WTOD AM
Headley-Reed Co.

ORLANDO, FLA.—WHOO AM-FM
Avery-Knodel, Inc.

COLUMBUS, OHIO—WTVN-TV
Headley-Reed Co.

WICU is one of the great VHF stations in the nation! The winner of top TV Merchandising Awards—all four networks—outstanding local programming . . . The only television outlet in Pennsylvania's Third City, WICU-TV Channel 12, is the buy for you. If you want to break par in the Erie Market, investigate WICU-TV. Then, just ask your Headley-Reed Co. man.

★ RADIO
★ TV
★ NEWSPAPER



EDWARD LAMB Enterprises INC.

New York Office—Hotel Barclay—Home Office—500 Security Bldg., Toledo, Ohio

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL-TV
LANCASTER, PA.*



MR. CHANNEL 8

symbol of WGAL-TV's increased power, gives advertisers larger coverage, bigger audience, greater sales potential in WGAL-TV's rich Pennsylvania market area through network and locally-produced programs.

* rich market includes Harrisburg, York, Lancaster, Reading, Lebanon.



LOCAL AND NATIONAL participating sponsors of WGAL-TV's "From the Kitchen Door" now get the benefit of this great new Channel 8 power increase. All advertisers using WGAL-TV see their profit view enlarged. Among the many national advertisers sponsoring locally produced shows are:

SEALY MATTRESSES	R.C.A.
FORD	MEGS MACARONI
ANACIN	SCHAEFER (BEER)
AMAZO	INTERNATIONAL HARVESTER
TRACEY KITCHENS	CALORIC RANGES

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

WGAL
AM TV FM
A Steinman Station
Clair R. McCollough, Pres.

closed circuit

DESPITE ANOTHER week of silence on FCC chairmanship, elevation of Rosel H. Hyde is still regarded imminent. No word forthcoming since Mr. Hyde had half-hour audience with President Eisenhower March 6. It's thought that administration seeks graceful retirement of Democratic Chairman Paul A. Walker prior to announcement in order to enable it to fill both commissioner vacancies (Chmn. Walker and Eugene H. Merrill, Utah Democrat) coincident with Mr. Hyde's elevation. If Walker move fails, he might be allowed to remain until completion of his term June 30.

★ ★ ★

MEANWHILE speculation persists on FCC vacancies. Those most prominently heard are Charles Garland, KOOL Phoenix, and J. Paull Marshall, attorney and member of Maryland House of Delegates. But there's still thought that one of the two new members will be a common carrier expert and in this regard such names as Wisconsin Public Utility Commission Chairman John C. Doerfer, and Jerome K. Kuykendall, chairman of Washington Public Service Commission, are mentioned.

★ ★ ★

PURCHASE OF KULA Honolulu for $300,000 by group headed by William B. Dolph, executive vice president of American Broadcasting Stations Inc., consummated in Los Angeles last Friday. Dolph group expected to include stockholders in KJBS San Francisco and WEMP Milwaukee. Purchase, subject to usual FCC approval, is from A. L. Glassmann, Utah broadcaster (KALL Salt Lake City, KLO Ogden) 40%; Robert H. Hinckley, AB-PT Washington vice president, 32%; Jack A. Burnett, KULA manager, 16%, and Mayos of Rochester, Minn, 10%. KULA is applicant for Ch. 2 on which there is contest, but outlook is improved in light of KONA (TV)-KGU-KPOA transaction involving Chs. 4 and 11 (see page 63). Mr. Dolph and Herbert L. Pettey, his brother-in-law and formerly of WMGM New York, sail for Honolulu today.

★ ★ ★

TEXAS CO., New York (Texaco), which will drop its three-out-of-four sponsorship of Milton Berle show on NBC-TV (Tues., 8-9 p.m. EST) at end of this season, expected to remain in TV next year but on regional and spot basis. Meanwhile Buick Motor Co. and Kudner Agency (agency for both acounts) are negotiating on possibility of motor firm picking up rest of Berle shows next season. Buick now sponsors one of every four.

★ ★ ★

FCC, *en banc*, had another tooth and toenail session last Thursday on split ownership (time-sharing, marriages, etc., as well as multiple ownership in TV and overlap). Comr. Eugene H. Merrill carried ball for stringent policy changes but FCC proceeded to approve Rochester TV half-time applications of WHEC-WVET on Ch. 10 by 3-2 vote, with Chmn. Walker and Comr. Merrill voting to defer action.

★ ★ ★

MEDIA DEPT. of Ted Bates Inc., New York, understood to be re-evaluating its clients' radio and television budgets on basis of Nielsen Coverage Service.

★ ★ ★

FIRST INVESTIGATION by FCC of alleged "blackmail" in seeking to block unopposed TV grant understood completed with report due to be submitted to FCC within fortnight. Robert D. Leahy, FCC's top field investigator, was assigned task which carried him half-way across country from Arkansas to Nevada. Identity of parties won't be revealed until FCC formally takes action, which may see automatic grant of "blocked" applicant, with Dept. of Justice consulted on possible prosecution.

★ ★ ★

CARTER PRODUCTS, N. Y., through Ted Bates Inc., signs to co-sponsor *The Plainclothesman* on DuMont, Sun., 9:30-10 p.m., with Larus & Bro., effective April 1. Budget came from cancellation of Drew Pearson show on same network [B•T, March 9].

★ ★ ★

DREW PEARSON, since cancellation of ABC network show, considering syndication of weekly commentary for national distribution via tape. He is checking possibilities following reported inquiries that his show be continued. He has previously broadcast live network only.

★ ★ ★

AT LEAST one network—CBS—has come forward to refute charges that it looks with disdain upon uhf TV and is interested only in aligning vhf affiliates. Data presented to FCC last week informally indicates that since lifting of freeze and resumption of licensing last June, that network has aligned 26 vhf affiliates, 18 uhf affiliates and has working arrangements with four additional uhf's.

★ ★ ★

BROADCASTERS may want to take second look at Rep. Cliff Clevenger's (R-Ohio) suggestion that private broadcasters could do better, cheaper job handling Voice of America projects. He would abolish VOA [B•T, March 9]. Significance: Rep. Clevenger is chairman of House subcommittee on State Dept. appropriations, including Voice.

★ ★ ★

FCC SPENT last Thursday afternoon concocting proposed response to Feb. 20 letter from Chmn. Tobey of Senate Interstate Commerce Committee on what goes with color. Surprise was that letter previously hadn't been brought to attention of FCC by chairman's office until release last weekend of letter of Sen. Ed Johnson (D-Colo.), former chairman of committee, charging hinder and delay tactics in color TV (see page 50). Likely there will be more than one response, because of varying views of members.

IN THIS ISSUE

LEAD STORY

TV time sales in 1952 were $288.8 million, according to an analysis appearing in the TELECASTING YEARBOOK. *Page 27.*

ADVERTISERS & AGENCIES

A dozen seasonal advertisers buy radio and TV times. *Page 28.*

Though some stations have objected to features of the General Mills spot saturation plan, more have agreed to go along, according to the agency. *Page 29.*

Harry Trenner, of the Weintraub agency, asks some questions of TV. *Page 30.*

GOVERNMENT

FCC grants 29 TV stations, gets to end of "A" and "B" priorities. *Page 42.*

Color TV question may get another airing in Congress. *Page 50.*

STATIONS

Four more post-freeze TV stations go on the air. *Page 59.*

KONA-TV Honolulu is closed down and will be sold—the first post-freeze TV station to be unloaded at a loss. *Page 63.*

TRADE ASSOCIATIONS

Assn. of National Advertisers holds annual spring meeting this week. TV will be major topic. *Page 66.*

NETWORKS

A rejuvenated ABC is bustling with new business and new projects. *Page 68.*

NBC-TV raises rates on TV production. *Page 70.*

PERSONNEL RELATIONS

AFTRA boycotts WJBK-AM-FM-TV Detroit. Staff handles freelance jobs. *Page 72.*

FEATURES

How TV boosted potato chip sales from third to first place. *Page 77.*

Tips on low-cost live programming for local origination. *Page 78.*

Radio moves furniture in Cedar Rapids. *Page 80.*

The threat to those tall television towers. *Page 84.*

Blueprint for a medium-size TV station. *Page 85.*

Complete status report on TV hearings. *Page 86.*

UPCOMING

March 18-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 20: Indiana Broadcasters Assn., Columbia Club, Indianapolis.

March 21: Michigan Radio-TV Newsmen organizational meeting, Michigan State College, Lansing, Mich.

March 22: Electronic Manufacturers (with government contracts) meet under RTMA Technical Products Div. sponsorship, Roosevelt Hotel, New York.

March 23-26: Institute of Radio Engineers Annual Convention, Waldorf-Astoria Hotel, New York.

(For other Upcomings, see page 104)


For 30 Years
SOAP
WWL

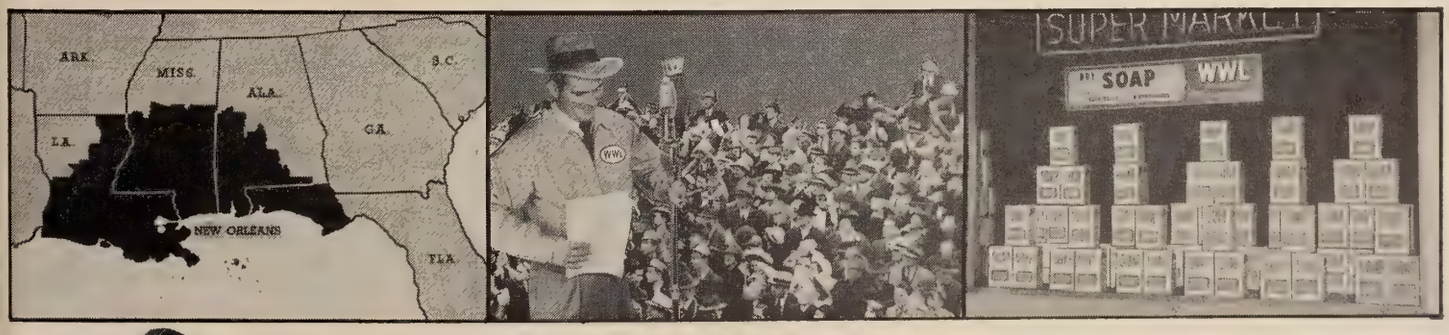
WWL Has Been Selling Soap to More Southerners Than Any Other Advertising Medium!

Look what your advertising dollar buys on WWL:

Coverage unsurpassed in the deep South—intensive coverage over 4 states. More coverage than any other medium South can offer—in an area rich with new industry, and **still unquestionably radio dominated.**

The lion's share of Southern listeners—built up over a period of 30 years through excellent programing, featuring nationally known CBS stars and outstanding personalities of the South. **Verified by highest ratings.**

A liberal bonus of advertising extras—store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, personal calls on jobbers and distributors. **No other station South gives advertisers such all-out support.**





LET WWL, *the South's Greatest Salesman,* SELL THE SOUTH FOR YOU!

WWL

NEW ORLEANS

50,000 WATTS **CBS RADIO AFFILIATE** CLEAR CHANNEL

A DEPARTMENT OF LOYOLA UNIVERSITY

REPRESENTED NATIONALLY BY THE KATZ AGENCY

All It Took was a Territory...

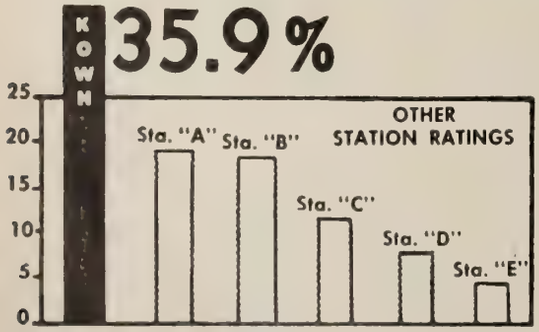


. . . To take a Tombstone poker pot. His money already wagered, gambler John Dougherty decided extra proof was needed of his hand's superiority. Leveling his pistol on the Territorial Governor, a spectator, John forced him to sign over a deed to the territory and used it as a raise.

"You win," grumbled his Texan opponent, "but only 'cause the Governor of Texas ain't here!"

Radio KOWH hesitates to make free with the Governors of Iowa and Nebraska, but feels the below Hooper, averaged for the 15 month period from Oct., 1951, thru Jan., 1953, proves clear title to the Omaha, Council Bluffs area.

Bet you'll find it profitable for your campaign!



- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Jan., 1953.)
- *Largest share of audience*, in any individual time period, of any independent station in all America! (Jan., 1953.)

Kowh

OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

House Committee Will Probe Color TV

COLOR TV will be subject of hearing by House Commerce Committee, Chairman Charles A. Wolverton (R-N. J.) announced Friday. No date set but hearing will begin "as soon as we can get to it," Mr. Wolverton said. He made announcement during hearing by committee with FCC (see story below). House hearing will be held whether or not Senate Commerce Committee does same, New Jersey congressman said. He declared there was no thought of joint hearing. Senate Committee Chairman Sen. Charles W. Tobey (R-N. H.) said he would conduct color-TV hearing following public letter from Sen. Edwin C. Johnson last week (see story page 50).

Status of color-TV received rapt attention of House members when FCC Chairman Paul A. Walker, in answer to questions, recounted its history. Mr. Wolverton made his statement on calling hearing, following Mr. Walker's recitation. Mr. Wolverton said:

"The House committee feels that the public should be advised as to where we are on color television. Color standards were set by the FCC, but yet there is no color television for the home. What is withholding it from the market?"

Meanwhile, Paul Raibourn, Paramount Pictures executive in charge of television, in response to Johnson charges that advent of color TV was being stymied by manufacturers, said that color video is already here as far as he was concerned. He said NPA order barring mass production of color TV receivers (M-90) was only thing holding up commercial production of Lawrence tri-color tube. Lawrence tube is product of Chromatic Television Labs., half-owned by Paramount. From other sources it was learned NPA has considered revoking M-90, but no decision has been reached.

NEW NARTB DIRECTORS

NINE new faces to appear on NARTB Radio Board starting with Los Angeles convention April 28-May 1 following elections completed late Friday [B•T, March 2, Feb. 16].

Final results of odd-numbered districts and at-large voting showed these directors elected: 1, Herbert L. Kreuger, WTAG Worcester, Mass.; 3, George H. Clinton, WPAR Parkersburg, W. Va.; 5, John Fulton, WGST Atlanta; 7, F. Ernest Lackey, WHOP Hopkinsville, Ky.; 9, Hugh K. Boice Jr., WEMP Milwaukee; 11, John F. Meagher, KYSM Mankato, Minn.; 13, Kenyon Brown, KWFT Wichita Falls, Tex.; 15, William D. Pabst, KFRC San Francisco; 17, R. M. Brown, KPOJ Portland, Ore.; large stations, John H. DeWitt Jr., WSM Nashville; medium, G. Richard Shafto, WIST Charlotte, N. C.; small, Edgar Kobak, WTWA Thomson, Ga.; FM, Ben Strouse, WWDC-FM Washington.

Re-elected were Messrs. Kenyon Brown, DeWitt, Kobak and Strouse. Unopposed were Messrs. Lackey, Boice, Kenyon Brown and R. M. Brown. Messrs. Meagher and Shafto have served on board in past years.

Repurchase of KING Stock

REACQUISITION by Mrs. A. Scott Bullitt of 25% stock ownership of Hearst Radio Inc. in King Broadcasting Co. (KING-AM-FM-TV Seattle) for $450,000 cash consummated last Friday. Hearst Radio Inc., in June 1951, had purchased interest for $375,000. Mrs. Bullitt is president of KING. Otto P. Brandt, vice president-general manager, announced repurchase.

BUSINESS BRIEFLY

BUY RADIO PARTICIPATION • General Foods, for its Minute-Tapioca, preparing 52-week campaign of one-minute spots in participation shows in radio, three times weekly, starting April 1 in 35 markets. Agency: Young & Rubicam, N. Y.

SPOTS FOR ICE CREAM • Good Humor Co., through David Mahoney (see story page 28), will be buying radio-TV spot announcement campaign to start mid-May in eight markets for ten weeks.

SPORTS ADJACENCIES • Melba & John Ruskin Cigars, through Lewis Adv., Newark, planning to use spot announcement radio campaign around baseball broadcasts and sport feature programs, three times weekly.

SCHLITZ DRIVE • Jos. Schlitz Brewing Co. preparing one-minute radio spot announcement campaign for 26 weeks, starting April 1 in 20 markets. Agency: Lennen & Newell, N. Y.

SEEK 'MALARIA MARKETS' • Monticello Drug (666 malaria preparations), through Charles W. Hoyt, N. Y., planning spot radio campaign southern "malaria markets" starting late in May or early June and using 52 spots on each station.

BELTONE ONE TIMER • Beltone Hearing Aid Co., Chicago, sponsoring March 25 broadcast (one-time only) of *Life Begins at 80* over ABC Radio, 8:30-9 p.m. EST. Agency: Olian & Bronner, Chicago.

FLOWER FIRM ON CBS • Jackson & Perkins Co., N. Y. (roses and chrysanthemums), in addition to spot activity in 100 markets (see story page 28), effective April 19 will sponsor Galen Drake program on CBS Radio, Sun., 1-1:15 p.m. Agency: Maxwell Sackheim & Co., N. Y.

COMMON CARRIER QUESTION RAISED

COMMON CARRIER concept of broadcasting broached Friday during resumption of House Commerce Committee hearings with FCC. Subject raised by Rep. Charles A. Wolverton (R-N. J.), chairman of House committee, who stressed he was not advocating it, but was raising questions. Commission first appeared before lower House group last month [B•T, Feb. 23].

Rep. Wolverton appeared to find parallel between such utilities as railroads, transit companies, and other public service firms and broadcasters. He referred to his belief broadcasters received monopoly when they received grant. He wondered if Commission should not be given power to ensure equal opportunity for competing advertisers on same station, also to enforce equality of rates charged by broadcasters to advertisers.

FCC Chairman Paul A. Walker stated that under law broadcasting is not public utility and Commission has no jurisdiction over rates or advertising policies.

Rep. Wolverton said he would submit further questions to FCC in writing. He told reporters they would deal with newspaper ownership, TV allocation plan among other things.

Questions from other Congressmen and answers from Mr. Walker and staff members indicated:

1. Commission has not formulated any plans to extend educational TV reservations.

2. Although Mr. Walker personally believes networks should be licensed, Commission as whole believes network situation should be investigated by Congress or itself, after which some type of network regulation might be recommended.

3. Clear Channel case—and daytime skywave applications—stymied so long because new NARBA has not been ratified by Senate.

4. State Department did not consult with FCC regarding location of West Coast Voice of America transmitter, although it did advise Commission when requesting license.

5. In clarification of inferences drawn from his Feb. 20 questions, Rep. William L. Springer (R-Ill.) enunciated his feelings that Commission should look askance at newspaper and theatre ownership of radio and TV, if combination resulted in monopoly in community [B•T, March 2].

6. Other subjects touched upon were: High prices paid for purchases of TV stations, high costs of TV hearings, subscription TV and transitcasting, and trafficking in licenses.

Pabst to Expand To 100 Television Stations

PABST BREWING CO. expects to extend coverage of *Blue Ribbon Bouts* from present 66 to 100 TV stations by end of year. Forrest L. Fraser, Pabst vice president, announced Friday. He said lifting of freeze by FCC will enable company to "achieve broader saturation of TV areas if all goes according to plan." Pabst anticipates expansion because of popularity of televised Wednesday programs.

Davis Group Buys WELI Control from Wilder

RICHARD W. DAVIS, general manager of WELI New Haven, together with other long-time station personnel and local citizens have purchased some 17,300 shares of WELI stock (controlling interest in station) from Col. Harry Wilder and other New York stockholders at par price of $10 a share, or about $173,000. Col. Wilder, now WELI president, will be retained as consultant, Mr. Davis said. Transfer is subject to FCC approval.

Mr. Davis previously owned 2,479 shares of 25,457 issued and Mr. Wider owned 9,043.

tops IN ATLANTA*

waga-tv

☆ **10** out of the top **15** once-a-week shows

☆ **16%** more viewers week days and nights than station "A" — **199%** more than station "B"
(Monday through Friday — 9 a.m. — 11:30 p.m.)

☆ More quarter-hour firsts than both other stations combined
(Sunday through Saturday — 9 a.m. — 11:30 p.m.)

☆ 3 out of 4 top local or spot shows

☆ Plus the top *Sports Show*...
top *News Show*...top *Kitchen Show*

FOR TOP RESULTS CHOOSE:



waga-tv
CHANNEL 5 CBS-TV IN ATLANTA, GA.

Represented nationally by the KATZ AGENCY, Inc.
TOM HARKER, National Sales Director, 488 Madison Ave., New York 22
BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

*ATLANTA TELEPULSE, JANUARY, 1953

at deadline

Nunns Relinquish WBIR Control; Other FCC Actions

SALE of controlling interest in WBIR-AM-FM Knoxville, Tenn., by Gilmore N. Nunn and father, J. Lindsay Nunn, disclosed in transfer application reported by FCC Friday. Gilmore Nunn reduces holdings from 52% to 30% while Lindsay Nunn sells entire 23% for total $65,000-plus to Radio Cincinnati Inc. and Mr. and Mrs. Robert Ashe. Taft-family owned Radio Cincinnati, licensee WKRC-AM-FM-TV Cincinnati and sole owner WTVN (TV) Columbus, Ohio, increases holding in WBIR from 20% to 30%. New to radio, Ashes acquired 30%. WBIR seeks vhf TV Ch. 10. Lindsay Nunn, founder WDAG Amarillo, Tex., on May 16, 1922, to retire as chairman of board. Hulbert Taft Jr., Radio Cincinnati executive vice president, to become WBIR president while Gilmore Nunn, president, switches to vice presidency.

Protest Share-Time in Rochester

Protest of share-time grants on Ch. 10 at Rochester to WHEC and WVET wired to FCC by Gordon Brown, owner WSAY there. Mr. Brown contends FCC acted too fast on share-time bids, on file one week, not giving time for filing of his Ch. 10 request. Hearing is asked.

Details on New Permits

Full details reported by FCC Friday on 17 of 29 permits for new TV stations announced earlier in TV actions (see story page 42):

Birney Imes Jr. (WCBI), Columbus, Miss.—Ch. 28; ERP 210 kw visual, 115 kw aural; antenna 470 ft.

Frank E. Hurt & Sons (KFXD), Nampa, Ida.—Ch. 6; ERP 19.5 kw visual, 9.8 kw aural; antenna 2,250 ft.

Peninsula Bcstg. Co. (WBOC), Salisbury, Md.—Ch. 16; ERP 110 kw visual, 60 kw aural; antenna 400 ft.

Forest Capital Bcstg. Co. (KTRE), Lufkin, Tex.—Ch. 9; ERP 11 kw visual, 5.6 kw aural; antenna 670 ft.

Valley Electric Co. (KVEC), San Luis Obispo, Calif.—Ch. 6; ERP 20 kw visual, 10 kw aural; antenna 790 ft.

Fort Myers Bcstg. Co. (WINK), Fort Myers, Fla.—Ch. 11; ERP 9.6 kw visual, 4.8 kw aural; antenna 320 ft.

Golden Empire Bcstg. Co. (KHSL), Chico, Calif.—Ch. 12; ERP 12.3 kw visual, 6.2 kw aural; antenna 400 ft.

Turner-Farrar Assn., Harrisburg, Ill.—Ch. 22; ERP 10.5 kw visual, 5.5 kw aural; antenna 510 ft.

Shenandoah Valley Bcstg. Corp. (WSVA), Harrisonburg, Va.—Ch. 3; ERP 12.5 kw visual, 6.3 kw aural; antenna 1,750 ft.

John Steventon, Yuba City, Calif.—Ch. 52; ERP 91 kw visual, 46 kw aural; antenna 170 ft.

New TV Applications, Amendment

FOUR new TV applications and one amendment to change channel request filed late last week at FCC:

San Jose, Calif.—John A. Vietor, uhf Ch. 48, ERP 110 kw visual, 60 kw aural, antenna height above average terrain 2,557 ft. Estimated construction cost $216,530, first year operating cost $255,000, revenue $275,000. Applicant holds interest in T.B.C. Co., applicant for vhf Ch. 10 San Diego.

Augusta, Ga.—Augusta TV Co., vhf Ch. 12, ERP 62 kw visual, 37 kw aural, antenna 552 ft. Construction $175,000, operating $200,000, revenue $260,000. Owner is J. I. Sims, president and 25% owner WTND Orangeburg, S. C.

Champaign-Urbana, Ill. — Champaign-Urbana TV Inc., uhf Ch. 21, ERP 16 kw visual, 8.69 kw aural; antenna 736 ft. Construction $205,342, operating $150,000, revenue $150,000. Principals include President and Treasurer Norman E. Blankman (39%), realtor, New York; Secretary Duncan M. Findlay (17%), realtor, New York; Vice President Alan A. Blankman (17%), realtor, Baltimore; Vice President Dallas W. Smythe (4%), economics professor, U. of Illinois, and consultant, Lutheran Church-Missouri Synod, grantee for uhf Ch. 30, Clayton, Mo.

Cadillac, Mich.—Sparton Bcstg. Co., vhf Ch. 13, ERP 302 kw visual, 141 kw aural; antenna 1,439 ft. Construction $469,014, operating $265,440, revenue $290,000. Owner is Sparks-Withington Co., Jackson, Mich., manufacturer of TV cabinets and auto parts.

Indianapolis, Ind.—Empire Coil Co. amends application from uhf Ch. 26 to uhf Ch. 67.

Three Changes Granted

Three existing stations granted changes:

WBCK-TV Battle Creek, Mich., uhf Ch. 58, granted change of ERP from 18.5 kw visual, 9.3 kw aural to 20.5 kw visual, 10.5 kw aural; antenna height above average terrain 580 ft.

WDAY-TV Fargo, N. D., vhf Ch. 6, granted change of ERP from 70 kw visual, 35 kw aural to 66 kw visual, 33 kw aural; change transmitter location. Antenna 392 ft.

WNAC-TV Boston, vhf Ch. 7, granted change of ERP from 26.6 kw visual, 13.3 kw aural to 220 kw visual, 110 kw aural; antenna 480 ft.

MT. WASHINGTON TESTS

AUTHORITY for temporary test transmissions from atop 6,288-foot Mount Washington, N. H., using part of vhf TV Ch. 8 (181.25 mc), granted by FCC Friday to Mount Washington TV Inc., applicant for new station which would use Ch. 8 with transmitter on that mountain peak. Tests, to be made with 200 w transmitter, are designed to obtain proof of proposed coverage, which Mount Washington TV Inc. claims would extend over 24,000 square miles with almost 1.5 million persons in three states, plus part of Canada. Test signals will not be capable of regular TV picture reception.

Canadians Vote to Fight For Rights of Independents

AGGRESSIVE BATTLE to obtain more rights for independent radio and TV stations and independent regulatory body will be waged by Canadian Assn. of Broadcasters. Winding up Montreal convention (early story page 92), CAB members recommended all stations treat political broadcasts on same terms and basis as commercial broadcasts, and government business same as other business.

Use of more BMI music on transcriptions and recordings was advocated. Convention backed BMI plan to encourage interest of Canadian composers in writing concert music. Members unanimously defeated, after long debate, motion to keep Communist political speakers off air.

F. H. Elphicke, CKWX Vancouver, elected CAB president. E. F. MacDonald, CJCH Halifax, N. S., elected vice president.

Elected directors were William Rea, CKNW New Westminster, B. C.; F. H. Elphicke, CKWX Vancouver, B. C.; Gerry Gaetz, CKRC Winnipeg, Man.; Hal Crittenden, CKCK Regina, Sask.; John Craig, CKX Brandon, Man.; Ted Campeau, CKLW Windsor-Detroit; Jack Davidson, CKGB Timmins, Ont.; J. Arthur DuPont, CJAD Montreal; Wally Slatter, CJOY Guelph, Ont.; Jean Paul Lemire, CKCH Hull, Que.; Henri LePage, CHRC Quebec; F. Baxter Ricard, CHNO Sudbury, Ont.; Malcolm Neill, CFNB Fredericton, N. B.; Finlay MacDonald, CJCH Halifax, N. S.

PEOPLE

Funeral services were held in Los Angeles yesterday (March 15) for **LOU R. WINSTON,** president of Radio Producers of Hollywood, and Gilwin Productions, Beverly Hills TV film production company. Pioneer Los Angeles transcription producer-distributor, he died in New York Wednesday following heart attack.

KENNETH CRAIG has assumed general charge of all WBBM-TV Chicago operations, H. Leslie Atlass, vice president of CBS and general manager of WBBM-AM-TV, announced. Mr. Craig has been executive assistant to Mr. Atlass. **BEN ORLOFF** named personnel director of stations.

WALTER PIERSON, manager of theatre and stage operations for CBS-TV, named production manager in Operations Dept. succeeding **E. CARLTON WINCKLER,** who becomes Program Dept. production manager (story page 70).

Sarnoff, Folsom Buy RCA Stock Under Option

BRIG. GEN. David Sarnoff, RCA chairman of the board, bought 100,001 shares of RCA common stock last month and Frank Folsom, president, bought 50,000 shares—both paying $17.75 per share, proxy statement sent last week to RCA stockholders reported. Both purchases made under options granted by RCA board Nov. 3, 1950, and $17¾ price was closing price on New York Stock Exchange Nov. 2, 1950. (RCA common closed at $26⅝ last Friday.)

Proxy statement, notifying stockholders of annual meeting May 5 in RCA Bldg., New York, also shows Gen. Sarnoff is highest paid employe, with salary of $200,000, followed by RCA president Frank Folsom, $165,000; Niles Trammell, NBC board chairman until his resignation Dec. 5, $93,011, plus $25,001 incentive compensation; Walter A. Buck, vice president and general manager, RCA Victor division, $75,000 plus $40,000 incentive pay; Charles B. Joliffe, vice president and technical director, $65,000 plus $20,000 incentive pay; Harry C. Ingles, president, RCA Communications, $35,010 plus $10,000 incentive pay. In February, RCA also entered into agreement with Gen. Sarnoff, extending his employment to Feb. 29, 1956, at his present rate of compensation.

KXOK-FM, Last FM Outlet In St. Louis, Going Off Air

ST. LOUIS will be left without commercial FM station when KXOK-FM ceases operating March 31. Spokesman for KXOK said discontinuance of FM is to provide time to study equipment requirements and to re-evaluate FM's economic future.

Long one of FM's stalwart defenders, station now is reviewing TV and other electronic developments. It is applicant for vhf Ch. 4 in St. Louis.

WLEX Asks Damages, Charges WVLK Ads False

DAMAGE SUIT for $55,000 filed in Fayette County Circuit Court by WLEX Lexington, Ky., against WVLK there, charging WVLK with "false" advertising on coverage and Hooper survey. This is believed to be first suit of its kind. WLEX charges WVLK misrepresented coverage and ratings in solicitation of local, regional and national business via sales brochure, posters and local newspaper ads. Restraining order to be argued in court Wednesday. WLEX is expected to file complaint with FCC this week.

IN COVERING THE
PROSPEROUS
MISSISSIPPI
MARKET -



there's no substitute for
WJDX
Jackson

★ NBC AFFILIATE ★

WJDX is Mississippi's oldest network station. It has been an NBC affiliate since 1929.

5000 WATTS DAY 1000 WATTS NIGHT

WJDX reaches more people more of the time than any other Mississippi station.

620 KILOCYCLES

WJDX has the largest population coverage of any other Mississippi station.

"The Voice of Mississippi"
AM - FM
WJDX
JACKSON, MISSISSIPPI

REPRESENTED NATIONALLY
by the
GEO. P. HOLLINGBERY CO.

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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

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Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.) ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
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In Washington, D. C.



More people continue to watch WTOP-TV than any other television station*

*Telepulse, February 1953, total week

. . . and 7 of the top 10 locally produced daily programs are on WTOP-TV, too!

WTOP-TV
CHANNEL 9

THE WASHINGTON POST-CBS TELEVISION STATION

REPRESENTED BY CBS TELEVISION SPOT SALES



The Basic Benefits

Select these Stations for SPOT RADIO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk-Newport News	ABC	5,000
WPTF	Raleigh-Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

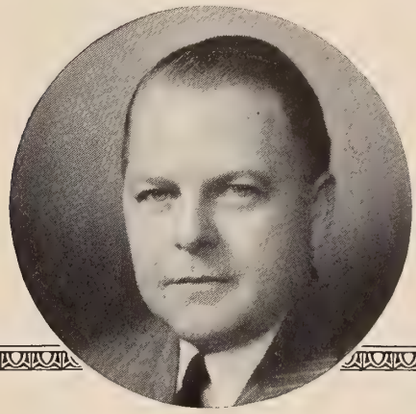
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

of SPOT RADIO

by JONES SCOVERN
V. P. and Eastern Sales Manager



1 "Choice of Markets– One or Many"

List your best markets and you'll find that they're "all over the map" — geographically, population-wise, or by any other standard you choose.

Ditto on your reasonably good markets — and your poor ones.

Different manufacturers have differing strategies for building "more sales this year". Some choose to put on steam where the going's rough. Others, where there's already good momentum. Whatever *your* strategy, it points straight to the use of Spot Radio.

"National Spot" has many basic advantages, but the logical *first* is that it gives you complete and utter flexibility as to WHERE you advertise. With National Spot you spend your money only in the market or markets *you* want. Spot Radio is *beamed* radio, as contrasted with *umbrella* radio.

The best stations for Spot Radio are listed on the left.

1 CHOICE OF MARKETS
2 CHOICE OF STATIONS
3 CHOICE OF TIME
4 CHOICE OF PROGRAMS
5 CHOICE OF AUDIENCES
6 CHOICE OF BUDGETS
7 CHOICE OF MERCHANDISING



FREE & PETERS
INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

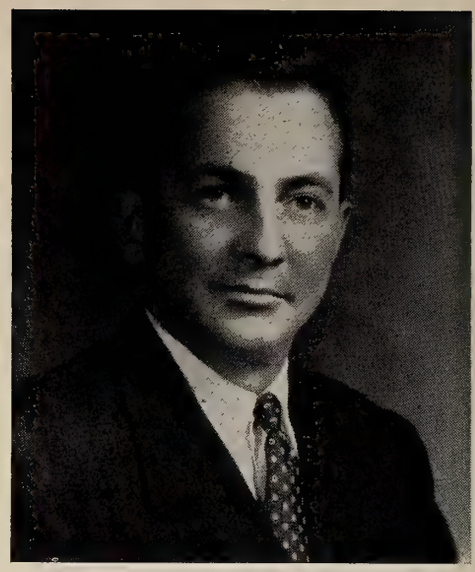
RADIO
IN THE
Upper Midwest...

Like the
Petry man
says—
"Any advertiser
can . . . most
advertisers
should . . . use
KSTP Radio."

KSTP
KSTP
50,000 WATTS
CLEAR CHANNEL
THE NBC STATION
REPRESENTED
BY
EDWARD PETRY
and COMPANY
MINNEAPOLIS, ST. PAUL

our respects

to JOHN SAM FOUTS



ALTHOUGH the connection is less than direct, J. (for John) Sam Fouts' journalism and law degrees help him in his work as advertising manager of Larus & Brother Co., Richmond, Va.

Perspective and a diversity of approach in advertising campaigns, which cost the company more than $1 million yearly, come from editorial and legal training at the U. of Florida.

Mr. Fouts chose Florida for part of his education and radio training after spending most of his earlier years in Indiana. Born at North Manchester on March 14, 1916, he lived on a five-acre "farm" with his grandparents during elementary and high school days. He still returns occasionally to visit a brother, and is planning a three-week vacation there this summer with his entire family.

After graduation from high school, he studied at the International Business College in Fort Wayne, Ind., and then enrolled at the U. of Florida. From there he received a bachelor's degree in journalism in 1944 and a jurisprudence degree in 1947. To help finance his way through law school, he worked at WRUF in nearby Gainesville as program director, learning the intricacies of radio for the first time.

His law degree was postponed somewhat because of four years' service in the Air Force, from which he was released after 14 months in the Pacific.

Radio Start at WRVA

Upon return from the service, Mr. Fouts applied his practical radio experience to programming at WRVA Richmond, where he worked five years as continuity manager. The station job led to his present post, because WRVA was put on the air some 26 years ago by Larus & Brother Co., manufacturer of Holiday and Lords cigarettes, Edgeworth pipe tobacco and Holiday pipe mixture. Mr. Fouts joined the tobacco concern in July 1951 as assistant advertising manager, and more recently was named manager.

All of the Larus products are advertised on DuMont's *The Plainclothes Man,* which is telecast on 23 stations through Warwick & Legler agency, New York. The show has been sponsored continuously for the past two years, and this summer will share weekly sponsorship with Carter Products.

Lords and Holiday cigarettes are known as specialities in the tobacco trade, with Lords' advertising copy stressing the low nicotine content and Holiday plugged as the only cigarette with "mildly aromatic" tobacco, similar to that used in pipe tobacco.

Heavy Spot Schedule

The company uses a heavy spot schedule on its own station, and before buying its network show on television placed sporadic TV spot programming, primarily in the New York area. Mr. Fouts is enthusiastic about the success of Holiday pipe mixture, "America's fastest-growing aromatic pipe tobacco."

Mr. Fouts, who is the type of man who carries the "live and let live" attitude toward life into his job, has made many friends in the advertising field as a result.

Mr. Fouts is a member of Sigma Delta Chi, professional journalism fraternity; Phi Alpha Delta, legal fraternity, and the Sertoma Club of Richmond, a civic and social organization.

He and his wife, Kay, live in Highland Springs, a Richmond suburb. They have a son, John, 14, and two daughters, Sammie, 8, and Stefani, 4.

An enthusiastic gardener on the grounds around his new home, Mr. Fouts has bypassed temporarily another major hobby, writing musical compositions, of which three have been published.

Advertiser Attitude

Because Mr. Fouts' company splits tobacco and broadcasting activities completely, his interest in radio is completely that of a sponsor at this point, although he remembers his earlier microphone experiences with humor-laden nostalgia.

One of his more unusual assignments was to originate a 20-station network feed at WRUF Gainesville, covering the re-opening of Marineland, from which all marine life had been returned to the open sea during the war as a conservation measure.

Solving the reporting problem, he equipped a diver, who was to observe a shark at close-range, with a special microphone inside his helmet.

a New Television Station

...serving a vibrant, prosperous growing market

KTNT-TV

SERVING SEATTLE, TACOMA AND THE PUGET SOUND AREA



THIS IS THE PUGET SOUND MARKET COVERED BY KTNT-TV

- Puget Sound is an important industrial and distributing center for world-wide commerce
- Gateway to Alaska and the Orient
- Rich farm area
- World-wide importance in production of timber and lumber products
- Low-cost hydroelectric power is responsible for huge development in light metals industry
- Airplane manufacturing is big business in the Puget Sound area
- Population six-county area (1952) 1,336,700; families, 418,000
- The population growth is steady. (Seattle: 26.9% increase, 1950 over 1940; Tacoma: 30.7% increase, 1950 over 1940)
- Net Effective Buying Income per family much higher than national average
- Effective Buying Income of entire KTNT-TV area, $2,416,495,000

It takes only ONE to cover more than HALF

MORE THAN HALF of the population of Washington State is concentrated in six counties bordering Puget Sound. And all, or part of these six counties are served by Washington State's newest television station, KTNT-TV . . . Channel 11.

When we say "It Takes Only ONE to Cover More Than HALF", we are saying that in the KTNT-TV area is concentrated More Than Half the State's Population; More Than Half the State's Retail Sales; More Than Half the State's Effective Buying Income . . . and you can sell this prosperous market with only one TV station . . . KTNT-TV. Send today for Market Facts Booklet.

KTNT-TV
CHANNEL 11

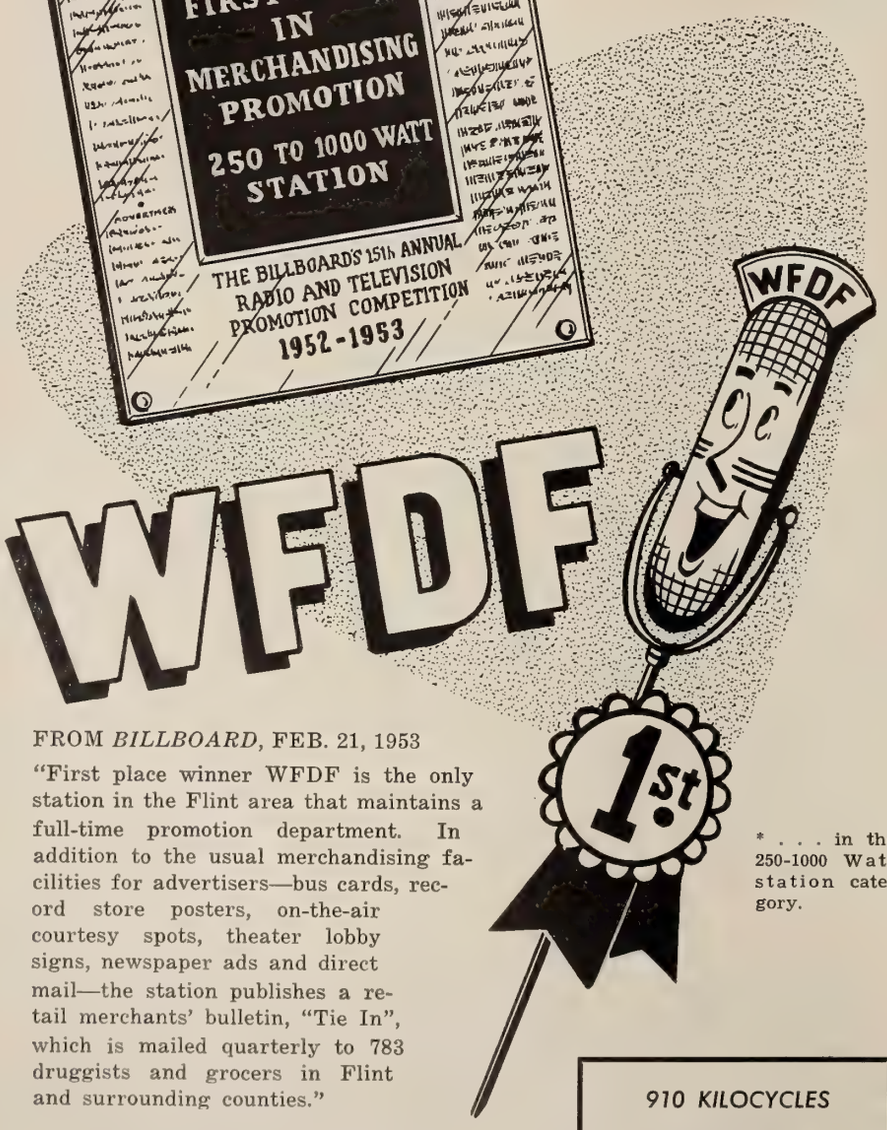
KTNT-TV, South 11th and Grant, Tacoma 6, Washington.
Transmitter strategically located at Tacoma in Middle Puget Sound.
Represented nationally by WEED TELEVISION.
Represented in the Pacific Northwest by ART MOORE & SON, Seattle and Portland.

CBS TELEVISION FOR THE PUGET SOUND COUNTRY
. . . PLUS DUMONT TV FEATURES

ANOTHER FIRST!...
WFDF wins the 1952-53 Billboard Promotion Award

*for outstanding achievement in Merchandising and Sales Promotion**





FROM *BILLBOARD*, FEB. 21, 1953

"First place winner WFDF is the only station in the Flint area that maintains a full-time promotion department. In addition to the usual merchandising facilities for advertisers—bus cards, record store posters, on-the-air courtesy spots, theater lobby signs, newspaper ads and direct mail—the station publishes a retail merchants' bulletin, "Tie In", which is mailed quarterly to 783 druggists and grocers in Flint and surrounding counties."

* . . . in the 250-1000 Watt station category.

FLINT, MICHIGAN

Represented by the KATZ AGENCY

910 KILOCYCLES
WFDF
NBC

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis—WEOA Evansville

IN REVIEW

THE JOHNS HOPKINS SCIENCE REVIEW

DuMont, Mon., 8:30-9 p.m. EST.
Producer: Lynn Poole.
Assistants to producer: Robert Fenwick, Warren Wightman.
Director: Paul Kane.
Writer: Lynn Poole.

HIGHLIGHTS of past telecasts were reviewed for the 200th showing of *The Johns Hopkins Science Review*, Peabody Award winning series which originates weekly at WAAM (TV) Baltimore and is seen on the DuMont Television Network. The program entered its sixth year on March 9. Like most five-year olds, this one has a long way to go.

Ironically enough, those at the production helm decided on still pictures to recreate the high spots of preceding shows, a technique which hardly challenges the flexibility of the television medium in which this show is regarded as a pioneer. Still photographs were supplemented with abbreviated lectures and demonstrations by guest professors. A thread of narration delivered by Lynn Poole, producer and originator of the series, tied this up into a neat little package labeled *Education*.

Murky Terminology

The birthday telecast, in keeping with the overall tone of those which have gone before it, was short on imagination and long on terminology that the "average viewer" at his intellectual best would have to think twice about.

The show has placed limitations on itself. The fault does not lie primarily in the material but rather in the way that the material is passed on to the viewer. A man who wears a Phi Beta Kappa key is not necessarily a competent TV performer. He is not expected to be, except perhaps by those connected with *The Johns Hopkins Science Review*. To assume that a gentleman with a thick accent can hold the attention of an audience with a folksy demonstration of a cosmic ray something-or-other is assuming too much.

The story of the invention and development of plastics, and the uses which have been found for them, has dramatic possibilities if it is related by someone whose voice commands attention and who speaks meanings and phrases —not just words. Granted the scientist is in possession of all sorts of facts and technical data, but if he is unable to communicate these facts to a lay audience he has no place before a TV camera. If shedding light on scientific discovery is to go much farther than the WAAM (TV) studio, Mr. Poole ought to give this point some thought.

Rocket Trip

But one interesting thing did happen on this anniversary show which backs up the conclusion that there's room and indeed opportunity for improvement. Viewers got a look at the surface of the earth through the eye of a camera installed in a rocket flying 76 miles above the earth's surface. Ten to one the man who handled the narration so effectively on this portion of the show has never seen the inside of a rocket, but he was successful in arresting the attention of the man on the other side of the screen because of an awareness of one important fact: He was in a television studio, not a classroom.

The sooner the show in its entirety makes this adjustment, the better off it will be.

BOOKS

TWENTY-TWO TELEVISION TALKS, as transcribed from BMI TV Program Clinics. By 31 BMI TV Clinic speakers and guest speakers. Broadcast Music Inc., 580 Fifth Ave., N. Y. 260 pp. $6.

PROGRAMMING know-how of 22 of America's leading TV station operators was presented at three BMI TV program clinics held last year in New York, Chicago and Los Angeles. Nine guest speakers added their comments to the whys and hows of television programming at these sessions.

For TV station program directors who did not attend the BMI TV clinics, *Twenty-Two Television Talks* will provide much vital information, probably available nowhere else in such a handy and readable form.

Those TV station operators who did attend the clinics—but who are not too adept at note-taking—will find in this book all the important ideas presented at the clinics.

The book is made up of the transcripts of speeches, as recorded by BMI at the clinics.

The speakers—all well known in the industry—include A. A. Schechter, Don Tatum, Philip G. Lasky, Klaus Landsburg, Ted Cott, Ralph Burgin, Roger Clipp and more than a dozen television programming experts.

Although it would be more fun to actually hear the speeches as they were given, we think this presentation is quite palatable.

This book probably will be eagerly sought after by some of the 255 new television station grantees who have a construction permit and maybe even a transmitter—but who want to get some programming ideas, too.

* * *

UHF CONVERTER, Published by Howard W. Sams & Co., 2201 E. 45th St., Indianapolis, Ind. 44 pp. $1.

DESCRIBED as a "must" for a thorough understanding of uhf converters, this book gives the "know-how" on all popular converters on the market today—how they are designed and how they work.

Included is a detailed description of the operation of new uhf converters and tuners made by these manufacturers: Arvin, Crosley, DuMont, General Electric, Mallory, Motorola, RCA, Raytheon, Regency, Sarkes Tarzian, Standard Coil, Stromberg, Sutco and Sylvania. Publication is set for April 1.

* * *

TV MANUFACTURERS' RECEIVER TROUBLE CURES. Vol. 1, Edited by Milton S. Snitzer. John F. Rider Publisher Inc., 480 Canal St., New York. 115 pp. $1.80.

TROUBLES which may occur to models of the following brands of TV receivers and cures of such troubles are listed in this paper-bound book, which carries 51 illustrations: Admiral, Air King, Andrea, Arvin, Belmont-Raytheon, Bendix, Calbest, Capehart-Farnsworth, CBS-Columbia, Certified, Crosley and DuMont. Information is furnished by manufacturers themselves.

* * *

THE RADIO AMATEUR'S HANDBOOK, 30th edition. Published by the American Radio Relay League, West Hartford, Conn. 800 pp. $3.

THIS paper-bound book, described as the standard manual of amateur radio communication, contains 27 chapters, a catalog section, topical index and more than 1,200 illustrations, including 95 charts and tables, 466 tube base diagrams and 85 basic formulas.

to cash in on the $730,000,000 Charleston, W. Va. market

PICK YOUR "SPOT"

Here's WKNA's half-millivolt area alone:

TOTAL POPULATION 671,178

TOTAL FAMILIES 186,235

RETAIL SALES $407,643,000

FOOD SALES $ 86,621,000

GENERAL MERCHANDISE SALES $ 57,711,000

FURNITURE & HOUSEHOLD GOODS SALES $ 22,968,000

EFFECTIVE BUYING INCOME $730,771,000

Source—U.S. Census and BMB Survey, 1950

You're talking to $730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of "personality" at an amazingly low cost, can produce amazingly high returns.



ON WKNA

WKNA is also sold as part of West Virginia's personality package



WKNA WKNA-FM
Charleston — 950 KC
5000 W Day • 1000 W Night
ABC Radio Network Affiliate

WJLS WJLS-FM
Beckley — 560 KC
1000 W Day • 500 W Night
CBS Radio Network Affiliate

Joe L. Smith, Jr., Incorporated • Represented Nationally by WEED & CO.



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

WMRY *Hostess*

One of Twelve
M P* ***Plan***
Merchandising
Services



Calling on homes! Sampling products, giving free cook books, novelties, etc. from our advertisers, the WMRY HOSTESS is creating goodwill for us and our clients.

She is also obtaining valuable information on products used and product preferences within the New Orleans Negro Market.

This is but one of a dozen merchandising services making up our MP* PLAN. It's a real plus on New Orleans only Negro Market Station.

**Market Penetration*

600KC "THE SEPIA STATION"
WMRY
NEW ORLEANS, LA.
Gill-Perna, Inc.—Nat'l Rep.

MORT SILVERMAN
General Manager

OPEN MIKE

Mutual Security

EDITOR:

BROADCASTING •TELECASTING might be interested in an item I used last night, to wit:

"In the current issue of *Newsweek* magazine, newsman Ed Murrow, star of another network, is photographed wearing a pair of suspenders put out by the Mutual Broadcasting System. It's in the current issue of *Newsweek*, page 42 . . . you can 'See It Now.'"

Frank Edwards
Commentator
MBS, Washington, D. C.

Agency Response

EDITOR:

We have received numerous requests for reproductions of the story [ON ALL ACCOUNTS] which you were kind enough to publish in your Dec. 8 issue. . . .

We are most gratified by the response we have received. . . .

Lester Kamin
President
Kamin Advertising Agency
Houston

Kicked Downstairs

EDITOR:

Recently a release was sent to you about Dody Sinclair whom I appointed head of merchandising and public relations for WJAR-TV, after his release from the Navy.

In the Feb. 23rd issue of BROADCASTING • TELECASTING, page 92, you published the above information, although my name was erroneously used. I appreciate your mentioning my name. However, I am somewhat embarrassed because this is a demotion! As you know, I am manager of WJAR-TV. . . .

Norman Gittleson, Manager
of Television Operations
WJAR-TV Providence,
Rhode Island

Footnote

EDITOR:

I hope your "Open Mike" is turned on to pick up the following information, which somehow got lost between Minneapolis and Washington. It was data intended for your "Big Push Polio" story . . .

With the cooperation of Harry Calevas, manager of the Hotel Radisson, Larry Haeg and the department heads produced one of the biggest "Dime" drives to raise polio funds for the Northwest. Our last minute effort was on the air Saturday, January 31st from 2-4 p.m., 5-6:30 p.m., and 9 p.m. to 1:30 a.m., direct from the lobby of the Radisson where the hotel people had constructed a gigantic stage.

All WCCO radio personalities (Cedric Adams, Bob DeHaven, Stew MacPherson, Ed Viehman, Allen Gray, Maynard Speece, Harlan Horton,) participated. Visiting celebrities included—the Governor, Twin City Mayors, sports personalities and numerous well-known state officials. Entertainers from Twin City nighteries were also on hand to promote the fund raising drive.

Here's how we collected pledges and contributions: A telephone network was set up in five states, involving more than 1,500 exchanges, to handle pledge calls from folks in 133 Northwest counties. A listener merely picked up the phone and asked for "Polio Party Line." The telephone call was channeled to one of 18 key points where March of Dimes volunteers accepted the pledge—and, after tabulation, the volunteers relayed the information to "Party Line" headquarters at the Radisson where members of the WAF's, stationed at a battery of phones, kept a county-by-county report for broadcast purposes.

We collected more than $33,800 in contributions and pledges . . .

More than $33,800 for eight hours of work isn't bad.

Fred Heywood
Manager
WCCO Minneapolis

First Class Female

EDITOR:

. . . It would be interesting to know how many women in the States hold down an engineering shift with a first class ticket. I work straight "combo" and feel that the field could absorb many more women than are now employed. Do I hear any "Ayes"?

Laura Chapin
WHBO Tampa, Fla.

Voice of Democracy

EDITOR:

Thank you very much for the three pages of valuable BROADCASTING • TELECASTING space which were filled so inimitably by Frank Beatty . . . when he wrote the story of the Voice of Democracy competition. Frank did his usual excellent job of telling what the competition is all about in understandable and down-to-earth language. The job is so good in fact that I am asking . . . if it will be possible for us to purchase some reprints, particularly for use in next year's promotion of the effort.

Robert K. Richards
Administrative Vice President
NARTB, Washington, D. C.

Educational TV

EDITOR:

. . . It seems to me your opposition to educational television is based to a considerable extent on three assumptions which I think you should submit to re-appraisals.

The first is the assumption that commercial and educational broadcasting must be incompatible and mutually harmful. During the 14 years that WNYE has been on the air in New York City I have had repeated occasion to deal with commercial broadcasters, both network and independent. Without exception these relations have been friendly and mutually beneficial. There has always been respect for the other man's problems and the job he was doing.

Your second assumption I disagree with rests upon the implication that because commercial television can give more time to education than can be used in 1953, it must follow that the same will be true when television grows up. The long view here is important.

The third assumption I challenge is that educational television stations would be socialistic or worse. Those who are haunted by the fear of educational television networks lack faith in American democracy. We have had a network of public schools from coast-to-coast for many years, and the products therefrom have been Americans who have done their own thinking and made their own decisions. When you advance the theory that American edu-

cators are bureaucratic puppets and potential mouthpieces of a dictatorial central government, I think you forget that in this country the people are the government. Or do we still proclaim: "The Public Be Damned."?

James F. Macandrew
Director of Broadcasting
Board of Education (WNYE)
New York

Far-Flung Correspondent

EDITOR:

Just received your Jan. 19 issue. Now I no longer read B•T—I absorb it, cover to cover. All work stops in the meantime. Even the family reads it.

Congratulations on a fine job. The expansion of "In Review" has been much appreciated way down here . . .

Cleve Costello
Producer, "This Radio Age"
Wellington, New Zealand

Necessary Number

EDITOR:

On page 68 of the March 2 BROADCASTING • TELECASTING you ran a story on our new KUDL in Kansas City, Mo.

Studio location of KUDL will be the ninth floor of the 1012 Baltimore Building in KC. That 1012 is necessary as there is no such building as the Baltimore Building.

David M. Segal
General Manager
KTFS Texarkana, Tex.

War News

EDITOR:

I saw the other day where an editor in Vancouver ran the same story on the Korean War three consecutive days, and not one of his, I think it said 300,000, readers noticed it, or if they did, didn't bother to mention it. "If," sighs the editor editorially, "I had left out a comic strip, they would have mobbed me. Yet they don't notice as important a thing as the war." . . .

The editor's readers *are* interested in the weightier things, but they don't read about something that was old to them by the time it was put on paper. They had already *heard it.* How? Radio and TV. . . .

Earl Hodges
Chief Engineer
KFFA Helena, Ark.

For the Record

EDITOR:

We have read with indescribably great interest your article in Feb. 2 B•T regarding record companies' fee policies on records to radio stations.

Particularly hilarious was the indirect quotation from Decca that Decca "services all disc jockeys . . . with free records." And that from the record company that consistently, deliberately and irritatingly has refused to cooperate with either deejays or stations, in the Northwest, at least, since time immemorial. What a laugh.

Just for the "record," here's the KBKH story on record availability:

Columbia: Excellent. . . .

MGM: Fine. . . .

Victor: "Handling charges." Yet we find to our amazement that other stations in this and smaller areas, in most cases with consider-

In Which Algy writes to . . .

Mr. Don DeCarlo,
Needham, Louis
& Brorby, Inc.,
Chicago, U. S. A.



Dere Don:

My woman haz bin hearin' about Johnson's Glo-Coat on WCHS and sed I ought to use sum here at th' station which I did. Sure is good stuff. Ov course, I alwayz like to say thet WCHS haz alwayz shined like Glo-Coat 'cause we got more W. Va. listenurs then any othur station. It sure makes fellers 'round here happy they did sich a good job last year thet our locul sales of advertising time went up 25.2%. Rite now our sports editer is down in Florida with our AAA baseball team which ov course, makes our listenurs tune to git th' news direct frum him. WCHS with 5,000 on 580 is a good deal, just like Johnson's Glo-Coat; we sure put a reel shine on sales.

Yours for Glo-Coat,

Algy



WCHS

580 KC — 5000 WATTS

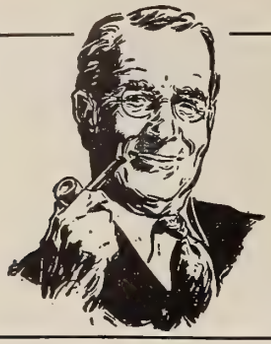
CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

Advertisement



From where I sit
by Joe Marsh

Wrong "Train" of Thought

Most of us knew the streamliner stopped four miles from town Thursday—but we didn't know *why* . . .

Seems the train was hurrying along, then came the screeching of brakes—some fellow had pulled the Emergency Stop cord.

When the conductor asked him why he did it, he said, "The train was just going too fast—I wanted to get you to slow down."

From where I sit, that streamliner has been going at that speed for the past seven years with a perfect safety record and the passengers have always been pleased. Now—along comes a fellow who wants the train to go at his speed. Some people are like that. Some still would begrudge another person's right to a temperate glass of beer even though that person wouldn't dream of flashing a "Stop" sign on their preference for, say, milk, coffee or tea. Respecting the rights of others is the only way we can keep "on the right track."

Joe Marsh

Copyright, 1953, United States Brewers Foundation

ably fewer valid "plug play" are receiving them free. Capitol: Ditto. . . .

John R. Puckett
Production Director
KBKH Pullman, Wash.

Piracy

EDITOR:

In your Feb. 9 issue the subject of piracy was aired. There seemed to be a plea for the protection of agencies, sponsors and stations against those who sue for lifting of an idea.

Being a writer and producer who has seen his ideas and format lifted bodily by these same criers for help, I would like to put my two cents worth into the pot.

Ideas, unlike a gadget, story or piece of music, are hard to protect, yet radio and TV shows for the most part should be based upon ideas rather than the finished product. This, due to the fact that it is the idea which is carried on, show after show, across the board or once a week. . . .

It is a simple thing to register an idea. If the agency or station or sponsor has the idea and registers it first, no writer can claim it was presented to them and pirated, because the date of registration disproves the statement.

If agencies, sponsors and stations want to continue with third and fourth rate programs, preventing ideas from being presented unsolicited is certainly the way to accomplish the matter.

Carl Carleton
Jack Russell Assoc.
Chicago

Charts Cheered

EDITOR:

I have just received my copy of BROADCASTING • TELECASTING with the story of the Miami U. survey [on political use of TV and its effects on voters, B•T, Feb. 23]. Believe me I thought it was great and I am going to pass it along to Dr. [Joseph C.] Seibert [chairman of the Miami U. marketing department] with a suggestion that your charts could well be imitated when the final report is compiled come next June. . . .

Gil Kingsbury
Adm. Asst. to the President
WLW Cincinnati

Tireless Voice

EDITOR:

Undoubtedly many new records will be established this year during the baseball season by players, but here in the Northwest sportscaster Rollie Truitt will set a record March 31 when he begins his 25th year of baseball broadcasting with the Portland Beavers . . . To our knowledge, this is a record of longevity and popularity unequalled in sports broadcasting annals in the United States. . . .

Ed Warmoth
Director Programs & Promotion
KNPT Newport, Ore.

Beat?

EDITOR:

We are wondering if we didn't get a beat on the nation with the first news of Premier Stalin's death.

KCTI was in its 7 p.m. CST newscast when the flash came over AP. Ray Grant, our newscaster, had it on the air before the first bulletin ended at 7:12 p.m. CST. . . .

Lawrence M. Walshak
Manager
KCTI Gonzales, Tex.



WREC

HAS NO PATENT ON
GOOD PROGRAMMING
★
LOW COST COVERAGE
★
FAIR BUSINESS POLICIES
★
CIVIC INTEREST

But we take pride in that we do deliver them to both Listeners and Sponsors alike.

We're also proud of the fact that the WREC audience is composed of the "better half" of the listeners in the rich, 76 county, Memphis Market . . . and that WREC advertisers get *both* rural and metropolitan coverage with a single schedule. Your Katz man will be glad to show you latest Standard Audit and Measurement Reports and Hooper Ratings that give the full story. Cost??? 10% less per thousand listeners than in 1946.

REPRESENTED BY
THE KATZ AGENCY

WREC

AFFILIATED WITH CBS RADIO
600 KC—5000 WATTS

MEMPHIS NO. 1 STATION

CHARLOTTE'S big 2

WBT

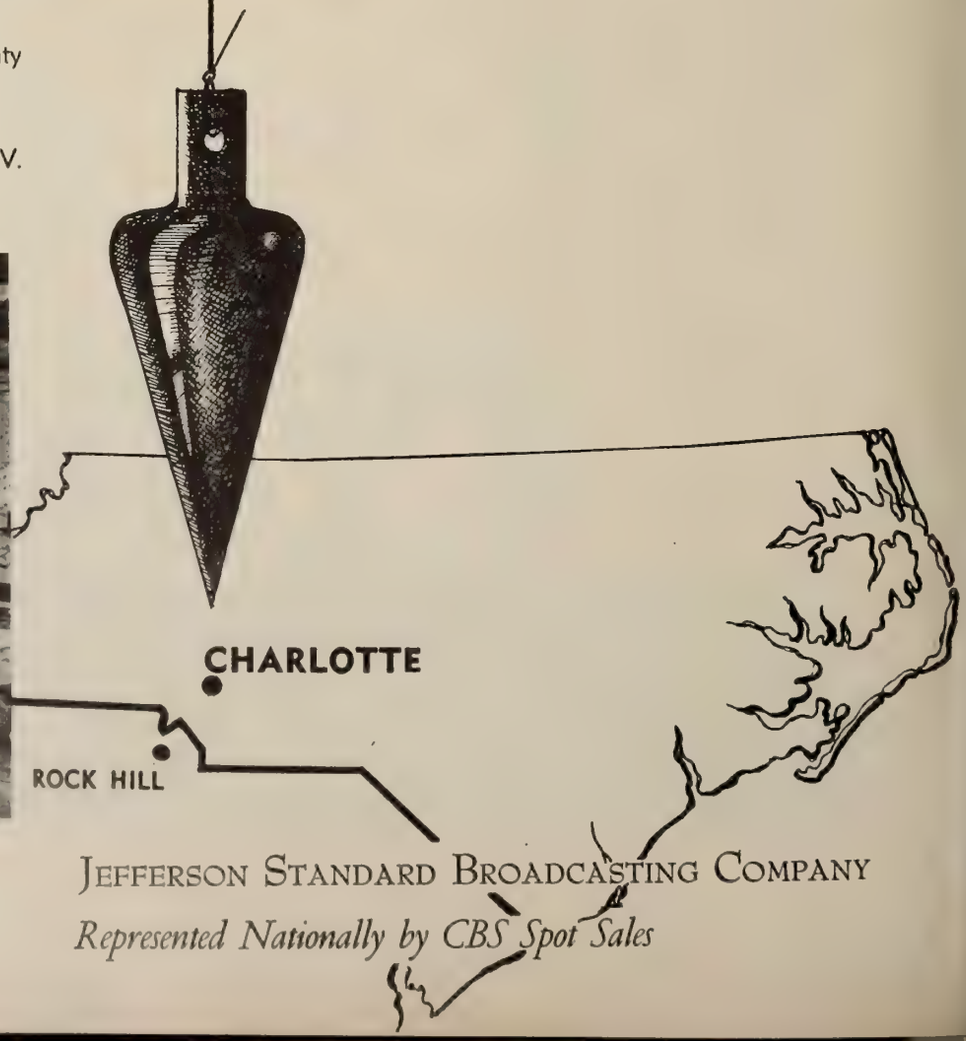
WBTV are .....

plumb in the middle of a fabulous market

Charlotte's "perfect circle" of satellite cities makes the 71st city the "17th market" (report of a major New York agency to a top national client).
Typical satellite—Rock Hill, South Carolina, as close to Charlotte as Bronxville to New York, home of a mighty textile industry including the famous Celriver plant of the Celanese Corporation of America.
For coverage to match the Charlotte market, use the Jefferson Standard stations, WBT and WBTV.



Celanese Corporation of America Celriver Plant, Rock Hill, S. C.



JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Spot Sales



Gail Papineau

on all accounts

"TWENTY years ago I thought we were just beginning . . . now as I examine the tremendous growth of the film industry and the trends for the future, I realize we're only stepping out of the pioneer days."

In this way, Gail Papineau alludes to the new medium of television and its effect on the film industry.

As the new executive film producer for Kling Studios' Hollywood film branch, Mr. Papineau has more than 20 years' experience in the motion picture field, much of it with Walt Disney Productions in a number of creative chores. He has been more recently active in TV program production work.

Mr. Papineau strongly believes that Hollywood production has much to offer TV, particularly with respect to industrial film usage. "Interspersements of Hollywood-shot scenes add much to overall film effectiveness," he feels.

Born in Spokane, Wash., Mr. Papineau came to Hollywood when he was 20. He joined Walt Disney Productions about 1932 and, after a short period of basic training as animation camera operator, was appointed supervisor of camera and special effects. In succeeding years, he engaged in experimental work in the development of animation and production techniques represented in such classics as "Snow White," "Pinocchio," and "Fantasia."

In 1941, he moved from animation direction into live-action techniques. He was coordinator and assistant director for "Saludos Amigos," "The Three Caballeros" and a number of Disney war training films.

During the war, Mr. Papineau was director of 16mm film for the Office of International Affairs, handling film work in South America.

Mr. Papineau joined Raphael G. Wolff Studios, a TV package production firm, as production manager in 1945. He supervised production for many of the nation's leading advertisers, including the American Meat Institute, General Electric, Ford Motor Co. and Armstrong Cork & Linoleum Co.

Mr. Papineau attributes a large measure of his success as a director to careful interpretation of script-scenarios. He feels this can be translated into industrial and other films for television without changing the concept held by the client.

Mr. Papineau married the former Patricia Allison. They have a son, Richard Allen, 22, and live in San Fernando Valley, 25 minutes from Hollywood. In his new capacity, Mr. Papineau will concentrate on industrial film production.

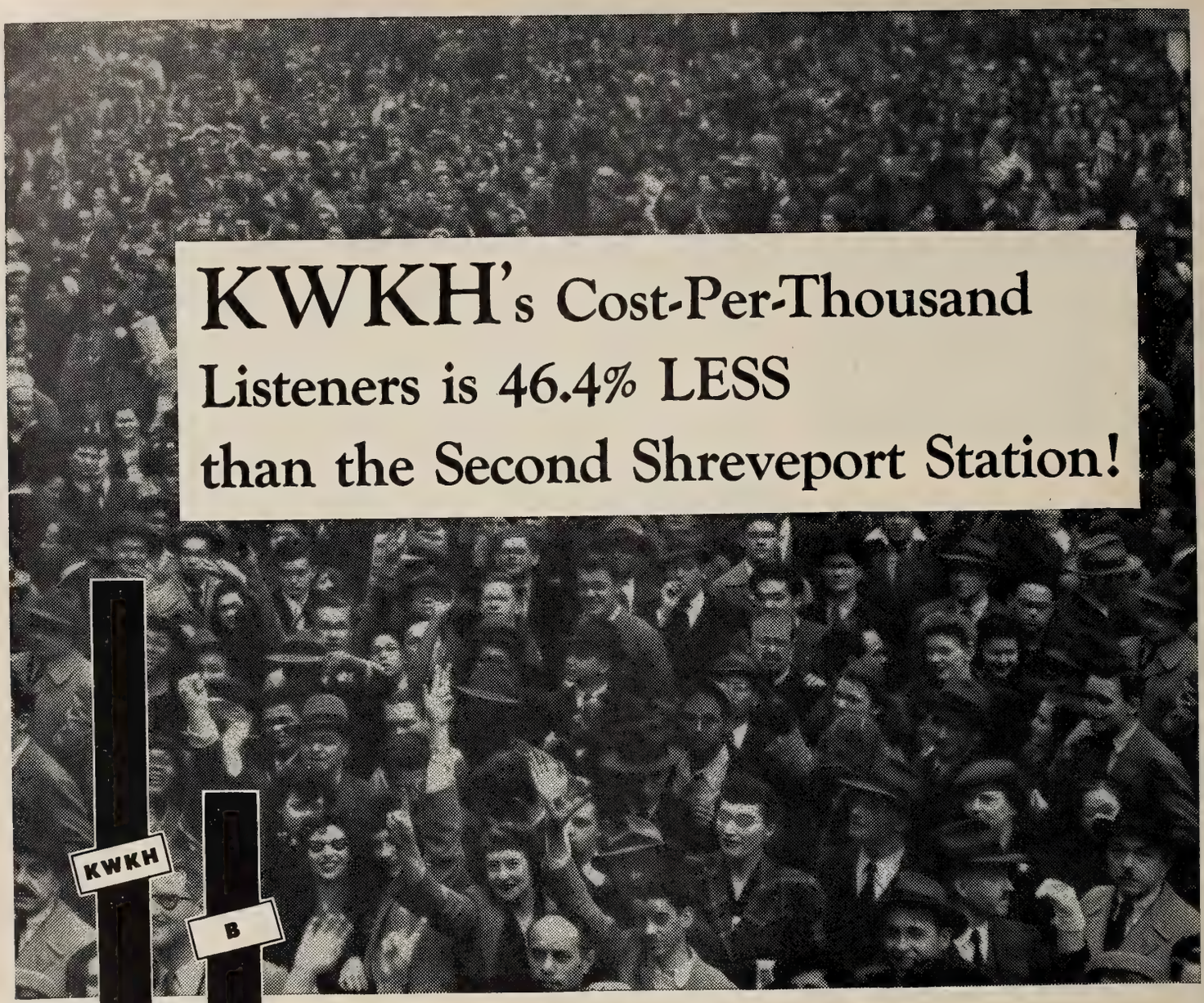


DRAW A BEAD...

You've been following that buck for some time, just catching glimpses of him. He's elusive, but finally stops for a drink of water. As you close the gap, you raise your gun. The buck stiffens, alert to danger. You draw a bead . . . if your shot is true, he's yours; if you're off target, he may be gone forever.

Some customers are like deer in many ways. They're always on the go—wily and elusive. When they stop, it's just for a moment . . . and that's the moment when smart media buyers and advertisers "draw a bead." Radio, of course, is the best "gun" to use on these flighty customers . . . but don't shoot off your sales message into empty air by buying time on popgun radio stations! Blast their sales-resistance with the "Big Bertha" in Oklahoma City . . . KOMA of course, the best cost-per-thousand buy and the only 50 kw CBS RADIO outlet in Oklahoma, serving you from a brand new quarter-million dollar studio.

KOMA Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES
50,000 WATTS • CBS RADIO STATION OKLAHOMA CITY
AFFILIATED WITH KTUL, TULSA
J. J. BERNARD, Vice President and General Manager



KWKH's Cost-Per-Thousand Listeners is 46.4% LESS than the Second Shreveport Station!

LISTENERS PER DOLLAR
(1-time, ¼ hour, daytime rates)

KWKH is your most economical, most productive radio buy in the great Arkansas-Louisiana-Texas area.

KWKH delivers almost three times as many Average Daily Listeners as the second Shreveport station. And KWKH's *cost-per-thousand* listeners is 46.4% less!

The audience figures above are from the new Standard Station Audience Report — the *more conservative* of the two recent audience surveys made in this area.

Write direct or ask your Branham man for *proof* of KWKH's overwhelming superiority.

KWKH

A Shreveport Times Station

50,000 Watts • CBS •

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company, Representatives
Henry Clay, *General Manager*

BROADCASTING TELECASTING

March 16, 1953 Vol. 44, No. 11

TIMEBUYING IN TV DURING '52 REACHED $288.8 MILLION

TV volume has grown more than 1,000% from $27.5 million, the 1949 total, according to an analysis in the current B•T TELECASTING YEARBOOK. Network buying has grown faster and farther than spot or local, unlike the pattern in radio.

U. S. ADVERTISERS spent $288.8 million on television time in 1952, a gain of 38.8% over their TV time purchases of 1951, according to an analysis of television advertising published in the TELECASTING YEARBOOK for 1953.

All figures in the analysis are for time sales only, and do not include costs of talent which are estimated by some informed sources to equal or even exceed time costs.

The analysis is one of hundreds of features contained in the annual source book.

Post-Freeze Outlets Add Little

The increase in TV business volume in 1952 over 1951 was the more significant for having occurred in a year that marked the end of the long FCC freeze on TV stations. Though a few post-freeze stations got into operation just before year's end, virtually all the expenditures were on the 109 pre-freeze stations.

These figures represent receipts from the sale of time after deductions for frequency or promotional discounts but before deductions of commissions to agencies or national station representatives. They do not include the enormous amounts spent for television talent and production which, if added, would probably make the total TV advertising bill more than double the time sales volume.

(Estimated television net time sales for 1952 are based on data gathered in a survey of television stations. The formula for computing the totals is the same that has been used by Broadcasting Publications Inc. for many years in estimating radio and television billings. Statistical information was audited by Sinrod & Tash, Washington, D. C., certified accountants, who delivered to the TELECASTING YEARBOOK *editor only weighted averages in each station and business category, in conformity with the canons of the American Institute of Certified Public Accountants.)*

Four-Year Tabulation

The remarkable growth of TV business volume in the past four years is illustrated by the chart on this page. Total volume has shot from $27.5 million in 1949 to $90.4 million in 1950 to $208 million in 1951 and $288.8 million in 1952. The three categories that make up total volume—network, spot and local—have advanced proportionately.

So far television spending patterns have varied sharply from the coincidental developments in the sister service, radio.

As shown in the 1953 BROADCASTING YEARBOOK, local advertisers are radio's biggest customers, spot users second biggest and network advertisers at the bottom of the list. That trend in radio has become more and more pronounced.

In television, however, network business has expanded more rapidly than spot or local. In 1949, the first year of TV financial records, network business was $10.7 million, spot was $7.2 million and local $9.4 million. In 1950, network advanced to $35 million, spot to $25 million and local to $30.3 million. In 1951, network continued to lead the pack, with $97 million; spot moved ahead more rapidly than local, to $59.7 million compared with local volume of $51.3 million. That trend continued through 1952 when network was $135.6 million, spot $82.7 million and local $70.5 million.

In 1952, network advertising, which was 39% bigger than it was in 1951, accounted for 47% of total volume. Spot, which rose 38% over 1951, provided 28.6% of the total. Local, up 37% over the year before, contributed 24.4%.

Among network television accounts, advertisers in the food and food products category were far ahead of others in their total purchases of TV network time. TELECASTING YEARBOOK estimates of gross network billings by product groups show that food clients bought $33.8 million worth of time, figured at the gross, one-time rate, to account for 18.7% of all network billing.

Comparison With 1951

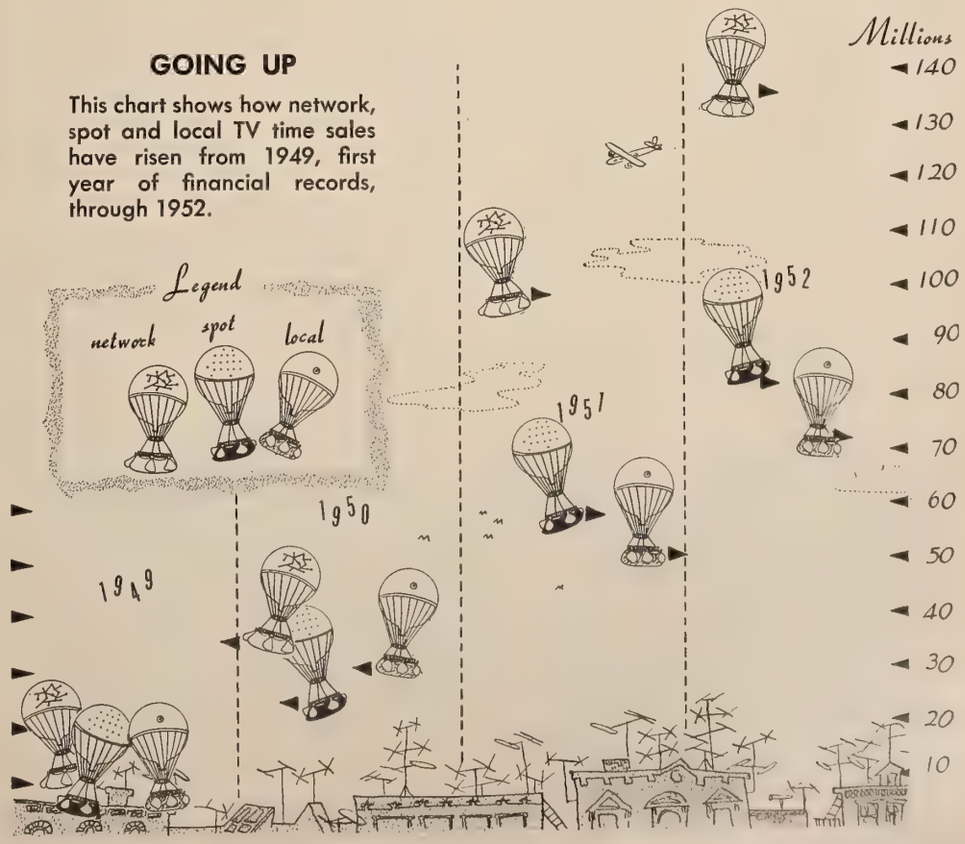
Food advertisers held the lead in 1951, too, and by a wider margin. In that year their gross billings were $25.8 million, 20.2% of all billing.

Second biggest spending category in 1952 was smoking materials—$28.4 million, or 15.7% of the total. This category was also second in 1951, with $17.9 million, 14.1% of the total.

Toiletries and toilet goods were third in 1952, as they were in 1951. Their 1952 expenditures were $24.8 million, or 13.7% of the total. In

GOING UP

This chart shows how network, spot and local TV time sales have risen from 1949, first year of financial records, through 1952.



1951 the figures were $16.4 million, 12.9% of the total.

In fourth place in 1952 were soaps, cleansers and polishes, a category that spent $21 million, or 11.6% of the total gross. The year before this group of advertisers was in fifth place, with expenditures of $11,037,695.

Fifth place in 1952 was taken by automotive accessories and supplies, which spent $15.4 million, or 8.6% of the total. This category barely nosed out soaps for fourth place the year before with expenditures of $11,050,501.

Over 400 Pages

The 1953 TELECASTING YEARBOOK will contain more than 400 pages of basic information about the television medium.

It will include complete listing of executives, technical descriptions and rate information for every television station on the air and all information available on plans made by firms that have received construction permits. Listings of executives of the national networks and trade associations are included. Full lists of advertisers, agencies, program production firms and distributors and facts on all services pertaining to television have been compiled. Television station representatives and the stations they represent are presented.

One of the most useful departments is a complete listing of all television applicants and the place they hold in the FCC processing line. This department is completely indexed to make it easy to find any applicant as well as his relative position.

Special "Rules" Dept.

FCC rules pertaining to television licensees and information for applicants are included in a special department.

Another improved section in this year's volume lists facts on television in other countries throughout the world, with estimates on the number of sets in circulation in each country, stations on the air or planned. Other departments in the book include: Average costs of station operation, pattern of television viewing, names and addresses of service firms, consultants and other related businesses, community television firms, group ownership, stations with newspaper interests, transfers of stations during 1952, channel allocations, manufacturers of television equipment and many other listings.

Announcement

WINFIELD R. LEVI, Sales Manager of BROADCASTING • TELECASTING, effective today (March 16) becomes business head of the New York Bureau, transferring from Washington headquarters.

Coincident with this shift, announcement is made of the following promotions:

William H. Shaw, Midwest advertising representative, becomes Midwest Sales Manager, continuing in the Chicago Bureau.

Eleanor Manning, heretofore assistant to the advertising director, becomes Sales Service Manager, continuing in the New York Bureau.

Kenneth Cowan, advertising representative, becomes Eastern Sales Manager, continuing in the New York Bureau.

Mr. Levi succeeds S. J. Paul, former advertising director, who has resigned. Mr. Paul has not announced definite plans, but contemplates a new publishing venture or another connection in the industry. Mr. Levi joined B•T in 1946, serving successively as promotion manager, circulation manager, assistant advertising manager and sales manager. A graduate of the U. of Cincinnati, he has had agency experience in Cincinnati, and served as sales promotion manager of WSAI. He entered the Army as a private and now holds a lieutenant colonelcy in the Air Force Reserve.

Mr. Shaw, a native of Waterloo, Ia., joined B•T in 1951, after having served in sales and promotional capacities with WLAC Nashville and WGH Norfolk. He is a U. of Missouri graduate, and served as a combat pilot in the European Theatre in World War II with rank of captain.

Mr. Cowan joined B•T in 1951 after having served two years with the Henry J. Kaufman & Assoc. advertising agency in Washington, D. C. He is a graduate of American U., Washington, and served in the European Theatre during the last war.

Miss Manning has been with B•T since 1949. She was for four years with the Kudner Agency Inc., serving as chief radio timebuyer and later in the new business department. She is a graduate of the Eastman School of Music of the U. of Rochester.

Messrs. Levi and Shaw will continue to report to Maury Long, Business Manager, at Washington headquarters.



Mr. Levi



Mr. Shaw



Miss Manning



Mr. Cowan

DOZEN FIRMS OPEN SEASONAL DRIVES

Spring and summer advertisers start radio and television spot campaigns in varied markets.

SPRING and summer seasonal advertisers have broken out in a contagion of spots, radio and television, with varied market schedules, and more than a dozen sponsors participating.

That was the diagnosis after a B•T check of the industry's complexion last week.

Among seasonal accounts, Jackson & Perkins (nursery stock), through Maxwell Sackheim & Co., New York, is known to be preparing a radio and TV spot schedule in 100 markets to be launched April 15.

Griffin shoe polish, both a year-around and seasonal advertiser, will supplement its portion of *Your Show of Shows* on NBC-TV with a radio schedule in about 50 non-TV markets starting April 25 and moving across the country as the weather warms. The 39-week contracts are placed through Bermingham, Castleman & Pierce, New York.

Tandem Plan Sale

Another shoe polish firm, Knomark Mfg. Co., (Esquire boot polish), has signed the NBC radio Tandem Plan for 10 weeks, effective last Thursday, participating in: *Judy Canova Show*, Thurs., 10-10:30 p.m.; *Barrie Craig, Confidential Investigator*, Sun., 10-10:30 p.m., and *Red Skelton Show*, Tues., 8:30-9 p.m. Agency for Esquire is Emil Mogul Co., New York.

Robert Hall Clothes, long the nation's largest user of retail radio advertising, for spring business will add a TV spot campaign using 20 stations in 11 major markets. The spots, modeled after the firm's radio policy, will run during daytime and early evening, just before the span of network shows, and in late evening when the networks again are quiescent.

While the firm is increasing use of TV this spring, according to Jerry Bess, vice president of Frank B. Sawdon, New York, agency handling the account, "the TV campaign has not decreased Robert Hall's overall radio activity."

The chain stores use spot radio on 180 stations in 80 cities.

Howard Clothes, another chain, through Dowd, Redfield & Johnstone Inc., New York, signed Phil Davis Musical Enterprises to a 13-week contract for a musical commercial to be tested on Philadelphia and Boston radio stations. If successful, Howard will expand the campaign to national scope.

Flex-Let watch bands, another seasonal advertiser, is preparing a TV spot schedule effective April 1 for 13 weeks in a dozen major markets. Ben Sackheim, New York, is the agency.

Spring Campaign

American Cigarette & Cigar Co. (Pall Mall cigarettes) will start its spring campaign—to run in addition to its regular radio and television network shows—in 45 radio markets with a spot schedule in the 7-8 a.m. time. Contracts, effective April 1, will be for 52 weeks and are placed through Sullivan, Stauffer, Colwell & Bayles, New York.

General Electric (TV sets) is following its recent radio spot campaign with a new six-week saturation schedule effective March 30 in 10 markets. Maxon Inc., New York, is the agency.

Good Humor Corp. (frozen desserts) formerly serviced by Grey Adv., has named David J. Mahoney Inc., New York, to handle its ad-

vertising. Agency and advertiser, it was learned, are considering a spring radio and TV campaign.

Meanwhile, American Ice Cream, division of the Doughnut Corp. of America, has appointed Grey Adv., New York, to handle its advertising. Plans call for local campaigns using radio and television. The division holds the Howdy Doody franchise for all frozen ice and ice cream products throughout the U. S.

White Rock Co., through Ellington & Co., New York, has just signed for sponsorship of an undisclosed number of spots and programs on WNBC, New York NBC radio outlet, under the station's Chain Lightning plan. The campaign starts April 1 with approximately $15,000 allotted.

Knickerbocker Beer, through Biow Co., in another local action, has scheduled one of the largest single station program transactions with plans for a live show, 11 p.m. to midnight, five times weekly on ABC's WABC-TV New York (also see ABC story, page 68).

Swan Soap is preparing, through BBDO, New York, an introductory campaign in the New York area starting the first week in April for four weeks, using mostly 10-second television spots on a number of New York stations.

Bond Bread, through BBDO New York, placed a one-week radio spot schedule in 20 markets last week.

Advertisers Re-Sold on Radio, CBS' Murphy Tells Ad Group

Radio still best buy, and will never return to low point of 14 months ago, according to CBS Radio's president.

ADVERTISERS realize again that radio offers the best values in all advertising, both day and night, Adrian Murphy, president of CBS Radio, told members of the New England Radio Executives Club Wednesday in Boston.

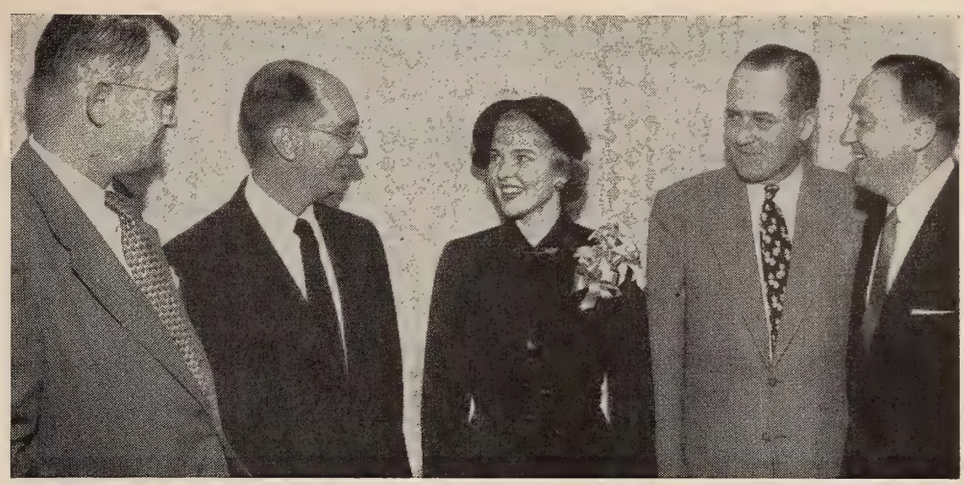
Declines in nighttime audiences, he said, have been more than offset by reduction in nighttime cost.

Predicting "Radio will never again have to pass through the psychological doldrums of 14 months ago," the CBS executive listed factors in radio's vitality: Markets remain important radio centers, with increased listening; radio is inherently effective, reaching many people economically with much impact; selling and promotional efforts by industry organizations are highly effective, and the "creative spark" is increasing in the program field.

Pointing to the CBS network commercial program schedule as an example of a revived interest in radio, Mr. Murphy said Mondays through Fridays, daytime, are sold out, with a waiting list despite the February rate increase. Saturdays and Sundays, daytime, are also "well sold," he said, while at night "we again have all our big name programs back. A year ago, we were seriously concerned whether we would have any of these programs on again."

Using CBS Radio figures as evidence of industry strength, he said in 1951 there were 148 daytime quarter-hours sold per week, slightly off from the 1948, pre-TV figure of 154. In 1952, however, the figure had risen to 171, or 23 more programs than in 1951 and 17 more than in 1948. CBS Radio's loss in nighttime quarter-hours sold per week, measured from pre-TV days, has been only 10.4%.

CBS-owned stations had more income in January 1953 than in January 1952, he said, and all are in prime TV markets. In comparison with 1948, their national and local spot business is running 36% ahead.



APPARENTLY approving choice of Nell Owen (c) of Dallas, Tex., as the nation's prettiest school teacher in a contest sponsored by CBS Radio's *Our Miss Brooks* program, are (l to r) D. Robert Parman, partner, Ted Bates & Co., agency; Louis Hausman, administrative vice president, CBS Radio; Irwin W. Hoff, advertising manager, Colgate-Palmolive-Peet Co., sponsor of program, and John Karol, v. p. in charge of network sales, CBS Radio.

REACTIONS MIXED ON GENERAL MILLS PLAN

Though there are reports of some opposition, GM's agency says that a good number of stations seem ready to go along with the plan that represents a departure from the accepted time buying pattern.

THE spot saturation plan devised by General Mills, Minneapolis, for certain key markets was reported to have encountered strong objections last week as station reactions poured in to radio-TV station representatives and Knox-Reeves Adv., the agency for Wheaties.

A number of stations were said to be disenchanted with at least two features of the General Mills project—described as "Wheaties Operation Sparks 1953-'54"—which calls for spot campaigns from April 5 to Oct. 11 and from Oct. 18 to March 27, 1954 [B•T, March 9].

The firm has introduced two new aspects into this year's plan—there is no set formula for individual station rates and the firm is approaching stations in point of its market preferences, through their representatives, rather than in order of its choices of stations.

Some Strong Opposition

In a spot check by B•T, some stations indicated a strong opposition to GM's proposed "floating" or alternating two-weeks schedule under the four plans which it held out to stations in various markets. Others hit out at the company advertiser's insistence that stations carry at least 90% of all spot announcements for which it had contracted.

Under each of the four plans [At Deadline, March 9] which are deemed flexible enough to cover all types of markets, rates would be based on budgets, costs, ratings, coverage, TV or non-TV penetration, common AM-TV ownership, and type of schedule. The spots would be used for Wheaties, with adjacencies in late afternoon or early evening hours.

Despite these objections—and probably because of local competitive factors—a good number of stations seemed prepared to go along with one of the plans. Knox-Reeves Adv. reported "generally satisfactory response," claiming it had heard from perhaps 75% of the stations the agency had sought to reach.

As during last year, General Mills has steadfastly refused to announce the details on its plan in the face of widespread concern over "rate-cutting" practices, and possible organized industry resistance. Station representatives likewise have declined to be quoted on individual station response and their own station lineups. A number of them appear to feel gratified, however, that GM has cast an approximate $1.5 million worth of spot business into spot radio.

One important aspect of the 1953-'54 campaign is that it gives preference to stations which accepted its bids last year. Stations have been advised, in most instances, to quote their lowest rate for the particular plan for that market area and give a sample of their schedules.

Under last year's plan, for which no station schedules ever were revealed—but which contained a number of network o and o stations and regional networks—GM set a flat rate formula, from which it would not deviate. It called for 50% of the individual station's one-time daytime rate, it also specified that 80% of the announcements be aired in the nighttime hours, giving General Mills an appreciable discount in practical effect. This year, it is stressed, the plan is more flexible.

Plan No. 1 is the basic arrangement on which the other three plans hinge. It calls for 14 actual weeks of broadcasting, starting with April 5 and 12, then off two weeks and on two weeks, etc. It calls for 10 announcements per day or 70 per week. From October 18 through March 27, 1954, the plan calls for nine announcements per day for 24 weeks, with spots broken down into one minute and 20 seconds. Maximum number of 20-second announcements is not to exceed 50% of the total spots scheduled.

The second plan calls for a schedule reduced by 50% from April through October, while the third and fourth plans eliminate the October-March or fall-winter commitments.

RR Buys 'Off-Line' Radio

UNION Pacific Railroad, for the first time, is buying radio in "off-line" cities, according to H. B. Northcott, general advertising manager. About one-eighth of the railroad's radio budget this year will be spent in markets not served directly by the company, he said. Stations scheduled, near the railroad's eastern terminus at Omaha, include WISN Milwaukee, KWK St. Louis, KSTP Minneapolis and KRNT Des Moines.

WHAT ABOUT TV CIRCULATION?

Weintraub V. P. William Trenner says "no answer in sight" for TV's "grave" problem of circulation and costs; rotation is possible way out for different buyers to get same value for same cost.

RESPONSIBILITY for determining circulation and how to charge for it are "much graver" TV problems than rising costs and answers "are not in sight" in the opinion of Harry Trenner, vice president of William H. Weintraub agency, New York.

Speaking at the March meeting of the Television Assoc. of Philadelphia at the Poor Richard Club, he posed the query, "How long will an advertiser continue to stand for paying the same amount as another advertiser when he has only half the audience?"

"When a network offers a time spot and a program, it has the entire responsibility for circulation," said Mr. Trenner. "And if two programs costing the same go into two time spots costing the same, with different size audience, there's a problem. Advertisers were willing to sit still for this for many years in radio, but TV is taking a much bigger bite.

Percentage Considerable

"The dollars are much larger, the percentage of the budget used for TV is considerable, and sponsors take a longer, more careful look," he said.

Referring to networking, Mr. Trenner said "the obvious answer" to circulation control is the analogy of the printed medium, where advertisers have no control over the editorial content. "Why should they run the shows on TV? Why don't they just impose their advertising on the matter provided by the medium?," he asked. He posed other questions: "Where's the guaranteed circulation, like a magazine? Where's the rebate, if the guarantee isn't met, like a magazine. Where's the same shake for two advertisers paying the same time and talent bill, like a magazine?

"I don't mean to imply that circulation in the printed medium is the only factor; I believe that position has something to do with it. But positions in a magazine or a newspaper will vary an audience for an advertiser by perhaps 5% to 10%. In TV, cost-per-thousand figures have differences of as high as 200%," Mr. Trenner charged.

TV is a powerful medium, he said, and it can get business for sponsors. "But it has not proven itself as the panacea of all sales evils, and is a vital young stallion which is currently something of a run-away horse."

One circulation plan is a rotation plan, in which each sponsor would be guaranteed so much circulation in a specified period, either a week, a month or a 13-week cycle," the agency executive said. "This, of course, is a far cry from the business as we know it today, and is something like some of the so-called tandem plans that have been a vogue in radio lately. It could mean a real revolution in television," he asserted.

"The time will inevitably come when General Foods and General Mills will want the same thing for the same money," he added.

Mr. Trenner suggested that stations adjust rates first of all. "Don't keep charging 50% of night-time for your day-time periods. Don't encourage the racket of double and triple-spotting at station breaks," he warned. "Who can sell anything that way? What happens to your important programs if you kill the goose that lays the golden egg?"

Local Programming

He recommended that stations keep enough local programming to do justice to local customers and the local audience, "but don't kick network advertisers around because a spot show brings more money. Remember that programs like *I Love Lucy*, *Milton Berle* and the *World Series* sell as many television sets in your market as they do razor blades, gasoline and cigarettes. Be careful not to penalize the guy who is building the audience that you are selling," he said.



RADIO AND TV in the Chicago area are promoting Salerno saltines and Norway sardines during the Lenten season, in a joint campaign planned by the two companies and their agencies. Details of the merchandising and promotional tie-in were completed by, (l to r), George F. Salerno, president, Salerno-Megowen Biscuit Co., Chicago; R. J. Scott, president, Schwimmer & Scott, agency which handles the account; Samuel S. Moody, merchandising representative, McCann-Erickson, which handles the Norwegian Sardine Institute account, and Charles L. Sullivan, vice president, Salerno-Megowen. More than 1,000 supermarkets and chain stores in the area are cooperating with the grocery product manufacturers.

Paper Revenue to Remain High Despite TV, Britt Says

NEWSPAPERS have held their own in percentage of total advertising expenditures for the past 20 years, and probably will maintain their position despite television or any decline in business economy, an agency research expert told newspaper representatives last week.

Steuart H. Britt, vice president and research director of Needham, Louis & Brorby Inc., Chicago, addressing a luncheon session of the Chicago Newspaper Representatives Assn., said newspapers appear to be holding their own in public readership of both advertising and editorial matter, even in cities with heavy TV set ownership. He said many newspaper advertising sales representatives have been worrying "too much" about TV. They entertain "feelings of uneasiness, with every thought permeated with worry about the bugaboo" of TV. The precise effect of TV on newspaper reading has not been definitely established as yet, he noted.

Arizona Advertising Awards

A-1 BREWING Co., Phoenix, won first place in both the radio and TV category for outstanding commercial announcements in the first annual Arizona Advertising Awards competition sponsored by the Phoenix Advertising Club.

Company and its agency, Advertising Counselors of Arizona, Phoenix, were commended. A-1 received the only television award, and first and second place in radio.

Honorable mention in radio went to Charlie Case Tire Co., Phoenix, for a transcribed announcement produced by KOY Phoenix. Citation for the most outstanding overall advertising campaign went to the Arizona State Fair, handled by Jennings & Thompson Adv., followed by A-1 Brewing Co. and Hotel Westward Ho.

Co-chairmen on the awards committee were Frank Mangelsdorf, advertising director, Advance Seed Co., and Dick Goebel, account executive, Advertising Counselors of Arizona. Featured speaker at the banquet was Howard Willoughby, senior vice president, Advertising Assn. of the West. Ceremonies were broadcast on a state-wide network.

Lawler to Geyer Adv.

N. F. LAWLER, central division sales manager for Nash Motors Div. of Nash-Kelvinator Corp., will join Geyer Adv., New York, as a vice president April 1, President B. B. Geyer announced last week. Nash Motors is handled by Geyer.

In addition, Edward J. Corbett, copy chief for the agency's Detroit office, has been elected a vice president and will serve as account executive on Nash.

Mr. Lawler served previously as director of advertising and sales promotion for Nash for eight years. Mr. Corbett has been with Geyer (formerly Geyer, Newell & Ganger) as copy chief since 1946.

Direct Mail Volume Up

DIRECT Mail Advertising Assn., reported last week that the dollar volume of direct mail advertising used by American business during January 1953 was $101,827,775, compared with $99,516,152 during the same period of 1952. The January 1953 figure was said to represent a 2.2% gain over the dollar volume for January 1952.

Like pretty girls go for sweets

Baltimore merchants go for WITH like pretty girls go for sweets! They love the quick, profitable results they get from this low-cost station. At low, *low* rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!* And that's why WITH *carries the advertising of twice as many local folks as any other station in town!*

So take a tip from these smart advertisers. Put WITH on *your* schedule. WITH can produce low-cost results for *you*, too! Get the whole story from your Forjoe man today!



IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

Berman's Buy

BERMAN'S radio-TV appliance store, Chicago, really believes in splurging when it comes to buying radio time for disc shows. The store has signed Dirk Courtenay, local disc personality, to some 100 quarter-hours per week on five independent Chicago stations (WIND WJJD WCFL WAAF WAIT), with periods slotted throughout the day on each outlet. It's also the first time the store has bought a local personality. Agency is Sherwin Robert Rodgers & Assoc., Chicago.

Hewitt Leaves HOB&M; Shelby Page Named V. P.

RESIGNATION of Anderson F. Hewitt as board chairman of Hewitt, Ogilvy, Benson & Mather and election of Shelby Page as vice president and treasurer were announced last week. Mr. Hewitt's resignation was said to be "due to disagreement on policy decisions."

In announcing Mr. Page's election as vice president, David Ogilvy, president, noted Mr. Page has been treasurer of the agency since its early days.

He also announced that James McCaffery, director of media, has been elected a vice president.

Paul E. Gailey Dies

FUNERAL services were held last Tuesday at Glendale, Calif., for Paul E. (Ted) Gailey, 49, vice president of Glasser-Gailey Inc., Los Angeles advertising agency, who died March 7 after a long illness. Surviving are his wife, Grace Glasser, president of the agency, his mother and father, a sister and a brother.

NEW BUSINESS

Paris International Trade Fair (May 9-25) has purchased schedule of spot announcements on 11 stations of Good Music Broadcasters throughout U. S. on three-times-a-week basis for six weeks, starting last Monday. Agency: Hicks & Greist, N. Y.

Gough Industries, L. A. (MG and Morris cars, International Harvester refrigerators and freezers and Sylvania TV sets), started saturation spot announcement campaign on KNX, KFWB, KFI that city, KBIG Avalon, KLAC-TV and KTTV (TV) Hollywood, for six weeks starting March 9. Agency: Noble Adv. Co., L. A.

General Mills, Minneapolis (Wheaties), has signed to sponsor *Wheaties Scoreboard,* weekly five-minute major league baseball summary immediately following Mutual's Sunday *Game of the Day,* starting April 5. Contract is effective for duration of baseball season. Agency: Knox-Reeves Adv., Minneapolis.

Palm Beach Co., Cincinnati (men's suits), will sponsor 5-6 p.m. EST segment of Palm Beach Golf Tournament for one time only on DuMont TV Network, Sun., May 17, 4-6 p.m. Telecast will originate from Meadow Brook Club, Westbury, L. I. Agency: Ruthrauff & Ryan, Chicago.

Pharmaco Inc. (Feen-A-Mint laxative chewing gum and Choos Antacid chewing gum), sponsoring *When a Girl Marries,* Tues. and Thurs., 10:45-11 a.m. and *News With Don Gardiner,* Tues. and Thurs., 12 noon-12:10 p.m., both on ABC. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

S. C. Johnson & Sons (Johnson's wax) signs for co-sponsorship of ABC-TV's *Saturday Night Fights,* Sat., 9-10 p.m. EST for 26 weeks starting April 25. Agency: Needham, Louis & Brorby, Chicago. Other sponsor: Bayuk cigars.

Wm. Wrigley Jr. Co. started sponsorship of *Yours Truly, Johnny Dollar* on CBS Radio last Tues., 9-9:30 p.m. EST, as replacement for *Life With Luigi. Mr. Chameleon* mystery series goes into Fri., 8:30-9 p.m. spot formerly occupied by *Johnny Dollar,* on sustaining basis. Agency: Arthur Meyerhoff & Co., Chicago.

Pearson Pharmacal Co. (Ennds) planning alternate-week sponsorship of Neptune Productions' *Eye Witness,* 9-9:30 p.m., effective March 30, replacing *Hollywood Opening Night.*

American Federation of Labor, Washington, sponsoring *Both Sides,* discussion-forum program, on ABC-TV, Sun., 1:30-2 p.m. EST, for 52 weeks, starting Sunday. Agency: Furman, Feiner & Co., N. Y.

Agency Appointments

Strietmann Biscuit Co., Cincinnati, appoints Ralph H. Jones Co., same city, effective April 1.

Globe Brewing Co., Baltimore, Md. (Hals and Arrow beer), appoints VanSant, Dugdale & Co., same city. Radio-TV are being used.

Kern Food Products Inc., L. A. (jams, jellies, catsup), appoints Mottl Adv. Agency, that city.

Leslie Salt Co., S. F., appoints Honig-Cooper Co., that city. **Louis Honig** is account executive.

Columbia College, Stokes-Miller & Co. (insurance firm) and **International Insurance Assoc. Inc.,** all L. A., appoint Shore Assoc. Corp., Hollywood.

Bodger Seed Co., El Monte, Calif., appoints Jordan Co., L. A. **R. L. Randall** is account executive.

Printed Cellophane Tape Co., L. A., appoints Byron H. Brown & Staff, that city.

Gas Sales Promotional Committee of Eastern Pennsylvania names John Falkner Arndt & Co., Phila.

Revive Singin' Sam

BARBASOL'S "Singin' Sam" singing commercial of early '20s is being revived by Erwin, Wasey & Co., N. Y., which has handled the Barbasol account for 30 years. Agency did some research, found that almost every person interviewed who was over 25 years of age remembered it —and some were able to sing it correctly all the way through. So, except for a few changes to point up current copy themes, it's being aired on WCBS radio and WNEW New York and WCAU WIP and WPEN Philadelphia.

Riverside Metal Co. names Robert S. Kampmann Jr. Agency, Phila.

Jacques Kreisler Mfg. Corp. (watchbands and men's jewelry), names Foote, Cone & Belding, N. Y.

Dryer Co. of America (electric hand dryers) names Abner J. Gelula & Assoc., Phila.

Willima T. Wiegand Corp., Vineland, N. J. (laboratory glass) names Sydney R. Nemarow, Phila.

Miscellaneous

Ad Associates, L. A., moves to 5050 Wilshire Blvd. Telephone is Webster 3-7501.

Kostka, Bakewell & Fox Inc., Denver, elected to membership in American Assn. of Adv. Agencies.

Al Carmona Adv., Hollywood, has become **Carmona & Allen Inc.,** that city, headquartered at 1213 N. Highland. **Bill Allen,** account executive for former agency, is president of new firm. **Al Carmona** is secretary-treasurer. **Frank Craden,** assistant advertising supervisor, Gulf Oil Corp., N. Y., and **Evelyn Singer** join agency as copy chief and account executive, respectively.

Ross, Gardner & White Adv., L. A., and **C. B. Juneau Inc.,** Beverly Hills, have merged under latter's name. **Raymond B. Gage** continues as president of Juneau and **Edward B. Ross** is account executive.

Mathisson & Assoc., N. Y., relocates at 1065 International Bldg., Rockefeller Center.



BALTIMORE ORIOLES Thursday and Sunday home baseball games will be televised on WMAR-TV that city under sponsorship of Gunther Brewing Co. Signing contract are (l to r): Seated, Arthur Goldman, Gunther advertising manager; Jack Dunn, Orioles owner-president, and E. K. Jett, WMAR-TV vice president and director; standing, Baxter Ward and John MacLean, WMAR-TV announcers; Herb Armstrong, Orioles Baseball Club; H. P. McLaughlin, Gunther, and E. A. Lang, WMAR-TV sales manager.



"I like Ford Hopkins Rexall Drug Stores rat poison because..."

We discarded the idea for a complete-this-sentence-in-twenty-five-words-or-less contest almost before we thought of it. The rat poison market defies analysis; and even though Iowa *has* the highest literacy rate in the nation, rats in some of the outer reaches of WMTland might have had difficulty gnawing into Ford Hopkins drug stores for entry blanks.

Well, we were resigned to the fact that rats would be reticent about expressing a preference for any particular brand of poison. Nevertheless, we went ahead with a two week campaign (eight announcements) on behalf of Ford Hopkins' tidbits. The demand was not only tremendous—we even received 157 orders at the station.

It's true that most of the customers were people, but you can't have everything.

Moral: *Building mouse traps isn't the only way to get paths beat.*

CEDAR RAPIDS WMT

600 kc • 5,000 watts • Basic CBS Network • Represented nationally by the Katz Agency

IN MARYLAND

MOST PEOPLE WATCH

WMAR-TV





Only ONE Baltimore station Delivers 13 Televiewers per Penny of Aircost—10 A.M. to 3 P.M.*

Ratings tell the powerful story. Spot buyers who take advantage of WMAR-TV's powerhouse daytime program line-up have found the average ratings delivering 1,000 viewers for 77c.

*Based on WMAR-TV's average rating of 9.1 between 10 A.M.-3 P.M., Sunday through Saturday, from ARB, January, 1953.

WMAR-TV

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Plot Marks Best TV Drama, Advertest Study Indicates

New York viewers tell Advertest interviewers they choose drama on the basis of a good plot. "Robert Montgomery Presents" named as favorite.

AT LEAST 40% of the respondents in a study of television dramatic programs released by Advertest Research last week chose their favorite drama TV program on the basis of its story material or plot. The study came from 753 personal interviews in the New York metropolitan area.

Advertest's February issue of its continuing service, "The Television Audience of Today," reported *Robert Montgomery Presents* as the favorite drama among respondents. Following were *Studio One, Philco/Goodyear Playhouse, Kraft TV Theatre* and *Lux Video Theatre.* Presentation or production and variety of stories presented were other reasons for preferences in programs.

Respondents, asked to name all dramatic programs they had viewed in the past month, placed them among these, in order: *Robert Montgomery Presents, Kraft TV Theatre, Fireside Theatre, Philco/Goodyear Playhouse* and *Studio One.*

Montgomery Preferred

In excellent-good-fair-poor ratings 61% rated *Robert Montgomery Presents* excellent, 47% *Studio One,* 46% *Kraft TV Theatre,* and *Philco/Goodyear Playhouse* and *Broadway TV Theatre* 42% each.

Viewers who preferred filmed programs said they did so because of film's greater scope of scenery and settings. Live programs were liked, viewers said, because of better picture quality and because viewers said they like to know they are watching an actual performance.

TELESTATUS®

Weekly TV Set Summary—March 16, 1953—Telecasting Survey

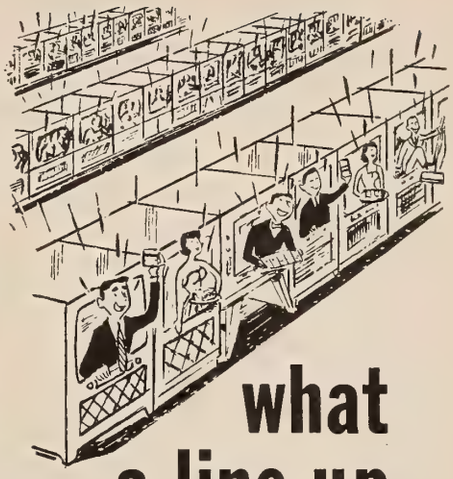
City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	.....	.....
Amarillo	KGNC-TV	11,785	.....
Ames	WOI-TV	125,032	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	215,000	.....
Atlantic City	WFPG-TV	54,850	6,035
Austin	KTBC-TV	22,374	.....
Baltimore	WAAM, WBAL, WMAR-TV	460,684	.....
Bangor	WABI-TV	14,240	.....
Baton Rouge	WAFB-TV	.....	.....
Binghamton	WNFB-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	150,000	.....
Bloomington	WTTV	221,800	.....
Boston	WBZ-TV, WNAC-TV	1,015,445	.....
Buffalo	WBEN-TV	336,931	523
Charlotte	WBTV	299,617	.....
Chicago	WBBM-TV, WBKB, WGN-TV, WNBQ	1,341,717	.....
Cincinnati	WCPO-TV, WKRC-TV WLWT	402,000	.....
Cleveland	WEWS, WNBK, WXEL	739,702	.....
Colorado Springs	KKTV	14,500	.....
Columbus	WNBS-TV, WLWC WTVN	279,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	246,871	.....
Davenport	WOC-TV	169,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	.....
Denver	KFEL-TV, KBTV	117,299	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	17,250	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV WFAA-TV	246,871	.....
Grand Rapids	WOOD-TV	233,961	.....
Greensboro	WFMY-TV	156,548	.....
Honolulu	KGMB-TV, KONA	17,597	.....
Houston	KPRC-TV	232,000	.....
Huntington-Charleston	WSAZ-TV	175,117	.....
Indianapolis	WFMB-TV	327,000	.....
Jackson	WJTV	.....	.....
Jacksonville	WMBR-TV	101,000	.....
Johnstown	WJAC-TV	621,244	.....
Kalamazoo	WKZO-TV	241,832	.....
Kansas City	WDAF-TV	271,890	.....
Lancaster	WGAL-TV	212,412	.....
Lansing	WJIM-TV	171,350	.....
Lincoln	KOLN-TV	28,000	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA, KNXT, KTTV	1,515,495	.....
Louisville	WAVE-TV, WHAS-TV	226,915	.....
Lubbock, Tex.	KDUB-TV	18,753	.....
Lynchburg	WLVA-TV	40,500	1,500
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	194,987	.....
Miami	WTVJ	174,700	.....
Milwaukee	WTMJ-TV	407,830	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	360,100	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Nashville	WSM-TV	107,108	.....
New Britain	WKNB-TV	225,000	36,600
New Haven	WNHC-TV	349,000	.....
New Orleans	WDSU-TV	165,358	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	161,585	.....
Oklahoma City	WKY-TV	193,700	.....
Omaha	KMTV, WOW-TV	176,650	.....
Peoria	WEEK-TV	.....	.....
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,200,318	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	580,000	.....
Portland, Ore.	KPTV	72,839	72,839
Providence	WJAR-TV	284,000	.....
Pueblo	KDZA-TV	13,000	.....
Reading	WHUM-TV	84,748	84,748
Richmond	WTVR	162,517	.....
Roanoke	WROV-TV, WSLS-TV	50,100	.....
Rochester	WHAM-TV	177,500	.....
Rock Island	WHBF-TV	169,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Salt Lake City	KDYL-TV, KSL-TV	121,100	.....
San Antonio	KEYL, WOAI-TV	132,438	.....
San Diego	KFMB-TV	170,650	.....
San Francisco	KGO-TV, KPIX, KRON-TV	533,735	.....
Schenectady-Albany-Troy	WRGB	261,400	.....
Seattle	KING-TV	232,700	.....
South Bend	WSBT-TV	26,588	26,588
Spokane	KHQ-TV, KXLY-TV	18,319	.....
St. Louis	KSD-TV	480,000	.....
Syracuse	WHEN, WSYR-TV	214,067	.....
Tacoma	KTNT-TV	.....	.....
Toledo	WSPD-TV	224,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	138,050	.....
Utica-Rome	WKTV	89,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	436,849	.....
Wichita Falls	KWFT-TV	.....	.....
Wilkes-Barre	WBRE-TV	40,000	40,000
Wilmington	WDEL-TV	130,424	.....
York	WSBA-TV	28,534	28,534
Youngstown	WFMJ-TV, WKBN-TV	.....	.....

Total Sets in Use 22,166,140

Total Stations on Air 145* Total Markets on Air 93*

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U.S. however, is unduplicated estimate.



what a line up..

327,000 STRONG!

WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

~~2,500~~ ~~60,000~~ ~~90,000~~ today

there are 327,000 sets in use in the rich market covered by

WFBM-TV
Indianapolis

Represented nationally by The Katz Agency



RADIO MAKERS SHIP 7 MILLION-PLUS IN '52

RADIO manufacturers shipped more than seven million radio sets to dealers last year, according to Radio-Television Mfrs. Assn.

RTMA announced last week that 7,066,794 radios went into dealers' hands in 1952, a slight decline from the 7,588,810 sets shipped in 1951. The shipments do not include auto radios.

From 1946 through the end of 1952, manufacturers shipped 21,812,263 television sets to dealers. Last year the industry manufactured 6,096,279 TV sets. The production figures cover actual factory output as distinguished from shipments to dealers.

Total radio production in 1952, according to RTMA [B•T, Feb. 2], amounted to 9,711,236 sets, of which 2,729,070 were auto sets.

Following are radio set shipments to dealers in 1952 (auto sets not included):

State	Total	State	Total
Ala.	123,824	Neb.	57,224
Ariz.	47,319	Nev.	8,925
Ark.	68,629	N. H.	17,324
Calif.	506,562	N. J.	236,798
Col.	53,290	N. M.	27,661
Conn.	90,461	N. Y.	827,256
Del.	21,200	N. C.	157,503
D. C.	74,871	N. D.	34,157
Fla.	178,503	Ohio	428,206
Ga.	184,289	Okla.	96,835
Idaho	24,090	Ore.	67,968
Ill.	443,912	Pa.	524,971
Ind.	158,429	R. I.	29,759
Iowa	106,057	S. C.	74,971
Kan.	91,523	S. D.	32,581
Ky.	109,963	Tenn.	125,807
La.	128,087	Tex.	373,541
Me.	58,931	Utah	27,894
Md.	109,659	Vt.	14,619
Mass.	215,149	Va.	122,004
Mich.	249,130	Wash.	96,283
Minn.	115,772	W. Va.	84,962
Miss.	65,782	Wisc.	142,331
Mo.	191,393	Wyo.	14,224
Mont.	26,165	GRAND TOTAL	7,006,794

Following are TV set shipments to dealers for the period 1946 through 1952:

State	Total	State	Total
Ala.	156,268	Neb.	139,479
Ariz.	49,948	Nev.	581
Ark.	36,893	N. H.	63,570
Calif.	2,097,472	N. J.	1,282,586
Col.	100,571	N. M.	20,406
Conn.	445,902	N. Y.	3,505,155
Del.	77,200	N. C.	255,067
D. C.	251,054	N. D.	1,380
Fla.	200,495	Ohio	1,855,765
Ga.	279,827	Okla.	195,962
Idaho	2,315	Ore.	46,872
Ill.	1,621,753	Pa.	2,098,227
Ind.	582,977	R. I.	178,126
Iowa	247,251	S. C.	59,907
Kan.	86,395	S. D.	3,673
Ky.	242,375	Tenn.	194,736
La.	141,818	Tex.	607,640
Me.	22,769	Utah	89,691
Md.	466,881	Vt.	13,787
Mass.	1,061,436	Va.	305,390
Mich.	1,121,839	Wash.	220,367
Minn.	301,055	W. Va.	126,768
Miss.	39,669	Wis.	359,147
Mo.	549,597	Wyo.	3,065
Mont.	1,156	GRAND TOTAL	21,812,263

Sponsors Like Drama

DRAMATIC programs in four categories lead all other types of sponsored programs on radio and television networks, according to a summary released by Executives Radio-TV Service, Larchmont, N. Y.

Summary is based on data in firm's FACTuary published last week, showing the total number of sponsored dramatic offerings on TV is 55, with radio networks carrying 49 programs of the same type.

The company's breakdown of the four types of dramatic shows follows: Dramatic plays—19 on TV, 14 on radio; mystery and detection—16, TV, 13, radio; situation comedy—16, TV, 13, radio; juvenile and western—4, TV, 9, radio.

L. A. Originations

LOS ANGELES has returned to second place as an origination point for live network television programs, according to the Monthly Index of Network Program Origination issued today (Mon.) by Ross Reports on Television, New York.

Based on advance information on network schedules for the week of March 15-21, the index shows a total of 17½ hours of live network programs from Los Angeles (including Hollywood) each week, an increase of 4½ hours over February, plus 3½ hours of film. New York leads with 107¾ hours of live programming, plus 26 hours of film transmission, during the base period.

Other cities follow, with film origination in parentheses: Chicago, 15½; Washington, 7¼; Philadelphia, 6¾ (½); Cincinnati, 5¼; Boston, 1; Dallas, ¾; Baltimore, ½, and Pittsburgh, ¼.

Nielsen February Ratings

STANDARD favorites, headed by Jack Benny and *Amos 'n' Andy*, were the most popular network radio shows for February, according to an A. C. Nielsen report made the week of Feb. 1-7. Complete ratings follow:

NIELSEN-RATING*

Rank	Program	Homes (000)
	EVENING, ONCE-A-WEEK (Average For All Programs)	(2,685)
1	Jack Benny (CBS)	6,355
2	Amos 'n' Andy (CBS)	5,997
3	Charlie McCarthy Show (CBS)	5,729
4	Our Miss Brooks (CBS)	5,236
5	Lux Radio Theatre (CBS)	4,923
6	People Are Funny (CBS)	4,610
7	My Little Margie (CBS)	4,520
8	Arthur Godfrey's Scouts (CBS)	3,939
9	Suspense (CBS)	3,894
10	Gene Autry Show (CBS)	3,894
	EVENING, MULTI-WEEKLY (Average For All Programs)	(1,432)
1	One Man's Family (NBC)	2,596
2	Lowell Thomas (CBS)	2,462
3	News of the World (NBC)	2,238
	WEEKDAY (Average For All Programs)	(1,925)
1	Romance of Helen Trent (CBS)	3,580
2	Arthur Godfrey (Nabisco) (CBS)	3,536
3	Our Gal, Sunday (CBS)	3,491
4	Arthur Godfrey (Liggett & Myers) (CBS)	3,401
5	Arthur Godfrey (Toni) (CBS)	3,267
6	Aunt Jenny (CBS)	3,133
7	Arthur Godfrey (Frigidaire) (CBS)	2,954
8	Guiding Light (CBS)	2,954
9	Arthur Godfrey (Pillsbury) (CBS)	2,909
10	Wendy Warren and the News (CBS)	2,864
	DAY, SUNDAY (Average For All Programs)	(1,208)
1	True Detective Mysteries (MBS)	2,999
2	Shadow, The (Sylvania) (MBS)	2,864
3	Shadow, The (Wildroot) (MBS)	2,551
	DAY, SATURDAY (Average For All Programs)	(1,566)
1	Stars Over Hollywood (CBS)	2,909
2	Theatre of Today (CBS)	2,775
3	Fun For All (CBS)	2,506

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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Schwerin Staff Moves

OPERATIONS of Schwerin Research Corp., radio-TV program and commercial testing company, have been placed under Raymond K. Maneval, with responsibility for test planning and budget and personnel supervision. Mr. Maneval, who has been serving as production manager, will be succeeded by Harold Spielman, project supervisor, now in charge of all production control records. Appointments were announced by Leonard Kudisch, Schwerin executive vice president.

VIDEODEX'S RATINGS FOR FEBRUARY

CBS-TV's *I Love Lucy* and *Godfrey & Friends* headed the Videodex February network top ten list for ratings in both percentage of TV homes and number of TV homes. Ratings follow:

	Program	No. of Cities	% TV Homes
1.	I Love Lucy (CBS)	64	63.9
2.	Godfrey & Friends (CBS)	58	52.9
3.	Talent Scouts (CBS)	24	50.3
4.	Texaco Star Theatre (NBC)	54	49.6
5.	Groucho Marx (NBC)	62	49.5
6.	Dragnet (NBC)	57	45.6
7.	Comedy Hour (NBC)	63	42.6
8.	Your Show of Shows (NBC)	58	40.2
9.	Jackie Gleason (CBS)	36	38.9
10.	Toast of the Town (CBS)	46	38.6

		No. of Cities	No. of TV Homes (add 000)
1.	I Love Lucy (CBS)	64	13,337
2.	Godfrey & Friends (CBS)	58	10,605
3.	Groucho Marx (NBC)	62	10,088
4.	Dragnet (NBC)	57	8,836
5.	Comedy Hour (NBC)	63	8,615
6.	Texaco Star Theatre (NBC)	54	8,602
7.	Your Show of Shows (NBC)	58	7,839
8.	Fireside Theatre (NBC)	57	7,120
9.	Toast of the Town (CBS)	46	6,922
10.	Pabst Blue Ribbon Bouts (CBS)	57	6,871

Total No. TV Markets covered by Videodex.....72
Total No. TV Markets in the U.S. 76
Total No. TV Sets in Videodex Markets.....21,211,600
Total No. TV Sets in the U. S. 21,234,100
No. Diaries Tabulated for the Videodex February Report 9,200

A. C. Nielsen Reviews Its New Coverage Service to Clients

FINAL reports on radio-TV data obtained last year from more than 100,000 families in a Nielsen Coverage Service survey are being issued to subscribers.

A review of the service, begun by A. C. Nielsen Co. in mid-1952, appears in an annual report to clients titled, "The Increasing Demand for Sound Marketing Facts." Nielsen reported a 16% increase in business volume, an all-time high.

The Nielsen Coverage Service's first survey was launched with the objective of filling in "the gap in the fact tools of networks, stations, agencies and advertisers" not covered in the firm's radio and TV index services. The latter provide continuous analyses of network audiences by national subdivisions but "do not attempt to provide data on the geographical coverage of more than 2,000 radio and television stations throughout the country," it was explained.

Census Figures Released

OFFICIAL radio and TV homes figures for Arkansas, Michigan and Wisconsin, as compiled by the U. S. Census Bureau, show saturation as of April 1950. The TV figures (only percentage saturation is shown) apply to a period when only 5 million sets had been manufactured compared to actual TV circulation of nearly 22 million sets at the present time. [For complete tables, see FOR THE RECORD, page 102]

'Lucy' Rates With 26 Cities

IN 26 of 27 cities covered in the January TV-Hooperatings, CBS-TV's *I Love Lucy* captured first place but finished seventh in the Davenport-Rock Island-Moline area. Breakdown of the ratings showed that, overall, there was a marked contrast in local preferences with many programs placing high in one or two cities only.


in Miami
CP 50 KW DAY; 10 KW NIGHT
WINZ
ANNOUNCES THE APPOINTMENT OF
Paul H. Raymer Company, Inc.
AS THEIR NATIONAL REPRESENTATIVE
WINZ HOLLYWOOD BROADCASTING COMPANY, INC, MIAMI, FLORIDA



NATIONAL TEA Co., Chicago, increases TV buy to 22 shows weekly on WNBQ (TV), NBC outlet there, with preview of camera picture checked by (l to r) C. H. Lilienfeld, v. p., Schwimmer & Scott, agency; Val S. Bauman, sls. mgr., National's Chicago branch; John Keyes, WMAQ-WNBQ adv. and sls. prom. mgr.; William Karl, National Chicago branch mgr.



FIRST sponsor signed by WFAM-TV Lafayette, Ind., three months before station goes on the air. Reifers Furniture Co. bought a quarter-hour evening strip for 52 weeks. Station officials, wanting the first order to be signed "in" the station, set up a desk of waste lumber and construction block. L to r: Jane Long, continuity writer; Pat Roberts, secretary; O. E. Richardson, station owner, and James Reifers, manager of furniture store.



RETAILER and manufacturer cooperate in sponsorship of *Columnists' Corner* on WCAU-TV Philadelphia. Arrangements are made by (l to r) Gordon Walls, station saleman; Joseph Moos, vice pres., Snellenburg Dept. store; Ed Shapiro, pres., Ed Shapiro Adv. agency, and Irv Fisher, pres., Sealy Mattress Co.

AFFILIATION contract with CBS is signed by Fritz Snyder (l), mgr., CBS stat. rel., and Peter B. Kenney, genl. mgr., WKNB-TV New Britain, Conn.



FILM PRODUCERS, WRITERS AGREE

SUPPLEMENTARY provisions to the already agreed-upon contract covering writers of filmed television shows have been finalized by the Screen Writers Guild and the Authors League of America with the Alliance of Television Film Producers.

Terms stipulate the writer of both story and teleplay receive $1,330 minimum for a one-hour show in anthology or episodic series, including one-time shows; $700 for half-hour, and $420 for quarter-hour.

The story writer receives a minimum $380 for the same type of one-hour program; $200 half-hour, and $120, quarter-hour. The Teleplay writer earns a minimum $1,045 for the same type one-hour show; $550 for half-hour, and $330 for 15 minutes.

With no distinction made between story and teleplay, the writer of westerns and serials receives $1,140 for one hour, $600, half-hour, $360, quarter-hour.

Basic material will be leased to producers by writers of shows in these categories for their exclusive use for seven years. On payment of additional compensation, the producer may exploit the movie, radio and sequel rights for a maximum of three years. All remaining ownership rights, such as dramatic, book publication, magazine and commercial, remain the writer's property.

For re-run of material, the writer in addition receives 25% of the original payment for each pair of runs, beginning with third and fourth up to the 13th and 14th, or 150% of the original payment on anthology and episodic series. Original payment of 33 1/3% on the third, fifth and seventh runs is paid the writer where westerns and serials are concerned. He also receives 10% each for the ninth through 13th runs, totaling 150% of the original payment.

The teleplay must also pay the writer, if possible, within 48 hours after delivery, and never later than seven days. Time allowed the producer to request revision is limited to 14 days.

Provision also is made for $100 payment for outlines of originals submitted for sponsor approval. This is an advance against the fee for the original. If not approved, the writer retains the $100 and his material.

In instances where the film will be used later for theatrical release, the writer receives 100% repayment of the minimum. The producer also will share 50-50 with the writer on any sale of motion picture rights of material.

The contract sets up a fee for radio use of writer's material, with scripts around which an entire radio series can be built calling for (1) $200 per episode for national network; (2) $150, regional. A single script pulled from a TV series and used in a radio series rates $150 national and $100 regional.

The pact, principles of which were approved last fall, includes credits for screen authorship, bar against speculative writing, right of writer to view rough cut and answer print, plus various improved working conditions.

Outlets Buy Ziv TV Shows

SALES and program officials of 30 new television stations have met with Ziv TV programs account executives for information on programming and sales requirements on the local and regional level, M. J. Rifkin, Ziv TV sales vice president, reported last week. After these meetings, Mr. Rifkin added, the stations bought 177 Ziv TV programs on "firm 52-week contracts."

Court to Hear Claim For Gross-Krasne Studios

PETITION of Theodora and Arylnne Sherman, daughters of the late Harry Sherman, independent motion picture producer, to regain possession of California Studios from Gross-Krasne Inc., TV film producers, is to be heard tomorrow (Tuesday) in Los Angeles Superior Court by Probate Judge Newcomb Condee.

The TV producers acquired the studios from the Sherman estate several months ago for $135,000, but the daughters are contesting the sale. They charge misrepresentation at the time of the sale, diversified interests of the same attorneys in representing both the estate and studio, and that other qualified purchasers were not allowed to bid for the property.

Spring to Head Laws Check

NATIONAL Television Film Council announced last week the appointment of Samuel Spring, New York attorney and author of *Rights and Risks*, as chairman of a legal committee to investigate current laws regarding defamation, privacy and legal protection as they apply to television.

Arche Mayers, NTFC president, said Mr. Spring is empowered to check with counsel of leading producers, networks and stations to gather opinions on advisability of "exploring more uniform legislation." Mr. Mayers said existing laws have caused "confusion to TV film and live show producers, and have already become a source of headaches to networks and local television stations."

CONSOLIDATED SETS 'STARTER' PACKAGE

A PROGRAM package plan designed to assist new television stations with a pre-tested catalogue of nine TV film properties is being announced today (Monday) by Consolidated Television Sales, filmed TV program sales and distribution company.

Details of the plan, as outlined by General Manager Peter M. Robeck, include the offer by Consolidated to new TV stations of a package of nine shows for unlimited exhibition rights at a weekly fee equal to the station's class "A" starting one-hour rate, He noted that if a station contemplates a $200 class A rate, it will pay Consolidated $200 per week for the nine programs during the length of the contract.

Called the "Station-Starter Plan," it includes such programs as *Front Page Detective, Public Prosecutor, Hollywood Half-Hour, Jackson and Jill, Ringside With the Rasslers, Paradise Island, Crusader Rabbit, TV Closeups,* and *Going Places With Uncle George.*

Mr. Robeck stressed that the plan contains no escalator clause during the contract period "despite the fact that the history of station rate increases indicates that the average station frequently doubles its rate during the first year of operation."

Fifteen new stations which already have contracted for the Station-Starter Plan, according to Mr. Robeck, are as follows:

KXLY-TV Spokane, KGNC-TV Amarillo, WOSH-TV Oshkosh, Wis.; KOLN-TV Lincoln, Neb.; KVOA-TV Tucson, WKAB-TV Mobile; KWFT-TV Wichita Falls; KRTV-TV Little Rock; WTVU (TV) Scranton; KTTS-TV Springfield, Mo.; WPTV (TV) Colorado Springs; KELO-TV Sioux Falls, S. D.; KFAZ (TV) Monroe, La.; WAVE-TV Louisville, and KUTV (TV) Sioux City, Ia.

BIG MIKE... THE BANKER



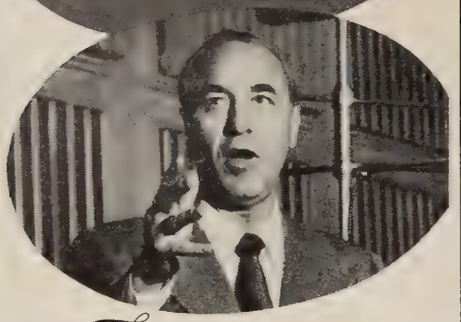
Big Mike . . . the 50,000 watt KFAB . . . helped Midwesterners bank over three billion dollars last year! Big Mike . . . with his powerful, friendly voice . . . influences the economy of five states. He helps the worker and the farmer sell their products as well as helping them buy more wisely. The farmer, the factory worker, the professional man . . . the banker . . . they're all friends of Big Mike. As listening friends, they are in a receptive mood for the advertiser, too, as he sells his products and services via Big Mike. Advertisers have learned that Big Mike helps keep Midwest Empire dwellers informed and entertained—happy, working, buying—receptive to the sales messages voiced by Big Mike. A Free & Peters Colonel will be glad to tell you more . . . or hear the story from Harry Burke, General Manager.

BIG MIKE is the physical trademark of KFAB, Nebraska's most powerful station.

THE MIDWEST-EMPIRE STATION

1110 K.C. **KFAB** 50,000 WATTS OMAHA CBS RADIO

Station Sales hit a high note with...



The WAYNE KING Serenade

... an RCA Thesaurus show*

Looking for increased sponsor sales? High ratings? Big mail response? Better look into this *Thesaurus* success story.

From all parts of the country we've been getting comments like these: "Volume of sales tripled" — WESA (Charleroi, Pa.). "Business increase of 11% traceable to show"—KSUM (Fairmont, Minn.). "Most successful program ever used" — WPAR (Parkersburg, W. Va.).

KRLD (Dallas, Tex.) leads 16 competing stations with a Pulse rating of 28%; WMT (Cedar Rapids, Iowa) reports a Hooper of 27.7; KUJ (Walla Walla, Wash.) a Nielsen of 43.6; KYSM (Mankato, Minn.) a Nielsen of 34.5...

There's lots more to this story: many other *Thesaurus* shows, too, have had similar outstanding sales success. Why not add your name to the growing list? Mail coupon today.

**Thesaurus Success Story #1*

RCA recorded program services

TMKS ®

Radio Corporation of America, RCA Victor Division
New York, Chicago, Hollywood, Atlanta, Dallas

RCA Recorded Program Services, Dept. B-20
630 Fifth Avenue, New York 20, N. Y.

Rush me audition disc for the "Wayne King Serenade" and complete information, including the amazingly low rate, on the 30 *Thesaurus* "Big-name shows for low-budget sponsors."

NAME ..... TITLE .....

STATION OR AGENCY .....

ADDRESS .....

Film Sales

Brown Shoe Co., St. Louis (Buster Brown shoes), renews *Smilin' Ed's Gang* on CBS-TV, Sat., 11:30 a.m.-12 noon, May 2 for 52 weeks. The series, sponsored by Buster Brown shoes since August 1950, is filmed in Hollywood and India by **Frank Ferrin Productions.** Agency is **Leo Burnett Co.,** Chicago.

* * *

DuMont Film Sales, New York, announces that contracts for the exhibition of 13 units of its *Scotland Yard* half-hour mystery series have been signed with KOLN-TV Lincoln Neb., and KDUB-TV Lubbock, Tex.

A contract for the exhibition of 52 weeks of *Madison Square Garden* has been arranged with WWLP (TV) Springfield, Mass., also by DuMont Film Sales. Producer is **Winik Films Inc.**

* * *

KHJ-TV Hollywood has acquired local rights for $50,000 to *Little Theatre,* quarter-hour film series, from **TeeVee Co.,** Beverly Hills, for two years from today (Monday).

* * *

Alexander Film Co., Colorado Springs, Col., announces recent TV commercial productions for the following organizations:

Mead's Bread, Lubbock, Tex., twelve 10-second announcements through **Craig & Webster. Duffy's Drinks,** Denver, Col., four 20-second films through **Galen E Broyles Co. C. A. Sutton Corp.,** Wichita, Kan., two 45-second and two 20-second films through **Lago & Whitehead. Gas Service Co.,** Kansas City, Mo., four 20-second films. **Budweiser,** St. Louis, Mo., two 8-second films through **Tracy-Locke Co. Mrs. Baird's Bread,** Dallas, Tex., one 8-second and one 20-second films through **Tracy-Locke Co.**

* * *

Boyle Midway Products, Los Angeles (household products), started weekly feature film, *Channel 5 Playhouse,* on KING-TV Seattle, for 26 weeks from March 5. The firm co-sponsors *My Favorite Story,* produced by **Ziv TV Programs,** on KFMB-TV San Diego. Agency is **Geyer Adv. Inc.,** Hollywood.

* * *

General Electric contracts for half-hour situation comedy TV film series, *Meet Mr. McNutley,* with **Revue Productions,** North Hollywood. Scheduled for a late September starting date on a network to be announced, the program possibly will be sponsored on an alternate basis. **Ray Milland** will be starred as a college professor, with **Bob Mosher** and **Joe Connolly** set as co-writers. A radio version reportedly is under discussion with CBS. GE is serviced by **Maxon Inc.** and **Young & Rubicam Inc.**

Distribution

Screencraft Pictures Inc., New York, now is distributing the feature films and westerns formerly distributed by **Olio Video Television Productions,** according to **Harvey Cort** of Olio Video and **Edward Berkson** of Screencraft Pictures.

Olio Video is giving up feature film distribution to produce new TV film programs and package live TV programs.

Screencraft Pictures has appointed **Peter M. Piech** sales manager of its TV film department.

Availabilities

Syndication of *The Ford Theatre* under title of *Your All-Star Theatre* as a first-run in all markets not used by Ford and in new markets as they open was announced last week by **John E. Mitchell,** vice president in charge of sales for **Screen Gems Inc.,** producer and distributor of the program. Thirty-nine half-hour programs in the series are available.

Production

Paramount Television Productions, New York, has announced that production has begun in London on its new series of half-hour dramatic-mystery films for TV. Produced by **Edward J.** and **Harry Lee Danziger,** the series is now being sold nationally.

Random Shots

Alexander Film Co., Colorado Springs, Col., reported $9,351,314 in sales during 1952, a new yearly sales record for the firm, according to **J. Don Alexander,** president.

* * *

William F. Broidy Productions, Hollywood, has combined two pilot films, originally shot for *Trail Blazers* TV film series, and with additional footage will release the package for theatrical distribution through **Allied Artists.** The series' star, **Alan Hale Jr.,** was released by the firm to do CBS-TV's *Biff Baker, U.S.A.* series filmed by **Revue Productions** for **American Tobacco Co.**

* * *

A 20-minute color film, *Highway Safety,* starring automobile racing champion **Wilbur Shaw,** will be presented on NBC-TV's *American Inventory* program on May 31. It will be produced by **Bill Hodapp** and directed by **Bob Wald.**

* * *

Revue Productions, North Hollywood, is accepting scripts for *Chevron Theatre* TV film series **(Standard Oil Co.)** only from professional writers and accredited agents, cutting out freelance submissions.

Film People

Robert J. Kingsley, production supervisor for PSI-TV, New York, appointed supervisor of film production for parent company, **Prockter Television Enterprises,** New York.

* * *

Gene Mann, Broadway stage and Hollywood film producer, joins **Filmcraft Productions,** Hollywood, as vice president in charge of creative production and sales. He will develop and produce new TV film properties, service firm's clients and supervise its sales division.

* * *

Bernard Donnenfeld has been named vice president and member of the board of directors of the newly-formed **Princess Pictures Inc.,** TV film production and distribution firm, President **Burt Balaban** announced last week. He also reported the opening of executive offices of Princess Pictures at 11 West 42nd St., New York 36.

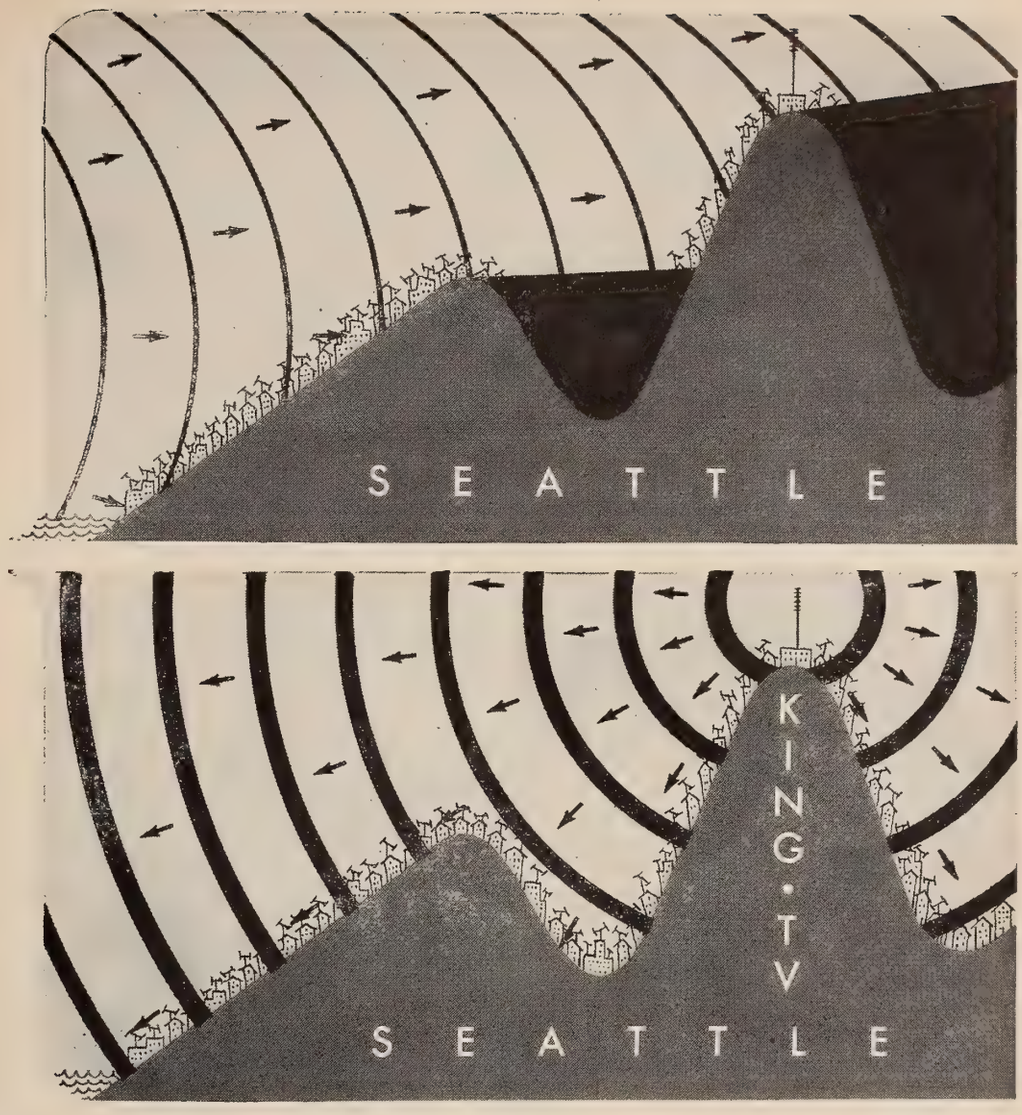
* * *

Charles Haas and **Harold Stine** have been named director and camera director, respectively, by **Gross-Krasne Inc.,** Hollywood, on four half-hour experimental films the firm is producing for CBS-TV's *Lux Video Theatre* through **Lever Bros.**

* * *

Albert Zugsmith, head of **Albert Zugsmith Corp.,** Hollywood, station-newspaper brokerage firm, and independent motion picture producer, re-elected president of the American Pictures Corp., that city. **Larry Gross,** son of **Jack O. Gross,** former owner-manager, KFMB-AM-TV San Diego, has been elected vice president, with **Peter Miller,** president of WLPO LaSalle, Ill., re-named treasurer and director. **Dr. George Zugsmith** is newly-elected board chairman.

it's as simple as this



ONLY KING-TV can reach ALL of Seattle *and* the surrounding TV Market

Location does it! KING-TV is situated on the highest point in the heart of the important Seattle market. This "Empire State-like" transmitter site produces a double dividend. KING-TV pours a powerful signal into every corner of Seattle's many steep hills . . . . yet *also* beams over them to blanket a broad area beyond.

It's unique one-way coverage, too, because signals from outside Seattle can't curve over Seattle's rugged terrain to reach the real heart of the nation's 19th market. Only KING-TV on low channel 5 has a clean sweep, down into Seattle and out over those hills, on into the surrounding, prosperous communities of Western Washington. KING-TV is made to order for ideal coverage of the 237,000 TV homes throughout this booming Pacific Northwest region.

So why not sell ALL of this vital region with the *one* low-channel TV station that's already an established favorite in so many high-income homes? It's as simple as the illustration shows. KING-TV is the *only* television route straight to ALL of Western Washington's quarter million TV antennas—EVERY ONE of them *locked into* Channel 5!

Today's the day to ask any Blair-TV office for more facts about KING-TV's unique superiority in this market with a billion and a half (or more) to spend in 1953.

there's more, too . . .

KING-TV's signal on reliable Channel 5 will soon be even stronger—thanks to a new tower reaching 1,000 feet above sea level and a 75% power boost to 100,000 watts. These super-improvements will increase KING-TV's total coverage from 3 to 4½ times, depending on area. They'll also make it even harder for "outside" TV signals to gain attention within the richest part of the hilly Seattle market.

And the new ultra-modern KING TELEVISION CENTER, under construction for the past seven months, is about ready for occupancy. 42,000 square feet of the finest available television and office equipment—all part of KING-TV's PLAN to bring almost a million televiewers the best in television.

KING-TV
SEATTLE
CHANNEL 5

A
PRIMARY N B C AFFILIATE
C Represented Nationally by Blair-TV, Inc.

FLASH!

WAVE-TV

OFFERS TOP PARTICIPATING PROGRAMS!

"FLAVOR TO TASTE"—Louisville's best cooking program.

"DIAL FOR DISCS"—popular disc jockey show.

"OLD SHERIFF"—Western films, for kids of all ages.

"MAN ON THE STREET"—entertaining downtown street interviews.

"POP THE QUESTION"—studio-audience quiz show with prizes.

"MARKET BASKET"—informative food shopping-guide program.

"MASTERPIECE MOVIETIME"—recent top-flight film classics, Tuesdays at 9:45 p.m.

"SPORTS SLANTS"—early-evening sports show.

"HEALTHY, WEALTHY & WISE"—children's audience-participation quiz.

"FARMS AND FOLKS"—Louisville's only agriculture program.

"MATINEE THEATER"—daytime show of popular, full-length movies.

For full details, see your Free & Peters Colonel or write direct.

WAVE-TV
FIRST IN KENTUCKY
Channel 5

NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.
Exclusive National Representatives

RECORD 29 NEW TV GRANTS PUTS FCC AT END OF "A" AND "B" PRIORITIES

In its wholesale authorizations last week, the Commission pushed the post-thaw total grants to 310 stations and approved the first share-time operation in a single market. Some 650 bids face 285 hearings in 225 cities.

TELEVISION milestones were rolled one on top of the other by FCC last week as the Commission:

- Approved an all time record of 29 new TV station permits.
- Pushed processing of eligible uncontested applications completely through both the Group A and Group B city priority lists—in general, culminating the "temporary processing procedure."
- Granted the first share-time TV operations in a single market—Rochester, N. Y., Ch. 10, to be shared by WVET and WHEC there.
- Extended the total of post-thaw new-station grants to 310 and total authorized TV stations to 418.

In its eagerness to "clear the decks" of eligible uncontested applications, the Commission announced grants on Thursday of only channel assignments to 17 of the applicants and was expected Friday to fill in specifications as to power and antenna height. The other 12 grantees were informed not only of their channels but also details as to power and antenna height.

Grants in the Group A list extended to No. 790—Hendersonville, N. C. (1950 population 6,103), where WHKP received uhf Ch. 27. Group B grants extended to the very end, San Francisco, city No. 212 in Group B-5, where Lawrence A. Harvey received uhf Ch. 20.

Informed Commission sources indicated that, aside from the pending contested applications, there are only about 40 uncontested bids remaining on the entire temporary processing lists. It was noted, however, that none of these could be included in last week's record-breaking actions because additional information is required as to financing, corporate organization or similar qualifications.

Will Prevent 'Block' Bids

Industry observers pointed out a subsidiary effect of the processing line "mop up" was to prevent potential last-minute competitive—or possible "block"—applications from being filed just before the Commission acted on the eligible bids. It was noted that more than once in past weeks, just before FCC was to act on an eligible application, a mutually-exclusive bid was filed a few days previous to the Commission meeting day.

The completion of processing through the Group A (cities without service) and Group B (cities with service) city priority lists does not mean the temporary processing procedure is completely out of use, one FCC spokesman said, although its chief general purpose of expediting the handling of applications in an orderly manner may be considered virtually terminated. He explained that the priority system will continue in effect for the consideration of those few remaining uncontested bids as well as the bare handful of new bids filed each week.

Similarly, the processing lists will continue as a priority guide in the issuing of McFarland letters to put on notice the mutually exclusive applicants heretofore "passed over" during "temporary speed-up" plan initiated last Oct. 15, the FCC spokesman acknowledged. Again, he said, the lists would determine the order in which contested applicants would be designated for formal hearing following their informal notification according to the McFarland procedure.

New TV applications are being filed at the FCC at a rate of less than a half-dozen a week, although the amendment of applications on file continues at a lively pace. There have been some 1,100 bids filed since April 14, 1952, the date on which the Commission issued its Sixth Report and Order lifting the 3½-year TV freeze and finalizing the TV reallocation plan. This plan allocated channels for more than 2,000 stations in nearly 1,300 communities.

418 TV Stations Authorized

With last week's grants, the post-thaw total of 310 authorizations includes permits for 102 vhf and 194 uhf commercial stations and 2 vhf and 12 uhf noncommercial, educational stations. When the freeze was lifted last April, 108 vhf commercial stations were authorized and operating. Operating stations now total 129 vhf and 18 uhf outlets.

Nearly 650 of the remaining pending applications are slated for some 285 comparative hearings in about 225 cities. All are contested bids. These estimates are based in part upon a special TV hearing-status study compiled by B•T as of Tuesday (see feature story page 86) and the latest list of passed-over contested applications issued by the Commission on Thursday. The new passed-over list contained 60 applications for 25 channels in 23 cities.

Here is the record-breaking roster of last week's 29 grants:

Columbus, Ga. (City priority Group A-2, No. 42)—Television Columbus (Martin Theatres and WDAK), granted construction permit for uhf Ch. 28; effective radiated power and antenna height above average terrain not specified.

Marion, Ind. (Group A-2, No. 165)—Chronicle Pub. Co. (WMRI-FM), granted uhf Ch. 29, ERP 19 kw visual and 10.2 kw aural, antenna 360 ft.

Panama City, Fla. (Group A-2, No. 198)—J. D. Manly (contractor at Leesburg, Fla.), granted vhf Ch. 7, ERP 10.5 kw visual and 5.4 kw aural, antenna 340 ft.

Missoula, Mont. (Group A-2, No. 229) — Mosby's Inc. (KGVO), granted vhf Ch. 13, ERP 11 kw visual and 5.6 kw aural, antenna minus 690 ft.

Chambersburg, Pa. (Group A-2, No. 313)—

Mrs. Ike's TV Habit

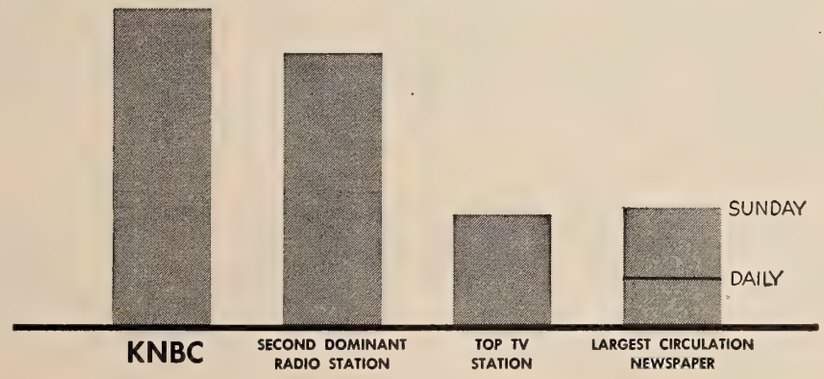
HOW do Presidents' wives spend the evening?

Mrs. Dwight D. Eisenhower, holding her first radio-press conference last Wednesday, said she generally looked at television until 10 or 10:30 p. m. before retiring.

The First Lady said she frequently was interested in progress of legislation in Congress and followed developments by TV. There is a minimum of "shop talk" in the official family during non-working hours, she said.



Wide circle coverage plus greater audience...



make KNBC, San Francisco, Northern California's No. 1 advertising medium

WIDE CIRCLE COVERAGE

KNBC's 50,000 watt *non-directional* transmitter blankets the great San Francisco-Oakland Metropolitan Market — and all the thriving plus-markets of Northern California. ...Narrow elipse represents coverage pattern of the other two dominant 50,000 watt, *directional* transmitters...Tiny circle represents Northern California's TV coverage.

GREATER AUDIENCE

Bars represent homes reached by KNBC, San Francisco...by second dominant radio station ...by dominant TV station...and by circulation of Northern California's largest circulation newspaper.

Actual figures (Nielson) :— KNBC, night, 1,402,100 ... 2nd station, night, 1,215,910 ... Top TV station, night, 496,130 ... Largest circulation newspaper (Standard Rate & Data) daily, 215,362; Sunday, 527,095.

KNBC SAN FRANCISCO

Represented by NBC Spot Sales. In the Southern States, by Bomar Lowrance and Associates, Inc., Charlotte, North Carolina and Atlanta, Georgia

8 db more

with no increase in noise

It's the new

REG. U.S. PAT. OFF.

SCOTCH

BRAND

Magnetic Tape

High HO *Output*

TRADE MARK

- **NEW, IMPROVED COATING!**
  "Scotch" Brand *High-Output* Magnetic Tape is coated with a revolutionary new magnetic material that offers unparalleled sensitivity.
- **UNEQUALLED OUTPUT LEVEL!**
  Actually produces 8 db and up to 12 db more output than any conventional magnetic tape with no increase in harmonic distortion.
- **SPECIAL NEW COLOR!**
  This new tape is colored a distinctive grey-green for easy recognition.

"Scotch" Brand No. 120A *High-Output* Magnetic Tape gives the recording engineer a new and potent tool for the production of truly high fidelity recordings. The 8 db minimum added output of *High-Output* Magnetic Tape increases significantly the available signal to noise ratio, making possible for the first time low background noise recordings of orchestral works having wide dynamic range. Besides offering unparalleled output at all audio frequencies (see graphs), this new tape retains all the physical and magnetic properties that have made "Scotch" Brand No. 111A the recognized standard of the recording industry: high tensile strength, freedom from elongation, stable anchorage, low noise level, excellent uniformity, ease of eraseability.

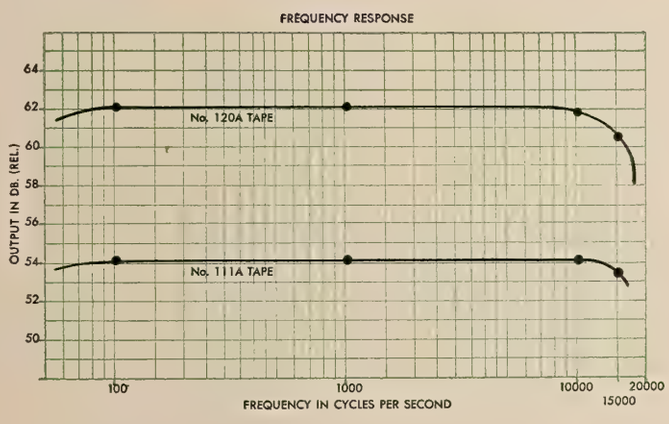
Freedom from squealing, cupping and curling is assured thanks to exclusive "Dry Lubrication" feature. *High-Output* tape is guaranteed 100% splice-free (up to 2400-foot reels)

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.

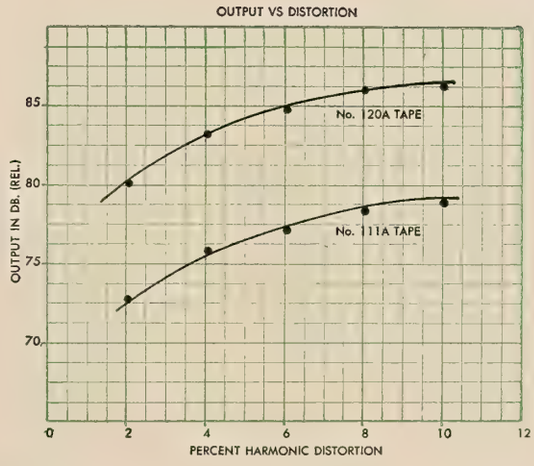
3M COMPANY

output

or harmonic distortion!



The frequency response characteristics of both No. 120A and No. 111A tapes are virtually identical at 15 ips tape speed. These curves were made with each tape set at optimum bias and an input level 15 db below 1% 3rd harmonic distortion.



This graph shows the 8 db increase in output of *High-Output* Magnetic Tape No. 120A over No. 111A at any given distortion level. *When compared with other brands of magnetic tape, the difference in output is as much as 12 db!*

FREE BOOKLET tells the full story of the tremendous technical possibilities of *High-Output* Magnetic Tape. Address Dept. BT33A, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and a copy will be sent promptly.

Available now on: 120-AP 1200-foot Professional Reel
120-A 2400-foot on NARTB hub or reel



High-Output and TM 3M Co.

Chambersburg Bcstg. Co. (WCHA), granted uhf Ch. 46, ERP 105 kw visual and 55 kw aural, antenna 1,150 ft.

Columbus, Miss. (Group A-2, No. 315)—Birney Imes Jr. (WCBI), granted uhf Ch. 28; ERP and antenna height not specified.

Greenville, N. C. (Group A-2, No. 321)—Carolina Bcstg. System Inc. (WGTC), granted vhf Ch. 9, ERP 100 kw visual and 60 kw aural, antenna 860 ft. Comr. Frieda B. Hennock favored condition to require Penn T. Watson to give up 1% interest in WGTM Wilson, N. C.

Nampa, Ida. (Group A-2, No. 336)—Frank E. Hurt & Sons Inc. (KFXD), granted vhf Ch. 6; ERP and antenna height not specified.

Salisbury, Md. (Group A-2, No. 360)—Peninsula Bcstg. Co. (WBOC), granted uhf Ch. 16; ERP and antenna height not specified.

Lufkin, Tex. (Group A-2, No. 361)—Forest Capital Bcstg. Co. (KTRE), granted vhf Ch. 9; ERP and antenna height not specified.

San Luis Obispo, Calif. (Group A-2, No. 377)—The Valley Electric Co. (KVEC), granted vhf Ch. 6; ERP and antenna height not specified.

Fort Myers, Fla. (Group A-2, No. 396)—Fort Myers Bcstg. Co. (WINK), granted vhf Ch. 11; ERP and antenna height not specified.

Chico, Calif. (Group A-2, No. 426)—Golden Empire Bcstg. Co. (KHSL), granted vhf Ch. 12; ERP and antenna height not specified.

Harrisburg, Ill. (Group A-2, No. 484)—Turner-Farrar Assn., granted uhf Ch. 22; ERP and antenna height not specified.

Harrisonburg, Va. (Group A-2, No. 492)—Shenandoah Valley Bcstg. Corp. (WSVA), granted uhf Ch. 3; ERP and antenna height not specified.

Warner Robins (Macon), Ga. (Group A-2, No. 623-A)—Southeastern Bcstg. Co. (WMAZ Macon), granted vhf Ch. 13, ERP 300 kw visual and 150 kw aural, antenna 590 ft.

Yuba City, Calif. (Group A-2, No. 637)—John Steventon, granted uhf Ch. 52; ERP and antenna not specified.

Princeton, Ind. (Group A-2, No. 655-A) — Princeton Bcstg. Co. (WRAY), granted uhf Ch. 52; ERP and antenna height not specified.

Mount Airy, N. C. (Group A-2, No. 691)—Ralph D. Epperson (WPAQ), granted uhf Ch. 55; ERP and antenna height to be specified.

Harrington (Dover), Del. (Group A-2, No. 779)—Rollins Bcstg. Inc. (WJWL Georgetown, Del.), granted uhf Ch. 40; ERP and antenna height to be specified.

Hendersonville, N. C. (Group A-2, No. 790)—Radio Hendersonville Inc. (WHKP), granted uhf Ch. 27; ERP and antenna height to be specified.

Davenport, Iowa (Group B-2, No. 159)—Mel Foster-Harold Hoersch, granted uhf Ch. 36, ERP 15 kw visual and 7.6 kw aural, antenna 430 ft.

Rochester, N. Y. (Group B-4, No. 191)—Veterans Bcstg. Co. (WVET), granted vhf Ch. 10 on share-time basis with WHEC; ERP 118 kw visual and 59.2 kw aural, antenna 351 ft. Comrs. Paul A. Walker and Eugene H. Merrill voted to defer action.

Rochester, N. Y. (Group B-4, No. 191) — WHEC Inc. (WHEC), granted vhf Ch. 10 on share-time basis with WVET; ERP 118 kw visual and 59.2 kw aural, antenna 351 ft. Comrs. Walker and Merrill voted to defer action.

Albuquerque, N. M. (Group B-4, No. 201)—New Mexico Bcstg. Co. (KGGM), granted vhf Ch. 13, ERP 89 kw visual and 45 kw aural, antenna 4,250 ft.

Fort Worth, Tex. (Group B-5, No. 205)—Tarrant County Television Co., granted uhf Ch. 20; ERP and antenna height not specified.

St. Paul, Minn. (Group B-5, No. 208)—WCOW Telecasting Co. (WCOW), granted uhf Ch. 17, ERP 180 kw visual and 96 kw aural, antenna 560 ft.

Cambridge (Boston), Mass. (Group B-5, No. 207)—Middlesex Bcstg. Corp. (WTAO Cambridge), granted uhf Ch. 56, ERP 20 kw visual and 11.5 kw aural, antenna 470 ft.

San Francisco, Calif. (Group B-5, No. 212)—Lawrence A. Harvey, granted uhf Ch. 28; ERP and antenna height to be specified.

The Commission also granted WOC-TV Davenport, Iowa, a construction permit to change from vhf Ch. 5 to Ch. 6, pursuant to provision of the Sixth Report, and to increase ERP from 22.9 kw visual and 12.5 kw aural to 100 kw visual and 50 kw aural. Antenna is 610 ft. above average terrain.

Last week's grants included two vhf channel authorizations to cities presently with operating vhf stations — the Ch. 13 grant to KGGM Albuquerque, where KOB-TV is operating on Ch. 4; and the Ch. 10 share-time

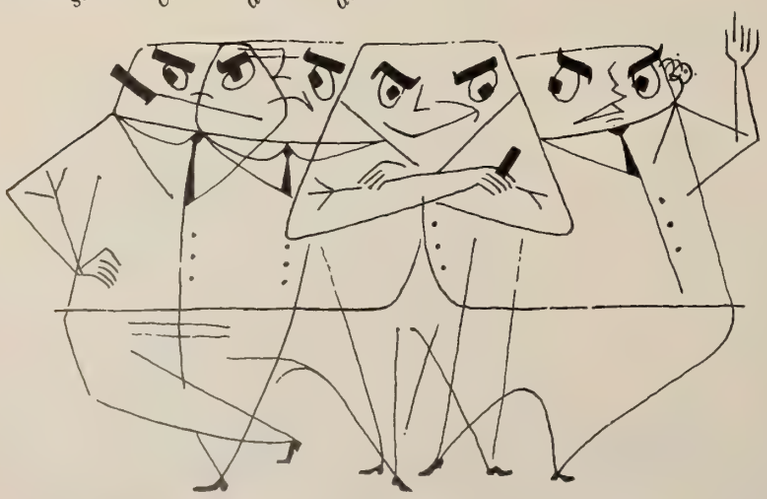
Yields the Screen

ALBEN W. BARKLEY, former U. S. Vice President and Senator, now star of NBC's *Meet the Veep* radio and television shows, agreed last week to "yield" his programs yesterday (Sunday) to the senior Senator from Florida, Democrat Spessard L. Holland, for an answer to Mr. Barkley's broadcast views on the tidelands oil question. After the former Vice President favored federal over state control of the tidelands on his March 1 broadcasts, Sen. Holland and several colleagues asked NBC for equal time in which to reply. NBC and Mr. Barkley granted the request last week. The program is seen Sunday, 5:30-5:45 p.m. EST on NBC-TV, and heard the same day from 6:15-6:30 on NBC radio.

what I want is . . . something new! completely different! a tested show! at low cost!

range rider on radio

(available July 1st, 1953)



Range Rider, TV sales record buster, now packaged in thrilling radio adventures! Priced for your profit . . . 1 to 300 stations.

Comes complete with sales-proved, low-cost endorsement merchandising campaign! From packages to posters to premiums . . . Range Rider's syndicated sell blasts competition for bakers—bottlers—packers—dairies—others! Now yours for exclusive territories. Write, wire, call for audition disc, full information!

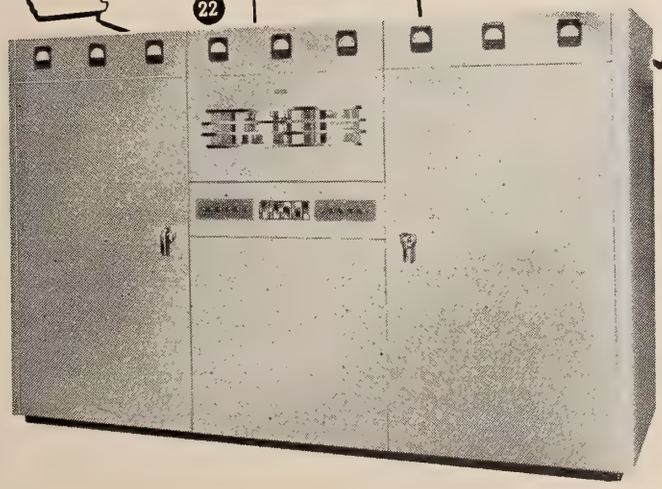
why fight it?...give your client what he wants!

Fortune Productions Division
FORTUNE MERCHANDISING CORP.
104 S. Vermont Ave., Los Angeles 4, Calif.
DUnkirk 8-0501

Note: If your market is open for Range Rider TV, contact CBS TV Film Sales, 485 Madison Ave., N.Y.

Acceptance, U.S.A.





1—WTAD.....Quincy, Illinois
2—KRES.....St. Joseph, Missouri
3—KSCJ.....Sioux City, Iowa
4—KTOE.....Mankato, Minnesota
5—WCOW.....So. St. Paul, Minn.
6—WBEL.....Beloit, Wisconsin
7—WKNK.....Muskegon, Michigan
8—WTVB.....Coldwater, Michigan
9—WENE.....Endicott, New York
10—WCHS.....Charleston, W. Va.
11—WRIS. .....Roanoke, Virginia
12—WWOD..... Lynchburg, Virginia
13—WBBB.....Burlington, N. C.
14—WTOB....Winston-Salem, N. C.
15—WIST.....Charlotte, N. C.
16—WBSC.....Bennetsville, S. C.
17—WBOY.....Tarpon Springs, Fla.
18—WOOF..... Dothan, Alabama
19—WILD....Birmingham, Alabama
20—KXLR.....Little Rock, Arkansas
21—KGNO..... Dodge City, Kansas
22—KCNA.....Tucson, Arizona
23—KPOL....Los Angeles, California
24—KBIG....Los Angeles, California
25—KOVO. .....Provo, Utah
26—KUTA..... ..Salt Lake City, Utah
27—KFXD.....Nampa, Boise, Idaho
28—KPOW..... Powell, Wyoming

It's been about a year and a half since Gates announced its new BC5B and BC10B 5/10 KW transmitters.

The map tells part of the tremendous acceptance story—the half dozen in South Africa, the dozen from Newfoundland to Cape Horn and those Uncle Sam buys are another part.

But the best part is that every single user will agree that in Gates 5 or 10 KW transmitters they VERY DEFINITELY RECEIVED their money's worth in quality-plus and performance.

Reason? Well, Gates makes so many that production line techniques are possible. That always means greater uniformity, time saved and PRICE REDUCED!

We know you, too, will like broadcasting's most used modern 5/10 KW transmitters.

May we tell you more?

GATES

GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.

grants to WHEC and WVET Rochester, where WHAM-TV is operating on Ch. 6. The only other post-thaw vhf grant to an established vhf market was the authorization of Ch. 13 to WHBQ Memphis, where WMCT (TV) is on Ch. 4 and will soon change to Ch. 5.

FCC's previous top record of grants was 19 permits, issued Feb. 25 [B•T, March 2]. The original high mark was set with 18 permits on July 11, 1952, the first post-thaw grants.

Concerning sharing of time by two TV stations on the same channel, FCC has indicated it will consider each request on a case-to-case basis. Several weeks ago, the first share-time authorization was issued by the Commission to KSBW Salinas and KMBY Monterey, Calif., for joint use of vhf Ch. 8, but this was for a dual market [B•T, Feb. 23]. The Rochester share-time grant is the first for a single market.

WHEC and WVET, previously competitors for vhf Ch. 10 at Rochester, decided to join in a time-sharing venture when it became apparent some two years may ensue before comparative hearing could be held. The two stations will maintain separate studios but will share the same transmitter facilities. The AM stations will continue distinctly individual competitive operations, and there is no mingling of ownership.

The program time division differs from the Salinas-Monterey plan in that WHEC and WVET will have the same schedule each week without rotation of days. Both will begin with 50 hours weekly. WVET will operate Monday-Wednesday-Friday 6 p.m. to midnight, Tuesday-Thursday 9:30 a.m. to 7 p.m., and Sunday 10:45 a.m. to 5 p.m. WHEC will operate a comparable schedule the other days of the week. Each station may extend its hours at will, 3 a.m. being considered the beginning of the telecasting day.

The stations offered these reasons in support of their share-time request:

1. The desirability of bringing a second, competitive TV service to Rochester which now has more than 160,000 sets.

2. The time which would be expected to elapse before the Commission could order a hearing on these competitive applications. A rough estimate, based on the priority of the city, would be two years.

3. The expense and delay inherent in contesting, via the hearing procedure, these applications.

4. The necessity and desirability of preserving competition between AM stations WHEC and WVET.

5. The expectation that there would be competition, even on Ch. 10 for business to be scheduled on the respective times occupied by each station.

On a share time basis, there will be no interlocking of ownership interests (except for the sharing of transmission costs); there will be no intermingling of directors, stockholders, or officers; and each station will have full and final control over the programs to be presented to the public during its occupancy of Ch. 10.

"Experience with AM stations, which in some instances has been unfortunate," WVET said, "should be no precedence in this case" for the following reasons:

1. Each licensee will have equality of opportunity for programming, service and revenue.

2. The dollar volume of expected business is such that neither station should suffer in its programs for lack of revenue.

3. The co-extensive TV service area, day and night and absence of different engineering problems day and night (which did not obtain in AM) militates in favor of smooth relationships insofar as time-sharing is concerned.

In other TV actions last week, FCC denied the petition of Sparton Broadcasting Co., Jackson, Mich., which asked waiver of the TV rules so as to allow allocation at this time of vhf Ch. 10 to Parma, Mich.

The Commission also advised WGBI-TV Scranton, Pa., new uhf Ch. 22 grantee, that its application for assignment of permit from Scranton Broadcasters Inc. to MCL Telecasting Corp. "involves questions which indicate the necessity of a hearing." Comrs. Walker and Robert T. Bartley voted for a grant. MCL Telecasting is one-third owned by Scranton

AM Grants

FCC last week in three final decisions upheld two initial decisions of its hearing examiners and reversed the recommendation of another. In the latter case, FCC ruled to grant a new AM station on 1400 kc with 250 w full time to Scranton Radio Corp. at Scranton, Pa., reversing the initial decision of Examiner Hugh B. Hutchison.

The Commission upheld Examiner Hutchison's recommended denial of 1540 kw with 1 kw daytime to Chesapeake Broadcasting Co., operator of WBUZ (FM) Bradbury Heights, Md. (near Washington, D. C.). FCC also upheld Examiner Leo Resnick's initial decision to grant Vermillion Broadcasting Corp. 1 kw full time on 980 kc at Danville, Ill.



in this room . . .

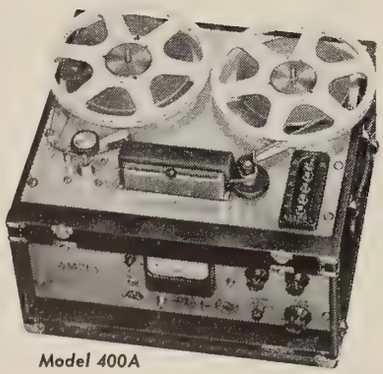
there's no room for doubt

There can be no room for doubt in the continuity and fidelity of your broadcast. You demand — and get — the best in transmitting and studio equipment.

Nor should you compromise with quality in the tape recorder you select.

AMPEX Recorders are engineered to the highest *professional* standards of reliability and performance.

AMPEX brings you these cost-saving operating advantages:



Model 400A

• UNINTERRUPTED SERVICE

Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.

• MINIMUM "DOWN TIME"

AMPEX Recorders are designed for thousands of hours of continuous operation with minimum down time, resulting in low maintenance costs and protection from sudden broadcast failures.

• ACCURATE TIMING

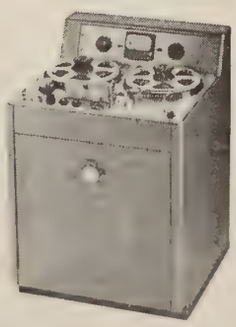
AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.

• HIGHEST FIDELITY

Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.

• LONG LIFE

AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.



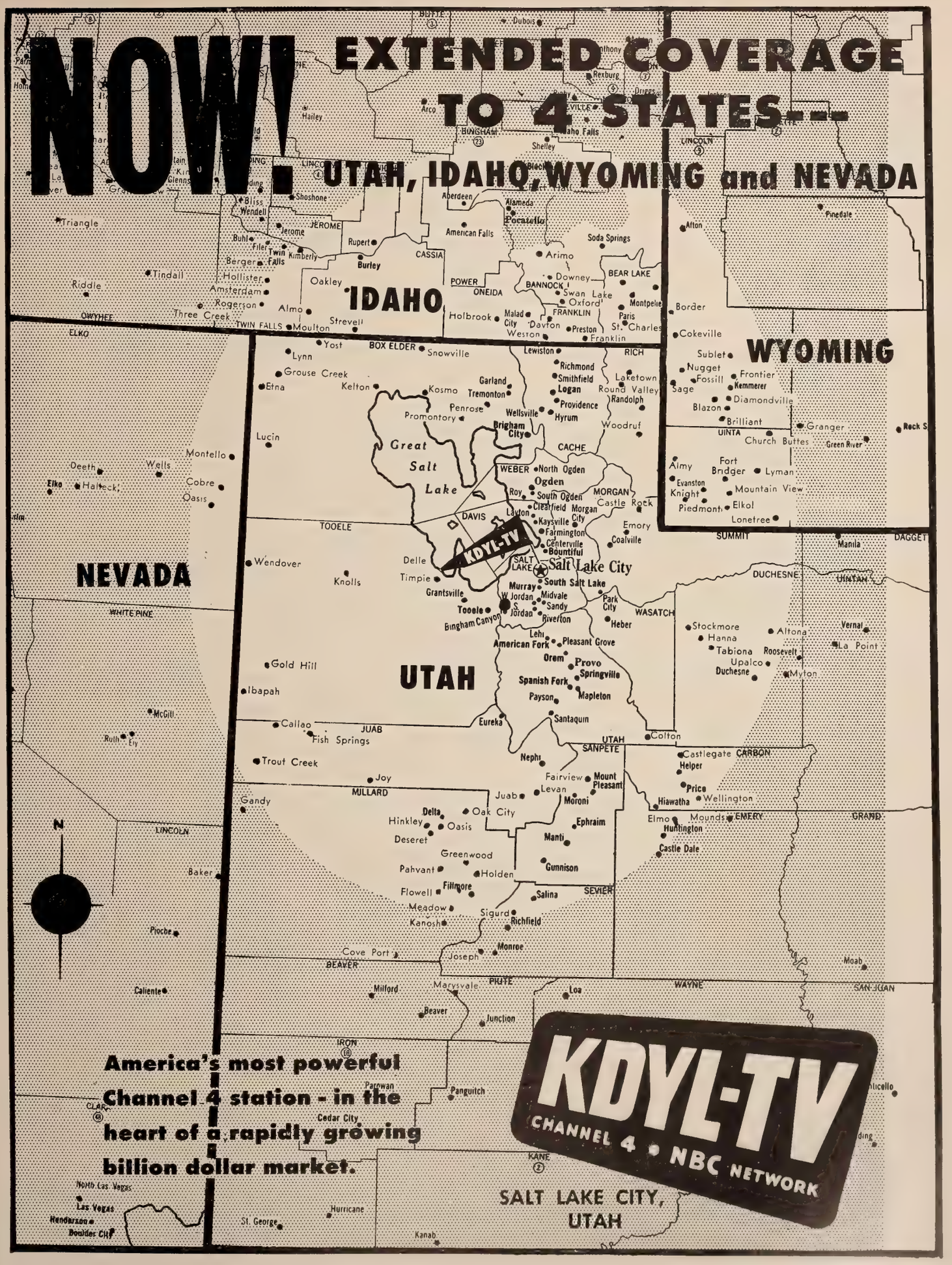
Model 300

AMPEX

MAGNETIC RECORDERS

If you plan for tomorrow, buy an AMPEX today

AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA



National Representative: Blair-TV, Inc.

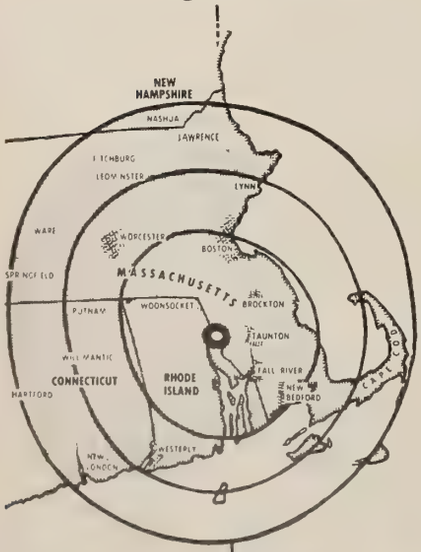
COMING SOON

NEW
POWER
200 kw

NEW
COVERAGE
709,648 Sets

NEW
CHANNEL
To 10 from 11

Authorized changes will be made this spring, pinpointing your persistent salesman in the prosperous Southern New England Market.



WJAR-TV
CHANNEL 11
PROVIDENCE

Represented Nationally by
WEED TELEVISION

Broadcasters (WGBI), the *Scranton Times* (WQAN) and Meco Realty Co. Meco and WQAN are each 50% owner of Electric City Telecasting Co., competitor for uhf Ch. 16 with WARM there. If the transfer were approved, the Ch. 16 bid would be dropped.

In a memorandum opinion and order, FCC concurrently approved a protest by WARM and ordered Meco Realty and WQAN to elect within 15 days which of the two applications—MCL Telecasting or Electric City Telecasting—they wished to prosecute.

FCC also announced it has received several inquiries concerning the specification of ERP for TV stations in cases where the maximum radiation from the antenna is not in the horizontal plane—i.e., titled beam antennas. Questions have arisen as to whether the station authorization will specify the power in the horizontal plane or in the vertical plane in which the maximum radiation occurs and whether such a station would be limited to the maximum authorized powers in the rules in other than the horizontal plane.

FCC noted Sec. 3.685(e) of its TV rules defines a directional antenna and describes the purposes for which such an antenna will be authorized. An antenna designed for changing the position of the major radiation lobe from the horizontal plane to any other vertical plane is considered a directional antenna for the purposes of licensed power and power limitations, FCC advised. Thus, an antenna designed for "beam tilting" would not be considered an omni-directional antenna in respect to these matters even though the horizontal radiation pattern is not directional. As a result, such stations would be licensed for the power in the horizontal plane and would be limited to the maximum powers authorized in Sec. 3.614(b) in any vertical plane, the Commission explained.

FCC finalized its notice of proposed rule-making of Jan. 30 and assigned uhf Ch. 18 to Burnsville, N. C. [B•T, Feb. 2], and finalized its proposals of Feb. 6 [B•T, Feb. 9] to make the following assignment changes in order to remove deficient channel spacings in the uhf band:

City	Channel No. Delete	Add
Anniston, Ala.	37—	70+
Conway, Ark.	49+	62
Paragould, Ark.	44	58—
Delano, Calif.	33+	37+
Pekin, Ill.	49+	69+
Bedford, Ind.	39	68
Grinnell, Iowa	46+	71
Mayfield, Ky.	49—	63
Hammond, La.	51+	57
Lawrence, Mass.	38+	72
Rolla, Mo.	31	46
Salisbury, N. C.	53+	80
Springfield, Ohio	46+	76
Bradford, Pa.	48+	70—
Tullahoma, Tenn.	65+	68—
Austin, Texas	*30—	*70—
Greenville, Texas	62	69—

*Noncommercial, educational channel.

JOHNSON LETTER TO TOBEY EVOKES SENTIMENTS FOR QUICK COLOR ACTION

Probe to find out whether or not "powerful interests" are delaying the coming of color TV, the Colorado Senator urges. In turn, interested parties in the controversy affirm their desire for resolution of the question as soon as possible.

CHARGES made by Sen. Edwin C. Johnson (D-Col.) that powerful interests were conspiring to delay color TV brought these developments last week:

1. Brig. Gen. David Sarnoff said that upon completion of field tests of the National Television System Committee's standards, RCA would petition the FCC to establish the compatible system commercially.

2. CBS spokesmen refrained from commenting on the Johnson charges, but referred to the company's year end statement. This called for the industry to settle the color issue this year.

3. Dr. W. R. G. Baker, GE vice president and general manager of its Electronics Division and chairman of NTSC, declined to comment. But Arthur V. Loughran, Hazeltine Electronics engineering executive and vice chairman of NTSC, said NTSC has attained "this highly desirable objective."

4. Sen. Charles W. Tobey (R-N. H.), chairman of the Senate Interstate & Foreign Commerce Committee, was waiting for word from the FCC and from Dr. Baker. He wrote to both late in February and asked for a status report on color TV. This was shortly after the Senate voted $75,000 to the Commerce Committee for an investigation of color TV, educational TV and monopoly in broadcasting, among other things [B•T, Feb. 9].

Johnson's Views

Essence of Sen. Johnson's charges, made public in a letter to Sen. Tobey, was that there was a conspiracy to retard color TV until the market was staturated with black-and-white sets.

Basis for his charges was, he said, the conflicting stories reporting the status of color TV.

He urged Sen. Tobey to press an immediate investigation of whether "powerful interests" were seeking to delay the advent of color TV. To this Sen. Tobey agreed.

Sen. Johnson recounted briefly the history of color TV to the Supreme Court decision in 1951 upholding the FCC's choice of the CBS system. He then referred to the establishment of NTSC to develop a compatible system.

Interspersing his letter with quotations attributed to industry engineers and spokesmen on the readiness of color TV over the last few years, he ended his letter to Sen. Tobey caustically with the following:

It is a little less than three years since the Federal Communications Commission, the arm of Congress mandated to act in the public interest, adopted the standards for color television and stated that it was here and that it should be made available to the public. Why isn't it? Is this delay in manufacturing color television receivers deliberate? Are the standards adopted by the Commission unsound? If so, in what manner? Have new standards been developed? If so, why are they not submitted to the FCC?

He has no preference for any system, Sen. Johnson said, although he repeated he thought a compatible system is most desirable.

Sen. Johnson said he understood a tri-color tube was available at a cost of $60 when put into mass production, compared to the $450 and $500 figures he said he had heard the first black and white tubes cost.

Long sought, color television got its first big impetus shortly after the war, when CBS asked the FCC to establish commercial standards. After hearings in 1946 and 1947, the Commission ruled that polychrome TV was not yet feasible.

The subject was interjected into the allocations proceedings—during which all TV application processing was frozen for three-and-half years—by Comrs. Robert F. Jones and Frieda

Any way you look at it...

WSYR is FIRST in Central New York



Up to 239% More

Weekly Daytime* Audience Families

than any other local station

According to SAMS 1952	*According to Nielsen 1952*
29.8% more than Station A	47.0% more than Station A
72.7% more than Station B	55.0% more than Station B
194.4% more than Station C	157.5% more than Station C
239.1% more than Station D	212.2% more than Station D

There it is—the leadership revealed by BMB in 1947 still continues. WSYR is your advertising buy in rich Central New York.

**And the nighttime figures show approximately the same leadership*

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE
570 KC

WSYR-AM-FM-TV—the Only Complete Broadcast Institution in Central New York. NBC Affiliate

B. Hennock. In 1950, after long hearings, the Commission determined that the CBS field sequential system practical enough to authorize. The Commission's decision was appealed to the courts by RCA and in 1951 the Supreme Court upheld the FCC's right to decide the color issue.

Shortly thereafter, the NTSC, comprising Radio-Television Manufacturers Assn. and Institute of Radio Engineers members, was established with the avowed purpose of working out a compatible system. A compatible system is one in which color-casts can be received as black-and-white on existing TV receivers. The CBS field sequential color system requires the addition of an adapter to accomplish this.

CBS commenced limited color broadcasts shortly after the Supreme Court decision. This ceased when Defense Mobilizer Charles E. Wilson suspended the manufacture of color TV sets late in 1951.

NTSC last January announced that it had approved a complete set of compatible color standards, but stated that from three to four months of field testing would be necessary.

Sen. Johnson's charges brought a prompt response from Gen. Sarnoff, RCA board chairman, who noted that RCA has spent almost $20 million on research and development of compatible color and said Sen. Johnson "surely cannot" be referring to RCA—which "has everything to gain" by early color introduction.

In a statement issued at San Francisco, where he and a group of other RCA board members and officers were visiting during an inspection tour of RCA-NBC facilities [B•T, March 9], Gen. Sarnoff also made clear that RCA itself will go to FCC for approval of commercial standards for compatible color after final field tests are completed.

RCA is working with other industry groups in developing such standards through the National Television System Committee—as Gen. Sarnoff pointed out in his statement—and there has been speculation as to whether the application for FCC approval would be submitted by RCA, which has been the foremost exponent of the compatible technique or by the industry-wide NTSC. Although NTSC presumably could also file, Gen. Sarnoff said in his statement that "RCA will file. . . ."

The filing, he said, will follow completion of final field tests which currently are under way and which "should be completed within the next few months."

"As soon as the Commission approves the standard, RCA will proceed with its plans for manufacture and sale of color television receivers, tricolor tubes, and color equipment for broadcasting studios," he asserted.

Gen. Sarnoff disclosed that RCA spent more than $5 million on color TV research and development in 1952 and is continuing "these large expenditures" this year.

CBS Declines Comment

Spokesmen for CBS—which also is a member of NTSC—declined comment on the Johnson charges except to refer to the CBS yearend statement on color, which they said still stands. In that statement CBS reviewed color development since the U. S. Supreme Court in the spring of 1951 upheld FCC's approval of CBS field-sequential color standards, and called upon "all elements in the industry and in the government" to settle the issue "as soon as possible in 1953" for the sake of the public [B•T, Jan. 5].

The statement also reported that the CBS Labs and the Hytron Radio & Electronics Co., another CBS division, had made "substantial progress" in the development of a tri-color tube which would replace the disc used with receivers under the CBS system. "Other companies, notably Chromatic Labs. Inc., made important progress in developing tri-color tubes usable with the field sequential system," the statement added. (RCA's tri-color tube also may be used with the CBS system, CBS has contended.)

Mr. Loughren said field tests of the NTSC compatible color system would begin March 18 and would continue for three or four months.

"The committee [NTSC], representing the whole industry, has been working strongly toward the desirble end of not only compatibility but good color, which color television will have to be if it is to become a successful service . . . and endure" he said.

He recalled that the FCC had specified what criteria must be met for a color TV system when it approved the CBS method. NTSC has been "working steadily toward the goal since and we now believe we have it," he said.

Hobby to Cabinet?

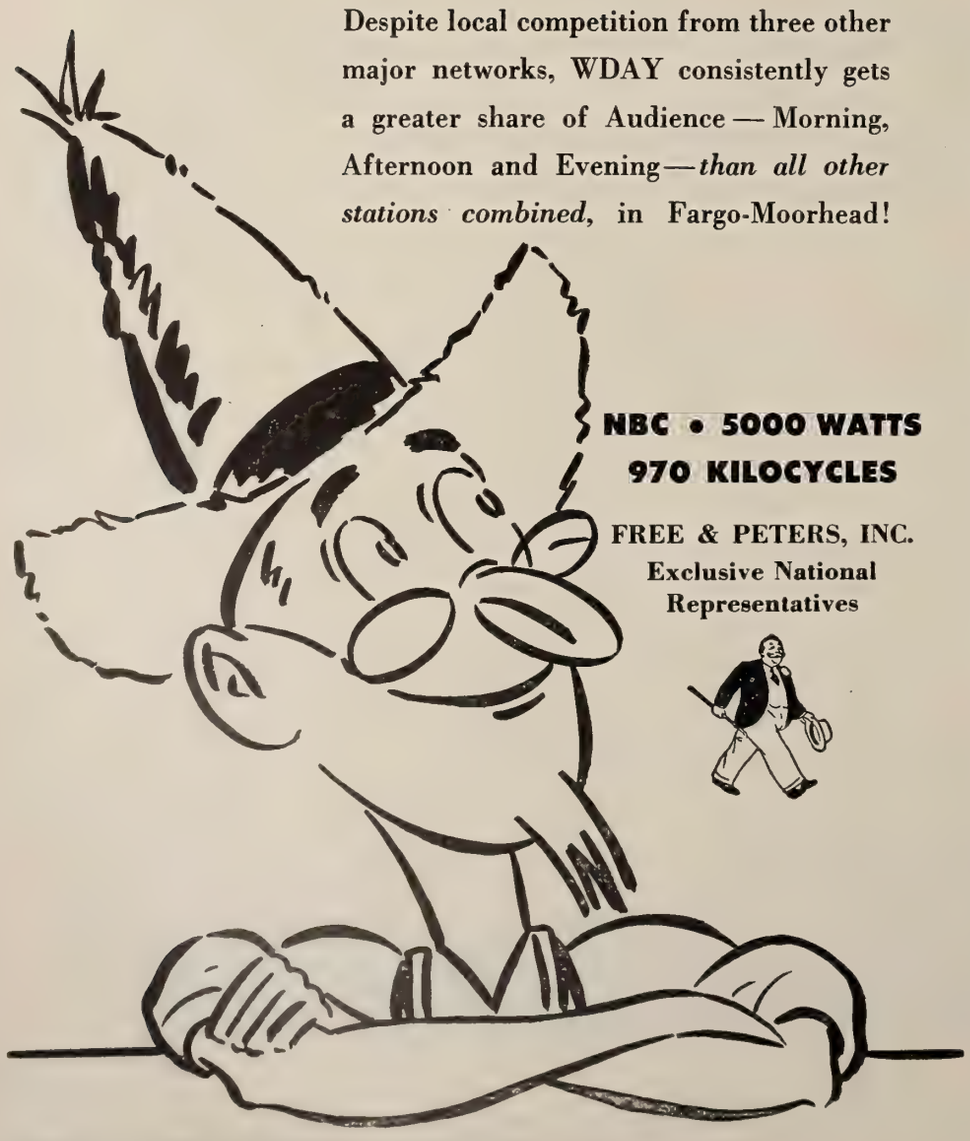
CABINET status for the Federal Security Agency was proposed to Congress Friday by President Eisenhower in recommending creation of a new Dept. of Health, Education & Welfare. Under this plan Oveta Culp Hobby (KPRC-AM-TV Houston), Federal Security Administrator, would become a Cabinet member.

WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

Despite local competition from three other major networks, WDAY consistently gets a greater share of Audience — Morning, Afternoon and Evening—*than all other stations combined*, in Fargo-Moorhead!



NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives



More and more, advertisers are finding that "there's gold in them there late hours"... and KPIX nightly proves the point with the full length feature films of "The Late Show." High ratings, low cost and a relaxed, receptive audience make "The Late Show" an outstanding buy in economy and effectiveness on Northern California's pioneer television station.

Ask your Katz man for full details.

CBS TELEVISION

KPIX TELEVISION CHANNEL 5 SAN FRANCISCO, CALIF.

Affiliated with CBS and DuMont Television Networks. Represented Nationally by the Katz Agency

DUMONT MAKES PLEA ON CONTROL RULING

PLEA that the FCC change its decision holding that Paramount Pictures controls Allen B. DuMont Labs. was made last week by the New Jersey electronics firm in a petition for reconsideration.

It is believed that DuMont is preparing to take its case to court if the Commission refuses to alter its position.

Last February when the FCC decided the multi-faceted Paramount case, it overruled the examiner's initial decision in only one respect: The Commission held that Paramount controls DuMont by virtue of negative control over some corporate actions and potential affirmative control over all phases [B•T, Feb. 16].

Paramount Pictures owns all of DuMont Class B stock and 2.4% of its Class A stock. Through its Class B ownership, Paramount elects three of the eight directors and appoints the DuMont secretary, treasurer and assistant treasurer.

Basic in DuMont's request for a new ruling is its position that Dr. DuMont dominates the company's policies in practice. It said the Commission was "unreasonable and unwarranted" in finding that Paramount controlled DuMont. The evidence showed, it said, that there have been differences of opinion between Dr. DuMont and his associates and Paramount over (1) issuance of additional Class A stock, (2) the depressed TV set sales market in 1951, and (3) payment of a dividend. DuMont also claimed that Paramount President Barney Balaban's request for a "partnership" relationship was turned down by Dr. DuMont.

Reference was also made by DuMont to the competitive aspects of both its activities and Paramount's (DuMont manufactures cathode ray tubes and Paramount has a 50% interest in color tube maker Chromatic Laboratories Inc.; DuMont Television Network competes with Paramount's syndicated kinescope recordings; DuMont manufactures home TV receivers, while Paramount has a half interest in subscription TV promoter International Telemeter Co.).

DuMont also attacked what it called the Commission's "inferences" regarding (1) Paramount's board representation, reduced from equal membership to three as against Class A representation of five; (2) Paramount's right to elect fiscal officers, which it called purely "ministerial" functions; and (3) the selection of Mr. Balaban and Paramount executive Edward K. Weisl to the DuMont board.

The right of Paramount to veto certain DuMont corporate acts must be judged against the actualities, DuMont said. It also claimed that the Commission's attitude toward DuMont has harmed the development of the DuMont Television Network by prohibiting DuMont from owning more than three stations up to the present.

Newspaper Antitrust Appeal Cites Radio-TV Competition

RADIO-TV situation in New Orleans was cited as one reason newspapers should be permitted to charge combination advertising rates for morning and evening newspapers under the same management in argument before the U. S. Supreme Court last week.

The Court heard an appeal by the New Orleans Times-Picayune Publishing Co. from an antitrust conviction last year. Basis for the conviction was that the firm required classified advertisers to buy space in both the morning *Times-Picayune* and its sister newspaper, the evening *New Orleans States.*

Combination charges are one of the principal means whereby newspapers may combat magazines and radio-TV, John C. Cahill, attorney for a group of newspapers, argued. Intervening as a "friend of the court," Mr. Cahill pointed to New Orleans, with one TV and 16 radio stations. He noted New Orleans was due for six more TV stations.

KSTP, Business Group File For St. Louis Vhf Ch. 4

MUCH sought after vhf Ch. 4 in St. Louis received another applicant late last week as the new Missouri TV Co. filed application with FCC. New TV company is made up of KSTP Inc., St. Paul, and St. Louis businessmen.

Stanley Hubbard, president, KSTP St. Paul, is president, Ethan A. Shapley (2%), vice president, and William T. Jones Jr. (1%), insurance agent, St. Louis, secretary. Directors include Claude Siems, Thomes F. Bragg, Russel E. Gardner Jr. (1.6%), investment banker, and Edmund T. Allen, president, First National Bank, Clayton, Mo. KSTP Inc. owns 50% of Missouri TV Co.

Application makes request for ERP of 100 kw visual, 60 kw aural, antenna 541 ft. above average terrain.

Other applicants for vhf Ch. 4 in St. Louis are KXOK Inc. [B•T, July 7, 1952], KWK Inc. [B•T, July 7, 1952], Meredith Engineering Co. [B•T, Aug. 18, 1952], and CBS Inc. (KMOX) [B•T, Oct. 20, 1952].

HERE'S YOUR BEST MARKET FOR '53



here's why

Kansas farmers will receive an all-time high of $944,983,000 for their 1952 crops.

U.S. Dept. of Agriculture

here's how to sell 'em

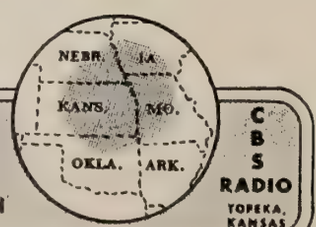
Use the Kansas FARM Station—WIBW. Sell these able-to-buy farm families *as a unit* with the station they listen to most.*

** Kansas Radio Audience, 1952*

WIBW

Serving and Selling "THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



CBS RADIO TOPEKA, KANSAS

Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

WEMP-FM STORECASTING MAKES SALES FOR STORES AND STATION ADVERTISERS

Adds thousands of listeners to audience

ONLY MEDIA EXHIBIT at upcoming 1953 Independent Grocers Association convention in Milwaukee Arena will be WEMP display of progress made by the station in FM Storecasting.

Exhibit will show success of present users, encourage other grocers to install FM units to entertain (and sell) shoppers.

IGA, representing 363 stores in Wisconsin, is currently using fourth consecutive year on WEMP. Three ten-minute daily segments are employed to sell the stores and promote food specials. Show is morning "Coffee Club" program with Bob "Coffeehead" Larsen, M. C. who ties in IGA air schedule with personal appearances at stores throughout the State. Larsen will be feted at the convention by IGA executives.



TYPICAL WEMP-FM Storecasting speaker installed in Milwaukee IGA Food store. Storecasting unit consists of receiver, public address system and speakers. Customers are entertained with regular WEMP music and news programs. Special announcements can be fed over speakers from a microphone input.





WEMP-FM unit in Wiemann's chain 5¢ to $1.00 store. Station has embarked on extensive program of providing Storecasting sets throughout Milwaukee area. Units are installed at cost and are owned by stores, without rental fee. Storecasting offers important low-cost service device for merchants and a bonus "out-of-home" audience for WEMP advertisers.

Broadcast Schedules Hash

LATEST big national spot advertiser to employ saturation schedule on WEMP is Broadcast Corned Beef Hash and Beef Stew. Fifty-two week order, placed by Arthur Meyerhoff agency through Headley-Reed, calls for 50 spots a week—10 a day—promoting both Broadcast Hash and Beef Stew lines.

MILWAUKEE BREWER BASEBALL GAMES ON WEMP FOR 13th YEAR IN A ROW!

WEMP, WEMP-FM will broadcast all Milwaukee Brewers baseball games for the 13th consecutive season beginning April 15. Miller Brewing Company, through Mathisson & Associates, is sponsor of the broadcasts for the sixth year.

Earl Gillespie, who does Green Bay Packers and Marquette University football and Milwaukee Hawks basketball for WEMP, will again handle play-by-play description.

Brewer home game broadcasts will originate for the first time this year from the new multi-million dollar Milwaukee County Stadium.



FANS CHEER WEMP D-J'S IN GAME AGAINST PRO STARS

HIGHLIGHT of "Radio Appreciation Day" staged by Milwaukee Hawks pro-basketball team for WEMP was exhibition game preliminary between WEMP Disc-Jockeys and Wisconsin Pro Athletes. Burlesque contest featured popular D-J's Robb Thomas, Bill Bramhall, Tom Shanahan, Joe Dorsey, Chuck Phillips and Sports Director Earl Gillespie versus stars from Milwaukee Brewers, Green Bay Packers and Chicago Bears. 4,500 turnout for the game was a near all-time record. Silver dollars were awarded players for best performances by Mathisson & Associates, Miller Brewing Co. agency. WEMP carries all Hawks' games for Miller High Life beer.

WEMP • 24 HOURS OF MUSIC, NEWS, SPORTS

WEMP-FM

HUGH BOICE Jr., Gen. Mgr. — HEADLEY-REED, Nat'l. Rep.

Supreme Court Decision Does Not Apply to Lea Act

ALTHOUGH the Supreme Court last week decided featherbedding practices by typographical unions and the American Federation of Musicians were not "unfair labor acts," the decision does not affect Lea Act provisions of the Communications Act.

That is the interpretation of both NARTB General Counsel Justin Miller and Employe-Employer Relations Director Richard P. Doherty.

Both cases hinged on the meaning of Section 8 (b) (6) of the National Labor Relations Act, as amended by Taft-Hartley, defining as an unfair labor practice any attempt by a labor union to force an employer to pay for "services which are not performed or not to be performed. . ."

The Supreme Court found in the newspaper case, brought by the American Newspaper Publishers Assn. against the National Labor Relations Board, that printers performed work in setting "bogus" type and that the NLRB was right in finding that this is not an unfair labor practice. "Bogus" type is set by printers in a newspaper printing plant when an advertiser supplies the publisher with a mat of his advertisement. This type is never used.

In the music case, the Court held that the Akron, Ohio, AFM local offered to perform work in an attempt to persuade the Palace Theatre ownership to hire a house orchestra. When theatre owners refused, AFM blacklisted the theatre, thus preventing "name" bands from performing there. Theatre is owned by Gamble Enterprises Inc.

Both decisions were by 6 to 3 majorities. Dissenting in the "bogus" type decision were Chief Justice Vinson and Justices Douglas and Clark; in the music case, Chief Justice Vinson, and Justices Clark and Jackson. Justice Burton wrote both majority opinions.

Supreme Court majority's views were based strictly on the legislative history of this provision in the Taft-Hartley Law.

In the Lea Act, now Sec. 506 of the Communications Act, not only are penalties prescribed for coercion to force broadcasters to pay for work not performed, but also for more employes than considered necessary by the employer.

This latter provision is what was lacking in Sec. 8(b)(6) of the Taft-Hartley Law, the Supreme Court majority held.

KWBB

WICHITA, KANSAS

Proudly announces the Appointment

of

George W. Clark

INCORPORATED

NEW YORK—CHICAGO—LOS ANGELES—SAN FRANCISCO

as its

national representative

Wichita's only independent
Tops in Music, in News and in Sports

KWBB

WICHITA, KANSAS

49th Market in Retail Sales — 52nd in Population

WORD Plea Draws WIS-TV Reply on Ch. 10

REPLY to plea of WORD Spartanburg, S. C., for FCC to reconsider grant of Ch. 10 in Columbia, S. C., to WIS-TV Corp. [B•T, March 9] was submitted Thursday to the FCC.

WIS-TV Corp., 80.9% owned by Broadcasting Co. of the South (WIS Columbia; WSPA Spartanburg; WIST Charlotte, N. C.), charged the WORD protest against grant of Ch. 10 in Columbia to WIS-TV Corp. is legally deficient under Sec. 309(c) of the Communications Act. Petition for rehearing should be dismissed or stricken, according to WIS-TV Corp.

Degree of signal overlap between Ch. 10 grant in Columbia to WIS-TV Corp. and facilities proposed by Broadcasting Co. of the South for Spartanburg and Charlotte, is declared not to be "a legal bar to the grant of any one or all of said applications." WIS-TV Corp. said there is no basis to require an election between any of these applications nor any legal basis to conditionally grant the application of WORD for Ch. 7 in Spartanburg.

U. S. Gives Final Brief In Football Trust Suit

INTEREST of football fans and attractiveness of a game have more impact on attendance than telecasting of the event, the U. S. District Court (Philadelphia) was told last week as the government offered its closing argument and testimony in the antitrust suit against the National Football League.

Jerry N. Jordan, research consultant and son of C. L. Jordan, executive vice president of N. W. Ayer & Son, contended the long-range effect on attendance is beneficial. He reviewed results of a survey showing that more than half the persons who had owned a TV set for two years or more had attended at least one football game during the 1949 season.

Judge Allan K. Grim, after rejecting another defense motion to dismiss the case, said he would spend much of the summer studying the testimony. Decision is not expected until autumn, with appeal to the U. S. Supreme Court expected regardless of the outcome.

"HOMETOWN, AMERICA"

comes to WFBR in Baltimore!

BIG, BIG NEWS FOR FOOD ADVERTISERS!

Truly, the most outstanding radio project produced exclusively for the food industry of the nation!

DIRECT TIE-INS WITH 2765 leading Baltimore Food Stores doing 60% of Baltimore Food Business!

Yes—"Hometown, America", the same great radio project which has proved so phenomenally successful for food advertisers comes to WFBR in Baltimore starting Monday, April 6!

"Hometown, America" on WFBR offers the food advertisers unheard of advantages—guarantees immediate, sustained sales increases! Puts tremendous merchandising weight behind every sponsor—sells your product—improves and freshens store positions, erects banners and shelf talkers, builds displays and distributes leaflets to grocers! Also equipped to handle in-store sampling of your product or products!

All this, plus participation in the "Hometown, America" daily hour on WFBR—and *much more*—is yours when you buy "Hometown, America"—the most terrific radio merchandising and promotion project in history!

"Hometown, America" will begin operation on WFBR on Monday, April 6. Be sure you're a part of this tremendous food sales and merchandising effort — reserve your time now! Write, wire or phone any WFBR account executive or your John Blair man—be a part of "Hometown, America" on WFBR in Baltimore!

"Hometown, America" is presented under the auspices of the Retail Grocers and Meat Dealers Association of Baltimore, Inc.

Guarantee

A permanent crew of full-time sales service experts sell your products—increase distribution —handle in-store merchandising!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

List of FCC Job 'Plums' Is Released; All in D. C.

THE WORD on job "plums" for deserving Republicans in the FCC is this:

• There are 89 staff positions classified by statute or the Civil Service Commission as exempted from civil service status. All are in Washington.

• Of the 89 exempt positions, 27 are held by individuals who have civil service status.

• But, "status" does not protect incumbents of exempted positions. They can be removed just as summarily as those without civil service protection. However, if any have veteran's preference, removal must be for cause and the employe has a right to appeal to the Civil Service Commission. There are believed to be 11 vets among these 27.

The above is taken from S Doc. 18, published last week, which is a compilation of all "excepted" jobs in the Federal government. The lists were compiled by individual departments and agencies and collated by the Civil Service Commission in response to a Senate request [B•T, March 2]. Copies of the document, entitled "Positions Not Under Civil Service," may be secured from the Government Printing Office (448 pp., $1.25).

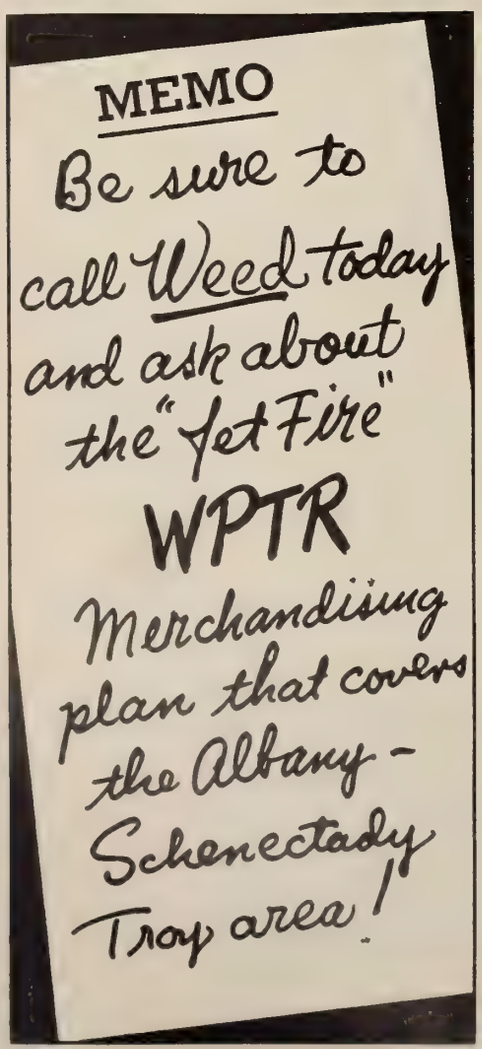
Also listed are the seven commissioners, all of whom are appointed by the President, after confirmation by the Senate. At the present time there is only one vacancy on the Commission—now occupied by Democratic Comr. Eugene H. Merrill on recess appointment by President Truman, filling the term of Former Comr. Robert F. Jones, which runs to June 30, 1954.

A second FCC vacancy is due to occur June 30, when Democratic Chairman Paul A. Walker's term expires. Mr. Walker, who is past the obligatory retirement age of 70, was given a waiver last year by President Truman to complete his term. It is possible for President Eisenhower to revoke the executive waiver and force Mr. Walker to retire before then.

The list of FCC positions not under civil service protection follows:

Position	Salary	No.	(*)
Secretary**	$10,800	1	
Broadcast Bureau			
Chief of Bureau**	12,000	1	(1)
Trial attorney	10,800	1	(1)
Attorney-adviser	10,800	2	(1)
Attorney-adviser	9,600	4	(1)
Trial Attorney	9,600	1	(1)
Attorney-adviser	8,360	1	(1)
Trial attorney	8,360	1	
Attorney-adviser	7,040	4	(1)
Attorney-adviser	5,940	6	(2)
Attorney-adviser	5,060	3	
Attorney-adviser	4,205	3	(1)
Common Carrier Bureau			
Chief of Bureau**	12,000	1	
Attorney-adviser	9,600	1	
Trial attorney	8,360	1	(1)
Attorney-adviser	7,040	2	
Trial attorney	7,040	1	
Attorney-adviser	5,940	1	(1)
Safety & Special Radio Services Bureau			
Chief of Bureau**	12,000	1	(1)
Attorney-adviser	9,600	2	(1)
Attorney-adviser	8,360	1	
Attorney-adviser	7,040	4	(2)
Attorney-adviser	5,940	1	(1)
Field Engineering & Monitoring Bureau			
Chief of Bureau**	10,800	1	(1)
Attorney-adviser	8,360	1	(1)
Office of Commissioners			
Administrative assistant**	10,800	1	
Engineering assistant**	10,800	7	
Legal assistant**	10,800	7	
Attorney-adviser†	9,600	1	
Attorney-adviser†	8,360	1	
Confidential assistant**	5,940	7	(4)
Office of Opinions and Reviews			
Attorney-adviser	9,600	1	
Attorney-adviser	8,360	1	
Office of Chief Accountant			
Chief Accountant**	12,000	1	(1)
Assistant Chief Accountant**	10,800	1	
Office of Chief Engineer			
Chief Engineer**	12,000	1	(1)
Assistant Chief Engineer**	10,800	1	(1)
Office of General Counsel			
General Counsel**	12,000	1	(1)
Assistant General Counsel**	10,800	1	
Supervisory attorney-adviser	10,800	1	
Attorney-adviser	9,600	1	
Attorney-adviser	8,360	1	
Trial attorney	7,040	3	
Attorney-adviser	7,040	1	
Attorney-adviser	5,060	1	(1)
Attorney-adviser	4,205	1	

(*) Indicates incumbents have civil service status.
** Policy determining and confidential.
† These two positions have been superseded by the establishment of legal assistants; thus this listing is a duplication.



WSTV Asks FCC Processing Of Its Ch. 9 Application

APPLICATION of WSTV Inc., Steubenville, Ohio, for a Ch. 9 TV station should be processed at once unless Storer Broadcasting Co. dismisses its Miami TV application, the FCC was told Thursday in a petition filed by WSTV.

The Storer company was notified Jan. 30 by FCC that it, in effect, must decide whether to drop Miami or Wheeling (Steubenville) applications and stay within a maximum limit of five. Storer presently operates four stations (WAGA-TV Atlanta; WJBK-TV Detroit; KEYL (TV) San Antonio and WSPD-TV Toledo.)

The Jan. 30 order [B•T, Feb. 2] provided that an applicant owning four TV stations cannot file for more than one additional outlet. The idea of this ruling was to keep applicants from flooding the Commission with multiple applications.

WSTV asked FCC to deny a Storer petition for reconsideration and stay of the Jan. 30 order. It asked the Commission to strike the Storer "alleged election" of its Wheeling-Steubenville application over Miami, contending it is not a bona fide election since it allegedly contains reservations. Actually, WSTV claims, the Storer election would retain applications in both Wheeling-Steubenville and Miami, thus preventing grant of the WSTV Steubenville applications.

In a reply to the WSTV petition to strike, Storer reiterates that the Commission's Jan. 30 decision was erroneous and should be reversed. It has filed a pleading asking reconsideration and stay, and claims it would be untenable for FCC to require final election between the two applications in view of this request.

VOA PROBE BACK TO BAKER SITES

QUESTIONING into alleged mismanagement and inefficiency of Voice of America operations returned Thursday in Washington to the subject on which the Senate investigation started more than a month ago: Location of two proposed high-powered transmitters called Baker East and Baker West.

Construction on these stations in the states of Washington and North Carolina was halted Feb. 17 after Senate inquiry began under the chairmanship of Sen. Joseph McCarthy (R. Wis.). Testimony Thursday indicated the State Dept. sub-contractor handling the Baker West project near Seattle still was being paid about $1,000 a day because no official cancellation order had been sent him.

House Study of Gleason Damage Claim 'Favorable'

FAVORABLE attitude toward $306,000 compensation to William L. Gleason for damages resulting in the FCC's 1947 deletion of Ch. 1 was indicated last week by Rep. Usher L. Burdick (R-N.D.), sitting as a one-man subcommittee of the House Judiciary Subcommittee on Private Claims.

Hearing was held in Washington on HR 1693, sponsored by Rep. George P. Miller (D-Calif.). The bill would compensate Mr. Gleason for losses he claims in beginning construction of KARO (TV) Riverside, Calif., granted by FCC in 1946. This was halted by FCC order in 1947, when the Commission studied and decided that the share arrangements between other services and TV would not work on Ch. 1.

Rep. Burdick's recommendation was scheduled to be submitted within two weeks to the full private claims subcommittee of the House Judiciary Committee upon additional information from the FCC.

Although the original bill asked for $150,000 to recompense Mr. Gleason for his losses, he submitted an audited statement indicating a loss of $306,000.

At the time Ch. 1 was eliminated, the Commission promised Ch. 6 as a replacement, Mr. Gleason said. In 1948, he filed for Ch. 13 (then assigned to Los Angeles) but he said no action was ever taken on this.

He was the principal owner of Broadcasting Corp. of America, which was adjudged in bankruptcy by Federal Judge William M. Byrne in Los Angeles March 2. A trusteeship appointed 12 months ago was terminated, and the court is expected to appoint a referee in bankruptcy and a receiver to sell the properties in the next couple of weeks. Trustee W. B. Ross, Los Angeles advertising executive, told the court that despite a year's operation in the black under his supervision liabilities were $419,000 and assets $211,000. BCA stations are KPRO Riverside, KREO Indio, KYOR Blythe and KROP Brawley, all California.

WWLP (TV), WHYN-TV BEGIN OPERATION

The Springfield and Holyoke, Mass. outlets join the new starters, along with KSWO-TV Lawton and WFMJ-TV Youngstown.

TWO more post-freeze television permittees—both in Massachusetts— were to have begun commercial programming over last weekend on the heels of WFMJ-TV Youngstown, Ohio, and KSWO-TV Lawton, Okla., which started March 8.

Due to begin March 15 were WWLP (TV) Springfield, Mass., on uhf Ch. 61 and WHYN-TV Holyoke, Mass., on uhf Ch. 55. WHYN-TV, a CBS affiliate, is represented by The Branham Co.

Alan C. Tindal, vice president of WWLP (TV), said last Wednesday that all equipment was on hand, with the antenna scheduled for mounting Thursday and test pattern planned for either Thursday night or Friday. The station is affiliated with CBS and DuMont, and represented by George P. Hollingbery Co.

WMFJ-TV began commercial operations March 8 on uhf Ch. 73—the highest uhf station to begin programming [B•T, Feb. 9].

Len Nasman, sales manager for WFMJ-TV, said the first day's programming went on "without a hitch" because of dry runs of all commercials and local programs for the preceding six weeks. Network affiliation is with NBC and national representative is Headley-Reed.

KSWO-TV Lawton, on vhf Ch. 7, is represented by Everett-McKinney.

Due to begin commercial programming yesterday (Sunday), but with a delay until tomorrow (Tuesday) possible, was WPAG-TV Ann Arbor, Mich., uhf Ch. 20 outlet. Joseph Hershey McGillvra Inc. is its national representative.

Also aiming for a start yesterday, according to its national representative, Joseph Hershey McGillvra Co., was KDZA-TV Pueblo, Col., vhf Ch. 3 outlet.

Due to Start Tomorrow

KGNC-TV Amarillo, Tex., vhf Ch. 4 NBC and DuMont affiliate, is due to start commercial operations tomorrow. Tom Kritser, general manager, said the station will have an effective radiated power of 100 kw visual and an antenna height above average terrain of 834 ft. The O. L. Taylor Co. is the national representative.

WBAY-TV Green Bay, Wis., vhf Ch. 2, also will begin programming tomorrow (Tuesday) according to Peter James of Weed Television, the station's national representative. The station will be a CBS-TV affiliate.

WKST-TV New Castle, Pa., uhf Ch. 45, will begin about March 20 according to Byron Goodell of Robert Meeker Assoc. Inc., national representative.

KGUL-TV Galveston, Tex., vhf Ch. 11, broadcast test patterns March 12 in preparation for commercial programming to begin next Sunday, March 22, Paul E. Taft, president, told BROADCASTING•TELECASTING. The station, which filed for TV last summer [B•T, July 7], was granted its construction permit November 20 [B•T, Nov. 24].

With a test pattern scheduled for March 19, WLOK-TV Lima, Ohio, uhf Ch. 73, expects to begin commercial programming April 1. R. O. Runnerson, general manager, said the original starting date had to be moved back about 10 days because of delays in getting some equipment.



SEATTLE Mayor Allan Pomeroy, (l), congratulates Len Higgins, manager of KTNT-TV, which took the air March 1, during inaugural ceremonies attended by the state's governor and lieutenant governor among others. KTNT-TV is the second station in the Puget Sound area, and operates on Ch. 11 as a CBS-TV and DuMont affiliate.

One of the fastest jobs of building a new TV station is being done in Mesa, Ariz., a few miles from Phoenix, where Harry Nace Jr. and Dwight Harkins, principals of KTYL-TV, vhf Ch. 12 grantee, plan to have a test pattern on the air by March 20. They say continuous programming will start April 5. Their CP was granted Feb. 18 [B•T, Feb. 23].

Showmanship Techniques

Messrs. Nace and Harkins told BROADCASTING • TELECASTING they will apply theatre showmanship techniques to TV programming. Mr. Nace and his father operate 38 theatres in Arizona, and he said that "We'll do everything we've learned how to do in 47 years in theatre experience to give audiences what they like in entertainment."

An unusual feature of KTYL-TV is a planned "drive-in" studio. A large plate glass window along one wall of the station will allow motorists to drive up and watch the station and studio operation without leaving their cars. Mr. Harkins uses the idea with his radio stations, KTYL-AM-FM, and says it creates great public interest and personality identification.

Additional KTYL-TV plans are for a closed-circuit TV network through the 38 theatres in the Harry L. Nace Inc. chain.

Antenna site is atop South Mountains, a high mountain range at the southern end of Phoenix. From this site the station operators expect to cover the Phoenix metropolitan area and surrounding communities which, they say, comprise 60% of Arizona's population.

Other stations which expect to get on the air about April 1 include WKNX-TV Saginaw, Mich., uhf Ch. 57 outlet represented by Gill & Perna; WCOV-TV Montgomery, Ala., uhf Ch. 20, station represented by O. L. Taylor; KELO-TV Sioux Falls, S. D., vhf Ch. 11 outlet represented by O. L. Taylor; KFDX-TV Wichita Falls, Tex., vhf Ch. 3, also represented by O. L. Taylor; KBMT (TV) Beaumont, Tex., uhf Ch. 31; WBUF (TV) Buffalo, N. Y., uhf Ch. 17; WCSC-TV Charleston, S. C., vhf Ch. 5, affiliated with all four networks and represented by Free & Peters; WFTL-TV Fort Lauderdale, Fla., uhf Ch. 23, represented by Weed Television; KFOR-TV Lincoln, Neb., vhf Ch. 10, represented by Paul H. Raymer Co.; WMAC-TV Massillon, Ohio, vhf Ch. 23; KFAZ-TV Monroe, La., uhf Ch. 43; WLBC-TV Muncie, Ind., uhf Ch. 49, to be affiliated with CBS-TV and DuMont and represented by The Walker Representation Co., New York, and Hal Holman Co., Chicago; KCSJ-TV Pueblo, Col., vhf Ch. 5, represented by Avery-Knodel; KEYT (TV) Santa Barbara, Calif., vhf Ch. 3 station to be affiliated with all four networks, represented by George P. Hollingbery Co., and WHIZ-TV Zanesville, Ohio, uhf Ch. 50, represented by John Pearson Co.

NEWEST PERMITTEES START PLANNING

HOW soon will last week's 29 newly-granted TV stations get on the air?

Here is what they told B•T:

A two month starting date for the new vhf Ch. 3 station at Harrisonburg, Va., has been set by Frederick L. Allman, president of Shenandoah Valley Broadcasting Corp., licensee of WSVA there. He said RCA equipment will be used and Devney & Co., WSVA representative, also will act for the TV outlet. WSVA is with NBC, with whom negotiations will be started for TV, Robert B. Harrington, commercial manager, said.

Beverly M. Middleton, president of WHKP-TV Hendersonville, N. C., uhf Ch. 27 grantee, told B•T that she expects the station to be on the air by midsummer. Equipment has been on order from RCA since December, she said, and a 400 ft. Lehigh tower is in storage. National representative is Headley-Reed.

Sam Booth, general manager of WCHA Chambersburg, Pa., said the target date for his new uhf Ch. 46 station is late summer. Equipment is to be RCA and national representation is to be by Forjoe & Co.

A. Hartwell Campbell, manager of Carolina Broadcasting System, for which FCC has assigned WNCT (TV), vhf Ch. 9 grantee in Greenville, N. C., told B•T Friday that the contemplated starting date is estimated at Sept. 1. RCA equipment and a Skyline tower will be used. John E. Pearson will represent the station. Mr. Campbell said network affiliation was not definite right now.

Allen M. Woodall, president and general manager of WDAK Columbus, Ga., one of the three participants in the merged uhf Ch. 28 grant for Columbus, said the station probably would go on the air by Sept. 15 and will be RCA-equipped. Network affiliation and national representative will be decided shortly, he said.

Charles Truitt, manager of WBOC Salisbury, Md., uhf Ch. 16 grantee, said the on-the-air date is set for Oct. 1. Network will be CBS-TV, he said.

Aim For Oct. 1

A. J. Bauer, general manager of WINK-TV Fort Myers, Fla., vhf Ch. 11 permittee, said that the contemplated starting date is Oct. 1. He reported that RCA equipment is specified and that Weed Television will handle representation.

Ralph D. Epperson, general manager of WPAQ-TV Mount Airy, N. C., said the starting date for uhf Ch. 55 will be this fall. Network, representative and equipment are not set.

Richard Lewin, general manager of KTRE Lufkin, Tex., said that the vhf Ch. 9 station would be on the air by Nov. 1. O. L. Taylor represents KTRE. TV network affiliation has not yet been negotiated. Conversations are going forward with several manufacturers on equipment, Mr. Lewin said.

A. R. Hebenstreit, owner of KGGM-TV Albuquerque, N. M., said target date for

SEE IT HEAR IT PLAY IT

Goes Anywhere
Records Anywhere
Plays Back Anywhere

CUB ORDER

Goes Anywhere
Records Anywhere
Plays Back Anywhere

Be sure to see this

IMPORTANT HIGHLIGHT

while attending the

Radio Engineering Show

The recently introduced, widely publicized, completely portable, battery-powered recorder that signals a new era in the exchange of audible human expression.

On display for complete demonstration

HOTEL BARCLAY

Just around the corner from the I.R.E. Show

111 E. 48th Street New York, N. Y.

Morning, Noon or Night

Monday, March 23rd through Thursday, March 26th

MOST USEFUL, FULLY PORTABLE RECORDER FOR A STATION

Record interviews and events aboard ship, train or plane, independent of power lines • Accident and disaster coverage • Public opinion interviews • Man-on-the-street programs • Cross country sporting events • Expeditions and explorations • Police manhunts • Protection recordings on remote broadcasts • On-location interviews with V.I.P.s • Foreign correspondents.

IF YOU MUST MISS THE I.R.E. SHOW, WRITE FOR FURTHER INFORMATION

ECTRO, INC.

FORMERLY CIRO CAMERAS, INC.
Delaware 1, Ohio
Export Division: 25 Warren Street, New York 7, N. Y.
Cable Address: Ectroparts, New York

operation on vhf Ch. 13 is Nov. 1 but that studio construction would begin immediately. The antenna will be located on Sandria Crest, at a 10,000 ft. elevation, making it one of the highest locations in the country, he reported. Weed Television will be representative. KGGM is a CBS-TV affiliate.

A. L. Tedesco, general manager of WCOW-TV St. Paul, Minn., told B•T that telecasting on uhf Ch. 17 is set for Nov. 15. He plans use of DuMont equipment. John E. Pearson Co. will be national representative.

Sets Year End

Wilton Cobb, general manager of WMAZ Macon, Ga., asserted that he hoped to have the new vhf Ch. 13 station, technically located Warner Robins, Ga., not far from Macon, on the air by the year's end. Equipment negotiation is now underway and a contract will be let shortly, it was stated. WMAZ is affiliated with CBS-TV and the Katz Agency is national representative.

Art Mosby, president of KGVO-TV Missoula, Mont., grantee for vhf Ch. 13, said a target date is set for spring of 1954. National representative will be Gill & Perna Inc.

NCAA TV Group Sets Meet This Week in Kansas City

NATIONAL Collegiate Athletic Assn.'s 1953 television committee will meet at the Hotel Muehlebach in Kansas City Thursday through Saturday to lay the foundation for NCAA's 1953 TV plan.

The group voted at its annual convention in Washington last January for a limited program of college football telecasts as was in effect last year. In 1952 NCAA permitted national television coverage of one college game a week, which was carried over NBC-TV.

NCAA said it has sent invitations to networks, advertising agencies, sponsors and "other interested groups" to meet with the committee on Saturday and offer their advice, suggestions and recommendations.

Network representatives who have notified NCAA that they will attend Saturday's session are Judson Bailey, CBS-TV sports director; Chris Witting, managing director of DuMont TV Network; Tom MacMahon, DuMont director of sports, and Tom Gallery, NBC manager of sports.

Woolley Leaves KDYL

EASTON C. WOOLLEY, executive vice president of KDYL-AM-FM-TV Salt Lake City, has resigned from Intermountain Broadcasting & Television Corp. Mr. Woolley had been with the stations nearly two years. He previously had been station relations director of NBC and had helped set up NBC's television network. He had joined NBC in 1933. He joined WWJ Detroit as general manager in 1935. After 14 months at Detroit he returned to NBC.

WBKB (TV) Schedule Plans

WBKB (TV) Chicago will revamp its daytime programming schedule March 30, John Mitchell, ABC vice president and WBKB general manager, said last Wednesday.

The new schedule will emphasize news, weather and service information and will shift some shows from WBBM-TV, which assumed the old WBKB Ch. 4 as part of the CBS purchase of the Balaban & Katz facilities.

YOU MIGHT COAST A MILE IN 66 SECONDS*—

BUT...



YOU WON'T GET FAR IN WESTERN MICHIGAN WITHOUT THE FETZER STATIONS!

If you want to break sales records in Western Michigan, climb aboard the Fetzer pacemaker—WKZO-WJEF in radio, WKZO-TV in television.

WKZO-WJEF RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's outstanding radio values. Together, they deliver 57% more Kalamazoo and Grand Rapids listeners than the next-best two-station choice in these two cities—*yet cost 20% less!* Rural audiences are BIG, too. 1949 BMB figures credited WKZO-WJEF with a 52.9% increase over 1946 in unduplicated *nighttime* audience, a 46.7% *daytime* increase, and there is good reason to believe similar gains have been registered since 1949.

WKZO-TV

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It delivers an excellent picture to more than a quarter-million TV homes in 28 Western Michigan and Northern Indiana counties—a bigger *television* market than Rochester, New Orleans or Seattle! The October 1952 Videodex Report proves that WKZO-TV gets 106.1% more afternoon viewers—*and 213.4% more evening viewers*—than Western Michigan's other TV station! Get all the Fetzer facts, *today*. Write direct or ask Avery-Knodel.

**In 1946, the Republic Miners ran four one-mile heats at Lake Placid in 4:24.3 for an average of 66 seconds per mile.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Gaines Joins General Teleradio As V. P. of WOR AM-TV

Vacates NBC post of vice president of owned and operated stations; Charles Denny takes over.

JAMES M. GAINES resigned as NBC vice president for owned and operated stations last week to take over, effective today (Mon.), as vice president and a director of General Teleradio Inc. in charge of its WOR-AM-TV Div.

At NBC, the company's five radio and TV stations and its national spot sales department, which in the past have reported to Mr. Gaines, will now report to Charles R. Denny, vice president for owned and operated stations, public relations and staff engineering, under whom Mr. Gaines served.



Mr. Gaines

In his new post, Mr. Gaines will be operating head of WOR-AM-TV in a capacity paralleling those of the operating chiefs of General Teleradio's Don Lee and Yankee network divisions.

His election as a vice president and board member of General Teleradio was announced by President Thomas F. O'Neil. General Teleradio, the radio-TV subsidiary of General Tire & Rubber Co., also owns controlling stock interest in Mutual.

During Mr. Gaines' tenure, the NBC O&O division developed into the largest revenue-producing division of the company, and the owned stations became the most profitable group in the country, it was pointed out.

The WOR stations, since the resignation of Theodore R. Streibert as president several months ago, have had separate managers. Warren Wade has been manager of WOR-TV, while William H. Fineshriber Jr. served as executive vice president in charge of WOR as well as executive vice president of Mutual until he resigned to join NBC as vice president and general manager of the radio and TV networks early this month.

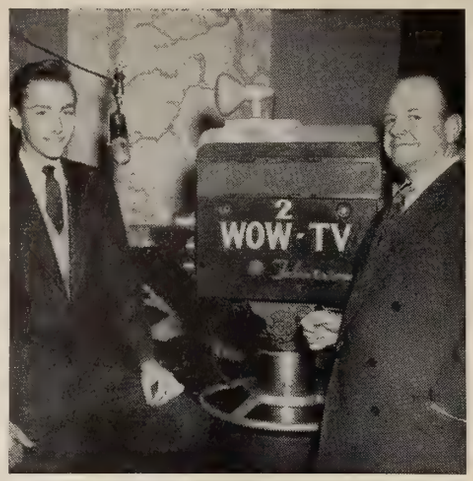
Frank White Tours NBC Chicago; Meets Staff

NBC PRESIDENT Frank White last week wound up a series of informal "get acquainted" sessions arranged by the network's stations relations department with affiliates in different cities.

Mr. White met in Chicago with 30 executives representing NBC midwest affiliates at the Drake Hotel last Monday. He also inspected NBC Central Div. radio-TV facilities, and watched a closed circuit demonstration displaying talent on Chicago-originated programs.

Network and affiliate problems were discussed informally, with talk centering around the network's loss of Texaco Co. as sponsor for Milton Berle's *Star Theatre* on NBC-TV and switch of one or two programs to CBS, it was understood.

The meetings have been arranged by Harry Bannister, NBC vice president in charge of stations relations.



STUDIO TOUR is given John J. Gillin III (l), son of the late John J. Gillin Jr., former president of WOW Omaha, by Fred Ebener, sales manager of WOW-TV. Young Mr. Gillin is a student at Creighton preparatory school. Bill and Johnnie Gillin, cousins, were incorrectly identified as sons of the late Mr. Gillin in a recent B•T picture.

Broadcasters to Work On Cancer Fund Drive

PLEDGES of all-out industry support to the 1953 fund raising campaign of the American Cancer Society indicate that the nation's radio and TV broadcasters will do even more than in previous years to enlist the public in the fight against the "Number One Killer."

William B. Lewis, president of Kenyon & Eckhardt, chairman of the volunteer radio and television steering committee, reported last week that response from station and network officials indicates thousands of "Fight Cancer" messages will be broadcast during April, the campaign month.

Advertisers and agencies also are cooperating generously, Mr. Lewis said, by arranging for cancer announcements to be included in their sponsored programs and, in a number of cases, integrating cancer information into the programs as a major or minor dramatic theme. Writers and producers contacted by the committee have been cooperative, he said, in developing techniques and procedures for this integration.

Radio and TV stations already have received special kits prepared by Walter King, director of radio and television for ACS, and his staff.

Crosley Names Moore

GEORGE MOORE, former sales manager, WLTV (TV) Atlanta (now WLWA (TV)), has taken charge of the new Crosley Broadcasting Corp.'s national sales office in Atlanta, R. E. Dunville, president, Crosley Broadcasting, announced last week. Mr. Moore will service national and network business for WLWA. Mr. Moore, a native of Atlanta, was on the sales force of WLWT (TV) Cincinnati in 1951.

Idella Grindlay to WABC-TV

IDELLA S. GRINDLAY, formerly with NBC and Mutual, and more recently with the Eisenhower-Nixon campaign headquarters as executive assistant to the radio-TV head of the campaign for the Kudner Agency, last week was appointed station operations manager of ABC's WABC-TV New York.

KTHS Sets April as Target For Power Boost to 50 kw

KTHS Little Rock, Ark., one of the few radio stations granted an increase to 50 kw in recent years, tentatively has set April as the date for operation on maximum power, according to B. G. Robertson, general manager. Effective June 15 KTHS will become a CBS Radio affiliate [B•T, Feb. 2]. It currently is an ABC outlet.

Mr. Robertson said station coverage will be expanded on a five-to-one basis to include all Arkansas and sections of adjoining states. The station's physical layout is completely new. Studios are in the KTHS Bldg., 313 Main St., Little Rock, with the transmitter at nearby Wrightsville.

KTHS president is W. H. Bronson, and Henry B. Clay is executive vice president. The station is licensed to Radio Broadcasting Inc.

Jack Wolever, assistant manager and program director, plans a diversified schedule. The newsroom staff is headed by Bill Neel, several



Mr. Robertson



Mr. Clay

years assistant news editor at KWKH Shreveport, La. AP and UP wires are supplemented by a direct line to the U.S. Weather Bureau.

Directing the farm department is Marvin Vines, who has been doing similar work in Missouri. The department maintains contact with Agricultural Extension Service, the state university, other agricultural colleges, county agents and farmers.

Current CBS Radio affiliate in Little Rock is KLRA. No plans have been announced for KLRA affiliation when KTHS goes on CBS.

Ford Fund Approves Children's TV Show

FORD FOUNDATION trustees have renewed approval of the foundation's TV-Radio Workshop and approved production of a children's TV show as well as resumption, if the Workshop deems it desirable, of its 90-minute *Omnibus* series next fall.

Robert Saudek, workshop head, said the *Omnibus* outlook is currently under consideration, with indications good that it will be produced again next fall. Possible changes in format also are under study, the workshop's concern being that next season's series, if presented, should not be a "warmed over" version of this year's.

The 36-week run of this year's *Omnibus*, presented Sunday afternoons on CBS-TV, will end May 3. The program for some time has had its full complement of sponsors—five—which means the workshop is getting back its full production costs except for the few weeks before the program was fully sponsored. Production costs run to about $55,000 a week (exclusive of agency commission), and each sponsor pays approximately $11,000 of these, aside from CBS-TV's time charges.

Nature of the workshop's projected children's show has not been determined.

KONA-TV Off Air; To Sell at Loss

KPOA and KGU Honolulu to ask FCC permission to buy four-month-old station, second in Hawaii.

FIRST TV station owner to sell at a loss is Herbert M. Richards, principal owner of KONA-TV Honolulu, which closed down last week for 30 days with FCC approval.

Control of Radio Honolulu Ltd., grantee of KONA-TV, is being jointly bought by KPOA and KGU Honolulu, with the transfer-of-control application due to be filed with the FCC in a few weeks.

KPOA is owned by J. Elroy McCaw and John D. Keating. The *Honolulu Advertiser* owns KGU.

In order to obviate any possible difficulties with FCC on the question of two AMs owning a TV station, Messrs. McCaw and Keating have agreed to sell KPOA within a reasonable time.

The two Honolulu radio station interests are paying Mr. Richards $80,000 for his 10,000 shares of $10 par value voting stock in 10-year debentures. The debentures will bear 5% interest after the first four years. They are also assuming Mr. Richards' stock subscriptions in the amount of about $200,000. Debt of $14,200 owed by KONA-TV to Mr. Richards will be repaid at the rate of $3,000 per month after $150,000 in bank notes are repaid, it was agreed. The new owners also will lend the station $15,000 until the FCC acts on the transfer application.

KONA-TV, the second TV station in Hawaii, went on the air Dec. 15, 1952. It was operating on Ch. 11 with 5 kw visual power from Ala Moana Blvd. and Piikoi St. Last week, KONA-TV requested, and the FCC approved, a 30-day shutdown "for technical adjustments." Station got its CP, which calls for 125 kw, in October 1952.

The following are officers and major stockholders, all holding Class A non-voting common stock, except for Mr. Richards.

Walter H. Dillingham, president, 500 shares.
Herbert M. Richards, executive vice president, 15,000 shares (all of voting stock).
Arthur E. Varner, vice president, 1,000 shares.
Maurice R. Barnes, vice president.
William A. Cottrell, secretary, 1,000 shares.
Albert J. Cantrelle, treasurer, 250 shares.
Jerry Nishiki, 1,250 shares.
King W. Chapman, 1,763 shares.
Lester Irish, 5,000 shares.

The station is managed by George H. Bowles, former owner of KGB San Diego, KDB Santa Barbara, KTAB Oakland (now KSFO San Francisco), all California, and WGHB Clearwater, Fla.

On Jan. 14, Radio Honolulu Ltd. issued a prospectus soliciting subscriptions to 30,000 shares of Class A common non-voting stock at $10 par. The prospectus said $9.25 per share was to go to the company, with the other 75 cents for sales costs and commission.

The prospectus included an estimated balance sheet for Nov. 12, 1953, incorporating proceeds from the prospective $300,000 stock sale, showed total current assets of $335,674.71 (of which $223,054.71 was cash), total fixed assets of $331,866.59 and deferred charges of $72,996.44. Liabilities were listed as $219,615.22, of which $56,367.22 was listed as current.

The prospectus also indicated that the original capitalization of the company was 50,000 of Class A common non-voting stock at $10 par, and 25,000 of regular common voting stock at $10 par. Issued were 7,557 shares of regular common voting stock at $10 par. This was to be converted into non-voting shares, except for 351 to be retained by Mr. Richards.

When KONA-TV was granted its CP, it was conditioned on Mr. Richards disposing of a stock interest in the Honolulu Star-Bulletin Ltd., publisher of *Honolulu Star-Bulletin* and 25% owner of KGMB-AM-TV Honolulu.

In addition to their ownership of KPOA, Messrs. McCaw and Keating also jointly own KILA Hilo, T. H., and KYA San Francisco. Mr. McCaw personally owns KORC Mineral Wells, Tex.; 50% of KELA Centralia, Wash.; 34% of both KYAK Yakima and KALE Richmond, Wash.; and 20% of KLZ Denver, Colo. Mr. Keating is one-third owner of Northwest Television & Broadcasting Co., applicant for Ch. 12 in Portland, Ore.

Both KPOA and KGU are competing applicants for Ch. 4 in Honolulu. It is understood that those applications will be dropped upon FCC approval of the purchase of KONA-TV. It is also believed that the new KONA-TV owners may seek to switch the station from its present Ch. 11 to Ch. 4. Last fall KGU accused KPOA of bad faith in filing for the same Ch. 4 on which the *Advertiser* station had filed [B•T, Oct. 6 and Sept. 1, 1952].

First TV station in the Honolulu market was KGMB-TV. It began operating Dec. 1, 1952 on Ch. 9. Pending are five TV applications, but two of them are those of KPOA and KGU.

Handling transfer are Washington counsel A. Harry Becker for KPOA, Reed Rollo for KGU, and Maurice R. Barnes, for KONA-TV.



SPONSORS LOVE TO BE LURED WITH **SESAC** SALES AIDS!

Colorful *sales brochures,* for you to use with your rates and call letters filled in, describe SESAC's network-quality shows to your prospective sponsor. Sample shows on *audition discs* demonstrate just how his show will sound. Letter after letter from subscribers tells us that the sponsor sees . . . hears . . . and he's *SOLD!* SESAC Transcribed Library Sales Aids will land the big sponsors for you, too!

The Library includes over 4,300 varied musical selections by the finest artists, salable scripts, program notes, and a catalog of bridges, moods and themes. SESAC is a *complete* transcription service—the *lowest-priced* in the field.

Write for Details

SESAC TRANSCRIBED LIBRARY

475 Fifth Avenue, New York 17

Visit **SESAC** *Headquarters* **NARTB** *Convention Biltmore, Los Angeles April 28-May 1*

WHEN (TV), WBTV (TV) BOOST POWERS

TWO pre-freeze TV outlets, WHEN (TV) Syracuse and WBTV (TV) Charlotte, N. C., boosted their power in the past 10 days.

WHEN (TV) Syracuse increased its effective radiated power to 190 kw visual, 100 kw aural, March 7, culminating a $300,000 project which began late last summer.

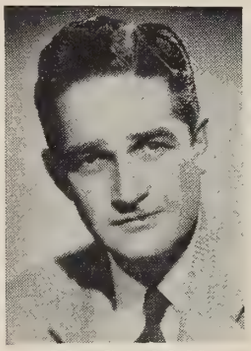
For the last three months the station has been operating with 50 kw visual ERP. A 20 kw amplifier built in GE's Syracuse Electronics Park plant and the first from its production line was installed at WHEN's Sentinel Heights transmitter to make the power increase possible.



Mr. Adanti

Paul Adanti is general manager of the Meredith-owned station, operating on vhf Ch. 8, which now expects its coverage will be expanded beyond a former perimeter that included Rochester, Watertown, Utica and Ithaca—a 70 mile radius.

WBTV (TV) Charlotte's ERP of 16.3 kw visual was increased March 9 to 50 kw visual. Charles H. Crutchfield, executive vice president and general manager of WBT and WBTV, said an investment of $125,000 was necessary for the present power step-up.



Mr. Crutchfield

The vhf Ch. 3 station will go to the maximum allowable power of 100 kw within about 60 days, as soon as the necessary antenna equipment arrives.

M. J. Minor, chief engineer, said the power increase to 50 kw will mean a noticeable improvement in picture quality in the station's fringe reception areas, about 75 to 125 miles from its Spencer Mountain transmitter.



KEYS to St. Petersburg are given Dr. Allen B. DuMont (2d l), by Mayor Samuel G. Johnson. Present are Major George Robinson (l), manager, WSUN St. Petersburg, and E. C. Robinson (r), president of the Chamber of Commerce there. Dr. DuMont was cited for his pioneering work in television. Dr. DuMont spoke at a TV conference in Tampa.

WTAG Names Christal

DAYLONG presentation program Saturday preceded appointment by WTAG-AM-FM Worcester, Mass., of the Henry I. Christal Co. yesterday (Sunday) as national representatives. Henry I. Christal and Irvin Gross headed a group of 15 from the representative firm. WTAG executives included Herbert L. Krueger, vice president-general manager; Robert J. Brown, commercial manager; Richard L. Gravel, local sales manager; Bernard J. LaPlante, research and sales promotion; A. J. Brissette, program manager; Andrew C. Fuller, community service director; Prof. H. H. Newell, consulting engineer and E. A. Browning, chief engineer.

WSDC Remote Studios

THREE-HOUR stage show marked opening of auxiliary studios for WSDC Marine City, Mich., on the mezzanine of the Jewel Theatre in nearby Mount Clemens. Show attracted a paid audience of 1,500 persons, with another theatre nearby opened to handle an overflow crown of 1,000.

KTUL Dramatization

KTUL Tulsa alarmed several listeners during a "Brotherhood Week" contest among radio stations in that city when it redramatized via tape recording a 1947 tornado disaster which took place in the Woodward, Okla., area, and the station's part in covering the disaster, together with the "brotherhood" displayed by religious and other groups in aiding the tornado victims. A realistic bulletin aired by KTUL News Director Jack Morris, describing the extent of deaths, injuries and damages, startled a number of listeners who had tuned in late and did not know the bulletin was simulated.



Mr. Morris

Chattanooga TV Workshop

SOUTHERN Television Inc., applicant for vhf Ch. 12 in Chattanooga, is releasing a brochure on conclusions reached at its TV workshop on "Television Programming in the Public Interest." Presented as a public service for all members of the community, the workshop featured speakers representing all television interests, and officers of Southern Television Inc.



DISCUSSING the newly re-franchised Baltimore Colts in the National Professional Football League at a special meeting of the Baltimore Advertising Club are (l to r) John Surrick, vice president, WFBR Baltimore; Armand Grant, assistant general manager and director of sales for WAAM (TV) Baltimore; Jake Embry, sales manager, WITH Baltimore; Bert Bell, football league commissioner, and William McMillan, attorney for Baltimore football interests.

Spot Rate Estimator

NEW, revised edition of Free & Peters' "TV Spot Rate Estimator," which through dial turnings will show accurate gross cost estimate for almost any TV spot situation, now is being distributed nationally to advertisers and agencies. Lloyd Griffin, F & P vice president in charge of TV, in announcing the new edition of the estimator, pointed out that it shows a 35% rise in TV homes in 62 established markets during the past year, whereas TV spot advertising costs in those markets have risen only 15%.



ARCHITECTS: VOORHEES, WALKER, FOLEY AND SMITH, NEW YORK; CONTRACTORS: BRYANT AND DETWILER, DETROIT; STEEL FABRICATED AND ERECTED BY WHITEHEAD & KALES COMPANY, DETROIT

SPIDER WEB OF STEEL—The picture above would make a good subject for a guessing game. What does it show? . . . Gargantuan umbrella? . . . Ferris wheel? . . . The fact is, those arms you see that radiate like spokes are large Bethlehem steel beams, tied together by smaller Bethlehem beams forming concentric rings. The entire structure is the framework for a 100-foot-diameter dome covering a portion of the Ford Motor Company's new engineering building, under construction at Dearborn, Michigan. This unusual example of steel construction has many elements of interest. Most significant is the way it illustrates the adaptability of steel, how well steel lends itself to the solution of so many problems in construction and design.

BETHLEHEM STEEL

ANA MEET STARTS WEDNESDAY; AGENDA INCLUDES TV SESSION

Television will be a major topic at the three-day session, which will bring together national advertisers and speaker-experts from all advertising branches. Network speakers are Frank Stanton, CBS president, and Frank White, NBC president.

TELEVISION is being given a session all to itself at the 44th spring meeting of the Assn. of National Advertisers to be held Wednesday through Friday at the Homestead, Hot Springs, Va. [AT DEADLINE, March 9].

Friday afternoon TV session will open with two off-the-record talks given by network presidents: Frank Stanton of CBS will talk about television's cost to the advertiser and its contribution to the sponsor; Frank White of NBC will discuss the joint responsibility of the advertiser with the broadcaster for TV programming. This part of the meeting will be open only to ANA members and invited advertiser guests.

Commercials will be discussed in the second and open part of the Friday afternoon session. Arthur Bellaire, head of radio and TV commercial copy for BBDO, will discuss the problem of reducing costs of TV commercials while increasing their impact. He will cite specific successful accomplishments.

George Nelson, Nelson Ideas, Schenectady, N. Y., will concentrate on one type of broadcast commercial—the jingle. He will illustrate his talk with examples of jingles which have sold goods when used on radio and TV. E. W. Ebel, director of advertising, General Foods Corp., and chairman of the ANA radio and TV steering committee, will preside over the session.

Session on Management

The spring meeting will get under way Wednesday morning with a session on the improvement of advertising management leading to greater company profit.

George B. Park, manager of advertising and sales promotion of General Electric Co.'s marketing services division, will serve as chairman for this session, which will include talks by Dr. Richard G. Gettell, chief economist of Time Inc., on "The Economics Inherent in the 1953 Marketing and Advertising Picture"; Marvin Bower, partner, McKinsey & Co., management consultant, on "Advertising Organization and Approach for Today's Competitive Markets;" Mr. Park on "How the GE Management Has Positioned Advertising to Gain the Greatest Benefit from Its Resources and Skills;" Robert J. Keith, vice president, Pillsbury Mills, on "A Practical Idea to Help Coordinate Advertising and Other Management Functions;" Charles L. Whittier, vice president (retired), Young & Rubicam, on "Organization Alone Won't Do the Trick—Advertising Needs That Creative Spark."

New frontiers for advertising will be discussed at the Wednesday afternoon session, to be chairmanned by George J. Abrams, advertising manager, Block Drug Co.

During this session, Richard D. Crisp, director of marketing research, Tatham-Laird Inc., will describe a new way to screen advertisements to secure the greatest impact; Dr. Joel Dean, Joel Dean Assoc., will discuss right and wrong ways for arriving at an advertising budget; Mrs. Lucille Goold, vice president, Hewitt, Ogilvy, Benson & Mather, will talk about (and from) the woman's point of view; Dr. Ernest Dichter, president, Institute for Research in Mass Motivations, will ask "Is your advertising talking yesterday's language?"

Case histories of successful campaigns will be given Thursday morning: Minute Rice by H. M. Cleaves, marketing manager of associated products for General Foods Corp.; Estate Stoves by L. W. Selmeier, director of advertising and sales promotion, RCA Estate Appliance Co.; Blensol by Jack Dowd, president, Dowd, Redfield & Johnstone; Miller High-Life Beer by Vernon S. Mullen Jr., advertising manager, Miller Brewing Co.; "Order-matic" selling of socks by George Guglielmone, vice president, Esquire Socks; pre-planning industrial advertising by J. Stanford Smith, advertising and sales promotion manager, GE apparatus sales division. George Oliva, director of advertising, National Biscuit Co., and Carl J. Smith, assistant manager, advertising and sales promotion, Shell Oil Co., will be co-chairmen at this session.

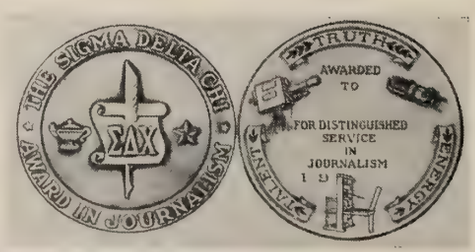
Three off-the-record topical sessions are planned for Thursday afternoon, each with a moderator and a panel of ANA members to serve as leaders in the discussions. TV apparently is going to be the major topic discussed, as four of the nine topics suggested by ANA deal with this medium.

A two-part session is scheduled for Friday morning, which will open with a panel on the problem of increasing public confidence in all advertising. Second part will be on public relations advertising. C. E. W. Stevens, advertising manager, Lockheed Aircraft Corp., and T. V. Fetherston, assistant manager, general publicity department, Union Carbide & Carbon Co., will describe the use of advertising in employe relations. Seward T. Salvage, advertising manager, Timken Roller Bearing Co., will report on the use of advertising to present company views on local and national issues.

MBS will provide entertainment for the annual dinner on Thursday.

NARTB Convention Additions

DAGE ELECTRONICS Corp., camera firm, will have an exhibit at NARTB convention in Los Angeles April 28-May 1, according to Arthur C. Stringer, manager of convention exposition [B•T, March 2]. AP also is planning reception facilities at the convention.



SIGMA Delta Chi bronze medallion for Distinguished Service in Journalism, with new reverse design (r) by Victor E. Bluedorn, executive director, shows symbols of television, radio and the press, and the fraternity's watchwords, "Talent, Energy and Truth." Front side (l) is unaltered.

50 STATIONS JOIN SRA SPOT CRUSADE

MORE than 50 radio stations signed as subscribers to the "Crusade for Spot Radio" [B•T, March 9, 2] by Wednesday, less than two weeks after the "Crusade" plan was announced by Station Representatives Assn., SRA reported.

In releasing the list of stations which will help finance the drive, SRA pointed up its plan for promotion of spot radio.

Stations which have joined include: WOOF Dothan, Ala.; WEAV WIRY Plattsburg, N. Y.; WMCA New York; WSPB Sarasota, Fla.; WDSU New Orleans; WCSC Charleston, S. C.; WGCM Gulfport, Miss.; WACO Waco Tex.; WSAV Savannah; WCAX Burlington, Vt.; KOEL Oelwein, Ia.; WDSM Superior, Wis.; WPTF Raleigh; WKLO Louisville; WTRC Elkhart, Ind.; WJNO West Palm Beach; WHIZ Zanesville, O.; WSTV Steubenville, O.; WKLA Ludington, Mich.; KUJ Walla Walla; WSAZ Huntington, W. Va.; WDBJ Roanoke; KMUS Muskogee, Okla; KWPC Muscatine, Ia.; WSYR WFBL Syracuse; WWDC Washington; WRAP Norfolk; WGBF WIKY Evansville, Ind.; WGBI Scranton; WQAM Miami; KIDO Boise; WLET Toccoa, Ga.; WBOW Terre Haute; WNAX Yankton; WKYB Paducah; KXOK St. Louis; WBNS WGBA Columbus, Ga.

KROS Clinton, Ia.; WTOL Toledo; KREM, KXLY Spokane; WFBR Baltimore; KRMG Tulsa; WIND Chicago; WCOA Pensacola; KLIX Twin Falls; WBNS Columbus, O.; KFJZ Fort Worth; WGAC Augusta, Ga.; WCMI Ashland, Ky.; KHMO Hannibal, Mo.

Reporting on station response to the Crusade at the SRA quarterly meeting Wednesday, John Blair, SRA president, told members they should be pleased with the requests from stations for information on how they can help. Many stations have offered to do all they can at the local level to contribute to national spot business, he said.

H. E. Cummings, radio station representative of Jacksonville, was elected to SRA membership. Members also voted to increase the number of directors from seven to eight and elected George E. Brett, vice president of The Katz Agency, as the new director.

N.Y. Forum Calls Rate Cuts 'Bad Business and Ethics'

RATE CUTTING was decried as bad business and bad ethics by a panel speaking Thursday evening at a forum session of the Radio & Television Executives Society, New York.

Panel members agreed that, although under-the-table rate cuts are reprehensible, rate adjustments are inevitable in a changing competitive situation and all right as long as they are published and made available to all clients.

T. F. Flanagan, managing director, Station Representatives Assn., said the rate-cutting situation was created by networks, who gave in to advertiser pressure over protests of affiliates. "The ethics of stations in all matters is far better than that of the networks, which should be setting the standards," he declared.

Mary McKenna, timebuyer, pointed out that when one buyer is given a special deal, exaggerated rumors of it circulate rapidly, making it difficult for the station to sell to other advertisers at any price. Gordon Gray, vice president, Goodwill Stations (WJR Detroit, WGAR Cleveland), blamed rate cutting on inexperienced station owners. "It's hard to sit still and lose business," he said, "and some people just can't do it, but will take business at any price."

The advertiser could stop rate cutting any time he really wants to, according to Robert Reuschle, sales representative of WHUM-TV Reading. Rate cutting, "far more than television, is killing radio by discouraging timebuyers . . ."



What did we do with Miss Hidden's money?

Miss Elizabeth Hidden lives in Redlands, California, and is a Professor of Education at the University of Redlands.

1. In 1949 Miss Hidden bought 100 shares of Union Oil stock. Last year she invested in 30 more shares, bringing her total to 130, which is our shareowner's average. By these purchases, Miss Hidden became one of the millions of American capitalists who own stock in American corporations. What did we do with her money?



2. Like the amounts entrusted to us by our 40,301 other shareowners (half of whom are women), Miss Hidden's money has gone mainly into new "tools" for our business—things like drilling rigs, pipe lines, refinery equipment, and into our research laboratories and the work we do in developing new wells. All these things take money.

3. Because we put Miss Hidden's money to work in these productive ways, we were able, under the American system of free enterprise, to *earn something* with it. That is, we made a profit. Miss Hidden participated in this profit, along with our other shareowners. In 1952 she received dividends amounting to $260. She could sell her stock at any time, but chooses to remain a part owner of our business.



4. This example shows how most American industry is financed today. It also illustrates one of the great and fortunate facts of our economic system. In investing with us, Miss Hidden is of course considering her own personal interests. But at the same time she is helping in the vital development of U. S. oil resources, the expansion of refining facilities, the making of new jobs, the increase of worker income, and the creation of more and better petroleum products for everyone. She is contributing to a higher standard of living and to a stronger America.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

ABC LINES UP NEW BUSINESS; WORKS ON ADDITIONAL PLANS

ABC, showing new business spark because of its merger with UPT, signs Pepperell for Coronation coverage; sells WABC show to Knickerbocker; prepares "ABC Album" series; picks up Hickman show, and continues quest for more talent. Physical plant grows and more affiliates join.

REJUVENATED ABC was bustling last week with both plans and new business:

• Although details remained to be worked out, the network lined up a sponsor for at least its radio coverage of Queen Elizabeth's Coronation June 2—Pepperell Mfg. Co. (sheets and fabrics).

• What was described by ABC spokesmen as the largest amount of local time ever sold to a single TV sponsor was sold by ABC's New York key television outlet, WABC-TV, 11 p.m. to midnight—Monday through Friday —to Knickerbocker beer.

• Even before the Knickerbocker-WABC-TV contract, which was reported unofficially to approximate $750,000 a year, officials announced that during the month since the merger of ABC and United Paramount Theatres, $4.5 million in business had been placed on the network's owned and operated radio and TV stations—high mark for any month in the network's history.

• Details of ABC-TV's ambitious *ABC Album* dramatic series [B•T, March 9] were being set, and plans were afoot for the launching of a comparable radio series, both to start in April.

Construction Underway

• Construction was underway on new ABC executive quarters on the fourth floor at 7 W. 66th St. in New York, with completion slated by the end of this month, while preparations were being made for remodeling the former Eagles Bldg. in San Francisco, in a project expected to cost at least $1 million and tentatively due for completion early in 1954, to house all ABC San Francisco operations.

• Expansion of network facilities continued, with announcement of two new radio affiliates, effective next month, bringing the radio total to 363 stations. ABC-TV affiliates' total, expanded by the addition of 14 stations a fortnight ago [B•T, March 2], stands at 95.

• AB-PT President Leonard H. Goldenson, ABC President Robert E. Kintner, Executive Vice President Robert H. O'Brien, Programs and Talent Vice President Robert M. Weitman, and Engineering and General Services Vice President Frank Marx were set to leave New York on Thursday (March 19) on an "extended" trip to the West Coast in quest of new talent and to inspect ABC facilities, and, for new officials to get acquainted with employes in Chicago, San Francisco, and Los Angeles.

• In the TV network new business line, ABC picked up General Cigar Co.'s *Herman Hickman Show*, currently seen on NBC-TV on Friday nights. Show will move to ABC-TV and be seen Sundays at 6:30-45 p.m. EST, effective March 29.

Details of the contract for Pepperell sponsorship of ABC radio's coverage of the Coronation in London were not complete on the number of hours to be provided, but it was thought that coverage would start about 5:30 a.m. on June 2, day of the Coronation. Benton & Bowles, New York, is the Pepperell agency.

The projected Knickerbocker late-evening show on WABC-TV will be a "star studded" series, officials said. Although the identities of its stars were not officially announced, it was understood they would include Jimmy Blaine, Ray Malone and Betty Anne Grove, plus two guest stars each night. Plans for the program were announced by Slocum Chapin, ABC vice president for owned stations and general manager of WABC-TV, after the contract was signed by President Kintner of ABC, and Trevor Adams, WABC manager; Frederick M. Linder, president of Jacob Ruppert Brewery (Knickerbocker beer), and Milton Biow, chairman of the Biow Co., agency for Knickerbocker.

Of the approximately $4.5 million in sales by ABC's owned radio and TV stations during the month between Feb. 9 and March 9, "the greatest volume . . . can be attributed directly to the strengthened position of the ABC radio and TV networks as a result of" the ABC-UPT merger, Ted Oberfelder, vice president in charge of owned radio stations, and TV Owned Stations Vice President Chapin announced jointly. Merger was effective Feb. 9.

The $4.5 million consisted of around $1,250,000 in national spot business placed on the owned radio stations (WABC New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles, and KGO San Francisco) and $3,250,000 placed on the owned TV outlets (WABC-TV New York, WBKB (TV) Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, KGO-TV San Francisco), Messrs. Oberfelder and Chapin reported.

The new *ABC Album* TV series is scheduled to be seen Sundays at 7:30-8 p.m. EST, starting April 12.

Each of the half-hour shows, it was said, might be used as the basis of a series in itself.

Authorities said *Album* would offer the viewer "a taste" of all types of drama and other entertainment that the network regards as attractive to the public, without relying on contrived situations or concentrating on one or two themes.

They cited the *Album* plans as being in line with the network's programming objective of developing a variety of program types, to provide a wider scope of appeal for both advertisers and the public. The signing of George Jessel for his exclusive radio and TV services as a producer and a performer [B•T, March 9] was described as another important move in this direction as the network undertakes to achieve competitive status alongside other radio-TV networks.

Stage and screen actor Donald Cook will serve as m.c. for the entire *Album* series, production costs of which were placed at $12,000 to $18,000 per show.

The opening program, on April 12, will feature actor Paul Douglas in *Justice*, based on case histories in the files of the legal aid society, while the second will present child actor Brandon de Wilde in *Jamie*, the story of an orphan. Stars slated for appearance in later productions include Alan Mowbray, Allen Jenkins, Walter Slezak, and others.

The *Album* shows will originate from New York and Hollywood, some live and some specially filmed. Herb Brodkin will be executive producer for the series, while Hollywood production will be under the supervision of Cecil Barker, ABC program production manager for the Western Div.

Details of a radio counterpart to *Album*, to be known as *ABC Caravan*, still are being developed. It, too, will be a half-hour show and is scheduled for Friday nights, probably starting April 17.

New Offices

In the construction field, new offices for ABC's top executives—currently in the RCA Bldg.—are slated for completion by March 31. They comprise the fourth floor of the ABC quarters at 7 W. 66th St., New York, which also consists of main, mezzanine, second, third and fifth floors and penthouse.

The Eagles Bldg. in San Francisco, where ABC operations in that area ultimately will be consolidated, is described as excellently designed for radio-TV use, consisting of four stories with mezzanine and having a main-floor auditorium to be used as a TV audience studio.

The new radio affiliates announced by the network last week are WAPO Chattanooga, a 5 kw daytime and 1 kw nighttime outlet on 1150 kc, which effective April 7 will replace WDEF in the ABC lineup, WDEF switching to NBC; and WHKP Hendersonville, N. C., a 250 w station on 1450 kc, which will be added to the ABC network effective April 1.

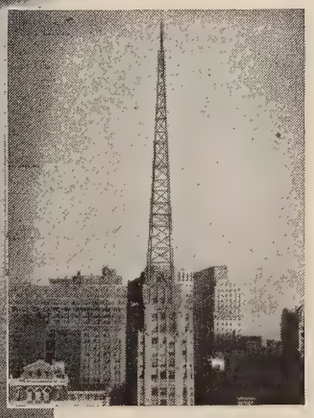
WAPO is owned by WAPO Broadcasting Service, with R. G. Patterson as general manager. WHKP is owned by Radio Hendersonville Inc., with Kermit Edney as manager.

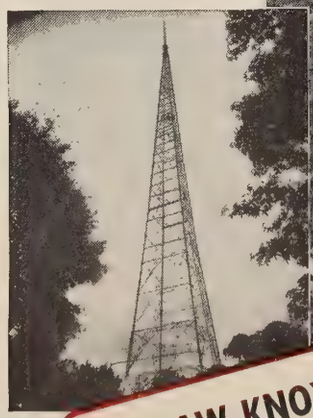


ABC RADIO Stations Advisory Committee, meeting in New York Feb. 27 for the first time following ABC-United Paramount Theatres merger, included (l to r): Seated, Robert E. Kintner, ABC president; Roger W. Clipp, WFIL Philadelphia; Leonard H. Goldenson, AB-PT president; Harold V. Hough, WBAP Fort Worth; Edward J. Noble, AB-PT finance committee chairman; standing, Robert M. Weitman, programming and talent vice president; Robert H. O'Brien, executive vice president; Robert H. Hinckley, vice president in charge of the Washington office, Frank Carman, KUTA Salt Lake City; T. B. Lanford, KRMD Shreveport; Verl Bratton, WKTY La Crosse, Wis.; A. D. Willard Jr., WGAC Augusta, Ga.; J. P. Williams, WING Dayton, and Charles T. Ayres, ABC radio network vice president.

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NBC RAISES RATES ON TV PRODUCTION

Network's TV rate card revision for production facilities and services, effective March 28, includes separate rates for cameras, studio theatre usage.

A REVISION of its rate card for TV network production facilities and services, establishing a new format for such charges and boosting some of them, was announced by NBC last week, effective March 28.

Officials emphasized that it was the first such increase in 31 months as compared to "periodical" increases by some TV networks; that no increase is being made for certain facilities, and that the charges being raised still will be competitive with those of other networks. Further, they said, the increases largely are in areas over which the sponsor "has control"—and they urged advertisers to take advantage of this "control" by pre-planning with network authorities to cut down production costs.

Increases stemming from recent pay boosts for the National Assn. of Broadcast Engineers & Technicians and certain other price rises will become effective March 28 for all advertisers. Others will be applicable March 28 to new advertisers, with sponsors on the air as of that date getting the customary six months' protection.

Unveiled by William V. Sargent, assistant comptroller for the networks, and Edward Stegemand, program and production financial manager, the new card features separate rates for cameras and studio theatre usage.

Standard and premium rates—the latter applicable for camera usage prior to the eight-hour period before the end of a show—are set up for one, two, three and four-camera usage respectively. These gross hourly rates range from $275 standard or $300 premium for one camera to $425 or $470 for four. These include cameras, booms, technical director, technicians, monitors, and stagehands, the crew size being based on the number of cameras involved.

Changes in Per-Day Basis

Studio-theatre charges are on a per-day basis and range from $300 for Studio 6B to $1,350 for Center Theatre, both in New York. These rates, which are in addition to the regular hourly camera or dry usage charges, include two additional stagehands in four theatres, and for all theatres, as required and available, "normal use of the marquee, two additional monitors, big screen projector, one Dynabeam, page boy service, normal ticket printing and distribution, and public address system technician."

Dry-usage rates for the studio theatres range from $125 to $240 gross per hour, while the rate for all other studios is $100 gross per hour. These rates include use of studio and three stagehands, and, if required, services of floor manager and associate director for the period of usage. Breaktime in camera and dry usage will be charged at the rate of $100 gross per hour.

The NBC films studio rate will be $150 gross per hour, with a $75 minimum.

Among other services and facilities specified in the card, the gross charge for use of a mobile unit will be $1,250 per eight-hour day, portal to portal. This will include a maximum of three cameras, seven microphones, nine technicians, and one hour of camera usage at the point of origination. Additional hours of camera usage will be at $385 gross per hour.



SEQUENCES from new 20th Century-Fox motion pictures, will be telecast on Ed Sullivan's *Toast of the Town* on CBS-TV [B•T, March 9]. Two-year contract for the feature, also providing for guest appearances of the movie studio's star players, is signed by Charles Einfeld, (l), a vice president of 20th Century-Fox and Mr. Sullivan.

'Toast' Signs With MGM For TV Movie Releases

GROWING trend toward cooperation between motion picture and TV industries was apparent last week with announcement that CBS-TV's *Toast of the Town* and MGM have signed an agreement for a series of "miniature world premieres" of the film company's pictures as a regular feature of the Sunday night TV show.

A similar agreement was announced two weeks ago between *Toast of the Town* and 20th Century-Fox Film Corp. [B•T, March 9]. This move was considered a significant breakdown of a policy among larger motion picture companies against showing their films in any form on television.

AT&T to Add 1,200 Miles

NEW television circuits will be provided with the addition of 1,200 miles to present microwave radio relay networks in the Midwest, AT&T's Long Lines Dept. announced last Wednesday.

The projects involve Chicago-St. Louis links, scheduled for completion this fall, a 423-mile radio relay network extension, linking Chicago, Milwaukee and Minneapolis, and completion of a route joining Pittsburgh and St. Louis via Indianapolis and Terre Haute.

Winckler Named at CBS-TV

E. CARLTON WINCKLER, production manager in the CBS-TV operations dept., last week was named production manager of the program dept. of the network, effective immediately.

Savage to NBC Film Post

APPOINTMENT of David Savage, manager of WCBS-TV New York's film department, as manager of film procurement for NBC starting tomorrow (Tuesday), was announced last week by Robert W. Sarnoff, vice president in charge of NBC's film division. In his new post, Mr. Savage will report to Carl Stanton, director of the NBC film division.

NETWORKS READY FOR ATOM TESTS

RADIO and television networks were winding up preparations last week for coverage of the atomic explosion test to be conducted at Yucca Flat, Nev., tomorrow (Tuesday) by the Atomic Energy Commission and the Federal Civil Defense Administration.

Through cooperation of the broadcasting industry and the Advertising Council, radio and TV coverage was arranged to alert citizens to the need for stepping up civil defense activities and to appeal to all Americans to donate blood for civilian emergency stockpiles.

Extensive preparations have been made by ABC-AM-TV, CBS-AM-TV, NBC-AM-TV and Mutual to describe the blast, and the effects of heat and radiation. Coverage will encompass activities preceding and following the explosion, including on-the-spot word and picture description of damages eight hours after the blast.

Time-table for the coverage on radio and TV networks tomorrow includes a description of the actual explosion at about 8:20 a.m., an appraisal of the damage at 4:30 p.m. and reports of the event later that night.

Live TV coverage of the atomic blast will be made by pooled facilities of the networks and stations in cooperation with the Council. NBC master control in Hollywood will be the point where radio and TV reports from Yucca Flat will be disseminated to all networks.

Klaus Landsberg, vice president and general manager of KTLA (TV) Los Angeles, also carrying the telecast, directed installation of technical facilities and set up the relay system, similar to that which he set up for last year's coverage of atomic tests.

The entire project, dubbed "Operation Doorstep," consists of three major phases with coverage by three pool telecasts and one pool radio broadcast. The first telecast on preparations was to be broadcast yesterday (Sunday), 2-2:30 p.m. EST, with Morgan Beatty of NBC and Bob Trout of CBS at the microphone. Phase two will be a report on the actual explosion and will be carried tomorrow at 8-8:30 a.m. EST with Morgan Beatty and Walter Cronkite of CBS providing the description. Mr. Beatty and Mr. Cronkite will report phase three of "Operation Doorstep"—a commentary of after-effects—on Tuesday 4:45-5 p.m. Radio coverage of the blast will be handled by Charles Collingwood of CBS and Bob Garred of ABC. Individual radio networks may use the single land line to Yucca allotted for radio except during the 8-8:30 a.m. pool broadcast.

DuMont plans to use filmed coverage of the blast on various network news programs, starting tomorrow night.

AB-PT Pays First Dividend

FIRST dividend on the new AB-PT stock—14½ cents per share on outstanding preferred and 25 cents per share on outstanding common—was announced last Wednesday by President Leonard H. Goldenson. The dividends are payable April 20 to holders of record March 27.

Mr. Goldenson explained the 14½ cents declared payable on the preferred stock is the pro rata portion of the regular 5% $20 par preferred, because of the consummation of the merger of ABC and United Paramount Theatres into AB-PT on Feb. 9.

The AB-PT president also announced the company has arranged for the Bank of New York to buy and sell scrip certificates for fractional shares as agent for the stockholders. The company will pay the costs of the bank's services, which will be available until June 30 to stockholders wishing to sell their scrip or to round it out into full shares.

CBS ARRANGES FOR MORE LOANS

COLUMBIA Broadcasting System last month arranged for loans of as much as $25 million from two insurance companies—Prudential Insurance Co. of America and Metropolitan Life Insurance Co.—and made first use of this borrowing power by making an immediate loan of $5 million.

CBS also last month revamped its employment agreement with Frank Stanton, to extend his tenure as president for an additional five years, or until Dec. 31, 1963.

Both transactions were revealed last week in a required form filed with the Securities and Exchange Commission by CBS, which had not previously announced the moves.

New loans, when and if fully utilized by CBS, will double the corporation's outstanding indebtedness to the two insurance companies, to whom CBS now owes $25 million. This money was borrowed under three individual loan agreements.

On Jan. 20, 1949, CBS borrowed $5 million from Prudential at 3½% interest, the loan to mature Jan. 15, 1964.

Two years later, April 20, 1951, just prior to the network's entry into the tube and receiver manufacturing business through the acquisition of Hytron Radio & Electronics Corp. and its set-making subsidiary, Air King Products Co. (renamed CBS-Columbia Inc.), CBS borrowed $15 million, $10 million from Prudential and $5 million from Metropolitan, both at 3½%. These loans mature Jan. 15, 1971.

At the end of that year—Dec. 27, 1951—another $5 million was borrowed, $3.5 million from Prudential and $1.5 million from Metropolitan, at 3⅞% interest.

These loans, still outstanding, bring the total CBS indebtedness to these two companies to $25 million. The new agreement, effective Feb. 4, 1953, empowers the network, manufacturing and recording corporation to double this indebtedness with additional loans at 4¼% to mature Jan. 15, 1973. As in the previous loans, CBS will issue promissory notes for the amounts borrowed.

Terms of Agreement

New agreement calls for the $25 million total to be divided between the two lending companies on a 68/32 basis—$17 million from Prudential and $8 million from Metropolitan—with individual loans to be made in the same ratio. First loan under the new contract, $5 million borrowed Feb. 4, was divided $3.4 million from Prudential and $1.6 million from Metropolitan.

Notes issued by CBS under this latest agreement are subject to repayments of $1,650,000 annually, beginning Jan. 15, 1959, and on Jan. 15 each year thereafter until paid.

Employment agreement of Mr. Stanton with CBS, entered into April 18, 1949, called for his full-time services as "a senior executive" until Dec. 31, 1958, with Dec. 31, 1953, the earliest date on which CBS could terminate the employment period, and for part-time services as an advisor and consultant for the next ten years, or until Dec. 31, 1968. Mr. Stanton's base salary during his full-time service period was set at $100,000 a year, plus bonuses. His salary as a consultant was to be $25,000 a year for the ten-year period.

As amended by the modification agreed on Feb. 10, 1953, Mr. Stanton will continue his full-time services for CBS until Dec. 31, 1963. The date on which CBS may terminate the employment period was concurrently postponed for three years, or until Dec. 31, 1956. Mr. Stanton's consultive period, under the modified contract, will run from Jan. 1, 1964, to Dec. 31, 1973.

CBS, in consideration of Mr. Stanton's acceptance of the increased term of service as a top executive, has granted him an option to purchase 33,000 shares of class A stock, $2.50 par value, for $38.25 a share. This is 95.6% of $40, closing price of the stock on Feb. 10.

New agreement also changes Mr. Stanton's compensation during his period as advisor and consultant to CBS from the $25,000 a year originally stipulated to "50% of his basic compensation (exclusive of bonus) during the last year of the term of employment, adjusted for changes in the 'consumers' price index for moderate income families in large cities, published by the Bureau of Labor Statistics, Dept. of Labor." Unless his base pay is changed, this would mean a fee of $50,000, more or less according to the price index, per year.

These changes in compensation, the agreement states, "Columbia is willing to make" in order to "obtain the additional services of Mr. Stanton and in order to provide additional incentives for him . . . affording him an opportunity to acquire a substantial proprietary interest in Columbia."

ABC-TV Promotes Smith

PROMOTION of Stanley Smith, account executive at ABC-TV since May 1950, to eastern sales manager of the television network was announced last week by Charles Abry, national sales manager of ABC-TV.

Mr. Abry held that post until he was appointed to his present position.

Godfrey Surgery to Interrupt Heavy Radio-TV Schedule

CBS President Frank Stanton announced Thursday that Arthur Godfrey—currently on CBS Radio for some nine hours a week and on CBS-TV for five and a half, and who, it has been estimated, represents some $15 million in annual billings to CBS—decided to undergo surgery which will keep him off his programs for some time.

Surgery is designed to rectify a hip injury which Mr. Godfrey received in a near-fatal automobile accident some 20 years ago and which left him with a slightly discernible limp.

Starting about May 4, the announcement said, Mr. Godfrey will be absent from his 90-minute Monday-through-Friday daytime shows for around six weeks. He will be away from the evening shows—*Arthur Godfrey and His Talent Scouts*, a half-hour simulcast on Monday, and *Arthur Godfrey and His Friends*, an hour-long telecast on Wednesdays—for the months of May through August. His two half-hour Sunday afternoon shows, both of which consist of taped excerpts from his other programs, will continue.

Robert Q. Lewis will substitute on the morning shows, Garry Moore on *Talent Scouts*, and guest stars on *Godfrey and Friends*.

Heads N.Y. ARC Radio-TV

ABC President Robert E. Kintner will head the radio-TV committee of the 1953 American Red Cross fund raising campaign in New York, Sigurd S. Larmon, president, Young & Rubicam, and campaign chairman for advertising, publishing, and entertainment fields, announced.

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New Products Feature Electronics Parts Show

A MULTI-MILLION dollar exhibition of electronic component parts and equipment is expected to draw a record attendance of parts distributors at the 1953 Electronic Parts Show at the Conrad Hilton in Chicago May 18-21.

Show is co-sponsored by Radio-Television Mfrs. Assn., Assn. of Electronic Parts and Equipment Mfrs., the National Electronic Distributors Assn., West Coast Electronic Mfrs. Assn. and the Eastern Division of the Sales Managers Club.

Sessions will be held at Exhibition Hall, with fifth and sixth floors devoted to displays. New products associated with uhf, transistors, new techniques in tape recording and converters will be shown.

Plans are being made for seminar programs to supplement the displays and exhibits. According to Kenneth C. Prince, manager of the show, some 203 booths and 177 display rooms have been set aside for the show. Programs for management and sales personnel are planned the morning of May 20.

ATI Advertises 3-D TV

VIRTUES of a three-dimensional television system devised by American Television Inc. were advertised in Chicago newspapers last week. Public was invited to attend demonstrations.

The manufacturing firm, of which U. A. Sanabria is president, plans to petition FCC for permission to demonstrate its 3-D system this month and withhold further decisions on color TV standards pending development of the third-dimensional device [B•T, March 9].

M. L. Gunzberg, president of Natural Vision Corp., Los Angeles, which produced "Bwana Devil" as the first feature movie film using 3-D, predicted a TV set attachment could bring another dimension to home viewers at a cost between $15 and $25. He said televiewers could either use polaroid glasses, with which "Bwana Devil" moviegoers are now equipped, or install a special screen on the face of the TV screen.

Raytheon Dividends

RAYTHEON MFG. Co., Waltham, Mass., has declared a quarterly dividend of 60 cents per share on the $2.40 cumulative preferred stock, payable April 1 to stockholders of record at the close of business March 15.

AT&T Asks New Radio Relay

PLANS for construction of a new radio-relay route, filed with the FCC by AT&T, cover a microwave system between Atlanta and Jacksonville, paralleling existing coaxial cable and open-wire connections between the two cities. Original use of the microwave system would be to furnish 300 additional telephone circuits, but when fully-developed it would be able to carry several TV programs and many more phone conversations, AT&T said.

Manufacturers Meeting

ELECTRONIC manufacturers holding government contracts will meet Sunday, March 22, at the Roosevelt Hotel, New York, under sponsorship of the Technical Products Div. of Radio-Television Mfrs. Assn. The session is expected to draw engineers and executives who will be attending the March 23-26 convention of Institute of Radio Engineers. C. W. Miller, Westinghouse Electric Corp., is chairman of the division, and James D. McLean, Philco Corp., is chairman of the arrangements committee.

Equipment Employment Rise

UNBROKEN upward trend in communication equipment industry employment is shown in a summary released by the Bureau of Employment Security, Dept. of Labor. In December 1952, 338 communication equipment establishments reported aggregate employment of 471,700 individuals, an alltime peak for the industry and a gain of 21.2% in a year. The radio-TV segment of the industry led the employment advance.

DuMont Opens Tube Plant

NEW PLANT for the manufacture of cathode ray instruments for industrial and defense use was to be opened by Allen B. DuMont Labs. the middle of this month, Stanley F. Patten, vice president, announced last Monday.

45 rpm Record Holder

RECORD-GARD, a wooden rack which will hold 150 45 rpm phonograph records, now is available for $2.50 postpaid by Gardner Lab., 4723 Elm St., Bethesda 14, Md., Paul N. Gardner, president, said last week.



UFH SEMINAR sponsored by WNAO-AM-TV Raleigh, N. C., March 4 was attended by (l to r): E. C. Toms, Graybar Electric Co.; FCC Comr. George E. Sterling, speaker; Tom White, Avery-Knodel; Dwight Doty (seated), attorney; Charles Stone, assistant to WNAO-AM-FM-TV President John W. English (not shown), and Sam Dodd, WNAO general manager.

WJBK-AFTRA Locked; Staff Replaces Freelancers in Work

WJBK-AM-FM-TV Detroit operated last week with staff personnel handling a number of assignments usually taken by freelancers as the result of an AFTRA boycott that went into effect March 9.

The stations and AFTRA both have filed unfair labor practice charges. The station contends AFTRA tried to force use of union personnel as regular employes. WJBK's staff employes are not represented by AFTRA. The boycott affects only freelancers, who are not station employes.

AFTRA claims WJBK failed to negotiate in good faith. Ernest Winstanley, president of the Detroit local, said, in announcing the strike, "The union regrets that it has been forced to take the above final action, but the station's obstinate refusal to accord the union a contractual clause, which every other employer of AFTRA members in this community has found non-objectionable and proper, leaves the union with no alternative."

WKBW Battles NABET

In another labor controversy, WKBW Buffalo has been engaged in a running battle with NABET over use of combination men. Recently NABET sent notices to top federal agencies, including FCC, and to Congress and White House, making strike-breaking charges against FCC and the station, it is understood.

Though NABET went on strike at WKBW Feb. 3, the station says it has had no difficulty operating and lost only two hours air time at the time of the strike. The WKBW-NABET contract expired Jan. 31 and has not been renewed. FCC's field office granted WKBW a 15-day permit to use lower grade operators, starting Feb. 16, and renewed the order for 60 days. After NABET charged that FCC was serving as a strike-breaker, the field office cancelled the grant March 5, giving 24 hours notice. WKBW issued this statement:

Due to the walkout of WKBW engineers Feb. 3, without notice, no contract exists between WKBW and NABET engineers. WKBW sought and received permission from the FCC for the use of third class operators during the period of hiring replacement engineers. Now that the emergency is over, WKBW will continue to operate in the public interest without cessation in broadcasting and the regular broadcasing schedule will be followed using first class operators.

Resuming Service

WKBW announced last week that it is resuming its 24-hour program service starting today (Monday). Programming will be built around Frank Ward, all-night disc jockey. The 24-hour schedule had been dropped two years ago.

Nelson Heads AFTRA in West

FRANK NELSON, national vice president of American Federation of Television-Radio Artists, has been elected president of AFTRA's West Coast Chapter.

Tyler McVey, Don Wilson, Lee Hogan and Harry Stanton are West Coast first, second, third and fourth vice presidents, respectively. Stanley Farrar was elected treasurer, and Robert Stevens, recording secretary.

IN PUBLIC SERVICE

WWRL Gives 7,000 Spots

TOTAL of 7,000 public service announcements have been broadcast by WWRL Woodside, L. I., during the past six months on behalf of more than 100 national service organizations, Program Manager Fred Barr reported last week. Groups sharing in the campaign included the March of Dimes, Veterans Administration, American Red Cross, Treasury Dept., Heart Fund and the Armed Forces.

WSTV Appeals Aid Youth

WSTV Steubenville, Ohio, sparked a drive for funds to defray medical expenses for a grade school student who had been suffering from a rare disease for 10 months and whose parents had run out of funds for treatments. WSTV news reporter Scott MacMurray aired the appeal exclusively on his news broadcasts and in a few hours, a collection brigade, assisted by the station's broadcasts, received pledges of $800 to $1,000.

Saturation Appeals

SATURATION appeals in behalf of flood victims in Holland and Belgium from early morning throughout the night on WBPZ Lock Haven, Pa., brought in five tons of clothing, bedding, shoes and other much-needed items from the town of 11,000. Only radio—the 30-second spot saturation on WBPZ—was used to publicize the appeal.

WBYS Aids Police

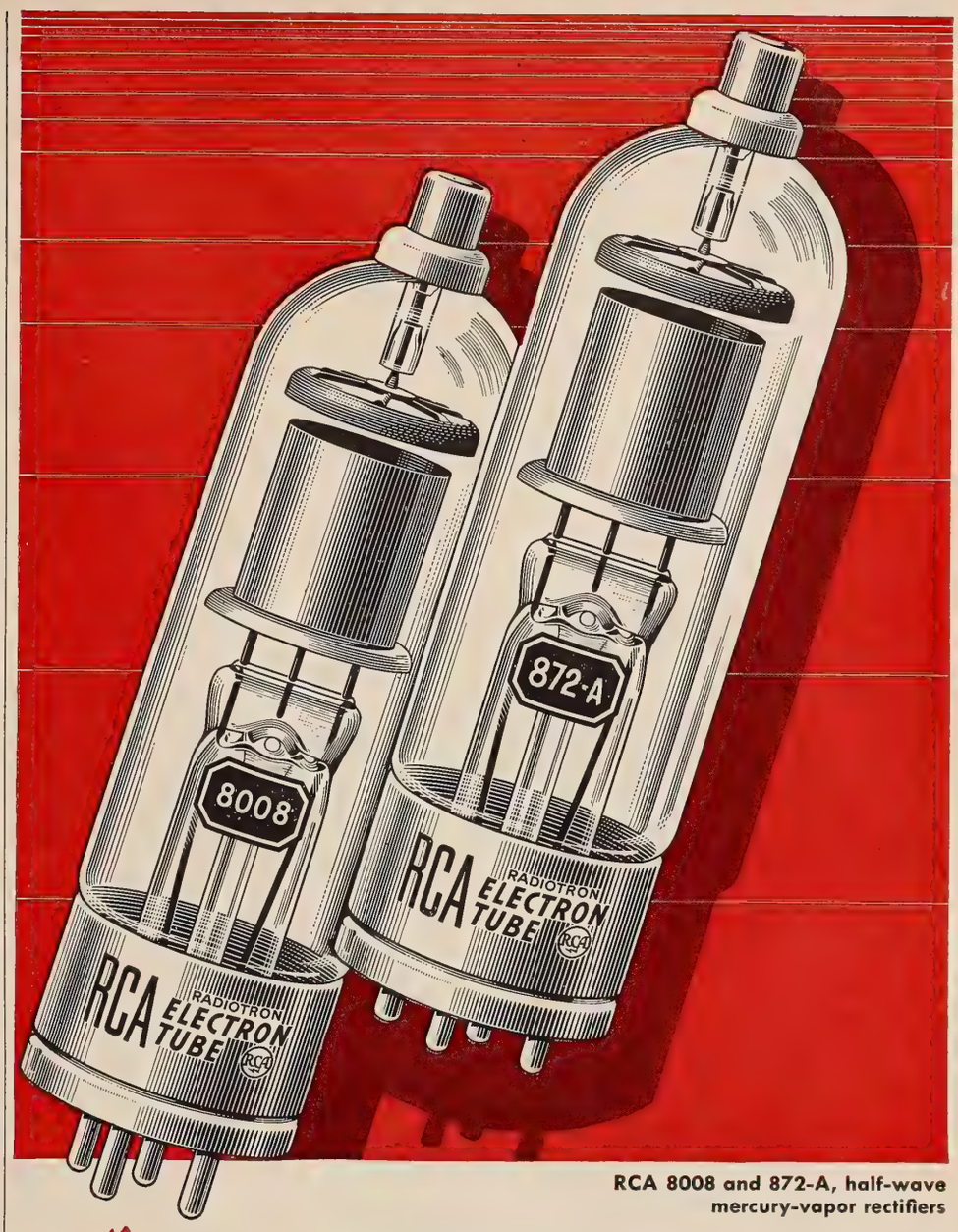
BAD CHECK artist suspect was apprehended in Canton, Ill., when a local grocer heard on WBYS that city a warning from police that a man was cashing fraudulent checks in the area. The grocer, who heard the WBYS broadcast just after he had cashed a check for a stranger, instructed a clerk to follow the man. Police who arrested the stranger found on his person blank checks from banks in other Illinois cities, according to Dale S. Phares, WBYS vice president and general manager.

Scouts Take Over at KGO

MAIN EVENT at KGO-AM-TV San Francisco during its observance of Boy Scout Week was "management" of the outlets by four Eagle Scouts. The station gave the scouts an opportunity to handle problems of Vincent Francis, KGO-TV manager; Paul Scheinder, KGO station manager; Vic Reed, manager of news and special events for the stations, and Bloyce Wright, KGO-TV program manager. After a tour and a luncheon with broadcast officials, the youths spent the afternoon in their various executive capacities, and appeared on shows telling of their experiences.

Mayor Sweeps in WLAW Drive

MAYOR'S Marathon, benefiting Dutch flood relief, was aired by WLAW Boston. The chief city executive in the listening area who collected the most money in a broadcast appeal was given the janitor services for one day of the mayor of Everett, Mass. The mayor, Philip J. Crowley, swept out the offices of the mayor of nearby Lawrence, who collected $9 more than the mayor of Cambridge. Gifts to the political leaders appearing on the show were given by the station and its local sales manager, David M. Kimel.



RCA 8008 and 872-A, half-wave mercury-vapor rectifiers

Speaking of dollars and sense...

DID you ever stop to figure out just how little it costs you to operate RCA mercury-vapor rectifiers?

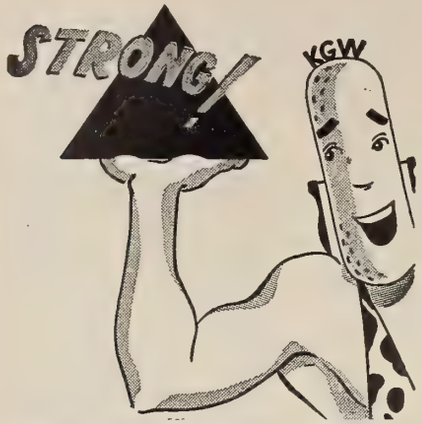
Based on average life expectancy, the RCA-8008 or the 872-A cost you only *one-tenth of a cent per hour of tube life.* Yet, day in and day out, these tubes perform on a round-the-clock basis with such steady dependability that failures of broadcast transmitters due to the rectifier tubes are almost unheard of today.

Dollar for dollar, you can't beat the economical, trouble-free service that these tubes provide. Whenever you need replacements, insist on RCA mercury-vapor rectifiers.

For fast efficient service on the complete line of RCA broadcast tubes, get in touch with your local RCA Tube Distributor. Keep his phone number handy for those unexpected emergencies.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

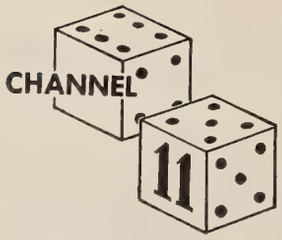
on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

A Natural Every Time



Our 5th Anniversary

MARCH 11, 1953

WBAL-TV

NBC IN MARYLAND

Nationally Represented by EDWARD PETRY & CO.

IATSE Plans to Organize All Television Crafts

INTERNATIONAL Alliance of Theatrical Stage Employes & Moving Picture Operators (IATSE), to retain its "traditional position in the field of motion picture projection," will immediately launch an all-out campaign to fully organize all live and film crafts in video.

Decision was made at the conclusion of the union's week-long general executive board session in Las Vegas March 7, with president Richard F. Walsh authorized to take whatever steps he believes necessary to get the campaign under way.

Union officials pointed out that the recent NLRB ruling in four major cities (New York, St. Louis, Detroit and Los Angeles), denied right of projectionists employed in TV stations to be represented by their craft unions, and that they could have representation only with electronic engineers and as a unit. If this decision stands, IATSE will have to organize the entire engineering unit of such stations too, in order to protect its long-standing jurisdiction over projectionists, it was said. The intensified campaign will include organizing new TV stations.

AFTRA to Expel Members Mum Before House Group

FAILURE of subpoenaed AFTRA Hollywood members to tell the House Un-American Activities sub-committee of past or present Communist party affiliation will result in expulsion from the union if a resolution being voted upon by mail referendum and returnable by tomorrow (Tuesday), is adopted. Under AFTRA's constitutional provisions, Communists are not eligible for membership.

Los Angeles chapter board unanimously recommended adoption of this new ruling. If passed by the membership, it will become effective Friday. The House Un-American Activities hearings reopen in Los Angeles March 23, and several AFTRA members have been subpoenaed.

If the AFTRA member continues to refuse to answer whether he "knowingly promotes the special interests of, and makes financial contributions to or renders aid and assistance by lending his name or talents to the Communist party or any organization known to him to be a portion, branch or subdivision thereof," he will be considered in violation of the resolution and therefore liable for prosecution pursuant to the union's constitution and bylaws. Expulsion from AFTRA would be automatic.

Election on Bargaining

NLRB election was held last week among 14 set decorators employed at CBS New York to determine whether International Alliance of Theatrical and Stage Employes (AFL) or Local 829, United Scenic Artists (AFL) will represent them as bargaining agents. The set decorators are represented by IATSE's radio and TV department. United Scenic Artists petitioned for the election.

RADIO ENGINEERS JOIN IN NEW FIRM

THREE Washington radio engineering firms have joined forces to form Page, Creutz, Garrison & Waldschmitt, consulting engineers. Participants include Esterly C. Page, Joseph A. Waldschmitt and Virginia Erwin of E. C. Page Consulting Radio Engineers, and Millard M. Garrison and John Creutz, consulting radio engineers.

Also associated with the firm is James L. Hollis, who recently joined the Page organization after six years with Collins Radio Co., Cedar Rapids, Iowa.

The Page suite in the Bond Bldg. is being expanded to accommodate the new organization, which includes 77 persons besides the principals. Telephone numbers remain Executive 3-5670, Republic 7-2151 and Adams 2-2261.

Mr. Creutz has been a consulting engineer since 1934, and during World War II had charge of radio equipment regulations as assistant director of radio and radar for the War Production Board, afterward establishing his own practice. Mr. Garrison, a consulting engineer with Jansky & Bailey from 1932 to 1941, served during the war with the Bureau of Aeronautics. He then went into partnership with Joseph A. Chambers, continuing as owner when Mr. Chambers retired in 1950.

Mr. Waldschmitt, a partner of Mr. Page since 1947, worked as a television engineer at WOR New York until the war, when he was loaned to the National Defense Research Council on projects in India, Burma, China and Greenland.

Virginia Erwin, one of the first women in the U. S. to be licensed as a professional engineer, has worked in engineering since 1942. After assignment in the FCC's hearing division, she joined the Page firm in 1948.

Mr. Page has been a consulting engineer since 1932, and worked as assistant to General Eisenhower during the Mediterranean campaign. After working as vice president in charge of engineering for MBS, he formed his own company in 1947 and returned to consultant work. His company handles standard broadcast and television clients.

Miller Sets Up Own Practice; MacClain Joins Cohn & Marks

SAM MILLER, former FCC chief of the FM Branch, Law Dept., has resigned from the Washington law firm of Cohn & Marks to enter private practice with offices in the Arlington Bldg.

At the same time, George MacClain, former FCC general attorney on the Conelrad project, has resigned as assistant general counsel of the National Security Resources Board, to join Cohn & Marks.



Mr. MacClain



Mr. Miller

Now in the **Boston** TV area.. more than

1,000,000 sets!

and **most** of these sets are tuned **most often** to

WBZ-TV
BOSTON
channel 4

Comparison of TV Share of Audience in Boston Area (nighttime)

Station	"Listened to Most"	"Heard Regularly"
WBZ-TV	52.4%	93.9%
Station B	37.3%	89.3%
Station C	7.1%	18.9%

Source:
Dr. Forest L. Whan, "The Boston Trade and Distribution Area; Radio and TV Audience."

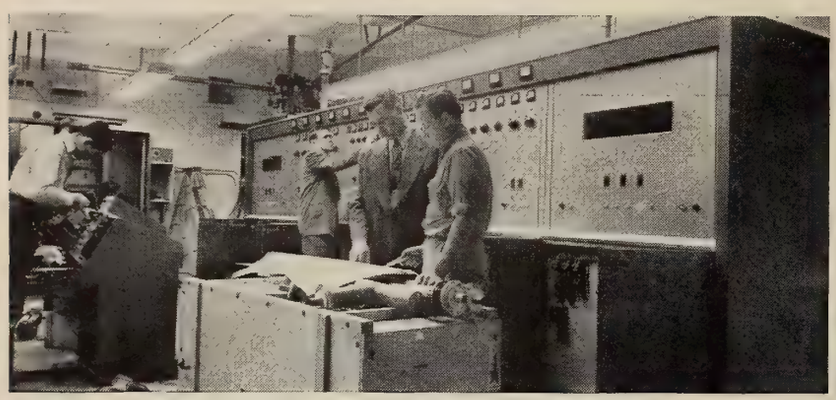
.. as revealed by the comprehensive Whan Report, the most thorough audience survey ever completed in New England!

WESTINGHOUSE RADIO STATIONS INC
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

HIGHEST POWER UHF TV STATION GOES ON THE AIR



G-E field engineers Stone, Bias and Duncan (l. to r.) work on the installation of the first 12 kw transmitter built by G.E. for WHUM-TV.



WHUM-TV studio building is shown above. From here signals are beamed via microwave to their transmitter site 22 miles north of Reading, Pa.

WHUM-TV, Reading, Pa., Starts Commercial Operation With First G-E 12 KW Transmitter

Commercial operation at WHUM-TV, Reading, introduces eastern Pennsylvania televiewers to the nation's highest power UHF TV station. The station, using General Electric's first production model 12,000-watt UHF transmitter and a UHF Helical antenna made its commercial debut on February 22. G-E transmitter-antenna combination provides over 250,000 watts of effective power from WHUM's antenna site atop Blue Mountain, 1783 feet above average eastern Pennsylvania terrain.

The station was on-the-air with test patterns early in February, and regular commercial telecasts started soon thereafter. A CBS primary affiliate, WHUM-TV presented CBS network programs from the beginning. In addition, programs of local interest are being presented from the station's own studios.

Harrisburg, Allentown, Bethlehem, Easton, Lancaster, Reading and other eastern Pennsylvania cities have reported receiving WHUM-TV programs. Operators of the Williamsport community antenna system, providing subscribers with WHUM-TV programming, also report that an excellent picture is being received. Reception reports have come in from over 400 Pennsylvania towns.

Greig Commends G-E Engineers

Humbolt J. Greig, general manager and president of WHUM-TV, reports he is "greatly pleased" with the installation and operation of the new General Electric equipment.

"G-E engineers worked with us around the clock installing and checking-out our transmitter, antenna, and all the equipment necessary to get us on the air" Greig writes. "Plaudits to General Electric and their most competent engineers for a job well done."

Before the equipment was ordered, WHUM-TV officials inspected a 12 kw transmitter in operation at Electronics Park —at that time the only installation of its power in existence. This high power equipment was a natural for WHUM-TV's market area. From the General Electric UHF Transmitter Program, providing a transmitter-antenna combination for markets large or small, these officials selected the 12 kw transmitter and 5-bay helical antenna Necessary film room, control and associated equipments were also selected.



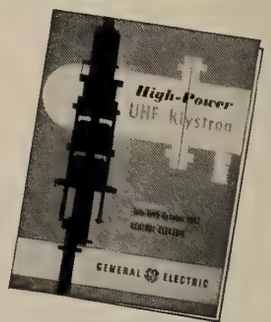
Humbolt J. Greig

Waveguide on Tower

General Electric electronics engineer Ralph Thompson (bottom), assembles the waveguide on Station WHUM-TV's 1000-foot tower for the nation's first high-power UHF station.



UHF KLYSTRON BOOKLET READY!



A report on the much discussed high-power UHF Klystron is printed in booklet form for all interested TV station personnel.

It is a story of the Klystron's development, specifications, and its history.

The booklet may be obtained by addressing *General Electric Company, Section 233-16, Electronics Park, Syracuse, New York.*

GENERAL ELECTRIC

features

- Live local shows needn't be expensive. Page 78.
- Radio moves furniture in Cedar Rapids. Page 80.
- A new religious-commercial trend. Page 82.
- The threat to tall TV towers. Page 84.
- Blueprint for a model TV station. Page 85.
- Complete status report on TV hearings. Page 86.

A TV success story:

FROM THIRD TO FIRST IN SALES IN THREE MONTHS

IN Indiana a firm which makes potato chips has found that a vender called video can make people reach for its products as though they were blue chips.

George Johnson, president of Chesty Foods Inc., Terre Haute, which makes Chesty potato chips, doesn't know if it's because Hoosiers just like their basketball or if they're overly excited about this season's runaway Indiana U. basketball team. Right now, he's too busy reflecting happily upon what has happened since Chesty began to sponsor Indiana U. basketball games on WTTV (TV) Bloomington a little less than 90 days ago.

His Chesty chips, says Mr. Johnson, have gone from third to first place in sale in the area during this brief time. And Chesty leads in sales over its nearest competitor by more than three-to-one.

First Home Game

Last fall Mr. Johnson signed with Paul Lennon, WTTV local and regional sales manager who doubles as sports director and play-by-play announcer, for all 10 of Indiana U.'s home games. The first home game was televised Dec. 20, 1952 to basketball fans in the 36 Indiana and Illinois counties that make up the WTTV coverage area.

From here on out Chesty's success story and that of Indiana's basketball team parallel each other. The Hoosiers, with little expected of them, clinched the Big Ten championship with three games left to play. And at last reports they were ranked first in the nation by the Associated Press, United Press and most other polls.

Obviously, Mr. Johnson and Chesty were quick to recognize a good thing. Parlaying his coverage through the season, he next bought the nine Indiana state basketball tournament semifinal and final games. Then when the Hoosiers played Illinois' defending Big Ten champions Feb. 28 at Champaign, Ill., he agreed to foot the bill for a complicated remote TV "feed."

In sponsoring the remote telecast, Chesty reacted to tremendous pressure from basketball fans in an area, which, according to NBC Research, comprises a million and a half people and $2 billion in retail sales annually. These fans of the "Hoosier Heartland" watched Indiana win its first undisputed conference championship.

Chesty sponsorship of the game was secured within an hour from Mr. Johnson after telephone contacts with his agency, Mr. Lennon and WTTV's general sales manager, Norman Cissna. WTTV General Manager Robert Lemon already had secured approval from station owner Sarkes Tarzian.

Illinois Bell Buys In

Mr. Lemon arranged with General Manager Frank Schreiber of WGN-TV Chicago for sponsorship of the game on that station by Illinois Bell Telephone Co., whose agency, N. W. Ayer & Son, approved the telecast. Mr. Lemon bought telecasting rights from Illinois U.

He next bought AT&T cable from Chicago-to-Toledo-to-Dayton-to-Cincinnati, where WTTV, using its own microwave relay, picked up network feeds from WKRC-TV, which carried the game after WKRC-TV General Manager Jake Latham reshuffled his Saturday night program, clearing 60 minutes of Class A time and pre-empting *This Is Show Business* and *Meet Millie*.

WTTV itself cancelled most of NBC's *Show of Shows* to accommodate the telecast.

Results are showing up in the WTTV mailbag as well as in the Chesty sales record, according to Mr. Lennon. He estimates that the season's mail toll will exceed 10,000 pieces.

Manager Lemon estimates a total TV audience of five million for the Illinois game among WGN-TV, WKRC-TV and WTTV (TV), with the Bloomington station's share more than million.

THE ONE-MAN SHOW



By Richard Pack

THE TV freeze has been lifted for many months now, but there's another kind of freeze that has numbed the thinking of quite a few station operators around the country. And that's the frozen philosophy which has been immobilized solidly in the defeatist notion that a station can be really successful without a substantial amount of local live programming. Unless they warm up to the idea that a station in a tough competitive, multi-station market can't rely only on riding a network, kines, feature films, and a couple of weather reports, these ice-age operators may find themselves outclassed.

Successful live local programs that combine sales appeal with viewer appeal can be developed by virtually any station, big-league or minor-league. It doesn't require big budgets, vast facilities, fancy studios. It takes ingenuity, imagination—and a concept.

Basic Formula

The concept is this: One good performer is worth a thousand gimmicks. The basic recipe for local programming is the one-man show.

The one-man show can be a little show; given the proper talent and resourceful production, it can be a big show. Actually, it's not a restricting format. The one-man (or one-woman) idea can be adapted to a wide range of programs, not only the obvious ones like news, weather, and sports, but also for quizzes, education, drama. Even one-man variety shows are possible.

For evidence of the success of the solo show, you have only to look at two top network features—NBC's *Ding Dong School* and DuMont's series with Bishop Fulton J. Sheen. The single performer idea, of course, is also used in different versions by scores of stations, large and small, from coast to coast. Chicago's WNBQ (TV) (which originates *Ding Dong School*) is one of the pioneers in this field of simplified production. At WNBT (TV), key station of the NBC video network, we have rooted our lineup of live local programming in the one-man show.

What about the station in a city which doesn't have the talent resources of New York, Chicago, Hollywood, and other major cities? You don't always have to have a great performer for this kind of show—not if your program is pegged on a sound idea, slotted at the right time, skillfully produced, and if your performer is a genuinely warm and appealing personality.

Besides, there's one great asset the local performer always has. That's the simple, compelling fact that he is just that: *Local.* Here's where certain TV operators can learn from their newspaper brethren, who know so well the potency of hometown appeal. Local boy makes good—good programming.

The live show is a particularly effective vehicle for the local TV sponsor—and for the national advertiser who's buying locally—because it offers great flexibility, especially for retailers. Copy can be changed quickly, re-tailored to fit seasonal changes, merchandising problems, and other special occasions. And more important is the fact that a commercial delivered by a popular local personality very often gains added impact and acceptability. It's personalized selling, personalized programming at its local best.

During the last year at WNBT, we've developed the concept of the one-man show even further. We've found that once you've got the right personality and the right idea, you can even build successful shows using only one camera. Obviously, the use of one camera on a show isn't anything revolutionary, since there are a flock of stations around the country doing programs with one camera. But this is news: That in New York City, the bigtime of television, here in the roughest toughest TV market in the U.S.A., one of the most important stations in the nation can create some of the highest-rated local shows in town with one performer and one camera!

Take this little case history:

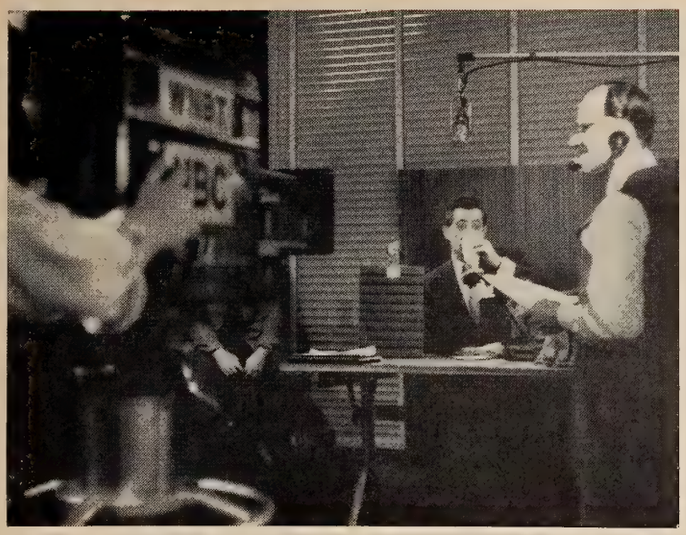
A very versatile showman, Herb Sheldon, does a one-hour program five days a week, from 12 to 1 p.m. (See pictures on this and opposite page.) Local ARB February report rates Herb's show number eight among all daytime local strip shows in New York. Pulling power? Herb asked listeners to make and mail in homemade Valentines, which he'd turn over to shut-ins. He received more than 85,000 of 'em.

One of Each

Off the air, Herb Sheldon calls his production, which was developed by Steve Krantz, WNBT's director of special features, "one man—one camera—one hour." Until six months ago, Herb's show was staged from a large studio with three cameras, audience, and elaborate production. Naturally, the show had to be altered somewhat when the change was made. But after a bit of experimentation, improvisation, and creative hard work, there developed a new and novel show.

Herb uses film, of course—mostly short cartoons—but not as much film as you might think; he has interviews, quizzes, record visualizations, and with the special Sheldon brand of magic and slick but simple production it adds up to a lively one-man variety show.

Did the show suffer by cutting down to one camera and a small studio? Not at all. Its ratings went up. Its sponsors increased.





Perhaps because it became a warmer, more intimate program. In fact, one of the basic reasons for the success of the one-man, one-camera format may be the very restrictions it puts on the performer: It forces him to project more intimately, without relying on the bigness of big production. Television is, after all, an intimate, personalized medium.

Then there's the story of *Ask The Camera*, another five-a-week series, slotted from 6:30 to 6:45 p.m. against rugged opposition, a program that started as summer filler, and has earned a regular slot by demonstrating amazing audience appeal. February ARB lists it as the *third* highest-rated local daytime strip show in New York.

It's a simple show, built around one good performer—Sandy Becker—one camera, one good idea, and lots of good film clips from the NBC film library, which had been lying unused on the storage shelves. Mr. Becker answers, with film, questions sent in by viewers. (*Ask The Camera* has turned out to be such a hit that the NBC film division may soon syndicate it.)

The Special Studio

For its one-camera productions, WNBT maintains a special studio, which was put into operation early last year by Pete Affe, the station's program manager. It's not a large studio—16 by 21 ft., with about 8-ft. clearance—and not fancy, either. It was converted from a former office. It has one unique feature: A window looking out on the elevated tracks of the New York Central Railroad in upper Manhattan. When a train roars by, the sound is occasionally picked up and broadcast during a program. Puzzles the devil out of viewers sometimes.

When the station first started to increase its schedule of one-camera shows, some of the directors, producers, and talent didn't realize at first just how much could be achieved with one camera. Directors in particular had been used to the luxurious flexibility of three cameras. But out of the necessity of this limited studio and its limited facilities was mothered a great deal of inventive production by these same directors and producers.

As Mr. Krantz puts it, "There's practically nothing two cameras can do that one camera can't do. And one camera can even stack up quite well against three. The difference is usually slight, and unnoticed by viewers."

Single-Camera Tricks

This WNBT studio uses one RCA pedestal camera (a wheeled tripod camera would also do). By integrating balop slides or film clips during the program, it's easy to switch lenses without interrupting the flow of the show.

Directors accustomed to three cameras have learned that ingenious use of the film chain, with either film or balops, can often take the place of a second camera. Titles and other material, for instance, can be "supered" over live camera action by putting the titles on balops rather than picking them up on a camera. With stylized line drawings or photographs, non-representational backgrounds even can be suggested behind performers by "supering" these from balops. For quick closeups, particularly in commercials, a tele-zoom lens is useful standard equipment for such a studio.

The WNBT producers usually avoid extreme closeups; in general a medium close shot has been the most effective. The shooting problem of traveling from a shot of the performer to an object, when it has not been logical to use a balop slide as a transition device, has been solved simply by not being afraid of logical panning. Panning, though, has to be carefully planned, and usually is most effective against a neutral background. For variation, panning on some shows is occasionally done across a simple decorative background which aids transitional effects. Although the studio is very small, whenever the directors need to give the illusion of largeness and space, they've found a way to accomplish that too: The performer fakes it by skillfully "tread-milling" in place on a waist-high shot.

Lighting in the one-camera studios is fairly simple: Seven semi-fixed 42-inch fluorescent pans, 13 six-inch 500 watt fresnels, and a portable switch board. Settings, too, are simple, versatile, adaptable. The most useful furniture, WNBT production men have found, is simple modern, not too extreme. They use armless sectional seats which, when used in combination, can be built into sofas in various groupings. A low, round coffee table is also very adaptable for use with these pieces. Instead of the formal desk, which has become the cliche of so many TV programs, whenever there's a need for a desk, a simple drafting table is used instead; it's novel, it has more space for display, it's easier to store and move, and when tilted slightly can even hide a script.

Background Pieces

For background, the main piece is a simple gray "sike" (cyclorama). For variations, light colored vertically-straited rattan bamboo screens are used; one is set in kind of a three-fold arrangement and the other is used as a pleasant curved background for other programs. Still another simple and effective backdrop is an ordinary Venetian blind. Also available is a specially built "TV window shade"—a set of six stylized scenes which are pulled up and down like window shades for special background effects. They are designed for use in waist-high medium shots behind performers, and include a section of a super market, a country scene, an element of a gas station, and

WITH ONE PERFORMER, ONE CAMERA

a few commercial backgrounds. No attempt is ever made at realistic, representational backdrops; stylized, impressionistic backgrounds are more effective under these conditions.

In general, movement of the cameras must be as purposeful and planned as in multi-camera shows. On Mr. Sheldon's show, which uses many interviews, they've found that interviews with as many as three or four participants can be done successfully with one camera if well planned in advance. The most effective shot they've discovered is profile of interviewer and full-face medium view of the guest, which can be covered in one medium shot. Too much dollying in and out is bad.

Certainly at WNBT we wouldn't want to be confined exclusively to one-camera operations. The great majority of our shows are still multi-camera. An across-the-board variety series like *The Morey Amsterdam Show* and important educational features like our *Through the Enchanted Gate* naturally call for full-scale production. But in the face of television's continuing problem of production cost control, it's vital to continue developing simple and effective program techniques and attitudes that can be duplicated, with local variations, by stations everywhere. Eventually it should be possible to do even bigger and better one-man, one-camera shows when inexpensive visual programs aids, especially on film, become available in greater quantity.

And there are other values for the television industry in emphasizing simple production; too many television shows now are over-produced and over-gimmicked. Simplicity in local shows can—as it already has in some instances—encourage greater simplicity in network production. What's more, if local live television programming can be stimulated, then out of local video, just as it so often did in local radio, will come the fresh talent, the new ideas that television so urgently needs.



ABOUT THE AUTHOR

Richard Pack is director of programs and operations for WNBT (TV) and WNBC New York, key stations of NBC. He formerly was program director of WNEW and also has been associated with WOR and WNYC, all New York. Now 37, he has been in broadcasting since he was 16, as publicist, writer and program executive. He is co-author of two textbooks, *Opportunities in Television* and *Opportunities in Radio,* and has served on the faculty of New York U.'s Radio-Television Workshop.

RADIO MOVES FURNITURE IN IOWA

IN Cedar Rapids, Iowa, a father and his two sons have been "moving" furniture since 1945, and have parlayed their annual gross volume to more than $500,000 —much to the envy of over 20 other dealers in this town with an estimated population of 70,000.

They increased their gross earnings five-fold alone from 1945 to 1951. Precisely just how much "upward of half a million dollars" their volume has risen, they won't say. The competition would like to know, too.

But what is a matter of public record is the use of radio by the A. W. Peterson Co., comprising young Allan Peterson; his brother, Gayln, and his father, A. W. Under their guiding hands, the furniture store has shown phenomonal growth in the past 12 years.

Allan Peterson, himself, is a man of few words—but he credits radio with a large share of responsibility for the store's success. In response to the question whether radio was a major factor, he replies: "Definitely." And he will add that it is not only radio "but radio properly utilized."

Radio has been, in fact, Peterson's No. 1 furniture mover, he acknowledges.

A vice president of Peterson's, Allan is also his own timebuyer (his store does not use an advertising agency but deals direct) and one with a keen sense of what an advertising dollar should do. He also directs all promotion activities.

Modest Beginning

A. W. Peterson had modest beginnings in 1940, and it was not until 1945, when Allan was discharged from the Navy Air Corps, that the enterprise really got rolling. Young Allan had heard about other stores using radio profitably. He promptly began to ferment his own ideas of the medium.

On Sept. 9, 1946, the Petersons put their theories to work with a series of participating announcements on WMT Cedar Rapids. They started with 15 one-minute spots scattered throughout each week. They spent $182.25 to determine which announcements were the most productive.

Peterson's gradually expanded its radio budget. Today it has earmarked over $1,000 each month to three stations (KCRG and KWCR plus WMT). A breakdown of Peterson's January 1953 budget showed a total advertising outlay of $1,648, with radio receiving $1,398 and newspapers $250. WMT derived $1,166.20 and the other two stations $231.80 between them.

As a minimum schedule on WMT, which carries perhaps 80% of all the store's broadcast commitments, Peterson's sponsors a Monday-Wednesday-Friday 8 a.m. newscast; three half-minute news adjacencies each week; and a chain-break announcement between the Arthur Godfrey radio segments.

Ken Hastie, WMT salesman, who persuaded Peterson's to try radio 12 years ago—but with nothing like the present success—services the account, advising on schedules, special promotions, copy preparation and co-op arrangements. Since the store features a number of national lines—Zenith, Hamilton, Duo Therm and Nash Kelvinator, to name a few—Peterson's is able to enjoy the benefits of shared costs on its morning newscast program under co-op tie-ins.

But Allan Peterson is the man behind the advertising gun at the store. Here is how a typical campaign evolves:

Allan approaches each selling problem separately, devising specific objectives. If the drive calls for a bold approach, young Allan will experiment. The nature of the product determines whether the copy should be high or low pressure.

Copy Checking

Once having evolved the campaign, Allan turns the practical details over to the station. When copy is completed, Allan checks it, though he never interferes with preparation or delivery. He is, however, insistent on the requirements that the message be "crystal clear" and that it contain no "fancy stuff" unless it's directly to the point.

As an example of this specialized selling, Peterson's once launched a three-week campaign to publicize its new carpet department. When it moved the department downstairs in the store, Allan Peterson negotiated for 16 extra spots on WMT to publicize the shift. This chain-break is typical:

(Sound): Sawing and hammering.

(Announcer): "Peterson Furniture Co. is expanding its store to serve you better! Workmen need room so the floor must be cleared. Terrific expansion and remodeling values! Duncan Phyfe drop-leaf tables reduced from $59.50 to$38.67 at Peterson's in Cedar Rapids."

The "sawing and hammering" doubtless made an "impression" on listeners, Allan concedes, bringing 6,500 people into the new department within the first three days of the grand opening. Business has been fine since, he adds.

Peterson's doesn't go in for "ambiguous" copy or the "visit our friendly store" approach. But Allan Peterson does speak out for management by transcribing a series of spots plugging "the item of the month." He reads them himself. Says Allan: "I've had people come into the store just to see what I look like." He feels the store becomes more real to listeners through this series of spots which he transcribes the first week of each month.

Does Peterson's intend to use TV extensively when it comes to Cedar Rapids?

"Definitely."

PROMOTION COMPETITION — THE BILLBOARD — FEBRUARY 21, 1953

MERCHANDISING

WLW-T, WTVJ and WNBQ Place 1-2-3 in New TV Station Division

WTVJ appreciates the recognition given to its merchandising department, and extends its thanks to the following judges of BILLBOARD MAGAZINE'S 15th Annual Radio and TV promotion Competition.

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The WTVJ Merchandising Dept. is ready to plan a "Custom-Made" campaign for your product. SEE YOUR FREE AND PETERS COLONEL FOR COMPLETE DETAILS.

Channel 4 • MIAMI

WTVJ

Boston's WCOP combines with a Catholic youth movement and two radio advertisers to present a selling show with promotional value on a neighborhood and community level . . .

friday night is CYO caravan night

THE TREND toward commercial sponsorship of broadcast programs backed or endorsed by religious groups has met a solid response in Boston, where the Catholic Youth Organization's *CYO Caravan* on WCOP is sponsored jointly by RCA Victor and the Charles E. Hire's Root Beer Co.

CYO Caravan features broadcasts of a Friday evening (10:05-11) dance staged by one of the 500 parish and school CYO chapters in the Boston area. The *Caravan* features dancing with brief interviews of school celebrities, cheering sections, athletes and welcoming messages from the priest in charge of each function.



Mr. Gilmore

Conducting the interviews is WCOP's Jim Brokaw, longtime Boston teen-agers' radio favorite, who intersperses the talks with spinning of RCA Victor 45 RPM records for the dancers.

CYO Caravan began last October not long after the arrival at WCOP of John C. Gilmore, station account executive, who modestly calls it "the easiest program I ever sold."

Mr. Gilmore read an article in Boston's Catholic newspaper, *The Pilot,* in which Archbishop Richard Cushing called on parish and school CYO chairmen to lend every effort to the drive looking toward boosting membership in the Boston archdiocese from 100,000 to 125,000.

After conferring with the Rev. Fr. John P. Carroll several times and receiving approval for joint sponsorship of *CYO Caravan,* Mr. Gilmore armed himself with a sales brochure which carefully outlined the tie-in possibilities offered the advertiser by means of window display and school and parish tie-ins.

Then he headed for the offices of the Hire's Root Beer Co. and those of the Eastern Co., Boston RCA distributor.

"The only thing that remained was to inform both companies that they had been approved by the CYO to buy a program they had never heard of from a man they'd never met," says Mr. Gilmore. "It made for a one-call-close in each case."

The program's success lies in a formula designed to satisfy the intents of the three participating organizations: For the CYO, to promote and foster membership by illustrating "Youth at Play in a Decent Way" in presenting the organization's recreational and spiritual advantages to the teen-ager; for Hire's, to break down the acceptance of other beverages at parish and school social events and replace them with Hire's Root Beer, and for RCA Victor, to sell the "swing to 45," a somewhat more institutional problem."

Preparation for a chapter presentation of the *CYO Caravan* works like this: First, all bookings for the *Caravan* are made by WCOP, usually at the telephoned request of the priest, brother or nun in charge of CYO activity at a parish or school. The booking then is checked and confirmed with CYO headquarters.

Then come the tie-ins: Hire's, notified well in advance, provides the well-known root beer barrel for the function, with profits going to the CYO chapter. RCA Victor selects a local RCA dealer in the parish or neighborhood, who devotes a window to promotion of the dance, using signs provided by WCOP, a WCOP display mike, a Hire's root beer barrel, RCA Victor 45 record players and records, the school banner, papers and trophies.

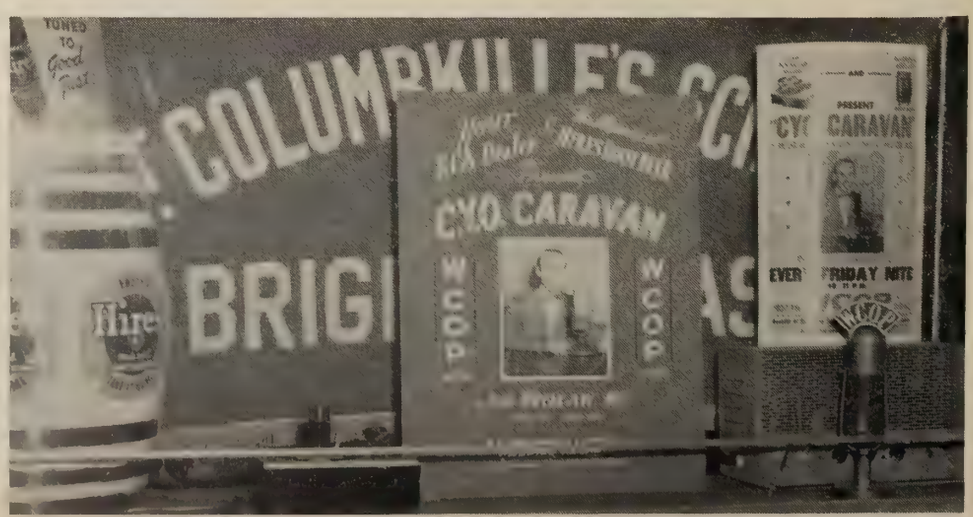
Tickets used at the function bear the names and trademarks of the sponsors, and stubs are used to award the door prize—an RCA 45 record player.

WCOP, to further tie in the triple aims, takes a display ad each week in *The Pilot* (paid circulation 87,000) with sponsor identification and pictures of products. CYO distributes three-color window cards to each of its 500 chapters to promote each *Caravan* dance, with all cards bearing pictures of the RCA Victor 45 player and the Hire's root beer barrel. Window streamers in two colors are placed in 1,500 candy and drug stores and supermarkets where Hire's is sold and in RCA Victor dealers' stores.

At each of the *CYO Caravan* functions Hire's paper soda-jerk hats are placed near the root beer barrel, and, according to Mr. Gilmore, every CYO member ends the evening wearing one of the paper favors.

The result, according to Mr. Gilmore, is that *CYO Caravan* is booked through to June and requests for bookings are coming in faster than WCOP can handle them. "A Hire's salesman told me," he says, "that never in his 15 years with the company had he received so warm a welcome when he called on schools and parishes."

Mr. Gilmore believes *CYO Caravan* is "proof positive that a solid sales-producing radio idea, properly geared to point-of-sale display, gets sponsors, results and sales." This "creative salesmanship at the local level is the answer of aggressive radio to TV," he adds.



Typical window display was that of the Supreme Music Shop in Brighton, Mass.



the BIGGEST FISH...

in a big BIG puddle!

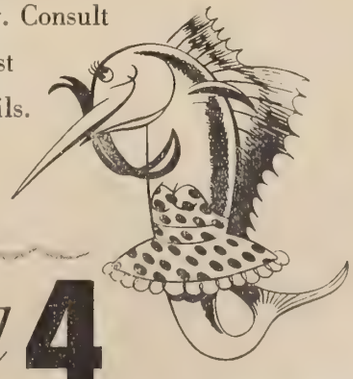
Now KNBH is the top* TV station in the *second largest market in the United States!*

Let KNBH give you widest television coverage of Los Angeles County—now a *five and a half billion* dollar yearly retail market. And get extra profits from the millions more reached by the powerful KNBH transmitter.

KNBH programs more top rated shows than any other station in Los Angeles. Eight out of top fifteen once a week, six out of ten multi-weekly. Your potential customers turn *more often* to KNBH.

Make sure they get your sales story. Consult KNBH, Hollywood, or your nearest NBC Spot Sales Office for details.





*** ARB, AND PULSE, JANUARY-FEBRUARY, 1953 RATINGS GIVE KNBH BIGGEST VIEWING AUDIENCE DAY AND NIGHT IN SOUTHERN CALIFORNIA**

NBC HOLLYWOOD

KNBH *Channel* **4**



Two big problems the about-to-be telecaster faces are selection of an antenna site and designing his station's housing. The first problem would be easier to solve if aircraft interests did not have to be consulted. On this page an authority suggests ways to simplify antenna clearance. An imaginative solution to the second problem appears on the opposite page. It's a $125,000 studio-office building plan for KEYT (TV) Santa Barbara.

THE THREAT TO TALL TOWERS

By George E. Sterling

Member, Federal Communications Commission

PROCEDURES that broadcasters are obliged to use to obtain clearance for antenna tower sites ought to be completely revised.

In what admittedly is often a struggle between the broadcaster and aviation interests, the aviation interests have the odds on their side. The Air Space Groups that act in these cases are loaded in favor of aviation. The broadcaster deserves a better break.

Under the Commission's rules all proposals for towers over 500 feet are referred to the Air Space Subcommitte of the Air Coordinating Committee. The prime objective of the Air Coordinating Committee's Air Space Subcommittee is, of course, to protect the aviation interests above all else.

To obtain a tower site clearance, an applicant must first take up his case with the Regional Air Space Subcommittee and, if he is turned down, he may appeal to the Washington Air Space Subcommittee. If the applicant is turned down by the Washington Air Space Subcommittee, he may request and eventually obtain a hearing before the FCC.

Why Aviation Is Favored

The representation in the Regional Air Space Subcommittee and the Washington Air Space Subcommitte indicates why the deliberations of these groups naturally weigh in favor of aviation.

The composition of the Washington Air Space Subcommittee is as follows: Voting members—representatives of Navy, Air Force (Air Force and Army), Commerce (CAA), Treasury, FCC and Civil Aeronautics Board; liaison or associated members (non-voting)—representatives of Air Transport Assn., Air Lines Pilots Assn., Airport Operators Council, National Assn. of State Aviation Officials and Airport Owners & Pilots Assn. Regional Air Space Subcommittees are composed of regional representatives of the same organizations listed above.

The FCC representative on the Air Space Subcommittee may vote but does not exercise that right in order not to prejudice any possible action in the event the case goes to hearing before the Commission. Other than this, the FCC has no participation in the Air Coordinating Committee—with the exception of the Chief of the Aviation Division, Safety & Special Services Bureau, who serves in the Technical Division of the Air Coordinating Committee. The Air Space Subcommittees sometime call on the Technical Division of the Air Coordinating Committee for expert technical advice.

The Doolittle Commission, which was set up by the President to investigate air crashes, recommended that consideration be given to moving airways and airports away from the thickly populated areas, thus reducing the hazard to life and property. If the aviation industry and the authorized officials of communities would move affirmatively in this direction, it would ease the problem of securing suitable antenna sites and do much to help the community to derive better service from its broadcasting and television stations. It would also serve to establish antenna tower heights consistent with the FCC standards, thereby permitting stations to provide service not only to the community but to adjacent smaller communities and the rural areas as well.

Recently, the government agencies concerned have taken some positive action in line with the Doolittle recommendations. However, because of the admonition of the Director of the Bureau of the Budget in his letter of Feb. 3, 1953, to government agencies, it appears that construction projects as they relate to relocating airways and airports will be restricted. In cases where this is done, the broadcast applicant's problem will be aggravated since the Air Space Subcommittees no doubt will be restricted in its freedom of action. So the problem becomes acute.

A recent report of the Air Space Subcommittee for the past year indicates that only 19 of the applications for towers were rejected, but it does not reflect the compromises that the broadcasters accepted and are still accepting in order to obtain site approval.

Compromise Odious

Compromises, resulting in reduction of TV antenna tower heights, mean loss of TV service to the public not only in the principal community to be served but also to nearby communities and people in the rural areas. Compromises in tower heights also prevent elimination of shadowed areas and interference and serve to deny the public pictures of fine quality.

Since the membership in the Air Space Subcommittees is directly associated with and has responsibilities to aviation, it follows that the deliberations of the groups weigh in favor of protecting the aeronautical services. I think too often they consider broadcasting and television only an entertainment service and fail to consider the relation of broadcasting to the great number of the public in a community compared to the small number who are concerned with commercial aviation.

What is needed, in my opinion, is a group composed of experts both in aviation and communications, who would take testimony under oath from witnesses on a hearing record complete with cross examination. Experience has shown that government agencies do not participate in FCC hearings but merely indicate their views by letter. Hence, the industry is precluded from testimony from these witnesses under oath and subjecting them to cross examination.

Parties receiving adverse decisions from a group such as proposed would appeal their case directly to the Commission and receive a hearing as now provided when they are turned down by the Washington Air Space Subcommittee. One step in the informal procedure now in force (review by the Washington Air Space Subcommittee) would be eliminated in this manner and the interest of the broadcaster and aviation industry as well as the local community would be assured of fair and impartial deliberations and decisions. Such a procedure would eliminate the compromises broadcasters are required to accept during their appearances before Air Space Subcommittees in order to get their stations on the air, and would eliminate undue delay and costs which increase with the passage of time from the date the applicant receives a grant from the FCC.

Revision Now

Someone may suggest a better way of accomplishing the objective, but the time has come for a revision of the present procedure.

The Commission's TV allocations make possible the establishment of more than 2,000 television stations in the United States. So the difficulties are likely to grow. Accordingly, a group comprising both aviation and broadcasting representatives should be created to study this problem at the earliest possible time. This could be accomplished by the President appointing a temporary Commission similar to General Doolittle's Airport Commission. The recommendations of this Commission could be passed on to the Air Coordinating Committee and the FCC for implementation.

The procedures now in force discourage broadcasters who desire to take full advantage of the Commission's standards. Compromise results. The public is denied service. Unless remedial action is taken there is imminent danger of destroying one of the basic elements of the Commission's television allocations philosophy—high towers which insure service to the greatest number of people.

BLUEPRINT for a TV STATION

The Los Angeles architect-engineer firm of Pereira & Luckman (the Luckman is Charles Luckman, former president of Lever Bros.) has designed this unique TV studio and office building for KEYT (TV) Santa Barbara, Calif. In housing TV economically and efficiently, this may well become a model for future stations of similar size. This one will be built for $125,000.

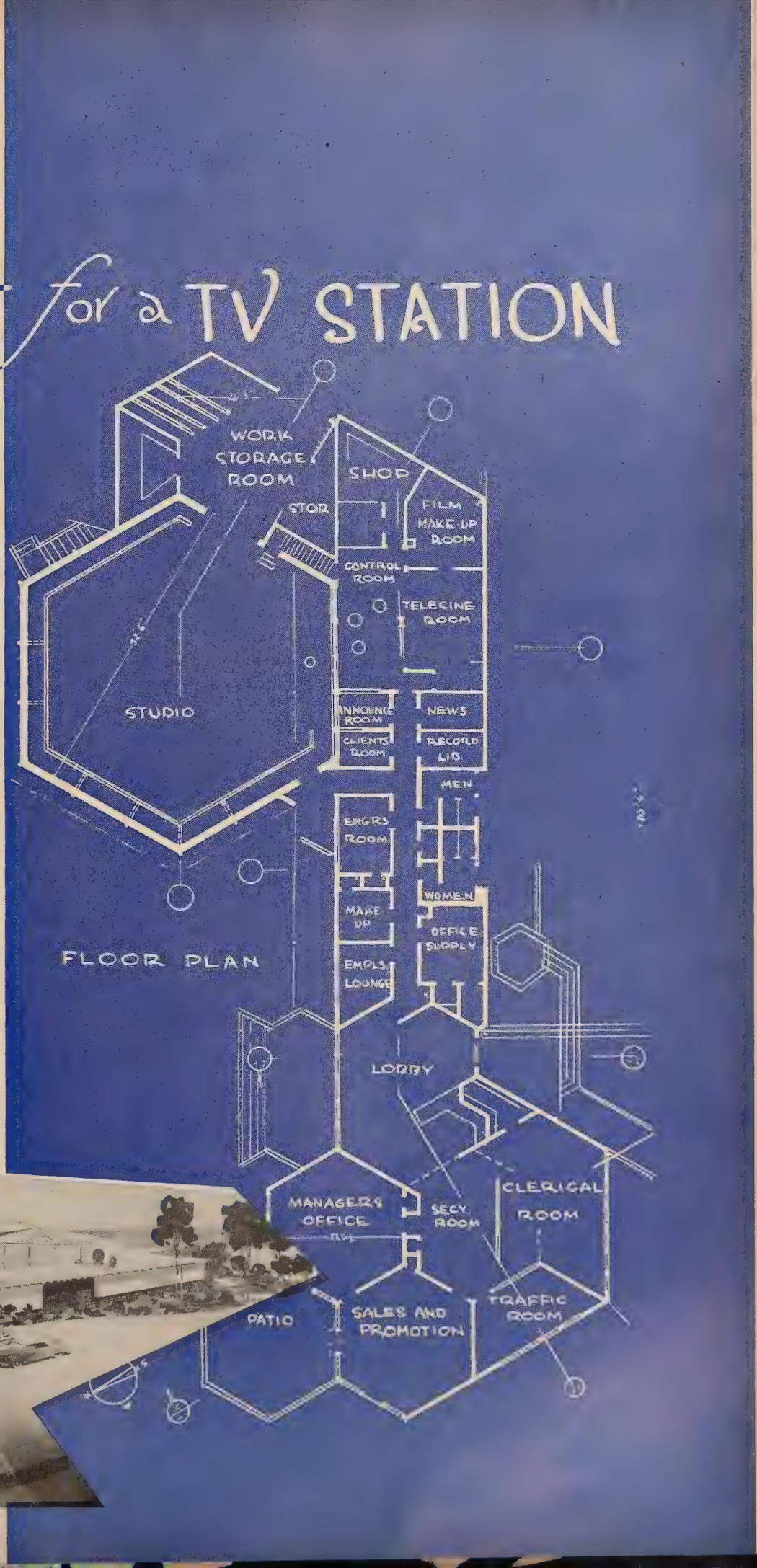
The hexagon is the geometric principle involved. With six walls in the studio instead of the traditional four, more working space is provided. Sets may be placed against all six walls and centrally-placed cameras can cover all six. The set-up would be ideal for single-camera production (see "The One-Man Show," page 78).

Working units—control room, telecine room, craft shops, announcers' room and dressing rooms — are clustered around studio for ease and convenience of traffic in the production area. Not shown on blueprint at right is an outdoor studio adjacent to the indoor hexagon. Santa Barbara weather will permit much TV production to be done out of doors. Expansion of this plan is possible. A second indoor studio, with its own cluster of shops and technical facilities, can later be built next to the original.

The building site is Mesa Hill, 400 feet above the center of the city. Construction begins in a week. (Transmitter is being built on a 4,100-foot peak in the Santa Ynez mountains, 16 miles west of Santa Barbara.)

KEYT (TV) will operate on Ch. 3. Principals include Harry C. Butcher, owner of KIST Santa Barbara; Colin M. Selph, former vice president and general manager of KDB Santa Barbara; Arthur F. Marquette, partner in Sherman & Marquette agency, and Ronald Colman, actor.

As shown in sketch below, exterior of the building is blend of contemporary design and early California architecture.



In last week's issue, B•T published a special article, "The High Cost of Hoping for Television," that described the severe drain on money and manpower in FCC TV hearings. Here, as a sequel, is a status report showing how the competitive applications stand in the struggle for TV stations.

By Larry Christopher

TV HEARINGS: ENDLESS GRIND?

SOME 47,000 pages of transcript and more than 340 days of testimony have been compiled thus far before FCC hearing examiners in the first handful of post-thaw television hearings—a mere 6% of the 260-odd contested channels presently designated for hearing or acknowledged in conflict by the Commission.

In many parts of the land, there are mergers and rumors of mergers among competitive applicants who hope to avoid the exhausting and expensive proceedings still to come in the future for most of them. Even requests for conditional grants and "interim stations" pending full hearing are being put to the FCC [B•T, March 9, 2].

But in Washington—on virtually the eve of the first anniversary of the lifting of the 3½-year TV freeze on April 14, 1952—the initial hearings grind slowly on, taking their toll of man, time and money. Of all three, they have taken much [B•T, March 9].

During the past year, the processing of uncontested applications has been in striking contrast to the progress on contested bids.

On July 11, 1952, FCC issued its first post-thaw group of 18 new-station construction permits. All were uncontested bids.

Since that date, up until last Tuesday, the Commission has issued 263 more permits to swell the post-thaw TV grant total to 281, including 14 noncommercial, educational outlets.

There now are 143 TV stations on the air, including the 108 pre-freeze outlets and 35 of the post-thaw stations.

Not one of the new stations, however, represents the fruit of a comparative hearing. In fact, no final decision has been issued in any case although an initial decision has been recommended by the examiner in the Denver Ch. 7 competition [B•T, Feb. 9]. Nevertheless, eight grants have resulted from seven hearings which dissolved chiefly through the withdrawal of competing applicants. In one case, an allocation change allowed two grants.

There have been some 1,090 new TV station applications filed with the Commission since the lifting of the freeze last April. Besides the 281 which have been granted, some 590 are scheduled for comparative hearings involving approximately 260 channels in more than 200 cities.

Few will guess the months—or years—it will take to clear this hearing backlog. Some may venture a speculation after it is better known how the newly revised hearing procedures will speed up the cases [B•T, Feb. 9]. But the revised hearing rules only took effect Feb. 4 and only two cases have been scheduled thus far under their terms.

The 47,000 pages of transcript and more than 340 days of testimony to date have been produced by only 15 of the 27 competitive hearings originally ordered by FCC on July 11, 1952. On that date, hearing notices were sent to 63 applicants seeking 27 channels in 14 different cities. Each channel contest represents a separate hearing.

Of these 27 initial hearings, seven have been completed and the records closed as of Tuesday. Five of the cases have been partially heard while the records in three other cases are virtually completed. Five of these original hearings are yet to begin. The seven remaining cases are those which dissolved as competing applicants withdrew or amended their bids for another channel. These withdrawals resulted in eight grants to the remaining applicants.

Since the original schedule of hearings last July, the Commission has set only four other channels for hearing, but more are now forthcoming under the new streamlined hearing rules. The Sacramento Chs. 40 and 46 hearings were ordered last fall. A fortnight ago, pursuant to the new rules, hearings were designated for Ch. 2 at Spokane, Wash., and Ch. 69 at Fort Wayne, Ind. [B•T, March 9].

Ironically, the Spokane and Fort Wayne cases are to commence April 6 while the Sacramento Chs. 40 and 46 proceedings have been continued without date although officially "opened" Nov. 17, 1952. The examiner in the Sacramento cases has been busy hearing two channels designated earlier in that city, hence the delay.

As of Tuesday, taking into account withdrawals and additions to the roster of TV applicants in hearing status, the Commission has 61 applications in hearing, seeking a total of 26 channels in 15 cities.

McFarland Letters

Besides these bids officially tabbed for hearing, a total of 188 applicants have been informed through "McFarland letters" that they are mutually-exclusive with other applicants, thus face comparative hearing, while another 394 applicants for contested channels have been "passed over."

The McFarland Act, which became effective July 16, 1952, and amended the Communications Act, provides that FCC first must inform an applicant by letter that his bid cannot be granted since it is mutually exclusive with the bid of another for a given channel. The McFarland letter also is used to inform an applicant that his bid is defective in certain respects, hence a hearing is necessary, even though it is uncontested. After a period of 30 days, in which the applicant may reply, FCC may schedule formal hearing.

McFarland letters have been sent to nine uncontested applicants informing them of defects or other questions which prevented grants. Of these nine, seven subsequently have been granted after additional information was supplied to FCC.

The McFarland letter procedure continues under the revised hearing rules.

On Oct. 15, 1952, until mid-February, the Commission effected a temporary speed-up plan in order to expedite new TV grants to those cities presently without service. During that time, FCC "passed over" any

TV Hearings Boxscore

Initial TV hearings scheduled July 11, 1952	27
Total applications involved	63
Total cities involved	14
Cases completed and records closed	7
Hearings nearly completed	3
Cases partly heard	5
Cases yet to begin	5
Hearings dissolved [1]	7
* * *	
Hearings scheduled since July 11, 1952	4
Total applications involved	8
Cities involved	3
* * *	
Total applications notified mutually-exclusive since July 16, 1952 (effective date of McFarland Act)	188
Total channels involved	89
Total cities involved	56
Applications subsequently dismissed [2]	12
* * *	
Hearing Status as of March 10	
Applications scheduled or in hearing status	61
Channels involved	26
Cities involved	15

[1] Resulted in 8 grants.

[2] Resulted in 9 grants.



Too secret to photograph...
Too big to believe!

America's newest atomic project is being rushed to completion in Pike County, Ohio.

Details are secret, of course. But this much is known: the A-bomb project will be the biggest single electric power customer in history.

Two of the largest electric power plants in the world will supply the needed power. Together they will generate more electricity than New York City uses . . . nearly as much as all the people and industries in Ohio now use.

To speed America's defense, they are being built fast. From the construction workers to the equipment manufacturers, everyone is geared to record-breaking performance.

These are impressive facts, but so is this fact . . .

The two big coal-burning electric plants were conceived, designed and are being built by a group of neighboring electric light and power companies. Fifteen* of them have joined together to form the $400 million Ohio Valley Electric Corporation to finance and operate this huge power project.

This means quick action for the Atomic Energy Commission. For the companies will supply urgently needed power for construction from their own systems—even before the new electric plants are completed. It also means that a large reserve of electric power will always be available.

Here's further proof that the very biggest electric power jobs can be handled quickly and efficiently by America's Electric Light and Power Companies. For if one company alone can't do it, several together can—and will!

**The 15 companies which have formed the Ohio Valley Electric Corporation headed by Philip Sporn, president of American Gas and Electric Company:*

Appalachian Electric Power Company, The Cincinnati Gas & Electric Company, Columbus and Southern Ohio Electric Company, The Dayton Power and Light Company, Indiana & Michigan Electric Company, Kentucky Utilities Company, Louisville Gas and Electric Company, Monongahela Power Company, Ohio Edison Company, The Ohio Power Company, Pennsylvania Power Company, The Potomac Edison Company, Southern Indiana Gas and Electric Company, The Toledo Edison Company, West Penn Power Company.

"MEET CORLISS ARCHER"
ABC radio—Fridays—9:30 P.M., E.S.T.

"YOU ARE THERE"
CBS television—witness history's great events

For names of the Electric Light and Power Companies sponsoring this advertisement, write this magazine.

application which was in conflict with another for a given channel and a public notice of the passed-over bids was periodically released.

Some 394 applications, seeking a total of 176 channels in 145 cities, have been on the passed-over lists. Subsequent withdrawals and mergers, resulting in six grants, has reduced the list now to about 384 bids, 170 channels and 142 cities.

There are a number of methods being employed and under consideration in the industry to help break the hearing log-jam. Some involve outright merger of the competing applicants while others propose share-time operations or conditional grants pending completion of the hearings.

Paul R. Bartlett, president and manager of KFRE Fresno, Calif., competitor there with KARM for Ch. 12, has proposed that FCC grant an "interim" permit to a community trustee corporation composed of the competing applicants plus a community representative [B•T, March 2]. No formal action has been taken.

Share-Time on Ch. 8

At Salinas-Monterey, Calif., the Commission issued two permits for Ch. 8 there, to be employed on a share-time basis by the two former competitors for the channel, KSBW Salinas and KMBY Monterey [B•T, Feb. 23].

There have been several "marriage" applications approved, some involving AM stations in the same or nearby markets which previously were competitors for the TV assignment.

A unique twist to the merger was successfully used at Columbia, S. C. Ch. 10 was granted to WIS-TV Corp. there, chiefly owned by the licensee of WIS Columbia, Broadcasting Co. of the South, and 15% owned by former principals in WMSC Columbia. The latter withdrew from WMSC in favor of a joint TV venture, WMSC dropping its competitive application [B•T, Feb. 16].

Among the grants which have been made to applicants comprising mergers of former TV channel competitors are the following:

● Elmira, N. Y.—Ch. 18, El-Cor Television Inc., representing a merger of the competitive bids of the *Corning Leader* (WCLI Corning) and the *Elmira Star-Gazette* (WENY Elmira). Principals in the *Corning Leader* gave up minor holdings in WELM Elmira [B•T, March 2].

● Durham, N. C.—Ch. 46, T. E. Allen & Sons Inc., composed of Ambassador to Yugoslavia George V. Allen and his wife, and WTOB Winston-Salem, N. C. The Allen group and WTOB, previously individual applicants at Durham, now hold 50% each. [B•T, March 2].

● Champaign, Ill. — Ch. 3, Midwest Television, composed of Mr. and Mrs. August C. Meyer, 51% owners, and Helen M. Stevick and Marajen S. Dyess, owners of WDWS Champaign. The latter two transferred half of their former 40% holding to the previous Ch. 3 competitor, WSOY Decatur [B•T, March 9, 2].

● Macon, Ga.—Ch. 47, Macon Television Co., owned 45% each by WBML and WNEX there, with 10% balance of control owned by a local businessman not identified with either AM outlet, which continue competitive operations [B•T, Feb. 16].

Two applicants, now slated for comparative hearings, have asked the Commission for conditional grant of their bids pending outcome of the hearings. These are WCYB Bristol, Va., and Tri-State Telecasting Corp., Chattanooga [B•T, March 9]. WCYB is in contest with the Ch. 5 application of WOPI Bristol, Tenn. WCYB charges the WOPI application is a strike bid, filed to prevent a grant of its application.

Here is a summary of the 31 TV cases scheduled for hearing since the lifting of the freeze last April.

Seven Complete

The seven cases in which the records have been completed are:

Denver, Col.—Ch. 4. Contestants: KMYR Bcstg. Co. (KMYR) and Metropolitan TV Co. (KOA). Record opened Oct. 1, 1952; closed Feb. 10, 1953. Heard 22 days. Transcript 2,637 pages. Proposed findings due March 30.

Denver, Col.—Ch. 7. Contestants: Aladdin Radio & TV Inc. (KLZ) and Denver TV Co. Record opened Oct. 1, 1952; closed Oct. 17, 1952. Heard 13 days. Transcript 2,104 pages. Initial decision, recommending grant to Aladdin, issued Feb. 2, 1953 [B•T, Feb. 9].

Flint, Mich.—Ch. 12. Contestants: WJR The Goodwill Station Inc. (WJR Detroit), Trebit Corp. (WFDF) and W. S. Butterfield Theatres Inc. Record opened Nov. 17, 1952; closed Feb. 27, 1953. Heard 18 days. Transcript 2,017 pages. Proposed findings due March 30.

Fort Wayne, Ind.—Ch. 33. Contestants: News-Sentinel Bcstg. Co. (WGL) and Northeastern Indiana Bcstg. Co. (WKJG). Fort Wayne TV Corp., originally designated, withdrew. Record opened Nov. 17, 1952; closed Dec. 12, 1952. Record reopened briefly Feb. 4, 1953, to show amendment by WGL, then closed again. Heard 14 days. Transcript 2,136 pages. Proposed findings due March 12.

Harrisburg, Pa. — Ch. 27. Contestants: Kendrick Bcstg. Co. (WHGB) and Rossmoyne Corp. (WCMB Lemoyne, Pa.) Record opened Jan. 5, 1953; closed March 3, 1953. Heard 17 days. Transcript about 1,820 pages. Proposed findings due April 17.

Portland, Ore.—Ch. 21. Contestants: Mt. Scott Telecasters (KGON Portland) for Portland and Vancouver Radio Corp. (KVAN Vancouver, Wash.) for Vancouver. Record opened Oct. 1, 1952; closed Feb. 9, 1953. Heard 11 days. Transcript 1,156 pages. Proposed findings due March 23. This is shortest hearing to date in volume of testimony and number of days in which testimony was heard.

Tampa-St. Petersburg, Fla.—Ch. 8. Contestants: Pinellas Bcstg. Co. (WTSP St. Petersburg), Tribune Co. (WFLA Tampa) and Tampa Bay Area Telecasting Corp. Record opened Oct. 15, 1953; closed Jan. 21, 1953. Heard 32 days. Transcript 3,996 pages. Proposed findings due April 17.

Three Near End

The three cases in which the hearings virtually are completed are as follows:

Portland, Ore. — Ch. 12. Contestants: Oregon TV Inc., Columbia Empire Telecasters Inc. (KPOJ is 40% owner) and

TV STATION OWNERS:

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Network executive who came up through the ranks covering all phases of broadcasting-telecasting interested in acquiring equity in present or future TV station.

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Northwest TV & Bcstg. Co. Northwest was added to the hearing by order of Sept. 8, 1952. Record opened Oct. 1, 1952; last heard Nov. 20, 1952, and scheduled to resume April 27, 1953. Heard thus far 27 days. Transcript 3,715 pages.

Sacramento, Calif.—Ch. 10. Contestants: McClatchy Bcstg. Co. (KFBK) and Sacramento Telecasters Inc. Record opened Nov. 17, 1952; last heard Feb. 19, 1953, and continued without date. Heard thus far 46 days. Transcript 6,170 pages.

Wichita, Kan.—Ch. 3. Contestants: Radio KFH Co. (KFH), Taylor Radio & TV Corp. (KANS) and Wichita TV Corp. Record opened Oct. 20, 1952; last heard Feb. 20, 1953, and continued without date. Heard thus far 59 days. Transcript 8,583 pages. This is the largest hearing to date.

Cases Partially Heard

The five hearings partially heard are:

Beaumont-Port Arthur, Tex.—Ch. 6. Contestants: Enterprise Co. (KRIC Beaumont), KTRM Inc. (KTRM Beaumont) and Beaumont Bcstg. Corp. (KFDM Beaumont). Record opened Nov. 17, 1952; recessed Dec. 15, 1952. Session was held March 4, 1953, and case resumed again last Wednesday. Heard 16 days as of March 4. Transcript 2,313 pages.

Duluth, Minn.-Superior, Wis. — Ch. 6. Contestants: Ridson Inc. (WDSM Superior) and Lakehead Telecasters Inc. (WREX Duluth). Record opened Nov. 17, 1952, and recessed Nov. 21, 1952. Resumes March 30, 1953. Heard five days thus far. Transcript 632 pages. Delay has been because of procedural litigation. Possible merger has been reported considered.

Portland, Ore.—Ch. 8. Contestants: Westinghouse Radio Stations Inc. (KEX), Portland TV Inc., Cascade TV Co. and North Pacific TV Inc. Cascade was added by FCC order of Sept. 29, 1952; North Pacific by order of Sept. 22, 1952. Record opened Oct. 1, 1952; hearing proper began Jan. 26, 1953, is now in session. As of March 9, heard 29 days. Transcript 4,334 pages. Case may be completed within three weeks.

Sacramento, Calif.—Ch. 3. Contestants: KCRA Inc. (KCRA) and Sacramento Bcstrs. Inc. (KXOA). Sacramento Bcstrs. previously was in the Sacramento Ch. 40 hearing, but after amending its bid was added to the Ch. 3 contest by FCC order of Nov. 3, 1952. Harmco Inc. (KROY), an original Ch. 3 contestant, withdrew Feb. 25, 1953. Record was opened and hearing began Feb. 26, 1953. Case is now in session. Heard nine days as of March 6. Transcript 1,013 pages.



Tampa-St. Petersburg, Fla.—Ch. 13. Contestants: Tampa Times Co. (WDAE Tampa), Orange TV Bcstg. Co. and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa). Tampa TV Co., successor to Mr. Tison's Tampa Bcstg. Co., was added by FCC order of Oct. 8, 1952. Record opened Oct. 15 but recessed without date. Resumed Jan. 7, 1953, and again recessed March 10 until April 7, 1953. Heard 24 days as of March 10. Transcript about 4,000 pages.

Remaining To Be Heard

The five cases of the initial July 11, 1952, group which remain to be heard include:

Beaumont-Port Arthur, Tex.—Ch. 4. Contestants: Port Arthur College (KPAC Port Arthur) and Smith Radio Co., Port Arthur. Smith Radio was added by FCC order of Nov. 26, 1952. Original contestant Lufkin Amusement Co. was dismissed Dec. 16, 1952. Seeking to be added to proceeding and successor to Lufkin Amusement Co. is Jefferson Amusement Co., Beaumont. Jefferson's application was accepted Nov. 24, date has been set for this case. Procedural litigation has delayed.

Canton, Ohio — Ch. 29. Contestants: Brush-Moore Newspapers Inc. (WHBC) and Stark Bcstg. Co. (WCMW). Scheduled April 15. Delay in proceeding has been due in part to illness of a principal witness.

Duluth, Minn.-Superior, Wis. — Ch. 3. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) and Red River Bcstg. Co. (KDAL Duluth). Scheduled March 23. Procedural litigation has delayed. Possible merger has been reported considered.

Portland, Ore.—Ch. 6. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) and Pioneer Bcstrs. Inc. (KGW). Record opened Oct. 1 but procedural delays ensued and case is now set May 11. Mt. Hood replaced KOIN Inc. while KXL Bcstrs. withdrew.

Wichita, Kan.—Ch. 10. Contestants: WKY Oklahoma City, KAKE Wichita and Mid-Continent TV Inc. Record opened Oct. 20 and recessed; now set March 16. Sunflower TV Inc. has withdrawn.

New TV Hearings

Hearings scheduled since July 11, 1952:

Fort Wayne, Ind.—Ch. 69. Contestants: Radio Fort Wayne Inc. (WANE) and Anthony Wayne Bcstg. Set April 6, 1953.

Sacramento, Calif.—Ch. 40. Contestants: Ashley L. Robinson and Frank E. Hurd d/b as Cal Tel Co. and Maria Helen Alvarez. Hearing was officially opened Nov. 17, 1952, but no testimony was taken and no date is set for start of the proceeding. Delay has been due to length of Sacramento hearings designated prior to this channel.

Sacramento, Calif.—Ch. 46. Contestants: John Poole Bcstg. Co. and Jack O. Gross. Hearing was officially opened Nov. 17, 1952, but no testimony was taken and no date is set for start of the proceeding.

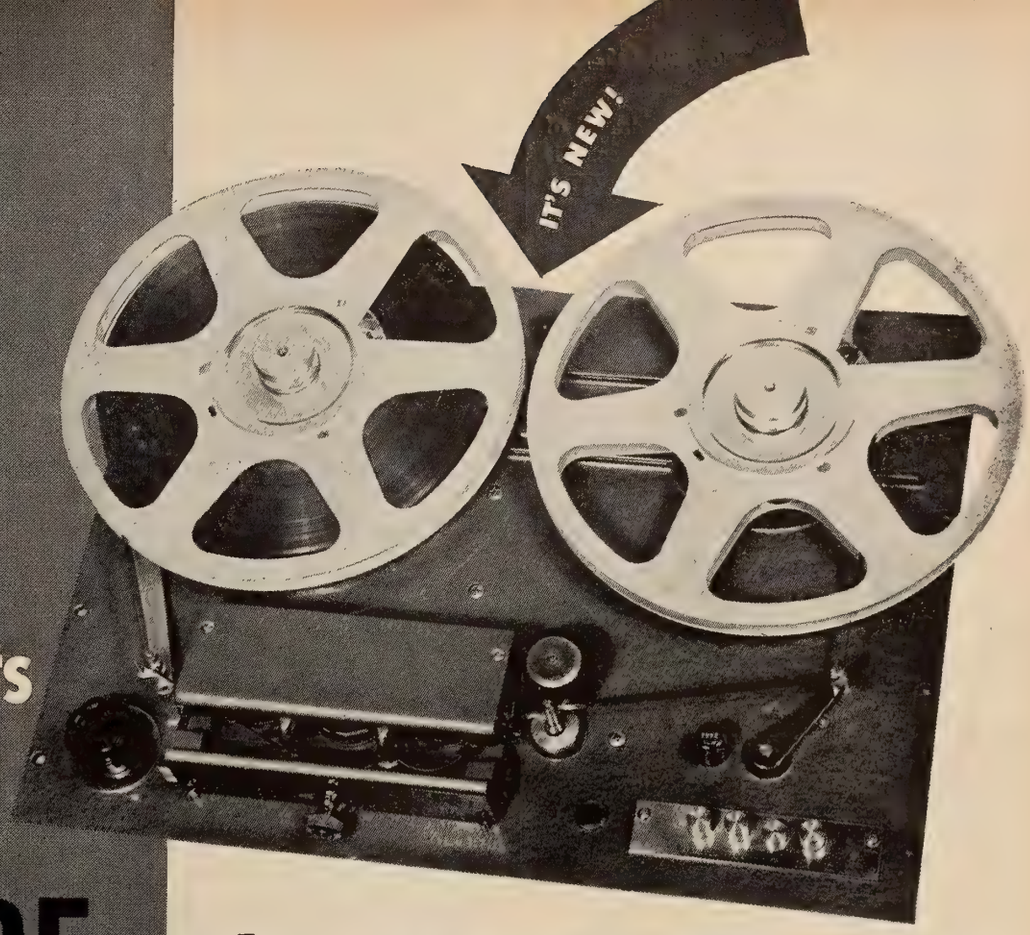
Spokane, Wash.—Ch. 2. Contestants: Louis Wasmer (KREM) and TV Spokane Inc. Set April 6.

Dissolved and Granted

The seven hearings which dissolved, resulting in grants, are:

Flint, Mich.—Ch. 16. W. S. Butterfield Theatres Inc. amended to Ch. 12 allowing

puts other tape recorders in the SHADE...the PRESTO RC-11



PRESTO introduces a precision-engineered tape recorder with a radical new type of construction!

Featuring a self-contained capstan drive unit, the PRESTO RC-11 provides durability, flexibility and rapid maintenance heretofore unheard of in tape equipment. Motor, fly wheel, capstan shaft, pressure pulley and solenoid are all pre-mounted on a cast aluminum sub-assembly . . . a complete working unit quickly removable for service or replacement.

A heavy, ribbed, cast aluminum panel designed for rack or case mounting supports all other components. Overall durable construction gives additional reinforcement and protection during shipping and adds years to the life of the machine.

In terms of performance and operational ease, the RC-11 also steps out front. This new recorder, with complete push button operation, automatic microswitch in case of tape breakage and a reel capacity of 10½ inches, is an engineer's delight.

The combination of advanced design and engineering in the RC-11 puts ordinary tape recorders in the shade . . . makes this instrument an *investment*, not an expenditure. Ask your PRESTO distributor for full information on this important development in tape recorder design . . . the *all new* RC-11.

The "unitized" construction of the Presto RC-11

. . . allows a complete flexibility in the manufacture of various types of instruments. By the simple rearrangement of components the RC-11 becomes a high fidelity recorder, a dual track, bi-directional recorder or reproducer or a long-playing reproducer with automatic tape reversal.

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grant to WTAC there on Nov. 20, 1952, for WTAC-TV.

Harrisburg, Pa.—Ch. 71. Withdrawal of WABX Inc. permitted grant on Dec. 31, 1952, to Harrisburg Bcstrs. Inc., now WTPA (TV).

Jackson, Mich.—Ch. 48. Withdrawal of WKHM and Spartan Bcstg. Co. allowed grant on Nov. 20, 1952, to WIBM for WIBM-TV.

Reading, Pa.—Ch. 61. Addition of Ch. 33 to Reading through allocation change allowed grant of Ch. 61 to WHUM and Ch. 33 to WEEU, as WHUM-TV and WEEU-TV respectively. Grants were made Sept. 4, 1952.

Tampa-St. Petersburg, Fla. — Ch. 38. Withdrawal of Empire Coil Co. allowed grant on Oct. 9, 1952, to WSUN there for WSUN-TV.

Waterbury, Conn.—Ch. 53. Withdrawal of WBRY allowed grant to WATR on Oct. 30, 1952, for WATR-TV.

Wichita, Kan.—Ch. 16. Withdrawal of KWBB and KFBI allowed grant to C.W.C. Co. on Feb. 18, 1953.

One McFarland case, set last August for Ch. 31 at Beaumont, Tex., resulted in grant to TV Broadcasters on Dec. 4, 1952, as KBMT (TV), after withdrawal of Tom Potter's bid.

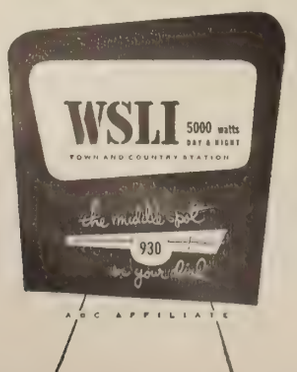


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NEW CAB CONSTITUTION DISPUTED AT ANNUAL MONTREAL CONVENTION

Newly-created vice presidency's power to hire and fire paid CAB employes, proposed in Canadian Broadcasters' new constitution, brings dissent among members, causing the document to be submitted for two-thirds mail vote. CAB proposes name-change to include TV. Station representatives object to upped associate fees.

A BITTERLY fought new constitution, plans for industry promotion, station editorializing and plans for Canadian concert music promotion were the main issues at the annual convention of the Canadian Assn. of Broadcasters at the Mount Royal Hotel in Montreal last Monday through Thursday.

Attending in record numbers, CAB members in closed sessions Wednesday and Thursday discussed the new constitution clause-by-clause, with constant legal skirmishing on the power of the newly-created post of executive vice president to hire and fire all paid CAB employes, including secretary-treasurer and sales director.

A majority of the members, in a standing vote, backed the stand of the CAB board and constitution committee that the executive vice president be enabled to control all paid employes. As a result of heated convention action, however, the full new constitution is being submitted for a two-thirds majority mail vote by members.

A proposal for a change of the organization's name to Canadian Assn. of Radio and Television Broadcasters is being submitted to the Canadian Secretary of State for approval, according to law.

A proposal to increase associate membership fees is being contested by station representatives, some of whom intimated they would have to drop unprofitable stations under the associate membership increases. The final rates of the increased fees are being decided by a joint committee of the CAB board and representation firms.

More Canadian broadcasters belong to the CAB than at any time before, General Manager Jim Allard reported to the convention. Membership now stands at 116 independent stations, compared to 102 a year ago. Nearly all the stations are privately owned. Associate members number 39 compared to 33 a year ago. Finances showed a small profit, a little over $200 compared to anticipated deficit of $12,000. No special assessment will be required for the copyright legal battle, which is now in its final stage with an appearance before the Canadian Supreme Court sometime later this year, he said.

Mr. Allard reported on the year's operations, including agency franchise arrangements, public relations work, liaison with NARTB and other broadcasting organizations, granting of scholarships to various educational organizations, establishment of a CAB central reference library at Ottawa, addition of economic trends service for members, establishment of an employment service within the industry, setting up industry-wide pension plan for employees, and continuation of centralized public service programs from Ottawa.

He dealt at length with the copyright problem and the civil suit between CHML Hamilton, and Composers, Authors, Publishers Association of Canada (CAPAC). By bringing suit against only one station instead of all stations by arrangement with CAPAC, the CAB was able to save about $30,000 in legal fees and related expenses. He reported on the hearings before the Canadian Copyright Appeal earlier this year, and its ruling that the 1952 rates of 1¾% on gross station revenue prevail this year, pending settlement of the civil suit.

He also summarized the proposed new CBC regulations of Canadian program content and the reception accorded the CAB's brief opposing the new regulations.

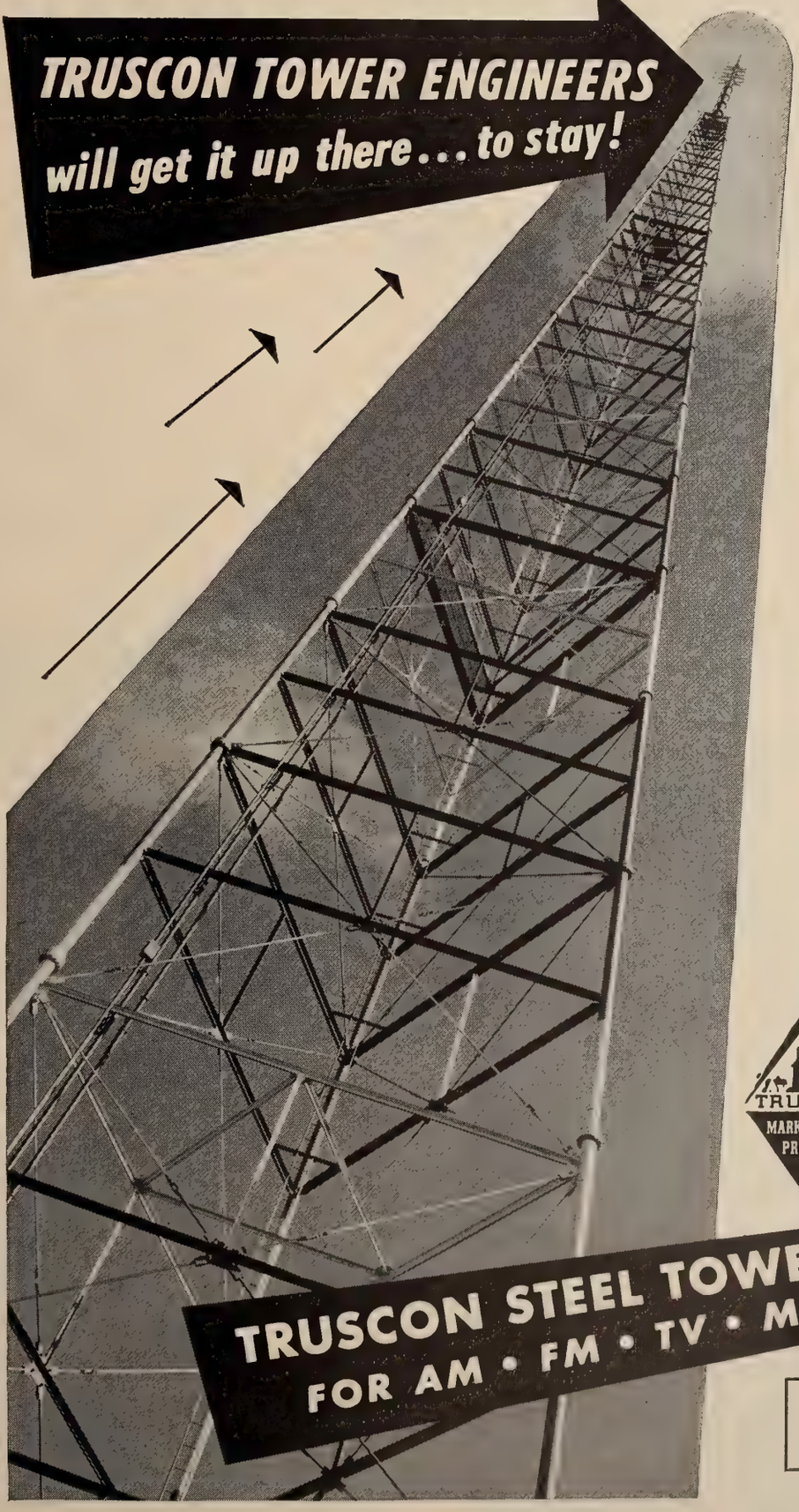
Mr. Allard pointed out that "perhaps our efforts have been helped by the fact that the CBC has been forced to drop its hypocritical mask of public service and guardianship of Canadian culture. Its attempted monopoly of television, its weird juggling of uhf and vhf television channels to protect its position, its policy of holding down our rates while it tries



CAB conventioneers discuss Coronation Year agenda, (l to r) Hal Crittenden, CKCK Regina; Helen Thomas, Street & Finney, New York; Gerry Gaetz, CJCA Edmonton; Mary Dunlavey, Harry B. Cohen Adv. Inc., New York, and Ted Campeau, CKLW Windsor-Detroit.

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FRENCH - CANADIAN sportscasting is explained to Canadian agency timebuyers and radio directors by Michel Normandin (l), freelance sportscaster, to (l to r) Ralph Hart, Spitzer & Mills Ltd., Toronto; Ev Palmer, McCann-Erickson Inc., Toronto; Mary Moran, MacLaren Adv. Ltd., Toronto; and Bill Harwood, Cockfield Brown & Co., Montreal.

to make us use program material that could not attract audiences, its position in relation to copyright, its continued network monopoly, its deals with U. S. TV networks, and its open admission that it could not exist without importing U. S. programs, have done more to make more people realize the true situation than anything we could have done. The policy of the last four years has made great gains for us."

Keynote speaker Richard Gettell, chief economist of Time Inc., New York, at a Monday session told Canadian broadcasters that business ingenuity is required to increase marketing efficiency, to cut costs of physical distribution and pass on the savings in lower prices. He said it was necessary to improve techniques of selling, advertising and promotion, to create new and larger demands, and to revive the arts of competitive selling.

Pitfalls to guard against in programming for the mass market were explained by Mrs. Harriett Bruce Moore, director of psychological services, Social Research Inc., Chicago, in another Monday session. She outlined various types of programs and commercials which surveys show are most successful with the 65% of the U. S. audience who are in the lower-middle and upper-lower income brackets.

At the annual dinner Tuesday Bill Rea Jr., CKNW New Westminster, was presented with the John J. Gillin Jr. Memorial Award for the most public service in Canada in 1952. This included presentation of scholarships by CKNW for TV development on Canada's West Coast. Glen Robitaille, technical director, CFPL London, was given the Canadian General Electric Co. award for his outstanding contribution in organizing the 1952 technical meeting of Central Canadian broadcast engineers at Toronto.

Welcoming more than 300 members of the broadcasting industry to the largest meeting in its 28 years, Malcolm Neill, CFNB Fredericton, chairman of the CAB board, stated Monday morning in government circles at Ottawa "there is a growing realization that the broadcasting setup is not a happy one, and that something must be done to correct the situation. We are closer than ever to having injustices of the present broadcasting act corrected and to obtaining for free enterprise broadcasting the same freedom as granted all other forms of communication."

Reviewing events of the year, Mr. Neill dealt in detail with hearings before the CBC board on proposed new broadcasting regulations, telling the meeting that proposed regulations have now been withdrawn for further study and redrafting by a CAB-CBC committee. He reported on television meetings with cabinet ministers and said the present CBC and Canadian government plan for single coverage television "is completely impractical and unrealistic, and most unsatisfactory to broadcasters and the public. They have made it as difficult as their imaginations could conceive for private companies to establish an effective free enterprise service."

Praises Rate Values

Rates charged by Canadian radio stations represent, in terms of values given, the greatest advertising buy of the 20th century," Pat Freeman, CAB sales director, told broadcasters and agency representatives. He emphasized (1) broadcasters over a period of years failed to charge rates commensurate with circulation; (2) there was a 100% increase in the number of national advertisers on Canadian radio since 1945; (3) there is a definite swing toward spot radio in Canada; (4) today almost 95% of all Canadian homes have at least one radio. He urged development of better measurement tools, less emphasis on individual program ratings, greater participation in education and civic affairs, development of an "editorial" voice and clearer understanding that radio sells by "talking to people."

Harold Fellows, NARTB president, talked Monday of current problems of American colleagues, especially AM stations' decisions to enter television. He encouraged Canadians, saying "after five years of continuous television, radio broadcasting is growing in terms of the number of outlets." He pointed out that evidence shows television is already a good investment, despite its many complications. He closed asserting the conviction that Canadian and American broadcasters have a mutual obligation to fight for systems of communication which will enable citizens of the two countries to know each other better.

At a closed meeting Monday evening, broadcasters learned costs and difficulties of entering television and discussed at length and without

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In Television, Mitchell Cameras have pioneered new and superior techniques and standards. Mitchell, alone, brings you years-ahead professional motion picture equipment. Commercials, shorts, and features filmed with this camera are *sharper, clearer,* and *steadier* on home television screens because of the internationally famous smooth, positive operation and perfect control which the Mitchell Camera brings to each film.

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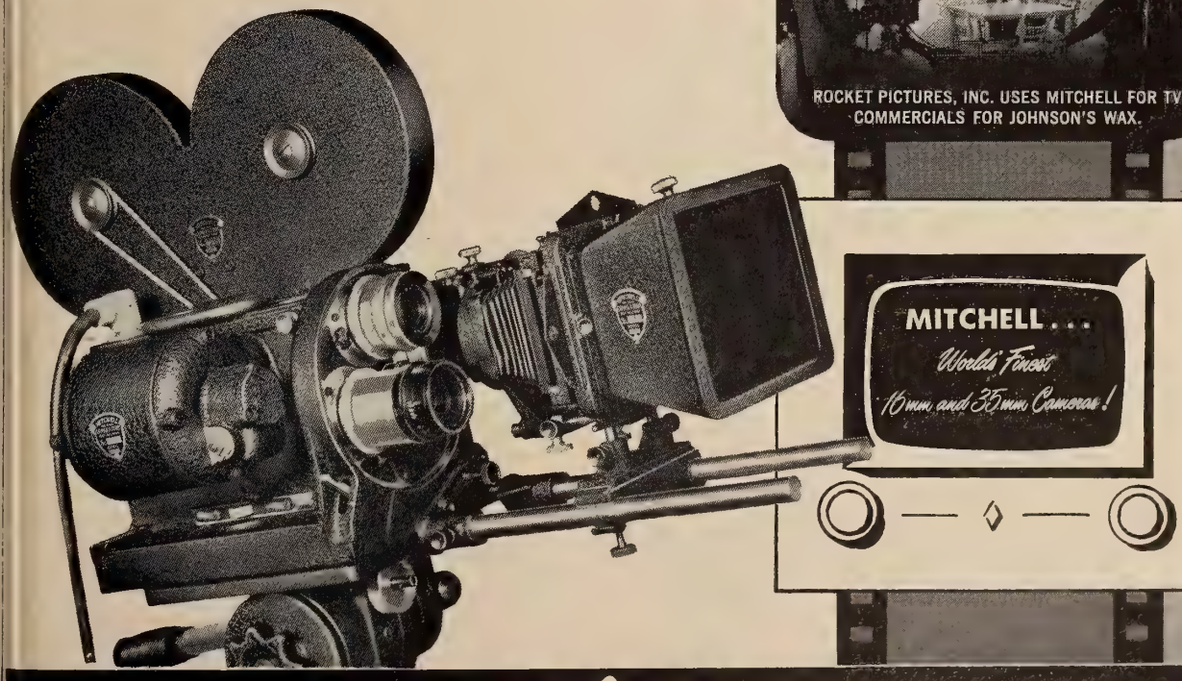
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formal resolutions policies which could be pursued to obtain freer television conditions. Groups agreed that until private stations, supported by sponsored programs, could operate in major markets, stations in small cities did not have a chance for economic survival.

Tuesday morning, broadcasters heard a report on the success of the CAB-sponsored teenage book parade program and promotion used by cooperating stations. A report of the press privileges committee by Vern Dallin, CFQC Saskatoon, urged broadcasters to give more and faster news service, attend meetings of weekly newspapers and develop more Sunday news.

Wallace H. Wulfeck, vice president, William Esty Co., New York, stated "in giving men security, we have at times killed their incentive or drive," in discussing "Behavior Dynamics in Business." He showed how business could obtain assistance from professional psychologists.

Individual station contributions to public service were discussed in a panel session under the chairmanship of Vic George, CFCF Montreal. Participating were Fred Lynds, CKCW Moncton; Fred Pemberton, CKSF Cornwall; Vern Dallin, CFQC Saskatoon; Lyman Potts, CKOC Hamilton, and Al Hammond, CFCF Montreal.

Decision to increase membership fees for the Bureau of Broadcast Measurement, Toronto, by 100% for broadcasters and 50% for other members was passed at the ninth annual BBM meeting Tuesday afternoon, under the chairmanship of Charles R. Vint, president, Colgate-Palmolive-Peet of Canada. Increase becomes effective if research operations are expanded under CAB proposals. Current BBM report cost $110,000 to prepare, showing 137 Canadian station members, (88% of all stations), plus 40 advertisers, 70 agencies and 12 radio station representatives.

Ted Cott, NBC vice president, told Canadian broadcasters Tuesday afternoon to "get out of the groove," develop station personalities to attract audiences and tell people what they are doing. He dealt in detail with methods used to build the audiences of WNBC and WNBT New York; how station breaks are given "personality," how famous people are used and how the audience is promoted. He emphasized that "nothing is going to hurt radio" and the audience will respond to programs which consider that audience.

At the annual meeting of BMI Canada Ltd. Tuesday afternoon, Bob Burton, BMI New York, unfolded plans for bringing Canadian music in a large way to American stations and the American public. Canadian messages will be used to develop audiences for Canadian



HAND-CLASPED, Canadian-U. S. friendship at CAB convention, (l to r) Ted Cott, WNBC-WNBT New York; Walter Powell, commercial manager, CBC Toronto; Bill Rea Jr., CKNW New Westminster; and Joe Weed, New York.

music. Carl Haverlin, BMI, presided, followed with an outline of a plan to put Canadian concert music on records as an industry undertaking.

At the Wednesday morning session Mr. Allard announced plans for a series of five minute talks on the activities of independent broadcasters for immediate use on all member stations. Increased public interest in broadcasting and television problems makes the promotion series timely, Mr. Allard said. He reported on the increasing unionizing activities by NABET among Canadian major market stations.

Mr. Freeman reported on a recent survey on national advertising and outlined plans for a similar survey on local advertising by categories of merchants as a sales tool for next year.

A new constitution was adopted sectionally. CAB becomes CARTB, Canadian Association Radio and Television Broadcasters, with membership classes including future facsimile broadcasters. Fourteen directors from five regional areas are to be elected for two year terms, and seven new directors for each year. The board elects its own president and vice president. A new CARTB position of executive vice president was set up to replace the general managership, with Mr. Allard as first occupant.

The membership decided to recommend that BBM appoint a research director to study and recommend standards for audience survey organizations.

Editorializing by member stations was discussed at a closed meeting.

More Money for CBC Chief

SALARY of A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp., has been raised to $17,500 annually from $15,000, according to an official tabulation in the Canadian Parliament by Prime Minister Louis St. Laurent March 6.

CANADA

Winnipeg TV Prepared

FIRST TV station for Winnipeg will have 100 kw ERP, and is expected to be operating early next year. A 10 kw RCA transmitter has been ordered, along with a six bay antenna, by the Canadian Broadcasting Corp. The transmitter will be located on Portage Ave. in an office building at Winnipeg purchased by CBC for studios.

CANADA

Predict Japan TV Set Sales To Increase Tenfold in '53

Radio Tokyo officials tour U. S.; study video techniques and buy station equipment.

INTEREST in television is so keen in Japan that its present 2,000 TV receivers should increase to about 20,000 by the end of the year.

This observation was voiced by three officials of Radio Tokyo in an interview with B•T in New York last week. They were visiting the U. S. to purchase television equipment and to learn American TV techniques in engineering, programming and production in preparation for the opening of JOKR-TV in January 1954. The station will operate with a 10 kw RCA transmitter.

JAPAN

Men were Kokichi Endo, chief engineer of JOKR Tokyo, only 50 kw commercial station in Japan, Shozo Kanagai, managing director of the program department, and Paul Y. Ishihara, assistant manager.

Mr. Ishihara, spokesman, noted the only telecasting operation in Japan at present is NHK-TV, a public corporation supported by license fees which prohibit commercials.

He believes the growth of television will parallel that of radio, in which 80% of the 19 commercial stations "are operating in the black." JOKR-TV therefore will apply to television the programming formula that has proved successful in radio, he says.

"We plan to operate about seven hours a day with 50% devoted to entertainment and 50% to educational and cultural shows. Sports and news shows will be stressed," he said.

Broadcasters are scrutinizing the progress at NHK-TV "with considerable interest," he said, although that station is supported by public subscription. Radio listeners pay 50 yen a month and TV viewers 200 (360 yen is equivalent to one U. S. dollar).

Mr. Ishihara prophesies JOKR-TV will operate profitably "within a few years." He notes that advertisers have shown interest in television and are conscious of its sales impact.

Oppose Religious Sponsors

CANADIAN churchmen are opposed to sponsored religious telecasts. At the meeting of the United Church of Canada's board of evangelism and social service late in February in Toronto, it was recommended that sponsored religious programs for television be discouraged. The board suggested the Canadian Broadcasting Corp. provide religious television without cost and that Canadian talent be used wherever possible. One board member commended commercial firms sponsoring TV programs with a religious "flavor."

CANADA

SOONER or LATER
your aggrieved listener
accuses you of
LIBEL OR SLANDER
and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is
ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Kansas City, Mo.

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas
by Appointing us Your Spokesman
KFRO "Voice of Longview" — TEXAS

Canada Can Profit From U. S. TV Mistakes, Karol Says

CANADA

ADVERTISING men of Canada, where TV is just getting under way, were advised last week by John J. Karol, CBS Radio network sales vice president, to profit by U. S. advertising's mistakes and, in the growth of TV, achieve "an effective balance among all media."

Addressing the Advertising and Sales Executives Club of Montreal, Mr. Karol said Wednesday "I am certain that television will grow and develop in your country as it has in mine. This is fortunate. . . . We must be alert to the fact, however, that the addition of a medium does not imply the death of an established one. What it does imply—what it states emphatically—is the need for greater skill in achieving an effective balance between all media.

"It's a fact in American broadcasting that we have never been able to measure our audience with anything like complete accuracy. Our overall costs and our cost-per-thousands were so low compared with other media that we just never bothered. But when TV had been growing a while, we found our radio audience shrinking. Finally, we started to look at ourselves more carefully."

Among the findings cited by Mr. Karol: More than 100 million radio sets sold since the end of World War II; ownership of more radios by TV families than by non-TV families; more listening being done outside the living room, which means it "is relatively unmeasured"; auto radios numbering 25 million; number of radio homes grown to almost 45 million and of sets-in-use to 105 million," and as TV grows older, "important increases" in radio listening within TV homes.

"If we were able to measure our listenership more expertly," Mr. Karol continued, "we are certain we would find still larger audiences at even lower costs. We made the mistake of starting late in looking more carefully."

H. N. Stovin Sponsors Station-Agency Clinic

CANADA

BROADCAST station executives and agency officials attended the two-day sales clinic at the Royal York Hotel, Toronto, March 6-7, sponsored by H. N. Stovin & Co., Toronto station representative firm. Industry leaders addressed managers, owners and executives of stations represented by Stovin who attended the meeting en route to Canadian Association of Broadcasters annual convention at Montreal.

Speakers included Bill Westwood, assistant manager, CJOR Vancouver, who talked on station business administration and selling; Al Mackenzie, manager, CKY Winnipeg, who told station executives how CKY sells in a multi-station market where it is the newest; Ted Kober, research executive, Vickers & Benson Ltd., Toronto agency, who discussed market research.

Maurice B. Mitchell, Associated Programs Inc., New York, showed how ratings could be best used by stations. From the Stovin organization, Lee Reeburn and R. C. Armstrong discussed station promotion and national sales plans. W. A. Lindsay, Baker Adv. Ltd., Toronto, told broadcasters how he spends his clients' radio budgets, and W. Holroyde, Canadian General Electric Ltd., Toronto, spoke on pitfalls in setting up a television station.

Expect N. Y. Legislators to Continue TV Study

BATTLE over the proposal that New York State build and operate a 10-station educational TV network [B•T, March 2, 9] continued last week, with both sides apparently agreed on one point: The legislature probably will adopt a pending resolution to continue studies of the subject by a special commission.

There appeared no change in the belief that the legislature, heading toward adjournment, would accept the current commission's finding that, for the present, the 10-station proposal is not desirable or necessary as a state project.

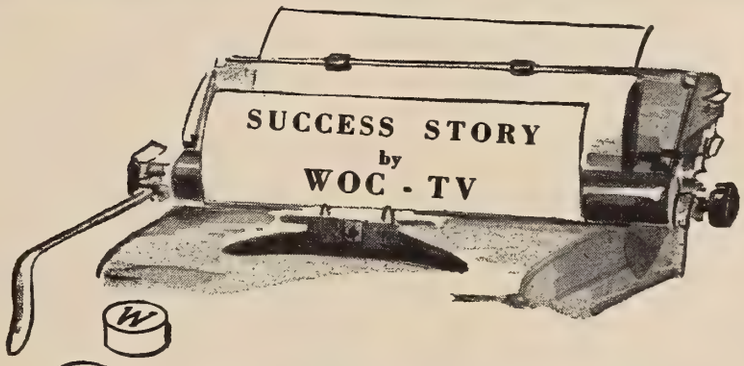
Protests against the commission's report continued to be heard, with Democrats especially condemning it as having been dictated by Gov. Dewey's Republican administration. Proposals for the establishment of one or more "pilot" stations by the state also are pending. Setting up of a $500,000 pilot station also was proposed for inclusion in the commission's recent recommendations to the legislature, but was voted down by the commission majority 10 to 5.

Among others condemning the majority report was the Metropolitan New York Coordinating Council for Educational Television, which called it a "public disservice."

Meanwhile, representatives of some 50 educational institutions in the metropolitan New York area formed a new organization, the Metropolitan New York Educational Agencies Committee on Television, to fight for at least one TV station in the event the 10-station plans are defeated. Committee is headed by Dr. David D. Henry, executive chancellor of New York U.

California TV Study

A SIXTY-DAY study of the costs of installing and operating educational television channels has been ordered by the California State Assembly in Sacramento. The order preceded an agreement that the study would not affect other bills on educational channels. The House passed unanimously a resolution directing the Ways and Means committee to investigate costs.



WOCTV

Speaking of Responsive Viewers . . .

One of products made by Albert Lea Manufacturing Company is a kiddie toy-house construction set. During first three weeks of December, 1952, firm spent $840.00 for participation announcements on WOC-TV, offering these sets at $3.00 each. *Result:* 1,770 ORDERS . . . $5,310.00 IN DIRECT SALES . . . ALL FROM AN $840-ADVERTISING-INVESTMENT.

Beck's Salad Dressing Company, on December 4, 1952, began 13-week schedule of one participation weekly on "Today's Cooking"—WOC-TV's popular homemakers' program. During 13-week schedule, this 35-year-old Davenport food processing firm forced distribution on all their products—INCREASED SALES BY 30% ABOVE SALES TARGET THEY HAD SET FOR PERIOD. Beck's has renewed for another 13 weeks.

Surely, you'd like further proof of WOC-TV's responsive viewers. You can get this information from interesting folder titled "THEY GET THE PICTURE." Write direct to us for "THEY GET THE PICTURE"—or ask your nearest Free & Peters representative for a copy.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa

MSC Radio-TV Conference Features UNESCO's Hull

INTERNATIONAL mass communications which will give a true picture of the world was advocated by Richard B. Hull, a member of the U.S. Commission of United Nations Educational, Social & Cultural Organization and radio-TV director of Iowa State College, in a talk March 6 to 100 men and women attending the eighth annual Radio-Television Conference at Michigan State College at East Lansing.

The full day's program on "Safeguarding Freedoms Through Radio and Television" included a morning panel, "The Function of Radio and Television in Developing Active Citizenship." Speakers were Don DeGroot, assistant general manager, WWJ-AM-FM-TV Detroit; R. A. Peters, president, Michigan Junior Chamber of Commerce; Dr. Howard McCluskey of the U. of Michigan and former national president of the Adult Education Assn., and Robert J. Coleman, general manager, WKAR East Lansing, MSC outlet.

The afternoon panel, "The Function of Radio and Television in Preserving Our Freedom of Speech," included Prof. Robert Scott, police administration department, MSC; William Ray, manager of news and special events, NBC Central Div.; Frank G. Millard, Michigan attorney general; W. A. Pomeroy, WILS Lansing, manager and president of the Michigan Assn. of Broadcasters, and Prof. Armand L. Hunter, director of television development, MSC.

General chairman was Prof. Robert Crawford of MSC's department of speech, dramatics and radio education. Dale B. McIntyre, public service director, WJR Detroit, was chairman of the afternoon session.

WEMP Gives Scholarship

RADIO-TV scholarship worth $4,000 and extending over a full four-year term at Marquette U. has been donated by WEMP-AM-FM Milwaukee, effective this fall. Designed to encourage competent young persons to enter the broadcast field, the scholarship will be based on writing and speaking ability, scholastic achievement, character and financial need, according to Hugh Boice, general manager of the stations. Applicants must take a scholarship test as well as explain in 1,000 words "Why I intend to make a career in radio or television." WEMP will work with university counselors in advising the winner on a curriculum leading to a degree in journalism.

PUBLIC RELATIONS

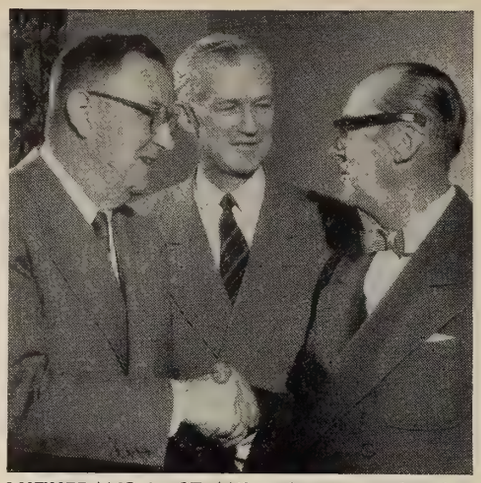
Editorial Assistant

. . . for Public Relations Department of large corporation that is the leader in its field. Some media experience necessary. Knowledge of Radio & Television industry valuable but not essential. Willing to travel.

"A Career Opportunity"

WRITE

H-92; P. O. Box 3575
Philadelphia 22, Pa.



LUTHERANS in 97 Milwaukee area churches of the Missouri and Wisconsin synods marked the 25th anniversary of the WTMJ broadcast of their Sunday services with this group as special guests: (L to r) Adelbert J. Beyer, a Lutheran layman who originated the broadcast idea, supervising and producing the shows since 1928; Comr. Rosel H. Hyde, FCC vice chairman, who was principal speaker at a dinner, and Walter J. Damm, vice president and general manager of radio and television for The Journal Co., licensee of WTMJ-AM-TV.

TFI's Mahin Attacks Bill For Illinois TV Outlets

PROPOSAL that the Illinois legislature appropriate funds for two educational TV outlets was attacked in Springfield last Tuesday as a means of "putting a vehicle of propaganda in the hands of a government agency."

George A. Mahin, executive secretary of the Taxpayers Foundation of Illinois, made the charge in a statement prepared for delivery to two House committees considering the proposal. He also warned against "endless spending" for educational video.

Hearings on a bill to appropriate $1 million each for non-commercial stations in Chicago and Champaign-Urbana were postponed, however, by request of Rep. Charles Weber (D., Chicago), the bill's sponsor, who asked two weeks to get more data on building and operating costs.

The money would come from a reserve set aside for a Chicago fair project, but never used. A citizens group also is soliciting funds from citizens and corporations for a Chicago educational TV outlet on vhf Ch. 11, which would be operated in Chicago by the Educational TV Council, comprising more than 10 institutions, and in Urbana by the U. of Illinois [B•T, March 9, 2].

Kent Chandler, A. B. Dick Co., was named vice chairman of the Chicago fund-raising group last week, and will assist Chairman Edward L. Ryerson. The group hopes to raise $500,000 before June 2, deadline set by the FCC on educational, non-commercial reservations.

'WBT-WBTV Scholarships'

ANNUAL scholarship fund of $5,000 has been established by a foundation sponsored by the Jefferson Standard Broadcasting Co. for study of radio, television or allied fields at the U. of North Carolina or North Carolina State College.

Joseph M. Bryan, president of Jefferson Standard, license of WBT-AM-FM and WBTV (TV) Charlotte, said the "WBT-WBTV Scholarships" are valued at $1,250 each and will be awarded annually with a four-year tenure.

Cleveland AFTRA Local Chooses AM-TV Winners

WINNERS in all radio and television program classes have been selected for the second time in Cleveland by the local of the American Federation of Television and Radio Artists (AFTRA).

WTAM and WGAR received five radio "bests" each and WXEL (TV) five "bests" in TV. In radio, WDOK took two "bests"; WERE two, and WSRS one, while in television WNBK (TV) received four and WEWS (TV) one,

Performances cited: Johnny Andrews, WTAM-WNBK (TV), "best radio program," "best radio musical performance" and "best TV performer"; Wayne Mack, WDOK, "best radio performer," "best disc jockey, classical music, radio"; Sanford Markey, WTAM-WNBK (TV) news editor, special services; Lee Sullivan, WERE, "best popular disc jockey."

WSRS news reporting, and Bob Engel, news director, were cited as the best in local radio, with the local TV award going to WEWS (TV) and Dorothy Fuldheim. Public service award in radio went to WGAR and Reg Merridew, program director, and in television to Barclay Leathern for the programming produced by Western Reserve U.

Julius Glass, WGAR promotion director, and Charles Hutaff, WNBK (TV) promotion merchandising manager, were commended for "promotion of the medium." Best radio commercials were those on the WXEL (TV) show, *Television Sohio Reporter*, prepared by McCann-Erickson, while the best radio spots were aired on WGAR's *Ten O'Clock Tunes*, prepared by D'Arcy Adv.

"Dean of the Year" was Eddie Leonard, chief engineer at WTAM-WNBK (TV), who put the AM outlet on the air in 1923.

Heritage Group Cites Role Of Networks in Vote Drive

AMERICAN Heritage Foundation last week announced that special "Bill of Rights Awards" in its 1952 Register-and-Vote competition have been issued to ABC, CBS, DuMont TV network, NBC and MBS, among others, for their "outstanding" contributions to the campaign.

Specific mention was made by the committee of judges, headed by Charles E. Wilson, former president of General Electric Co., of Mutual's "Lights On, Votes Out" drive as "the most effective plan of community action," and of NBC for "the most effective use of personal messages by eminent Americans."

Winners of duPont Awards To Be Announced March 27

WINNERS of the 1952 Alfred I. duPont Radio and Television Awards will be announced at a dinner March 27 at the Mayflower Hotel in Washington, D. C., according to O. W. Riegel, curator of the Alfred I. duPont Awards Foundation.

Murrow's Second Polk Award

CBS commentator Edward R. Murrow and Jack Gould, radio-TV editor of the *New York Times*, were among winners of the annual George Polk Memorial Awards announced last week by Long Island U.'s Dept. of Journalism. They will receive their citations at a luncheon at the Hotel Roosevelt, New York, April 30. Mr. Murrow, cited for his CBS-TV *See It Now*, and particularly for his Christmas Day TV show filmed in Korea, received a Polk award last year. Mr. Gould was selected for his radio and television reporting.

Advertisers

Natalie D. Bruere, Al Paul Lefton Co., becomes advertising director of Charles of the Ritz, N. Y.

Richard Clarke, assistant advertising manager, Albers Milling Co., L. A. (cereals division), to Ben Hur Products Inc., that city, as advertising manager.

Stanley D. Hunt named sales manager of Calif. div., Goebel Brewing Co., with **John B. Kelleher** appointed district manager in charge of Southern Calif. operations, headquartered in Oakland.

B. C. Corrigan, former manager of KOWH Omaha, named classified advertising manager of *St. Louis Post-Dispatch.*

S. G. Mantel, formerly with Mallard Television Inc., N. Y., appointed advertising manager, Shield Coatings Corp., Verona, N. J.

Albert Carroll, advertising manager of Merck & Co., appointed coordinator of Advertising Council's campaign on behalf of National Blood Donor Program.

Agencies

Leslie S. Pearl and **Paul Markman,** vice presidents, BBDO, N. Y., elected to board of directors of agency.

Robert E. Daiger, vice president, VanSant, Dugdale & Co., Baltimore, elected executive vice president. **William M. Dugdale** and **Daniel J. Loden** elevated to vice presidents.

Howard Stanley, sales and general manager, WEAM Arlington, to M. Belmont Ver Standig Adv., Washington, D. C., as vice president in charge of creative departments.

Murray Harlow elected vice president, Cavanaugh Morris Adv., Pittsburgh, Pa.

Clarence Gotsch, head of own advertising agency, to Robertson, Buckley & Gotsch Inc., Chicago.

Stanley N. Armitage and **Arthur H. Simmers** to Associated Advertisers Inc., Harrisburg, Pa., as junior account executive and copywriter, respectively.

Winston W. Kirchert, J. D. Tarcher & Co., N. Y., to media department, Ted Bates & Co., N. Y.

Jean Phillips, associate editor, *Country Gentleman,* to N. W. Ayer & Son, Phila., in copy department. **Lee Cox,** public relations director, John Falkner Arndt & Co., to Ayer copywriting staff, and **Bruce F. Green,** art director of promotion department, *Evening Bulletin,* to agency as art director.

Robert C. Harnack, account executive, WFMJ-TV Youngstown, Ohio, to Paul Smith Adv., same city, as radio-TV director.

Paul Knight, supervisor of remote telecasts, KHJ-TV Hollywood, to Jimmy Fritz & Assoc., that city, as radio-TV director.

Dick Smith and **Frank Bull,** partners in Smith & Bull Adv. Agency, Hollywood, have dissolved partnership, with latter forming **Frank Bull & Co.,** that city, with offices at 1239 N. Highland. Telephone is Gladstone 4194. **Mel Roach,** general manager and account executive, **Rudy Perkal,** account executive, **Hank Konysky,** public relations director, and **Jane Darden,** time buyer, Smith & Bull, join Mr. Bull in same capacities.

Walter Ruch, *New York Times,* to Gray & Rogers, Phila., on publicity staff.

Otis Roberts, art director, *Pathfinder* magazine, becomes partner of Myron J. Mitchel Adv., Phila.

Philip J. Eitzen, Thomas E. Yerxa and **Bruce F. Green** to art department of N. W. Ayer & Son, Phila.

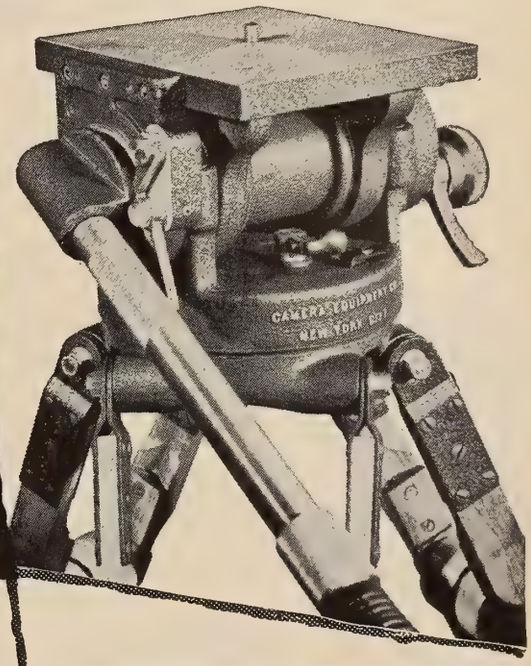
Don Quinn, creator of NBC radio *Fibber McGee and Molly, Halls of Ivy, Great Gildersleeve* and CBS Radio *Beulah,* to Young & Rubicam Inc., Hollywood, as supervisor on all agency's comedy shows.

Eleanor Rogers, copy staff, BBDO, N. Y., transfers to firm's S. F. office in same capacity.

William B. Phillips, Wasser, Kay & Phillips Inc., Pittsburgh, Pa., has resigned.

Victor C. Boccard, Ross M. Dunshee and **Fred L. Jacobsen** form Boccard, Dunshee & Jacobsen Inc., 610 Santa Fe Dr., Denver. They will serve as president, executive vice president and

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.



We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

FRANK C. ZUCKER CAMERA EQUIPMENT CO. 1600 BROADWAY NEW YORK CITY

IF YOU WORK WITH FILM . . . It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

secretary-treasurer, respectively. Sales manager is **Kenneth Thurston.**

Alman J. Taranton, account executive, Ted Bates & Co., elected to board of directors of The Morton Packing Co., Louisville, Ky., packer of frozen meat pies.

Harry Bell, copywriter, BBDO, N. Y., to agency's Los Angeles office, as copy chief. He succeeds **William R. Simpson** who transfers to agency's San Francisco office in same capacity.

Howard Dahms, R. E. Lovekin Corp., Phila., to copy staff, Geare-Marston, Phila.

Stations

Herbert L. Krueger, station manager, WTAG Worcester, Mass., elected vice president and director of WTAG Inc., licensee of station.

George W. Campbell, program director, WOL Washington, appointed assistant station manager. **Edwin Charles,** account executive, appointed director of local sales. **Jerry Theodore** to station as account executive. **Earl R. Wood** appointed publicity director.



Mr. Jones

Raymond E. Jones, CBS - TV network sales service staff, to KGUL-TV Galveston, as assistant to **Paul Taft,** president and general manager.

Les E. Gradick, WEAS Decatur, Ill., chief engineer, promoted to technical director of that station and WJIV Savannah, WGOV Valdosta, and KWEM Memphis.

Arnold B. Fort, station and commercial manager, WOOK Washington, to WMAL-TV that city, on sales staff.

Owen Dietz appointed manager, WETZ New Martinsville, W. Va.

Robert D. Frye, commercial manager, WOBT Rhinelander, Wis., named general manager WATK Antigo, Wis.

Warren A. Anderson, former general manager, WPDR Portage, Wis., to WBEL Rockford, Ill., in executive capacity.

E. L. Tyson, WWJ Detroit executive, retires March 27.

Sol Chain, manager of WBIB (FM) New Haven, resigns to devote full time to *Info Magazine,* monthly entertainment guide which he founded in 1951.

Robert M. Drummond, commercial manager, WVVW-WJPB Fairmont, W. Va., appointed station manager of WVVW succeeding **Numa Fabre Jr.,** who moves to WMBS Uniontown, Pa., as director of news-programming. **Richard McBride** promoted to chief engineer, WVVW.

52 SHOWS READY FOR YOU
The Sportsman's Club
15 minutes hunting, fishing and outdoors with Dave Newell. Panel type show. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.



NEWLY promoted by WOW-TV Omaha are (l to r) Eldon Anspach, new production manager; Bill McBride, named program director, and Jack Mazzie, executive producer.

Albert H. Chismark, head of technical operations, WTRY Troy, N. Y., adds duties of assistant station manager.

Frederick Jenkins Jr., formerly with production staff, CBS New York, to sales staff, WICC Bridgeport, Conn.

Lefferts A. McClelland, technical director on NBC-TV's *Meet the Press, Ask Washington* and *Camel News Caravan,* appointed director of operations for WRC and WNBW (TV) Washington, succeeded by **John McCollom.**

Stuart Weissman and **N. R. Madonna** to WABC New York spot sales staff as account executives.

Wes **Hopkins,** newscaster and disc jockey with WNEW New York, named program director of WTTM Trenton.

Happy Ison, WORZ Orlando hillbilly personality, promoted to program director of station.

G. Frank Crandon, engineering staff, WLAM Lewiston, Me., appointed chief engineer, WPMT (TV) Portland, Me.

John W. Thayer, WEWS Cleveland engineering staff, appointed chief transmitter engineer at station.

Lolita Diaz to WFMY-TV Greensboro, N. C., as assistant to promotion manager, **Arthur Stringer.**

Cal B. Kolby, former station manager, WBIS Bristol, Conn., to announcing staff, WDRC-AM-FM Hartford.

Jimmy Trippe to WBHP Huntsville, Ala., as announcer-salesman.

Russ Sheppard, news director, CJCA Edmonton, elected president of Alberta Legislative Assembly Press Gallery Assn.

Ed Ewing and **Norton Lock** to production staff, WLWT (TV) Cincinnati.

Barbara Delaney to traffic and continuity staff, WOKZ Alton, Ill., replacing **Suzy Zimmerman,** who has resigned.

Pat G. Smith to traffic department, KRIZ Phoenix, Ariz.

Don B. Curran, KGWA Enid, Okla., to KOMO Oklahoma City, as sales promotion manager. **Frank Holloway,** latter station's sales staff, resigns to enter private business. **Lola Hall,** traffic staff, KOMO, to WKY-TV Oklahoma City. **Gilbert L. Legler** to KOMO engineering staff.

Forrest Davis, former associate editor of *Saturday Evening Post,* to Crosley Broadcasting Corp., Cincinnati, as observer-newscaster.

Charles K. Oppenheimer to continuity staff, WLEC Sandusky, Ohio. **Bennet L. Bade** to station's engineering staff.

Bernie Allen returns to announcing staff, WIND Chicago, after discharge from U. S. Army.

Bob Gerson, WSB-TV Atlanta salesman, transfers to WBS-AM-TV publicity and promotion department.

Frank E. Derry Jr., appointed manager of press and publicity, WTAM and WNBK (TV) Cleveland, after discharge from U. S. Army.

Warren Walden, WJAR-TV Providence sportscaster, named "1952 Man of the Year in Rhode Island" and presented with the 29th annual E. Joseph Tierney Memorial Award for contributions to community activities in state.

Bob Longenecker, Hollywood talent agent and head of TELEPAK, production-distribution firm, adds duties as host-m.c. on KNXT (TV) that city *The Late Show* daily feature film series.

Don Blanding, author-artist, to KONA (TV) Honolulu as star of *Mr. Vagabond's House,* thrice weekly quarter-hour program.

Howard Brown, chief announcer, WTVJ (TV) Miami, father of girl, Mindy Felicia.

John North, account executive for WOR-TV and KHJ-TV offices in Chicago, father of girl, Victoria Shirley.

George McLinn, 68, supervisor of sports broadcasts at WIP Philadelphia, died March 8.

Networks

Win Uebel, former member of NBC Chicago advertising and promotion staff, rejoins network as assistant to **Tom Lauer,** radio TV sales service manager of NBC Central Div.

Grant L. Sewall, announcer, KCBQ San Diego, to CBS Radio Hollywood as associate director.

Thaine Engle, former director of publicity, promotion and merchandising, WBAP-AM-FM-TV Fort Worth, Tex., to NBC-TV New York, as supervisor of audience promotion.

George W. Fuerst, ABC-TV salesman, appointed NBC-TV spot sales representative in San Francisco area, succeeding **Carl Nielsen,** resigned.

Stefan Hatos, associated with CBS-TV *Al Pearce Show,* transfers to Hollywood as producer-director on network's *There's One in Every Family.* **Dean Miller,** former Cincinnati TV personality now under contract to CBS-TV, replaces **John Reed King** as m.c.

Doris Campbell named manager of CBS Radio Spot Sales contract operations, replacing **Grayce McDonald,** who has been transferred to Chicago as head of network's midwest radio spot sales contract department.

William Loudon, broadcast coordinator, production operations department, NBC-TV Western Div., promoted to spot sales service manager.

Bill Gay, producer-director for Foote, Cone &

Belding Inc., Hollywood, on CBS Radio *Hallmark Playhouse* (Hall Bros.), shifts to CBS Radio in same capacity on *Hall of Fame,* new program title.

Charles A. Dunbar, sales staff of Avery-Knodel, N. Y., station representatives, to WOR New York sales staff as account executive.

Max Ree, 64, art director on NBC-TV *All Star Revue,* died March 7 in Hollywood.

Joseph DeBobes, 45, production manager of ABC's advertising and promotion department, died March 11.

Manufacturing

Herbert A. Gumz appointed executive vice president and **Norman C. Owen** vice president in charge of sales at Webster-Chicago Corp.

W. M. Chamard, comptroller, RCA Victor Co. Ltd., Montreal, elected to membership in Controllers Institute, N. Y.

Kenneth A. Hoagland, assistant engineering manager of cathode-ray tube div., Allen B. DuMont Labs., named chief engineer of division, replacing **Alfred Y. Bentley,** recently appointed chief engineer DuMont's television receiver division.

Albert F. Watters, director of personnel, elected vice president in charge of personnel, RCA Victor Div., RCA, Camden, N. J.



Mr. Watters

Clifford W. Yung to sales staff, Monsanto Chemical Co.'s merchandising div., St. Louis. He will represent firm in Indiana, Michigan and Lucas County, (Ohio).

Charles H. Wright appointed assistant to **L. F. Cramer,** vice president, Avco Mfg. Corp.'s Crosley electronics operations.

J. W. Riddell, salesman for Graybar Electric Co., appointed manager of Reading, Pa. branch of company, succeeding **T. J. Hopkins** who died Jan. 29. **H. E. Orr,** Graybar salesman, named operating manager of firm's Amarillo branch.

Representatives

John Geddes, CBS Radio Spot Sales account executive, to Edward Petry & Co., station representative firm, as TV account executive in New York office.

John Soell, DuMont Television Network sales staff, and **Larry Hasbrouck** of ABC Spot Sales to sales staff of H-R Representatives, N. Y., station representation firm.

Keith Dare, television sales staff of The Katz Agency, N. Y., station representatives, father of boy March 7.

Professional Services

Russell P. May, consulting engineer, relocates at Sheraton Bldg., Washington, D. C.

Gordon Stulberg, attorney for Screen Writers Guild, Hollywood, and **Helen Harwood,** former member, CBS script department, were married March 8.

Services

Bill Wiener, publicist, ABC Western Div., becomes partner in Hal & Bill Wiener, L. A., public relations firm, headquartered at 707 Philharmonic Auditorium. Telephone is Madison 9-2689.

Evan R. Peters, account executive, J. Walter Thompson Co., S. F., to Pierce & Co., that city, public relations firm, as vice president, with new offices at 214 Front St. Telephone is Yukon 2-3950.

Stephen H. Baer, assistant publicity manager, Los Angeles Chamber of Commerce, to Bishop & Assoc., that city, public relations firm, as director of publicity.

John F. White Jr. to McKinsey & Co., N. Y., management consultant firm, as marketing consultant.

John P. Broderick, former vice president and director of Doremus & Co., N. Y., has opened own publicity and advertising consultant firm at 52 Broadway.

Government

Norma MaDan, assistant to director of Clear Channel Bctsg. Service, to Joint Congressional Recording Facility in the Capitol at Washington.

Buy where you get the most —

It's not enough to just put a program on the air. When you select a station, you should expect to get the best service and station cooperation to insure your program's success.

As one agency recently wrote: "The efforts that your station has put behind our programming have been by far the outstanding highlight of station cooperation in our many television markets."

This is another reason why more local retail and national spot advertisers sponsor programs on WGN-TV.

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station

PROGRAMS & PROMOTIONS

WOR CASE HISTORIES

"IT WORks," theme used by WOR New York in recent advertising campaign, has been incorporated into a promotion booklet, thumb-indexed with colored tabs, which has been sent out to advertisers and agencies. It presents case histories of WOR's successful advertisers in 12 categories, giving sales figures, results, and advertiser testimonials.

MATCHLESS ADVERTISING

GIANT matchbooks have been mailed to 1,500 advertisers and agency men by KBIG Avalon, Calif., reading "For a BIG MATCH . . . look inside. For a BIG BUY that's matchless, check KBIG, giant economy package of Southern Calif. radio." Back book cover contains a schedule of the station's daily, weekly and monthly special spot announcement packages.

AP FARM SERIES

NEW 10-minute farm news program, *Around the Farm Around the Country,* is being distributed by AP Radio on a 13-week basis. AP said the weekly script will highlight "farm news from here and there." It was conceived by Fred Wackernagel, AP Radio farm and markets editor.

'ANIMAL FUN' FOR KIDS

NEW program for pre-school age children in tradition of NBC-TV's *Ding Dong School,* which it follows, has been started by WNBQ (TV) Chicago Monday through Friday. Titled *Animal Fun,* program features Win Stracke, actor and balladeer, with assorted live animal guests. Program is designed as a complement to *Ding Dong* and to provide entertainment of a sort "that will offer a hidden and painless kind of education as well," according to WNBQ (TV). Series is directed by Len Salvo Jr.

RADIO AND AIR TRAVEL

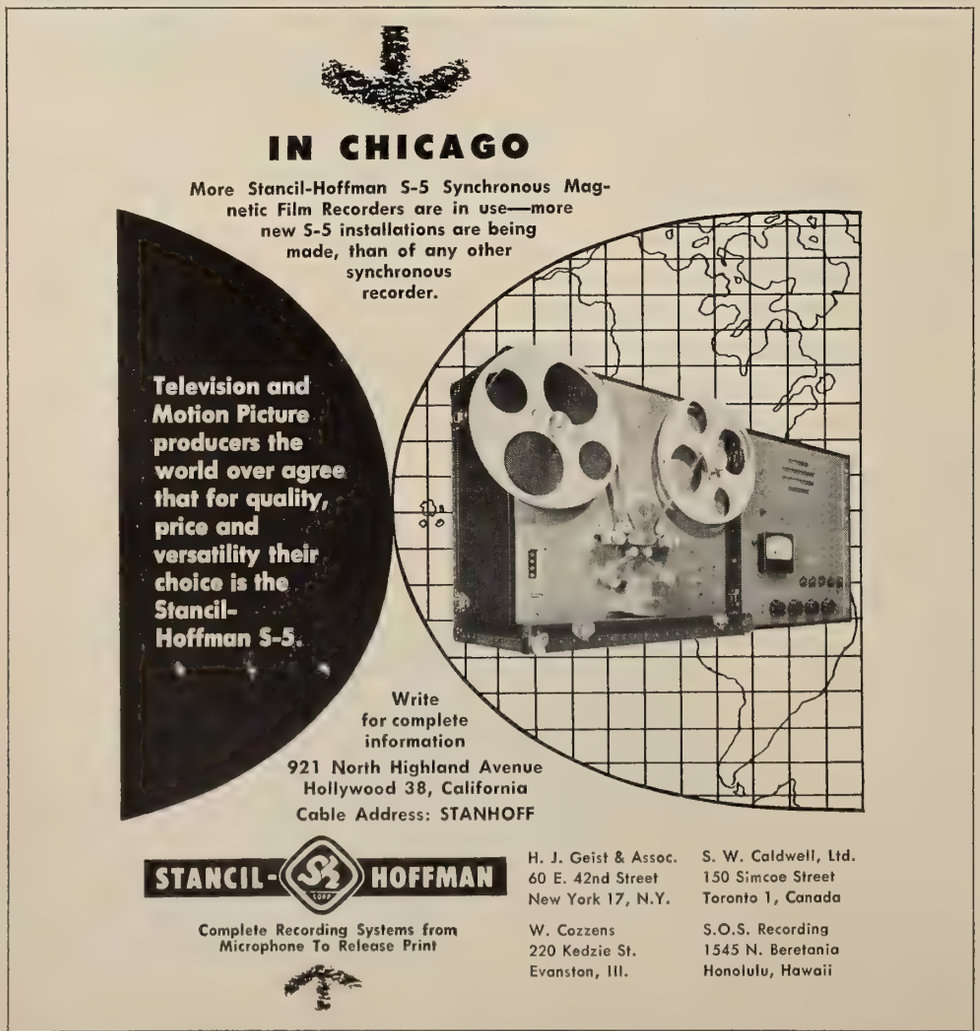
RADIO's contribution to rapid growth of California Central Airlines is outlined in a 4-page presentation distributed by BAB to members last week. Titled "These Planes 'Got Off the Ground' Fast—They're Pushed by Radio," the BAB pamphlet notes that the company spends as much in radio as in all other media combined. The new presentation is a follow-up to BAB's recently released "CAVU for Airlines with Radio Advertising," which describes the sales advantages of radio to airline buyers of advertising.

CUT ADVERTISING COSTS

PROMOTION piece in the form of a blotter with scissors attached tells advertisers how "To Cut Advertising Costs" on KYW Philadelphia. "Chances are," the copy points out, "that you can trim ad expenses by using KYW."

SHOPPING SERVICE RESULTS

WAAM (TV) Baltimore reported that on a single day 1,779 callers bought 2,855 items through their twice-daily program, *Shopping for You.* Penny Chase demonstrates the articles selected from retail stores throughout Baltimore from a permanent "home" set, consisting of a living room and completely-equipped kitchen. The shopping service, a WAAM feature since September, 1949 appears from 1-1:45 p.m. and from 6-6:45 p.m., Monday through Friday. Directors are Ed Sarrow and Harvey Jerome.



FOR THE RECORD

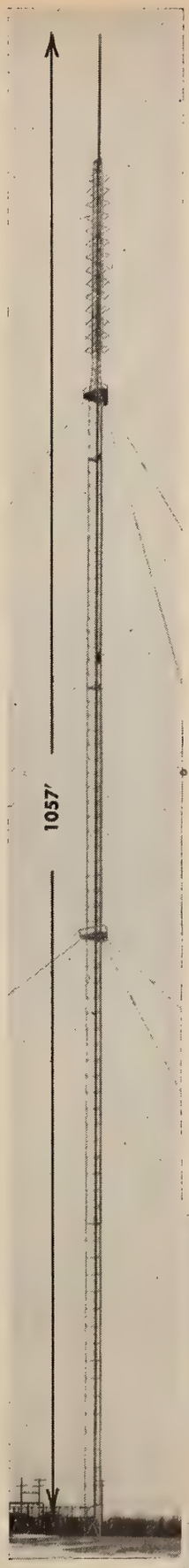
State of Arkansas Radio & Television 1950 Census of Housing

(For story, see Facts & Figures section)

Area	Total Population	RADIO: Dwellings reporting	RADIO: With Radio 1950: Number	RADIO: With Radio 1950: Per Cent	Per Cent TV
The State	1,909,511	517,945	463,725	89.5	1.2
S.M.A.					
Little Rock-North Little Rock	196,685	55,970	52,605	94.0	0.7
URBANIZED AREAS					
Fort Smith	56,046	17,215	16,185	94.0	0.6
Little Rock-North Little Rock	153,643	45,135	42,750	94.7	0.7
URBAN PLACES	(10,000 or more)				
Blytheville	16,234	5,050	4,530	89.7	4.2
Camden	11,372	3,360	3,020	89.9	0.3
El Dorado	23,076	7,075	6,545	92.5	0.6
Fayetteville	17,071	4,665	4,480	96.0	0.9
Fort Smith	47,942	14,865	13,990	94.1	0.6
Helena	11,236	3,675	3,030	82.4	1.4
Hot Springs	29,307	9,470	8,705	91.9	0.5
Jonesboro	16,310	4,695	4,435	94.5	4.4
Little Rock	102,213	30,700	29,365	95.7	0.7
North Little Rock	44,097	12,505	11,640	93.1	0.5
Pine Bluff	37,162	11,115	10,015	90.1	0.4
Texarkana	15,875	4,800	4,395	91.6	1.8
COUNTIES					
Arkansas	23,665	6,535	5,930	90.7	0.4
Ashley	25,660	6,595	5,725	86.8	0.5
Baxter	11,683	3,255	2,870	88.2	0.6
Benton	38,076	11,580	10,810	93.4	1.0
Boone	16,260	4,760	4,520	95.0	0.7
Bradley	15,987	4,265	3,745	87.8	0.7
Calhoun	7,132	1,945	1,640	84.3	0.3
Carroll	13,244	3,950	3,645	92.3	1.3
Chicot	22,306	6,280	4,890	77.9	0.6
Clark	22,998	6,185	5,640	91.2	0.4
Clay	26,674	7,145	6,720	94.1	1.5
Cleburne	11,487	3,160	2,845	90.0	0.5
Cleveland	8,956	2,300	2,050	89.1	0.2
Columbia	28,770	7,720	6,730	87.2	0.9
Conway	18,137	4,810	4,395	91.4	0.8
Craighead	50,613	13,235	12,435	94.0	2.8
Crawford	22,727	6,265	5,645	90.1	0.6
Crittendon	47,184	11,835	9,455	79.9	3.6
Cross	24,757	6,150	5,435	88.4	2.7
Dallas	12,416	3,240	2,735	84.4	1.4
Desha	25,155	6,260	5,230	83.5	0.4
Drew	17,959	4,695	4,045	86.2	1.5
Faulkner	25,289	6,715	6,270	93.4	1.2
Franklin	12,358	3,520	3,190	90.6	0.6
Fulton	9,187	2,565	2,345	91.4	0.6
Garland	47,102	14,420	13,255	91.9	0.5
Grant	9,024	2,410	2,175	90.2	2.1
Greene	29,149	7,895	7,420	94.0	1.0
Hempstead	25,080	6,950	6,100	87.8	1.3
Hot Springs	22,181	6,005	5,535	92.2	0.2
Howard	13,342	3,790	3,415	90.1	2.1
Independence	23,488	6,405	5,905	92.2	1.0
Izard	9,953	2,670	2,465	92.3	0.2
Jackson	25,912	6,780	6,025	88.9	1.0
Jefferson	76,075	20,740	17,710	85.4	0.4
Johnson	16,138	4,640	4,255	91.7	0.7
Lafayette	13,203	3,545	3,015	85.0	3.5
Lawrence	21,303	5,625	5,310	94.4	1.3
Lee	24,322	6,010	4,910	81.7	1.9
Lincoln	17,079	4,130	3,355	81.2	1.3
Little River	11,690	3,220	2,645	82.1	0.5
Logan	20,260	5,415	5,040	93.1	0.6
Lomoke	27,278	7,170	6,375	88.9	0.8
Madison	11,734	3,150	2,840	90.2	0.5
Marion	8,609	2,485	2,185	87.9	0.4
Miller	32,614	9,005	7,895	87.7	1.3
Mississippi	82,375	20,555	17,470	85.0	3.9
Monroe	19,540	5,015	4,170	83.2	2.0
Montgomery	6,680	1,840	1,675	91.0	1.4
Nevada	14,781	3,965	3,490	88.0	0.5
Newton	8,685	2,115	1,885	89.1	0.2
Quachita	33,051	8,995	8,000	88.9	0.4
Perry	5,978	1,705	1,505	88.3	0.3
Phillips	46,254	12,530	10,145	81.0	1.2
Pike	10,032	2,825	2,650	93.8	0.6
Poinsett	39,311	9,290	8,270	89.0	3.9
Polk	14,182	4,120	3,580	86.9	1.0
Pope	23,291	6,320	5,835	92.3	1.0
Prairie	13,768	3,610	3,220	89.2	2.1
Pulaski	196,685	55,970	52,605	94.0	0.7
Randolph	15,982	4,040	3,655	90.5	0.9
St. Francis	36,841	9,210	7,745	84.1	2.3
Saline	23,816	5,810	5,410	93.1	0.4
Scott	10,057	2,810	2,530	90.0	0.2
Searcy	10,424	2,825	2,395	84.8	1.4
Sebastian	64,202	19,300	18,160	94.1	0.7
Sevier	12,293	3,420	3,100	90.6	0.1
Sharp	8,999	2,385	2,190	91.8	3.0
Stone	7,662	2,010	1,795	89.3	1.7
Union	49,686	14,095	12,675	89.9	0.5
Van Buren	9,687	2,610	2,375	91.0	0.8
Washington	49,979	14,260	13,360	93.7	1.0
White	38,040	10,220	9,385	91.8	0.6
Woodruff	18,957	4,695	4,060	86.5	0.7
Yell	14,057	3,975	3,620	91.1	0.3

State of Michigan
Radio & Television
1950 Census of Housing

Area	Total Population	RADIO			
		Dwellings reporting	With Radio 1950		Per Cent TV
			Number	Per Cent	
Radio and TV—1950 U. S. Census of Housing—Michigan					
The State	6,371,766	1,766,345	1,728,775	97.9	14.6
S.M.A.					
Bay City	88,461	24,575	24,115	98.1	0.7
Detroit	3,016,197	818,655	806,795	98.6	26.2
Flint	270,963	77,630	76,485	98.5	3.1
Grand Rapids	288,292	84,060	82,745	98.4	8.4
Jackson	107,925	30,155	29,520	97.9	3.5
Kalamazoo	126,707	36,120	35,410	98.0	6.7
Lansing	172,941	48,955	47,960	98.0	3.0
Saginaw	153,515	42,465	41,600	98.0	1.0
URBANIZED AREA					
Detroit	2,659,398	725,685	715,395	98.6	26.4
Flint	197,631	57,565	56,685	98.5	2.5
Grand Rapids	226,817	66,825	65,850	98.5	8.9
Kalamazoo	83,332	24,070	23,645	98.2	6.6
Lansing	134,052	38,040	37,365	98.2	2.8
Muskegon	85,245	24,680	24,170	97.9	4.1
Pontiac	92,573	25,035	24,735	98.8	24.1
Saginaw	105,939	29,780	29,205	98.1	1.0
URBAN PLACES (10,000 or more)					
Adrian	18,393	5,550	5,425	97.7	9.1
Albion	10,406	2,780	2,735	98.4	1.4
Allen Park	12,329	3,095	3,085	99.7	42.2
Alpena	13,135	3,815	3,750	98.3	0.3
Ann Arbor	48,251	11,185	11,080	99.1	12.2
Battle Creek	48,666	14,955	14,695	98.3	3.8
Bay City	52,523	15,300	14,985	97.9	0.9
Benton Harbor	18,769	5,815	5,640	97.0	6.3
Berkley	17,931	4,800	4,770	99.4	37.4
Birmingham	15,467	4,580	4,575	99.9	29.9
Cadillac	10,425	3,120	3,070	98.4	0.8
Dearborn	94,994	26,495	26,220	99.0	31.1
Detroit	1,849,568	505,990	498,105	98.4	24.4
East Detroit	21,461	5,555	5,525	99.5	36.6
East Lansing	20,325	3,735	3,705	99.2	3.0
Ecorse	17,948	4,305	4,245	98.6	22.9
Escanaba	15,170	4,435	4,310	97.2	0.3
Ferndale	29,675	8,350	8,300	99.4	33.1
Flint	163,143	48,020	47,255	98.4	2.4
Grand Rapids	176,515	53,290	52,460	98.4	8.1
Grosse Pointe Park	13,075	3,755	3,740	99.6	36.8
Grosse Pointe Woods	10,381	2,900	2,875	99.1	40.1
Hamtramck	43,355	11,875	11,590	97.6	21.3
Hazel Park	17,770	4,785	4,745	99.2	32.9
Highland Park	46,393	14,305	14,085	98.5	18.7
Holland	15,858	4,680	4,650	99.4	5.3
Inkster	16,728	3,935	3,835	97.5	24.8
Ironwood	11,466	3,540	3,495	98.7	1.1
Jackson	51,088	15,690	15,340	97.8	2.5
Kalamazoo	57,704	16,785	16,420	97.8	4.8
Lansing	92,129	28,080	27,620	98.4	2.8
Lincoln Park	29,310	8,045	7,985	99.3	35.2
Livonia	17,534	4,725	4,695	99.4	31.7
Marquette	17,202	4,510	4,460	98.9	0.1
Menominee	11,151	3,185	3,120	98.0	0.3
Midland	14,285	3,955	3,910	98.9	0.4
Monroe	21,467	6,030	5,890	97.7	21.1
Mount Clements	17,027	4,755	4,715	99.2	22.5
Mount Pleasant	11,393	2,865	2,785	97.2	0.5
Muskegon	48,429	14,540	14,255	98.0	3.7
Muskegon Heights	18,828	5,180	5,035	97.2	3.7
Niles	13,145	4,040	3,985	98.6	3.2
Owosso	15,948	4,940	4,805	97.3	1.4
Pontiac	73,681	19,755	19,480	98.6	22.9
Port Huron	35,725	10,770	10,535	97.8	7.4
River Rouge	20,549	5,390	5,280	98.0	25.1
Roseville	15,816	4,245	4,165	98.1	28.0
Royal Oak	46,898	13,070	13,000	99.5	31.7
Saginaw	92,918	26,340	25,805	98.0	1.0
St. Clair Shores	19,823	5,395	5,390	99.9	34.8
St. Joseph	10,223	3,205	3,170	98.9	7.9
Sault Ste. Marie	17,912	4,995	4,870	97.5	0.3
Springfield Place-Lakeview (uninc.)	13,161	3,915	3,890	99.4	7.0
Traverse City	16,974	4,125	4,045	98.1	0.4
Willow Run(uninc.)	11,365	3,180	3,160	99.4	8.8
Wyandotte	36,846	10,005	9,840	98.4	33.1
Ypsilanti	18,302	5,025	4,920	97.9	14.7
COUNTIES					
Alcona	5,856	1,675	1,610	96.1	0.9
Alger	10,007	2,630	2,375	90.3	0.4
Allegan	47,493	13,750	13,380	97.3	6.9
Alpena	22,189	6,145	5,945	96.7	0.3
Antrim	10,721	3,015	2,820	93.5	0.7
Arenac	9,644	2,730	2,545	93.2	1.1
Baraga	8,037	2,235	2,050	91.7	0.4
Barry	26,183	7,750	7,530	97.2	6.6
Bay	88,461	24,575	24,115	98.1	0.7
Benzie	8,306	2,460	2,300	93.5	0.4
Berrien	115,702	34,105	33,170	97.3	6.9
Branch	30,202	8,605	8,385	97.4	1.7
Calhoun	120,813	33,985	33,300	98.0	3.7
Cass	28,185	8,480	8,150	96.1	3.1
Charlevoix	13,475	3,780	3,580	94.7	0.5
Cheboygan	13,731	3,825	3,460	90.5	0.3
Chippewa	29,206	8,040	7,510	93.4	0.8
Clare	10,253	2,920	2,730	93.5	0.7
Clinton	31,195	8,805	8,630	98.0	1.7
Crawford	4,151	1,200	1,130	94.2	1.7
Delta	32,913	9,300	8,950	96.2	0.9
Dickinson	24,844	7,490	7,315	97.7	0.3
Eaton	40,023	11,675	11,435	97.9	3.5



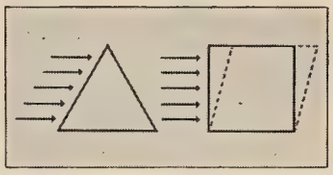
Tall or short . . .
for TV, Microwave,
AM, FM . . .
IDECO has
the tower
know-how.

BUY A TOWER IN A PACKAGE?

Certainly you can! Ideco's Tower Package includes complete planning and design, foundations, fabrication, erection, final inspection, with complete insurance coverage.

Ideco's engineers are ready to begin solving your tower problems . . . from foundation to top beacon . . . the day your Construction Permit is issued. And Ideco engineers are on the job until you sign on the air.

You'll find important items like these in your Ideco Tower Package . . . all of them are features that help your tower go up faster and keep your station on the air day in, day out . . . year in, year out.

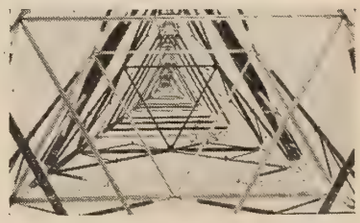


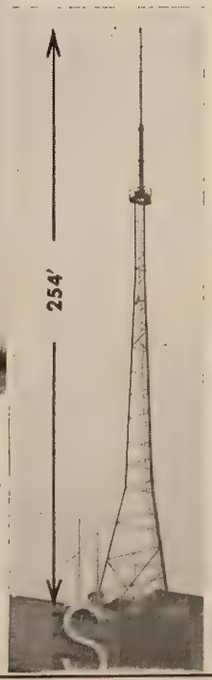
SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION

The triangular cross-section pioneered by Ideco is your guarantee of a "true" tower with fewer structural members. A 3-sided tower offers the least wind resistance . . . much lower painting and maintenance costs. Rigid triangular design means your Ideco tower has greater resistance against distortion by wind pressure.

NO UNDUE STRESS OR STRAIN IN IDECO TOWERS

Ideco towers are shop-fabricated to a minimum predetermined tolerance . . . this guarantees a true structure from the ground up. Tower diagonal members are shop-fabricated to exact length and predetermined tension, completely eliminating the possibility of variable and inaccurate field adjustments. An Ideco tower *must* be true.





COMPLETE RUST AND WEATHER PROTECTION BY GALVANIZING



Rust, the great enemy of towers, is stopped before it can possibly start . . . every inch of tower and every tower part is hot-dip galvanized in Ideco's modern plant. Welded towers are dipped in sections (as pictured) while bolted towers are treated as members . . . this gives protection at joints that paint alone can never give.

IDECO

IDECO DIVISION, *Dresser-Stacey Company*
Dept. T, Columbus 8, Ohio
Branch: 8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.



complete coverage

BECAUSE

IT IS CENTRAL NEW YORK'S MOST POWERFUL TV STATION.

ITS POWER IS NOW 50,000 WATTS.

ITS NEW TOWER IS HIGHER THAN ANY OTHER IN CENTRAL NEW YORK

ITS LOCATION IS THE INDUSTRIAL HEARTLAND OF NEW YORK STATE

SEE YOUR NEAREST KATZ AGENCY

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT
A MEREDITH STATION

Area	Total Population	RADIO Dwellings reporting	RADIO With Radio 1950 Number	RADIO With Radio 1950 Per Cent	Per Cent TV
Emmet	16,534	4,695	4,450	94.8	0.6
Genesee	270,963	77,630	76,485	98.5	3.1
Gladwin	9,451	2,615	2,470	94.5	0.4
Gogebic	27,053	8,105	7,680	94.8	0.7
Grand Traverse	28,598	7,290	7,045	96.6	0.5
Gratiot	33,429	9,645	9,290	96.3	0.8
Hillsdale	31,916	9,535	9,295	97.5	2.1
Houghton	39,771	11,700	11,325	96.8	0.7
Huron	33,149	8,795	8,510	96.8	0.6
Ingham	172,941	48,955	47,960	98.0	3.0
Ionia	38,158	10,380	10,055	96.9	4.1
Iosco	10,906	3,335	3,205	96.1	0.8
Iron	17,692	5,210	4,915	94.3	0.6
Isabella	28,964	7,515	7,250	96.5	1.1
Jackson	107,925	30,155	29,520	97.9	3.5
Kalamazoo	126,707	36,120	35,410	98.0	6.7
Kalkaska	4,597	1,325	1,160	98.4	..
Kent	288,292	84,060	82,745	98.4	8.4
Keweenaw	2,918	860	775	90.1	0.6
Lake	5,257	1,695	1,490	87.9	0.6
Lapeer	35,794	8,775	8,590	97.9	5.4
Leelanau	8,647	2,305	2,175	94.4	1.5
Lenawee	64,629	18,460	18,085	98.0	8.7
Livingston	26,725	7,730	7,575	98.0	9.4
Luce	8,147	1,545	1,410	91.3	0.6
Mackinac	9,287	2,575	2,345	91.1	0.4
Macomb	184,961	48,870	48,210	98.6	27.9
Manistee	18,524	5,625	5,340	94.9	0.4
Marquette	47,654	13,280	12,855	96.8	0.7
Mason	20,474	6,075	5,880	96.8	1.2
Mecosta	18,968	5,230	5,010	95.8	2.0
Menominee	25,299	6,850	6,565	95.8	0.8
Midland	35,662	9,520	9,300	97.7	0.5
Missaukee	7,458	1,965	1,860	94.7	1.5
Monroe	75,666	20,750	20,275	97.7	23.0
Montcalm	31,013	9,425	9,140	97.0	3.6
Montmorency	4,125	1,170	1,080	92.3	2.5
Muskegon	121,545	34,345	33,545	97.7	4.2
Newaygo	21,567	5,965	5,710	95.7	2.6
Oakland	396,001	107,800	106,635	98.9	28.2
Oceana	16,105	4,580	4,370	95.4	2.3
Ogemaw	9,345	2,725	2,660	97.6	0.6
Ontonagon	10,282	3,005	2,720	90.5	0.5
Osceola	13,797	3,900	3,710	95.1	0.8
Oscoda	3,134	835	735	88.0	1.8
Otsego	6,435	1,670	1,550	92.8	0.6
Ottawa	73,751	20,245	19,915	98.4	5.7
Presque Isle	11,996	3,075	2,905	94.5	0.7
Roscommon	5,916	1,845	1,730	93.8	0.5
Saginaw	153,515	42,465	41,600	98.0	1.0
St. Clair	91,599	26,240	25,765	98.2	10.9
St. Joseph	35,071	10,650	10,285	96.6	1.8
Sanilac	30,837	8,850	8,525	96.3	3.3
Schoolcraft	9,148	2,530	2,395	94.7	0.6
Shiawassee	45,967	13,390	13,080	97.7	1.3
Tuscola	38,258	10,005	9,720	97.2	1.2
Van Buren	39,184	12,075	11,575	95.9	4.4
Washtenaw	134,606	33,795	33,310	98.6	14.0
Wayne	2,435,235	661,985	651,950	98.5	25.7
Wexford	18,628	5,425	5,240	96.6	0.8

State of Wisconsin
Radio & Television
1950 Census of Housing

Area	Total Population	Dwellings reporting	With Radio 1950 Number	With Radio 1950 Per Cent	Per Cent TV
The State	3,434,575	958,420	937,015	97.8	9.0
S.M.A.					
Green Bay	98,314	25,985	25,625	98.6	0.8
Kenosha	75,238	21,760	21,510	98.9	10.8
Madison	169,357	45,860	45,320	98.8	1.2
Milwaukee	871,047	246,955	243,815	98.7	25.4
Racine	109,585	31,015	30,740	99.1	11.0
URBANIZED AREAS					
Madison	110,111	29,885	29,625	99.1	1.0
Milwaukee	829,495	237,920	234,955	98.8	25.4
Racine	76,537	22,370	22,185	99.2	10.6
URBAN PLACES	(10,000	or more)			
Appleton	34,010	9,840	9,780	99.4	0.4
Ashland	10,640	3,040	2,960	97.4	0.8
Beaver Dam	11,867	3,570	3,495	97.9	5.9
Beloit	29,590	8,950	8,815	98.5	1.1
Chippewa Falls	11,088	3,275	3,180	97.1	0.6
Cudahy	12,182	3,340	3,280	98.2	24.6
Eau Claire	36,058	10,575	10,415	98.5	0.8
Fond du Lac	29,936	8,790	8,690	98.9	1.2
Green Bay	52,735	14,955	14,790	98.9	0.7
Janesville	24,899	7,385	7,305	98.9	1.0
Kenosha	54,368	16,035	15,830	98.7	9.0
La Crosse	47,535	13,620	13,450	98.8	0.5
Madison	96,056	25,950	25,710	99.1	1.0
Manitowoc	27,598	8,180	8,030	98.2	1.5
Marinette	14,178	4,145	4,075	98.3	0.4
Marshallfield	12,394	3,435	3,365	98.0	1.2
Menasha	12,385	3,425	3,390	99.0	0.1
Milwaukee	637,392	184,140	181,475	98.6	23.9
Neenah	12,437	3,685	3,655	99.2	0.8
Oshkosh	41,084	12,205	12,000	98.3	0.8
Racine	71,193	20,940	20,760	99.1	10.4
Sheboygan	42,365	12,810	12,685	99.0	5.9
Shorewood	16,199	5,125	5,115	99.8	31.4
South Milwaukee	12,855	3,510	3,415	97.3	20.7
Stevens Point	16,564	4,465	4,370	97.9	0.4
Superior	35,325	10,290	10,110	98.3	0.6
Two Rivers	10,243	3,010	2,960	98.3	2.2
Watertown	12,417	3,720	3,670	98.7	5.1
Waukesha	21,233	5,760	5,735	99.6	21.7
Wausau	30,414	9,815	8,730	88.9	0.5
Wauwatosa	33,324	9,715	9,705	99.9	27.9
West Allis	42,959	12,135	12,115	99.8	30.0
Whitefish Bay	14,665	4,165	4,160	99.9	41.7
Wisconsin Rapids	13,496	3,865	3,830	99.1	0.8
COUNTIES					
Adams	7,906	2,295	2,120	92.4	2.2
Ashland	19,461	5,370	5,060	94.2	0.9
Barron	34,703	9,875	9,510	96.3	1.2
Bayfield	13,760	3,885	3,700	95.2	0.9
Brown	98,314	25,985	25,625	98.6	0.8
Buffalo	14,719	4,105	3,975	96.8	0.6
Burnett	10,236	3,110	2,915	93.7	2.7
Calumet	18,840	4,975	4,830	97.1	2.2
Chippewa	42,839	10,895	10,550	96.8	0.8
Clark	32,459	8,765	8,430	96.2	0.6
Columbia	34,023	9,845	9,625	97.8	1.0
Crawford	17,652	4,705	4,480	95.2	0.2
Dane	169,357	45,860	45,320	98.8	1.2
Dodge	57,611	15,785	15,480	98.1	5.5
Door	20,870	5,880	5,690	96.8	0.3
Douglas	46,715	13,410	13,070	97.5	0.6
Dunn	27,341	7,410	7,110	96.0	1.0
Eau Claire	54,187	15,260	14,910	97.7	1.0
Florence	3,756	1,065	1,015	95.3	0.5
Fond du Lac	67,829	18,575	18,250	98.3	2.1
Forest	9,437	2,520	2,210	87.7	0.4
Grant	41,460	11,585	11,260	97.2	0.7
Green	24,172	7,090	6,900	97.3	0.5
Green Lake	14,749	4,325	4,155	96.1	0.3
Iowa	19,610	5,505	5,340	97.0	0.5
Iron	8,714	2,530	2,425	95.8	0.6
Jackson	16,073	4,485	4,220	94.1	0.8
Jefferson	43,069	12,505	12,290	98.3	4.9
Juneau	18,930	5,225	4,850	92.8	1.2
Kenosha	75,238	21,760	21,510	98.9	10.8
Kewaunee	17,366	4,660	4,525	97.1	0.5
La Crosse	67,587	18,755	18,450	98.4	0.5
Lafayette	18,137	4,975	4,800	96.5	1.1
Langlade	21,975	5,900	5,650	95.8	0.7
Lincoln	22,235	6,245	6,065	97.1	0.4
Manitowoc	67,159	18,645	18,285	98.1	1.8
Marathon	80,337	21,210	20,755	97.9	0.6
Marinette	35,748	9,845	9,495	96.4	0.6
Marquette	8,839	2,720	2,595	95.4	0.4
Milwaukee	871,047	246,955	243,815	98.7	25.4
Monroe	31,378	8,205	7,840	95.6	0.4
Oconto	26,238	7,265	6,880	94.7	0.5
Oneida	20,648	5,885	5,670	96.3	0.3
Outagamie	81,722	21,680	21,425	98.8	0.6
Ozaukee	23,361	6,580	6,490	98.6	21.6
Pepin	7,462	2,000	1,890	94.5	0.8
Pierce	21,448	5,730	5,605	97.8	6.2
Polk	24,944	7,120	6,880	96.6	3.5
Portage	34,858	9,040	8,670	95.9	0.3
Price	16,344	4,835	4,520	93.5	1.0
Racine	109,585	31,015	30,740	99.1	11.0
Richland	19,245	5,490	5,315	96.8	1.0
Rock	92,778	26,980	26,585	98.5	1.2
Rusk	16,790	4,530	4,290	94.7	1.2
St. Croix	25,905	7,070	6,915	97.8	6.7
Sauk	38,120	10,710	10,435	97.4	0.5
Sawyer	10,323	2,805	2,585	92.2	0.7
Shawano	35,249	9,375	8,970	95.7	0.5
Sheboygan	80,631	23,380	23,100	98.8	6.6
Taylor	18,456	4,865	4,480	92.1	0.6
Trempealeau	23,730	6,495	6,150	94.7	0.8
Vernon	27,906	7,820	7,520	96.2	1.4
Vilas	9,363	2,720	2,560	94.1	0.2
Walworth	41,584	12,330	12,130	98.4	6.8
Washburn	11,665	3,290	3,050	92.7	0.5
Washington	33,902	9,335	9,200	98.0	14.9
Waukesha	85,901	23,420	23,170	98.9	21.9
Waupaca	35,056	10,060	9,755	97.0	1.1
Waushara	13,920	4,180	3,985	95.3	0.5
Winnebago	91,103	25,975	25,575	98.5	0.8
Wood	50,500	13,660	13,375	97.9	0.6

Upcoming Events

March 15-16: Arkansas Broadcasters Assn., annual spring membership meeting, Marion Hotel, Little Rock.

March 16: Texas Assn. of Broadcasters meet, Commodore Perry Hotel, Austin.

March 18-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 20: Indiana Broadcasters Assn., Columbia Club, Indianapolis.

March 21: Michigan radio-TV newsmen organizational meeting, Michigan State College, Lansing, Mich.

March 22: Electronic manufacturers (with government contracts) meet under sponsorship of Radio-Television Mfrs. Assn.'s Technical Products Div.; Roosevelt Hotel, New York.

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

March 26-28: Alabama Broadcasters Assn. annual spring meeting, Florence, Ala.

March 26-28: Board of Governors, Canadian Broadcasting Corp., meeting at Ottawa.

March 27-28: Florida Television Conference for TV applicants, WTVJ (TV) Miami.

March 28: West Virginia Broadcasters Assn. annual spring meeting, Daniel Boone Hotel, Charleston, W. Va.

1953 Broadcasting Yearbook Addenda

CHANGES and additions received after the 1953 BROADCASTING YEARBOOK went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number. Personnel abbreviations may be found on page 6 of the 1953 BROADCASTING YEARBOOK.

Page 61—Under Newspaper Ownership, Mississippi, add: WCOC Meridian—Licensed to Mississippi Broadcasting Co., owned by D. W. Gavin, publisher of weekly *Meridian Record* and *Clarke County Tribune* (Quitman, Miss.).

Page 62—Under Newspaper Ownership, Pennsylvania, add: WRAK, WRAK-FM Williamsport—Licensed to WRAK Inc., two-thirds owned by Sun-Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Sun.*

Page 63—Add under Newspaper Ownership: PUERTO RICO, WKAQ San Juan—Licensed to El Mundo Broadcasting Corp., same ownership as *San Juan El Mundo.*

Page 253—Under Station Directory, Pennsylvania, WERC Erie, substitute Weed as representative for Avery-Knodel.

Page 255—Under Station Directory, Pennsylvania, WCRO Johnstown, add opposite name Jane Smith, "asst. to mgr."

Page 258—Under Station Directory, Pennsylvania WFLN (TV) Philadelphia, Harry W. Dallison is ce instead of John K. Thomas.

Page 292—Add under Station Directory: XEOR McAllen, Tex. (located in Reynosa, Tam., Mex.), 1 kw, 1390 kc (licensee, Mrs. Candelaria S. Vda. de Gonzales); Mail: Radio Station XEOR, P.O. Box 1708, Brownsville, Tex.; Tel.: 6-6620; Office: Nassar Bldg., McAllen, Tex.; Tel.: 6-8112. Nat'l Time Sales is representative. Robert N. Pinkerton, gm. (Delete XEOR from listing under Brownsville, Tex., page 282).

Page 319—Under Station Directory, Wisconsin, WOKY Milwaukee, add the following information: 710 N. Plankinton Ave.; Tel.: Broadway 1-8428; Gerald A. Bartell, p; Joseph Wolfman, cm; Ralph E. Evans, ce. News service, UP.

Page 401—Under Advertising Agencies Handling Radio Accounts, add: WALTER F. BENNETT & CO. ADV., Civic Opera Bldg., Chicago 6; Tel.: Franklin 2-1131. Jane Gunther, media director. Branch offices: Philadelphia 2—1405 Locust St.; Tel.: Kingsley 5-6799; Fred Dienert, manager. Miami, Fla.—446 Seybold Bldg.; Tel.: 9-0143; Buddy Starcher, manager.

Page 401—Under Advertising Agencies Handling Radio Accounts, BOZELL & JACOBS INC., change address and telephone to 205 N. LaSalle St., Chicago; Tel.: Central 6-6870. Instead of 1812 N. Meridian St.; Tel.: Wabash 4524. Add following: (home office, Omaha).

Page 403—Under Advertising Agencies Handling Radio Accounts, EVANS & ASSOC. ADV., add: Tel.: Edison 9521.

Page 404—Under Advertising Agencies Handling Radio Accounts, add: H. M. GARDNER ASSOC., 3450 Wilshire Blvd., Hollywood 28; Tel.: Dunkirk 5-1474.

Page 404—Under Advertising Agencies Handling Radio Accounts, GEARE-MARSTON INC., add branch office: New York 17—420 Lexington Ave.; Tel.: Lexington 2-0880.

Page 404—Under Advertising Agencies Handling Radio Accounts, GOODKIND, JOICE & MORGAN INC., add: (See Raymond R. Morgan Co.).

Page 408—Under Advertising Agencies Handling Radio Accounts, add: OLIAN & BRONNER, 35 E. Wacker Dr., Chicago; Tel.: State 2-3381. Radio Dept.: Kay Kennelly, media director.

Page 411—Under Advertising Agencies Handling Radio Accounts, change HUGH WAGENSEIL & ASSOC. to read HUGO WAGENSEIL & ASSOC.

Page 455—Under Directory of AM Broadcasting Stations by Call Letters, KBYZ Grand Rapids, Minn., should be KBZY Grand Rapids, Minn.

Page 457—Under Directory of AM Broadcasting Stations by Call Letters KWRB Oakland, Calif., should be KWBR Oakland, Calif.

Page 460—Under Directory of AM Broadcasting Stations by Call Letters, WMAW Menominee, Wis., should be WMAW Menominee, Mich.

Page 467—Under Consulting Radio Engineers, David & Barbeau, add address: P.O. Box 996, Schenectady, N. Y.

Page 468—Under Consulting Radio Engineers, add: W. DAWKINS ESPY. P. O. Box 48, Grand Rapids, Mich.; Tel.: Cherry 1-7981.

Page 468—Under Consulting Radio Engineers, add: GLENN D. GILLETT & ASSOC., 982 National Press Bldg., Washington 4, D. C.: Tel.: National 8-3373. Glenn D. Gillett. Associate: Richard J. Graim. Delete GILLETT & BERGQUIST, same page and insert names of GLENN D. GILLETT and RICHARD J. GRAIM, with "See Glenn D. Gillett & Assoc." opposite each name.

Page 468—Under Consulting Radio Engineers, VANDIVERE, COHEN & WEARN, correct telephone number to National 8-2698. Add: Partners, Edgar F. Vandivere, Jules Cohen, Wilson C. Wearn. Engineer: Paul Wimmer. Insert names of Messrs. Vandivere, Cohen and Wearn in appropriate alphabetical listings, with this notation opposite each: "See Vandivere, Cohen & Wearn." Delete name, Paul Wimmer, from listing of WELDON & CARR.

Page 486—Under Frequency Measuring Services, add: STRAIN ENGINEERING SERVICE, 1261 Niles Ave., N.W., Atlanta, Ga.; Tel.: Belmont 5164. C. E. Strain.

Milestones

►FULL-SCALE local promotion and completion of new studios mark the 30th anniversary of KUOA Siloam Springs, Ark. Now a Mutual affiliate, KUOA took the air with 1 kw on the U. of Arkansas campus with the call letters KFMQ in December 1923. Since June 1935, the commercial station has been owned and operated by John Brown U., which moved the outlet from Fayetteville and now has 5 kw output. New space, which will be occupied soon, comprises 7,500 square feet of space, 20 studios and offices and recording and transcription facilities on the third floor of the Cathedral of the Ozarks.

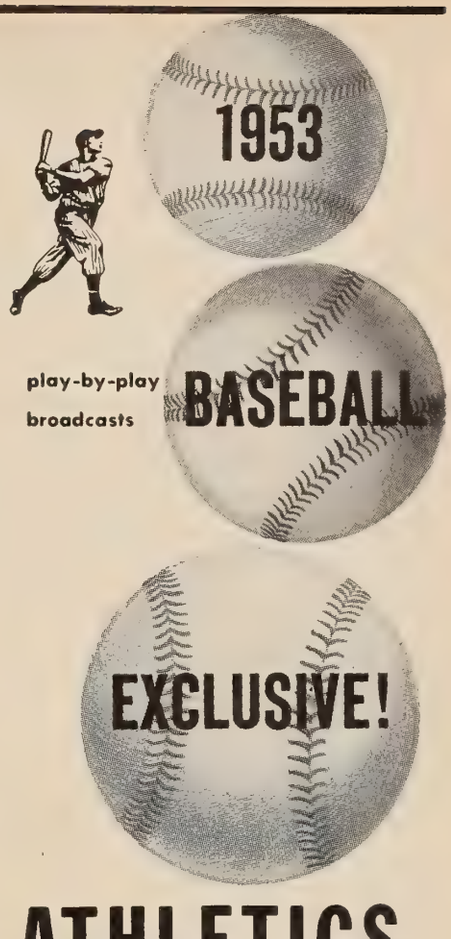
► JOHN DePROSPO, executive officer of the Municipal Bcstg. System, which operates WNYC-AM-FM New York, has completed 35 years of service with the City of New York. He was transferred to WNYC in 1937, after serving in a city clerk post.

► THIRTIETH anniversary of the first Canadian broadcast from a church was marked Feb. 11 by CKCK Regina. Thirty years ago the first broadcast originated from Carmichael United Church at Regina.

►ROSTER of musical directors and singers who have appeared on the ABC *Don McNeill Breakfast Club* is included in a 48-page booklet observing the program's 20th anniversary June 23.

► THIRTIETH anniversary of the *Calvary Baptist Church Hour* on WMGM New York was celebrated Wednesday. Station describes it as "the oldest gospel program on radio."

► WTIC Hartford, Conn., operating with 50 kw on 1080 mc, was congratulated on its 28th anniversary by Connecticut's House of Representatives. A resolution noted the station has received citations and awards each year from national organizations for outstanding performance and that it completed, in cooperation with the *Hartford Courant,* its 13th March of Dimes campaign with a record of more than $100,000 raised.



New Grantees' Commencement Target Dates

‡On the air, operating commercially
* Educational permittee
ST—Shares Time

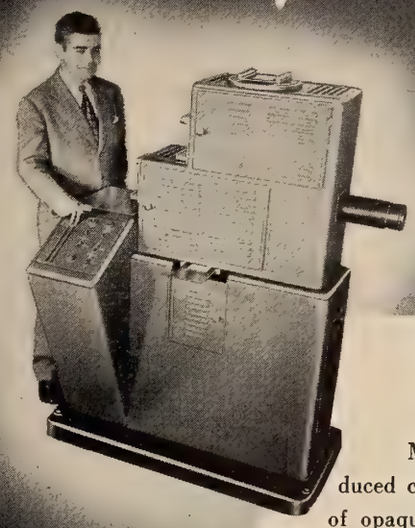
HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
WAKR-TV Akron, Ohio (49)	9/4/52 Spring 1953	..... Weed
WTVZ (TV) Albany, N. Y. (*17)	7/24/52 Unknown	....
WFBG-TV Altoona, Pa. (10)	12/31/52 ‡3/1/53	NBC H-R Reps.
KFDA-TV Amarillo, Tex. (10)	10/16/52 4/1/53	..... Branham ..
KGNC-TV Amarillo, Tex. (4)	10/9/52 3/18/53	NBC, DuM Taylor
WPAG-TV Ann Arbor, Mich. (20)	9/25/52 ‡3/16/53	..... McGillvra
WRTV (TV) Asbury Park, N. J. (58)	10/2/52 Late 1953	....
WISE-TV Asheville, N. C. (62)	10/30/52 5/30/53	..... Bolling
WPTV (TV) Ashland, Ky. (59)	8/14/52 May 1	....
WICA-TV Ashtabula, Ohio (15)	2/5/53 Unknown	....
WFPG-TV Atlantic City, N. J. (46)	10/30/52 ‡12/21/52	NBC, ABC, CBS, DuM Pearson
Matta Entrprs., Atlantic City, N. J. (52)	1/8/53 Unknown	....
KCTV (TV) Austin, Tex. (18)	7/11/52 Unknown	....
KTBC-TV Austin, Tex. (7)	7/11/52 ‡11/27/52	CBS, ABC, NBC, DuM Taylor
KTVA (TV) Austin, Tex. (24)	8/21/52 Unknown	....
KAFY-TV Bakersfield, Calif. (29)	12/23/52 April-May	ABC, CBS, DuM, NBC Forjoe
WITH-TV Baltimore, Md. (60)	12/18/52 Unknown	....
WABI-TV, Bangor, Me. (5)	12/31/52 ‡1/31/53	..... Hollingbery
WAFB-TV Baton Rouge, La. (28)	8/14/52 ‡2/15/53	CBS, DuM NBC, ABC Adam Young
KHTV (TV) Baton Rouge, La. (40)	12/18/52 Unknown	....
WBCK-TV Battle Creek, Mich. (58)	11/20/52 August	....
WBKZ-TV Battle Creek, Mich. (64)	10/30/52 5/15/53	ABC, DuM .....
KBMT (TV) Beaumont, Tex. (31)	12/4/52 4/1/53	..... Taylor
WTVI (TV) Belleville, Ill. (54)	11/20/52 5/1/53	CBS Weed
KVOS-TV Bellingham, Wash. (12)	1/23/53 April-June	....
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHFB-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
WLEV-TV Bethlehem, Pa. (51)	10/30/52 Winter 1953	Meeker .....
KOOK-TV Billings, Mont. (2)	2/5/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
WQTV (TV) Binghamton, N. Y. (*46)	8/14/52 Unknown	....
WJLN-TV Birmingham, Ala. (48)	12/10/52 Unknown	....
WSGN-TV Birmingham, Ala. (42)	12/18/52 Unknown	....
KFYR-TV Bismark, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair
Rudman TV Co., Bismark, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
Cecil W. Roberts, Bloomington, Ill. (15)	3/4/53 Fall 1953	....
KTVI (TV) Boise, Idaho (9)	1/15/53 Fall, 1953	..... Hollingbery
KIDO-TV Boise, Ida. (7)	12/23/52 7/1/53	NBC Blair TV
WICC-TV Bridgeport, Conn. (43)	7/11/52 3/20/53	ABC Adam Young
WSJL (TV) Bridgeport, Conn. (49)	8/14/52 Unknown	....
Conn. Bd. of Ed., Bridgeport, Conn. (*71)	1/29/53 Unknown	....
WTVF (TV) Buffalo, N. Y. (*23)	7/24/52 Unknown	....
WBES-TV Buffalo N. Y. (59)	12/23/52 Unknown	....
WBUF (TV) Buffalo, N. Y. (17)	12/18/52 4/1/53	....
KOPR-TV Butte, Mont. (4)	1/15/53 September	ABC Hollingbery
TV Montana, Butte, Mont. (6)	2/26/53 Unknown	....
Midwest TV Inc., Champaign, Ill. (3)	2/26/53 Summer 1953	....
WCSC-TV Charleston, S. C. (5)	10/30/52 4/1/53	ABC, CBS, DuM, NBC Free & Peters
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WCHV-TV Charlottesville, Va. (64)	1/29/53 9/1/53	....
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Bolling
WOUC (TV) Chattanooga, Tenn. (49)	8/21/52 Unknown	..... Pearson
WTVT (TV) Chattanooga, Tenn. (43)	8/21/52 Unknown	....
KFBC-TV Cheyenne, Wyo. (5)	1/23/53 Unknown	....
WHFC-TV Chicago, Ill. (26)	1/8/52 Unknown	....
KFUO-TV Clayton, Mo. (30)	2/5/53 Unknown	....
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
KKTV (TV) Colorado Springs, Col. (11)	11/28/52 ‡12/7/52	ABC, CBS DuM .....
KRDO-TV Colorado Springs, Col. (13)	11/20/52 April	..... McGillvra
KOMU-TV Columbia, Mo. (8)	1/15/53 July	....
WCOS-TV Columbia, S. C. (25)	9/18/52 April	ABC, NBC Headley-Reed
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
WNOK-TV Columbia, S. C. (67)	9/18/52 April	CBS, DuM Raymer
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
UHF TV Co., Dallas, Tex. (23)	1/15/53 Unknown	....
WDAN-TV Danville, Ill. (24)	12/10/52 Unknown	..... Everett-McKinney
WBTM-TV Danville, Va. (24)	12/18/52 Unknown	....
WIFE (TV) Dayton, Ohio (22)	11/26/52 July	..... Headley-Reed
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
WTVP (TV) Decatur, Ill. (17)	11/20/52 July 1	CBS .....
KBTV (TV) Denver, Col. (9)	7/11/52 ‡10/2/52	CBS, ABC Free & Peters
KDEN (TV) Denver, Col. (26)	7/11/52 Spring 1953	....
KFEL-TV Denver, Col. (2)	7/11/52 ‡7/18/52	NBC, DuM Blair-TV Inc.
KIRV (TV) Denver, Col. (20)	9/18/52 Unknown	....
WFTV (TV) Duluth, Minn. (38)	10/24/52 5/1/53	ABC, CBS, DuM, NBC Adam Young
Allen & Sons, Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....
WKAR-TV East Lansing, Mich. (60)	10/16/52 September	....
WGLV (TV) Easton, Pa. (57)	12/18/52 Spring 1953	..... Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WTVE (TV) Elmira, N. Y. (24)	11/6/52 March	..... Forjoe
El-Cor TV Inc., Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KEPO-TV El Paso, Tex. (13)	10/24/52 Early 1953	..... Avery-Knodel
KROD-TV El Paso, Tex. (4)	7/31/52 ‡12/14/52	CBS, DuM Taylor
KTSM-TV El Paso, Tex. (9)	8/14/52 ‡1/4/53	NBC Hollingbery
KSPF (TV) Eugene, Ore. (20)	2/11/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
WSEE-TV Fall River, Mass. (46)	9/14/52 May	....
WDAY-TV Fargo, N. D. (6)	1/15/53 April	NBC Free & Peters
KACY (TV) Festus, Mo. (14)	12/31/52 7/1/53	....
WTAC-TV Flint, Mich. (16)	11/20/52 Unknown	....
WCTV (TV) Flint, Mich. (28)	7/11/52 9/1/53	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 10/1/53	..... Pearson
WFTL-TV Fort Lauderdale, Fla. 23)	7/31/52 4/1/53	..... Weed
WITV (TV) Fort Lauderdale, Fla. (17)	7/31/52 Late 1953	....
KFSA-TV Fort Smith, Ark. (22)	11/13/52 6/1/53	..... Pearson
WFMD-TV Frederick, Md. (62)	10/24/52 Unknown	....
KMJ-TV Fresno, Calif. (24)	9/18/52 5/1/53	..... Raymer
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	..... Weed
KGUL-TV Galveston, Tex. (11)	11/20/52 3/22/53	CBS .....
KTVR (TV) Galveston, Tex. (41)	11/20/52 Late Summer-Early Fall, '53	....
KFBB-TV Great Falls, Mont. (5)	1/15/53 Unknown	CBS Weed
WBAY-TV Green Bay, Wis. (2)	11/13/52 3/17/53	CBS Weed
WCOG-TV Greensboro, N. C. (57)	11/20/52 Unknown	....
WGVL (TV) Greenville, S. C. (23)	1/23/53 Unknown	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....

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5 STATION IDENTIFICATIONS . . . 2 DAYS
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20 REPLIES 1st HOUR . . 225 PAIRS OF SHOES SOLD
NO OTHER MEDIA USED
WSAZ-TV
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100,000 WATTS
HUNTINGTON, W. VA.
THE KATZ AGENCY, REPRESENTATIVE

Used by more TV stations



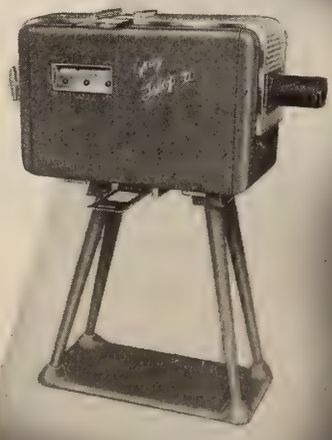
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The famous GRAY TELOP I

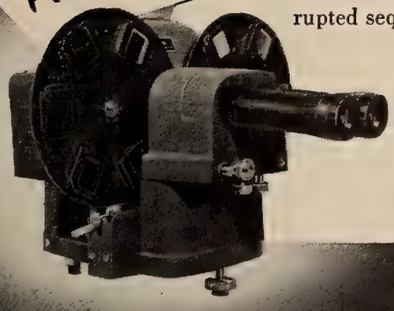
Makes profits grow — projects low-cost, easily produced commercials. Four optical openings for projection of opaque and transparent photos, rolling titles, slides, small objects, etc., with superimposition, lap dissolve, or fade-out effects. America's best-known, most-used television optical projector!

GRAY TELOP II

Another TV profit maker—with two channels accommodating slide holders, light boxes and accessories for special effects. Gives professional results—and one operator does it all!



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GRAY 3A TELOJECTOR

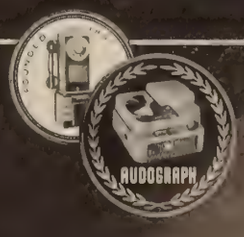
New, compact unit for automatic remote control projection of standard 2 x 2 slides . . . in uninterrupted sequence . . . with fading, lapping and superimposition. Solves many problems for both large and small stations. Get all the facts, now!

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GRAY RESEARCH

and Development Co., Inc., Hilliard Street, Manchester, Conn.

Division of The GRAY MANUFACTURING COMPANY—*Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.*



Location & Channel	Date Granted & Target for Start	Network Representative
WVEC-TV Hampton, Va. (15)	2/5/53 8/1/53	..... Rambeau
KHMO-TV Hannibal, Mo. (7)	2/18/53 Unknown	....
WHP-TV Harrisburg, Pa. (55)	9/25/52 May	..... Bolling
WTPA (TV) Harrisburg, Pa. (71)	12/31/52 Unknown	....
Conn. Bd. of Ed., Hartford, Conn. (*24)	1/29/53 Unknown	....
WAZL-TV Hazleton Pa. (63)	12/18/52 Unknown	..... Meeker
WEHT (TV) Henderson, Ky. (50)	11/20/52 May 1	....
WHYN-TV Holyoke, Mass. (55)	7/11/52 ‡March 15	CBS Branham
KGMB-TV Honolulu, T. H. (9)	8/7/52 ‡12/1/52	CBS, ABC, NBC Free & Peters
KONA (TV) Honolulu, T. H. (11)	10/24/52 ‡11/22/52	DuM Forjoe
KUHT (TV) Houston, Tex. (*8)	8/21/52 Unknown	....
KNUZ-TV Houston, Tex. (39)	1/8/53 July	..... Forjoe
Uhf TV Co., Houston, Tex. (23)	1/8/53 Unknown	....
KTVH (TV) Hutchinson, Kan. (12)	1/8/53 July-Aug. 1953	....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53 Late 1953	ABC .....
WHCU-TV Ithaca, N. Y. (20)	1/8/53 11/15/53	....
WIET (TV) Ithaca, N. Y. (*14)	1/8/53 Unknown	....
WIBM-TV Jackson, Mich. (48)	11/20/52 Unknown	....
WJTV (TV) Jackson, Miss. (25)	9/11/52 ‡1/15/53	CBS, ABC, NBC, DuM Katz
WJHL-TV Johnson City, Tenn. (11)	1/29/53 9/1/53	..... Pearson

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Population 1,325,089
% Increase over 1940.....18.0
Total Retail Sales....$1,257,095,000
Total Urban Population.....831,318
Total Rural Population.....493,771
TV Sets in Area.....117,299
(Rocky Mtn. Elec. League-Jan. 1)

KBTV

CHANNEL 9 DENVER

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Contact Your Nearest Free & Peters Representative

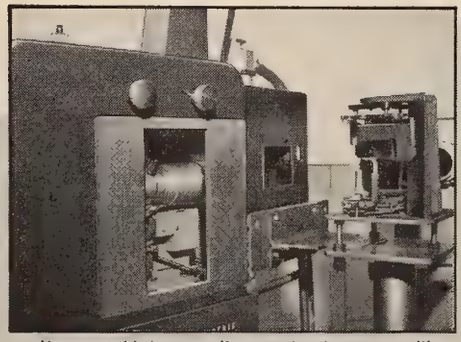
Location & Channel	Date Granted & Target for Start	Network Representative
WJTN-TV Jamestown, N. Y. (58)	1/23/53 Unknown	....
WARD-TV Johnstown, Pa. (56)	11/20/52 Unknown	..... Weed
WKMI-TV Kalamazoo, Mich. (36)	11/26/52 Unknown	....
KCTY (TV) Kansas City, Mo. (25)	1/23/53 Unknown	....
WKNY-TV Kingston, N. Y. (66)	1/23/53 Unknown	..... Meeker
WFAM-TV Lafayette, Ind. (59)	12/23/52 5/1/53	..... Rambeau
KTAG (TV) Lake Charles, La. (25)	12/18/52 April-June	..... Adam Young
WONN-TV Lakeland, Fla. (16)	12/31/52 Unknown	....
WILS-TV Lansing, Mich. (54)	2/5/53 9/1/53	....
KSWO-TV Lawton, Okla. (7)	12/4/52 ‡3/8/53	..... Everett-McKinney
WIMA-TV Lima, Ohio (35)	12/4/52 Summer 1953	..... Weed
WLOK-TV Lima, Ohio (73)	11/20/52 4/15/53	..... H-R Reps
KFOR-TV Lincoln, Neb. (10)	10/16/52 4/1/53	..... Raymer
KOLN-TV Lincoln, Neb. (12)	10/2/52 ‡2/17/53	..... Weed
KRTV (TV) Little Rock, Ark. (17)	9/18/52 4/15/53	..... Pearson
KETV (TV) Little Rock, Ark. (23)	10/30/52 Unknown	....
KTVE (TV) Longview, Tex. (32)	2/5/53 Unknown	....
KPIK (TV) Los Angeles (22)	12/10/52 9/1/53	....
KUSC-TV Los Angeles (*28)	8/28/52 Early March	....
WKLO-TV Louisville, Ky. (21)	11/26/53 Spring 1953	....
WLOU-TV Louisville, Ky. (41)	1/15/53 Unknown	....
KCBD-TV Lubbock, Tex. (11)	10/9/52 March-April	ABC, NBC Pearson
KDUB-TV Lubbock, Tex. (13)	10/9/52 ‡11/13/52	CBS, DuM Avery-Knodel
WLVA-TV Lynchburg, Va. (13)	11/13/52 ‡2/8/53	CBS, DuM Hollingbery
WWOD-TV Lynchburg, Va. (16)	11/6/52 Unknown	....
WETV (TV) Macon, Ga. (47)	2/12/53 Unknown	....
WKOW-TV Madison, Wis. (27)	1/8/53 July	..... Headley-Reed
WMTV (TV) Madison, Wis. (33)	1/23/53 Unknown	....
KSAC-TV Manhattan, Kan. (*8)	7/24/53 Unknown	....
WMAC-TV Massillon, Ohio (23)	9/4/52 4/1/53	....
KRIO-TV McAllen, Tex. (20)	2/18/53 September	....
Southern Oregon Bcstg Co., Medford, Ore. (5)	3/4/53 Unknown	....
WHBQ-TV Memphis, Tenn. (13)	1/29/53 8/1/53	....
WCOC-TV Meridian, Miss. (30)	12/23/52 Unknown	CBS .....
KTYL-TV Mesa, Ariz. (12)	2/18/53 4/15/53	....
KMID-TV Midland, Tex. (2)	2/11/53 Unknown	....
WCAN-TV Milwaukee, Wis. (25)	2/5/53 Unknown	....
KCJB-TV Minot, N. D. (13)	2/11/53 6/15/53	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
WALA-TV Mobile, Ala. (10)	11/26/52 ‡1/4/53	ABC, CBS, NBC Headley-Reed
WKAB-TV Mobile, Ala. (48)	8/7/52 ‡12/30/52	DuM, CBS Forjoe
KNOE-TV Monroe, La. (8)	12/4/52 4/1/53	..... H-R Reps
KFAZ (TV) Monroe, La. (43)	12/10/52 4/1/53	....
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 Unknown	....
WCOV-TV Montgomery, Ala. (20)	9/18/52 4/1/53	..... Taylor
WLBC-TV Muncie, Ind. (49)	10/30/52 4/1/53	CBS, DuM Walker-N.Y.; Holman-Cgo.
WTVM (TV) Muskegon, Mich. (35)	12/23/52 Unknown	....
WNAM-TV Neenah, Wis. (42)	12/23/52 Fall-1953	..... Clarke
WNBH-TV New Bedford, Mass. (28)	7/11/52 Unknown	..... Walker
WKNB-TV New Britain, Conn. (30)	7/11/52 ‡2/13/53	CBS, DuM Bolling

Location & Channel	Date Granted & Target for Start	Network Representative
WTLV (TV) New Brunswick, N. J. (*19)	12/4/52 Unknown	....
WKST-TV New Castle, Pa. (45)	9/4/52 3/20/53	..... Meeker
WNLC-TV New London, Conn. (26)	12/31/52 8/1/53	....
WJMR-TV New Orleans, La (61)	2/18/53 5/18/53	..... Bolling
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WGTV (TV) New York City (*25)	8/14/52 Unknown	....
Regional Television Corp., Northampton, Mass. (36)	1/23/53 Fall-1953	....
WMGT (TV) North Adams, Mass. (74)	2/18/53 Unknown	....
Conn. Bd. of Ed., Norwich, Conn. (*63)	1/29/53 Unknown	....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
WOSH-TV Oshkosh, Wis. (48)	11/26/52 4/15/53	....
W. Va. Entprs. Inc., Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WPFA (TV) Pensacola, Fla. (15)	11/13/52 June	..... Young
WEEK-TV Peoria, Ill. (43)	8/28/52 ‡2/1/53	NBC Headley-Reed
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	..... Petry
WIP-TV Philadelphia, Pa. (29)	11/26/52 Unknown	....
KOAM-TV Pittsburg, Kan. (7)	2/26/53 Aug. 1	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/52 August	..... Headley-Reed
WENS (TV) Pittsburgh, Pa. (16)	12/23/52 July-August	ABC Petry
WKJF-TV Pittsburgh, Pa. (53)	1/8/53 Unknown	....
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS .....
KWIK-TV Pocatello, Idaho (10)	2/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	....
KPTV (TV) Portland, Ore. (27)	7/11/52 ‡9/19/52	NBC NBC Spot Sales
WEOK-TV Poughkeepsie, N. Y. (21)	11/26/52 Dec. 1953	....
KCSJ-TV Pueblo, Col. (5)	10/30/52 4/1/53	..... Avery-Knodel
‡KDZA-TV Pueblo, Col. (3)	11/18/52 3/15/53	..... McGillvra
WNAO-TV Raleigh, N. C. (28)	10/16/52 5/1/53	CBS Avery-Knodel
KZTV (TV) Reno, Nev. (8)	12/23/52 March	....
WEEU-TV Reading, Pa. (33)	9/4/52 4/15/53	NBC Headley-Reed
WHUM-TV Reading, Pa. (61)	9/4/52 ‡2/22/53	CBS H-R Reps.
WROV-TV Roanoke, Va. (27)	9/18/52 ‡2/23/53	ABC Burn-Smith
WSLS-TV Roanoke, Va. (10)	9/11/52 ‡12/11/52	NBC, CBS Avery-Knodel
KROC-TV Rochester, Minn. (10)	1/15/53 May	..... Meeker
WROH (TV) Rochester, N. Y. (*21)	7/24/52 Unknown	....
WTVO (TV) Rockford, Ill. (39)	9/11/52 April	NBC Weed
WROM-TV Rome, Ga. (9)	2/11/53 7/15/53	..... Weed
KSWS-TV Roswell, N. M. (8)	1/29/53 Unknown	....
WKNX-TV Saginaw, Mich. (57)	10/2/52 4/1/53	..... Gill & Perna
WJON-TV St. Cloud, Minn. (7)	1/23/53 May-June	..... Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 May	..... Headley-Reed
KSTM-TV St. Louis, Mo. (36)	1/15/53 April 15	....
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
WSUN-TV St. Petersburg, Fla. (38)	10/9/52 5/1/53	..... Weed

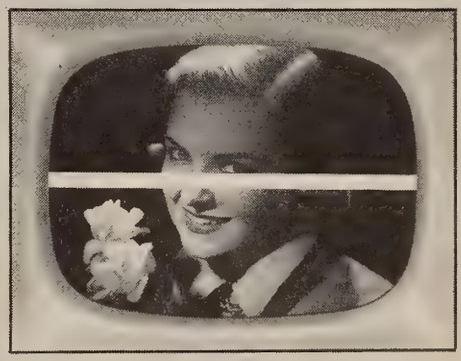
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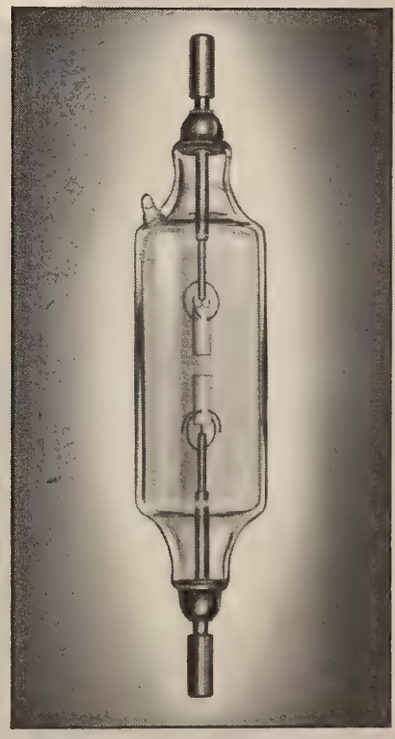




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GENERAL ELECTRIC

Location & Channel	Date Granted & Target for start	Network Representative
KPIC (TV) Salem, Ore. (24)	1/29/53	.....
	July	.....
KICU (TV) Salinas, Calif. (28)	1/15/53	.....
	9/15/53	.....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53	.....
	Unknown	.....
KGKL-TV San Angelo, Tex. (3)	12/18/52	.....
	Unknown	Pearson
KTXL-TV San Angelo, Tex. (8)	11/26/52	.....
	Unknown	.....
KITO-TV San Bernardino, Calif. (18)	11/6/52	.....
	Fall 1953	Hollingbery
WKAQ-TV San Juan, P. R. (2)	7/24/52	.....
	1954	Inter-American
WLEC-TV Sandusky, Ohio (42)	1/23/53	.....
	12/1/53	.....
KEYT (TV) Santa Barbara, Calif. (3)	11/13/52	ABC, DuM
	4/1/53	CBS, NBC
		Hollingbery
KTVK (TV) Santa Fe, N. M. (2)	1/23/53	.....
	Unknown	.....
WARM-TV Scranton, Pa. (16)	2/26/53	.....
	Early Fall '53	Hollingbery
WGBI-TV Scranton, Pa. (22)	8/14/52	CBS
	April	Blair-TV Inc.
WTVU (TV) Scranton Pa. (73)	8/14/52	.....
	April 15	Bolling
KRDO-TV Sedalia, Mo. (6)	2/26/53	.....
	Unknown	.....
Sherman TV Co., Sherman, Tex. (46)	3/4/53	.....
	Late Summer, '53	.....
KWTV (TV) Sioux City, Iowa (36)	10/30/52	.....
	Unknown	.....
KVTV (TV) Sioux City (9)	11/20/52	CBS
	3/29/53	Katz
KELO-TV Sioux Falls S. D. (11)	11/20/52	.....
	4/1/53	Taylor
WSBT-TV South Bend, Ind. (34)	8/28/52	NBC, CBS
	‡12/22/52	Raymer
KHQ-TV Spokane, Wash. (6)	7/11/52	NBC, ABC
	‡12/22/52	Katz
KXLY-TV Spokane, Wash. (4)	7/11/52	CBS, DuM
	‡1/20/53	Walker, Pac. NW Bcstrs
WWLP (TV) Springfield, Mass. (61)	7/11/52	.....
	‡March 15	Hollingbery
KTTS-TV Springfield, Mo. (10)	10/9/52	CBS, DuM
	April	Weed
KYTV (TV) Springfield, Mo. (3)	1/8/53	.....
	July	.....
Plains TV Co., Springfield, Ill. (46)	2/26/53	.....
	Unknown	.....
KTVU (TV) Stockton, Calif. (36)	1/8/53	.....
	September	Hollingbery
WHTV (TV) Syracuse, N. Y. (*43)	9/18/52	.....
	Unknown	.....
KMO-TV Tacoma, Wash. (13)	12/10/52	.....
	6/1/53	Branham
KTNT-TV Tacoma, Wash. (11)	12/10/52	CBS, DuM
	‡3/1/53	Weed
KCEN-TV Temple, Tex. (6)	1/29/53	.....
	Unknown	.....
KCMC-TV Texarkana, Tex. (6)	2/5/53	.....
	May	Taylor
KCNA-TV Tucson, Ariz. (9)	12/18/52	.....
	Unknown	.....
KOPO-TV Tucson, Ariz. (13)	11/13/52	.....
	‡2/1/53	.....
KVOA-TV Tucson, Ariz. (4)	11/13/52	NBC
	Unknown	Raymer
KCEB (TV) Tulsa, Okla. (23)	2/26/53	.....
	Unknown	.....
KETX (TV) Tyler, Tex. (19)	1/29/53	.....
	6/1/53	.....
WGOV-TV Valdosta, Ga. (37)	2/26/53	.....
	Late Summer '53	Southern TV & Radio Sales
KANG-TV Waco, Tex. (34)	11/13/52	.....
	7/1/53	.....
WHHH-TV Warren, Ohio (67)	11/6/52	.....
	Unknown	.....
WATR-TV Waterbury, Conn. (53)	10/30/52	.....
	5/1/53	Rambeau
WWNY-TV Watertown, N. Y. (48)	12/23/52	.....
	Unknown	Weed
WIRK-TV West Palm Beach, Fla. (21)	12/18/52	.....
	Unknown	.....
Polan Indstrs., Wheeling, W. Va. (51)	2/11/53	.....
	October	.....
KEDD (TV) Wichita, Kan. (16)	2/18/53	.....
	5/15/53	.....
KFDX-TV Wichita Falls, Tex. (3)	12/18/52	.....
	4/1/53	.....
KTVW (TV) Wichita Falls, Tex. (22)	11/6/52	.....
	April	.....
KWFT-TV Wichita Falls, Tex. (6)	1/23/53	CBS
	‡3/1/53	Blair-TV
WBRE-TV Wilkes-Barre, Pa. (28)	10/2/52	NBC
	‡1/1/53	Headley-Reed
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52	ABC-DuM
	8/1/53	Avery-Knodel
WRAK-TV Williamsport, Pa. (36)	11/13/52	.....
	Unknown	.....
WTOB-TV Winston-Salem, N. C. (26)	2/5/53	NBC, DuM
	July-August	.....
KIMA-TV Yakima, Wash. (29)	12/4/52	.....
	7/1/53	Weed
KIT-TV Yakima, Wash. (23)	12/4/52	.....
	August	.....
WNOW-TV York, Pa. (49)	7/11/52	DuM
	Mid-Summer '53	Hollingbery
WSBA-TV York, Pa. (43)	7/11/52	ABC
	‡12/22/53	Radio-TV Reps.
WFMJ-TV Youngstown, Ohio (73)	7/11/52	NBC
	‡3/8/53	Headley-Reed
WKBN-TV Youngstown, Ohio (27)	7/11/52	CBS, DuM
	‡1/11/53	ABC
		Raymer
WUTV (TV) Youngstown, Ohio (21)	9/25/52	.....
	7/21/53	.....
WHIZ-TV Zanesville, Ohio (50)	12/10/52	.....
	4/1/53	Pearson

ACTIONS OF THE FCC

March 5 through March 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)

FCC Broadcast Station Authorizations as of Jan. 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,379	573	98
CPs on air	20	39	39
Total on air	2,399	612	137
CPs not on air	130	15	177
Total authorized	2,529	627	314
Applications in hearing	161	5	66
New station requests	246	12	791
Facilities change requests	194	39	28
Total applications pending	870	183	877
Licenses deleted in Jan.	1	5	0
CPs deleted in Jan.	1	0	0

*Does not include noncommercial educational FM and TV stations.

• • •

AM and FM Summary through March 4

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,400	2,380	181	280	165
FM	613	574	57	10	5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	93	181	274
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	128	16	144

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	744	337	594	477	1,069 [1]
Educational	22	...	27	15	22
Total	766	337	602	495	1,090

[1] One applicant did not specify channel.
[2] Includes 281 already granted.

• • •

Processing on city priority Gr. A-2 line has extended to city No. 310.
Processing on city priority Gr. B line has extended to city No. 201.

Southwest Operation

$25,000.00

This independent station is returning in excess of $10,000.00 a year to owner and business is continuing to increase. Located in a rich and growing southwest agricultural and oil market. Land and air conditioned building is on a long term lease. Equipment in excellent condition and will inventory at approximately $25,000.00. This price is set for quick action and the first qualified buyer will get one of the year's outstanding buys.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

New TV Stations . . .

Decisions

Bloomington, Ill.—Cecil W. Roberts. Granted uhf Ch. 15 (476-482 mc); ERP 18 kw visual, 9.8 kw aural; antenna height above average terrain 320 ft., above ground 315 ft. Estimated construction cost $110,572, first year operating cost $108,000, revenue $120,000. Post office address 909 Michigan Ave., Farmington, Mo. Studio and transmitter location 106 W. Monroe St., Geographic coordinates 42° 28′ 49″ N. Lat., 88° 59′ 39″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Fred O. Grimwood & Co., St. Louis, Mo. **Cecil W. Roberts**, permittee, is licensee of KREI Farmington, Mo., KNEM Nevada, Mo., KCHI Chillicothe, Mo., KCLO Leavenworth, Kan., and KCRB Chanute, Kan. File No. BPCT-1554. City priority status Gr. A-2, No. 137. Granted March 4.

Clovis, N. M.—Telepolitan Bcstg. Co. Granted vhf Ch. 12 (204-210 mc); ERP 10.2 kw visual, 5.1 kw aural; antenna height above average terrain 500 ft., above ground 517 ft. Estimated construction cost $150,545, first year operating cost $80,000, revenue $100,000. Post office address: % Sid Pipkin, Star Route, Clovis, N. M. Studio and transmitter location: ½ mi. North of Clovis city limits on State Highway 18. Geographic coordinates 34° 26′ 00″ N. Lat., 103° 11′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Quinn

& Cox, Clovis, N. M. Consulting engineer Sid S. Pipkin, Clovis. Principals include **Sid S. Pipkin** (50%), farming 15 mi. north of Clovis, and **Sam W. Pipkin** (50%), same interests as Sid S. Pipkin. Sam W. Pipkin is father of Sid Pipkin. File No.: BPCT-1293. City priority status: Gr. A-2, No. 309. Granted March 4.

Bismarck, N. D.—Meyer Bcstg. Co. (KFYR). Granted vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 520 ft., above ground 704 ft. Estimated construction cost $279,800, first year operating cost $110,000, revenue $90,000. Post office address 200½ Fourth St., Bismarck, N. D. Studio location 202 Fourth St. Transmitter location 2½ mi. north and ¼ mi. west of Menoken, N. D., at site of KFYR (AM). Geographic coordinates 46° 51′ 12″ N. Lat., 100° 32′ 37″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President and Secretary **Etta Hoskins Meyer** (8.4%) (plus another 85.8% interest as executrix of Estate of P. J. Meyer, deceased, and as trustee for Marietta M. Ekberg Trust, for a total of 94.2% interest controlled by Mrs. Meyer), and Executive Vice President and Treasurer **F. E. Fitzsimonds** (5.3%). File No.: BPCT-1516. City priority status: Gr. A-2, No. 287. Granted March 4.

Bismarck, N. D.—Rudman Television Co. Granted vhf Ch. 12 (204-210 mc); ERP 60 kw visual, 32 kw aural; antenna height above average terrain 300 ft., above ground 407 ft. Estimated construction cost $331,000, first year operating cost $152,140, revenue $180,000. Post office address Bismarck, N. D. Studio and transmitter location 2400 Rosser Ave., Bismarck. Geographic coordinates 46° 48′ 27.7″ N. Lat., 100° 45′ 11″ W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is **M. B. Rudman**, independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, North Dakota, Illinois, Georgia, Florida, Alabama and South Dakota. He is 50% owner of Navarre Bldg., Denver. Permittee also is permittee of new TV stations in Galveston, Tex., Minot, N. D., and Billings, Mont. File No.: BPCT-1317. City priority status: Gr. A-2, No. 287. Granted March 4.

Medford, Ore.—Southern Oregon Bcstg. Co. Granted vhf Ch. 5 (76-82 mc); ERP 19 kw visual, 9.8 kw aural; antenna height above average terrain 460 ft., above ground 190 ft. Estimated construction cost $189,704, first year operating cost $115,000, revenue $95,000. Post office address c/o KUIN, P. O. Box 148, Grants Pass, Ore., or c/o Edward A. Malone, 401 South Fir St., Medford, Ore., or c/o William B. Smullin, KIEM Eureka, Calif. Studio location 401 South Fir St., Medford. Transmitter location 2.3 mi. east of Gold Hill, Ore. Geographic coordinates 42° 25′ 43″ N. Lat., 123° 00′ 09″ W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Amos Voorhies** (50%), 25% owner and president of Courier Pub. Co., Grants Pass, Ore., and licensee of KUIN; Vice President **Edward A. Malone**, and Secretary-Treasurer **William B. Smullin** (50%), sole owner of KIEM Eureka, Calif. File No.: BPCT-1294. City priority status: Gr. A-2, No. 310. Granted March 4.

Sherman, Tex.—Sherman Television Co. Granted uhf Ch. 46 (662-668 mc); ERP 20.5 kw visual, 11 kw aural; antenna height above average terrain 310 ft., above ground 338 ft. Estimated construction cost $203,500, first year operating cost $162,260, revenue $180,000. Post office address Sherman Television Co., Sherman, Tex. Studio and transmitter location E. Mulberry St. & N. Walnut St. Geographic coordinates 33° 38′ 23.7″ N. Lat., 96° 36′ 10.6″ W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include Partners **John A. Prather** (31¼%), **Hugh E. Prather** (12½%), **Hugh E. Prather Jr.** (12½%), **S. Foster Yancey** (25%), **Robert S. Burgher** (6¼%), and **William R. Moore** (12½%). File No.: BPCT-623. City priority status: Gr. A-2, No. 260. Granted March 4.

Charleston, W. Va.—Joe L. Smith Jr. Inc. (WKNA). Granted uhf Ch. 49 (680-686 mc); ERP 228 kw visual, 120 kw aural; antenna height above average terrain 391 ft., above ground 342 ft. Estimated construction cost $326,957, first year operating cost $141,660, revenue $120,000. Post office address WJLS Bldg., Main & Kanawha Sts., Beckley, W. Va. Studio and transmitter location ½ mi. east of South Charleston. Geographic coordinates 38° 21′ 22″ N. Lat., 81° 40′ 02″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President and 100% stockholder **Joe L. Smith Jr.**, Secretary **Virginia N. Cooper**, and Directors **Joe L. Smith, Hulett C. Smith** and **George J. Gray.** File No.: BPCT-591. City priority status: Gr. A-2, No. 48. Granted March 4.

Passed-Over TV Applications

Following is a list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of these applications in order to expedite processing of uncontested TV applications (list issued March 5):

GROUP A

Applicant	Location	Ch. No.	File No. (BPCT)
Enterprise Publishing Co.	Bogalusa, La.	39	1487
Miss-Lou Inc.	Bogalusa, La.	39	Tend.
Great Northern Tele. Inc.	Plattsburg, N. Y.	28	1290
Plattsburg Bcstg. Corp.	Plattsburg N. Y.	28	1289
Charles Thieriot	Modesto, Calif.	14	1420
Ralph M. Brown	Modesto, Calif.	14	1521

The following are additions to previous passed over lists resulting from new filings or amendments:

GROUP A

Radio Wisconsin Inc.	Madison, Wis.	3	410
Badger Tele. Co. Inc.	Madison, Wis.	3	1472
J. E. O'Neill	Fresno, Calif.	47	1194
Schuler, Chenault, Williamson & Todd (Partnership)	Fresno, Calif.	47	1576
Mt. Washington Tele. Inc.	Lewiston, Maine	8	1530
Ottumwa Telecasting Corp.	Ottumwa, Iowa	15	1548
R. & L. Co.	Reno, Nev.	4	612
Western Television Co.	Reno, Nev.	4	1510

GROUP B

UAW-CIO Bcstg. Corp. of Mich.	Detroit, Mich.	62	1589
KFBW Bcstg. Co.	Los Angeles, Calif.	34	1587
CKG Television Co.	New Orleans, La.	26	1474
Community Tele. Corp.	New Orleans, La.	26	1378
Puget Sound Bcstg. Co.	Seattle, Wash.	7	1592
Empire Coil Co. Inc.	Indianapolis, Ind.	26	1553
Marion Radio Corp.	Indianapolis, Ind.	26	1596

Applications Dismissed

(By letter, March 5. Non-response to Sixth Report and Order.)

File No.	Applicant & Location	Channel No.
BPCT-309	Mike Benton d/b as General Bcstg. Co., Atlanta, Ga.	11
BPCT-190	Columbia Bcstg. System, Inc. Chicago, Ill.	11
BPCT-659	Lewis College of Science and Technology, Chicago, Ill.	13
BPCT-358	Midland Bcst. Co., Topeka, Kan.	7
BPCT-696	Onondaga Radio Bcstg. Corp., Syracuse, N. Y.	10
BPCT-672	WAGE Inc., Syracuse, N. Y.	10
BPCT-812	The Ohio State University, Columbus, Ohio.	12
BPCT-479	Public Radio Corp., Tulsa, Okla.	10
BPCT-428	Donald W. Reynolds, Tulsa, Okla.	8
BPCT-531	Presque Isle Bcstg. Co., Erie, Pa.	3
BPCT-611	Charles S. Cornell, Nashville, Tenn.	2
BPCT-540	J. T. Ward, d/b as WLAC Bcstg. Service, Nashville, Tenn.	7
BPCT-392	Lee Bcstg. Corp., Richmond, Va.	10
BPCT-601	Robert R. Thomas Jr., Oak Hill, W. Va.	6
BPCT-266	Eurith Dickinson Rivers Jr., Atlanta, Ga.	8
BPCT-196	WJJD Inc., Chicago, Ill.	13

New Applications

El Dorado, Ark.—TV Enterprises Inc. (KARK) Little Rock), vhf Ch. 10 (192-198 mc); ERP 31.6 kw visual, 17.05 kw aural; antenna height above average terrain 234 ft., above ground 221 ft. Estimated construction cost $196,921, first year operating cost $110,000, revenue $150,000. Post office address: Box 610, El Dorado. Studio and

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transmitter location 1.5 mi. N. of El Dorado. Geographic coordinates 33° 14' 11" N. Lat., 92° 39' 51" W. Long. Transmitter and antenna G. E. Legal counsel Spearman & Roberson, Washington. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include President **P. H. Barton** (90%), president KARK Little Rock; Vice President **C. N. Barton** (1%); **W. N. McKinney**, 65% owner and President KELD El Dorado; **R. E. Meinert**, 5% owner KELD, Vice President KARK, applicant for vhf Ch. 4 Little Rock, and **E. W. Atkinson**, Treasurer KARK. City priority status: Gr. A-2, No. 219.

Waterloo, Ind. — Tri-State TV Inc. (WDOK Cleveland), uhf Ch. 15 (476-482 mc); ERP 20.3 kw visual, 10.98 kw aural; antenna height above average terrain 919 ft., above ground 526 ft. Estimated construction cost $198,582, first year operating cost $203,640, revenue $244,200. Post office address: 114 Engineers Bldg., Cleveland, Ohio. Studio and transmitter location on Old U. S. 6. Geographic coordinates 41° 26' 21" N. Lat., 85° 00' 28" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer R. M. Pierce, Cleveland. Principals include President **R. M. Pierce** (22.5%), president WDOK Cleveland; Treasurer **F. C. Wolf** (22.5%), treasurer WDOK Cleveland; Vice President **E. Harry Camp** (10%), general manager WDOK Cleveland and other minority stockholders. City priority status: Gr. A-2, No. 870 (Angola, Ind.).

Columbus, Ohio—The Ohio State University (WOSU), uhf Ch. *34 (590-596 mc); ERP 202 kw visual, 121 kw aural; antenna height above average terrain 551 ft., above ground 593 ft. Estimated construction cost $425,400, first year operating cost $150,000, revenue none. Post office address: Columbus 10, Ohio. Studio and transmitter NE corner of N. Starr & W. Lane Ave. Geographic coordinates 40° 00' 28" N. Lat., 783° 02' 49" W. Long. Transmitter and antenna RCA. Legal counsel Attorney General of Ohio. Consulting engineer Robert C. Higgy, Ohio State University. Principals include members of the Board of Trustees, Ohio State University, and University officials, including President **Howard L. Bevis**, Secretary of the Board **Carl E. Steeb**, and **Robert C. Higgy**, director WOSU. City priority status: Gr. B-2, No. 165.

Klamath Falls, Ore.—Klamath Falls TV Inc., vhf Ch. 2 (54-60 mc); ERP 10.7 kw visual, 5.37 kw aural; antenna height above average terrain 113 ft., above ground 300 ft. Estimated construction cost $175,000, first year operating cost $125,000, revenue $125,000. Post office address: Box 941, Klamath Falls, Ore. Studio and transmitter location 7th & McKinley. Geographic coordinates 42° 13' 31" N. Lat., 121° 47' 13" W. Long. Transmitter RCA, antenna RCA. Legal counsel Wendell E. Cameron, Portland, Ore. Principals include 50 residents, business and professional, of Klamath Falls; each having equal (2%) interest in the corporation. Officers include President **Henry J. Chandler**, manager of radio interests for Southern Oregon Pub. Co. (KFLW Klamath Falls, KRNR Roseburg, Ore.) and stockholder **Frank Jenkins**, owner of Herald Pub. Co., Klamath Falls. City priority status: Gr. A-2, No. 343.

Applications Amended

Columbus, Ga.—TV Columbus. Request amendment of application to change antenna height above average terrain from 700 ft. to 650 ft. and make changes in antenna system. (BPCT-1297.) [For application see B•T, Oct. 20, '52.]

Sacramento, Calif.—Sacramento Telecasters Inc. Amended to change antenna height above average terrain from 1490 ft. to 1618 ft.; type antenna; correct geographical coordinates; and other equipment changes. (BPCT-976.) [B•T, July 7, '52.]

Twin Falls, Idaho—Southern Idaho Bcstg. & TV Co. Amended to change officers and stockholders; change antenna height above terrain from 451 ft. to 469 ft., change height above mean sea level and correct geographic coordinates. Amends to delete 12½% interest owned by G. R. Wrathall, and change interest owned by D. G. Smith from 12½% to 25%. (BPCT-1292.) [B•T, Sept. 1, '52.]

Chicago, Ill. — Johnson-Kennedy Radio Corp. Amended to change officers and directors; to reflect resignation of J. Leslie Atlass as an officer and director of applicant, as a result of the question raised by FCC with reference to his overlapping interest in applicant and as general manager of WBBM-TV Chicago. Amendment states applicant will accept grant with condition that Mr. Atlass dispose of stock holdings as soon as possible. (BPCT-187.) [B•T, Dec. 15, '52.]

Evansville, Ind.—South Central Bcstg. Corp. Amended to change cost of construction from $195,206 to $199,641, operating cost from $200,000 to $414,653, revenue from $175,000 to $460,107; financial structure and programming. (BPCT-707.) [B•T, June 23, '52.]

Rochester, N. Y.—Veterans' Bcstg. Co. (WVET). Amended to change ERP from 26.2 kw visual and 13.95 kw aural to 118 kw visual, 59.3 kw aural; antenna height above average terrain from 450 ft. to 381 ft.; change hours of operation from unlimited to sharing time with WHEC, Inc. (BPCT-326); add visual and aural amplifiers; make change in antenna and transmitters, cost of construction, financing and programming. (Contingent on grant of BPCT-326.) [B•T, March 9, July 7, '52].

Brighton, N. Y. — WHEC Inc. (WHEC). Amended to change ERP from 125 kw visual, 62.5 kw aural to 118 kw visual, 59 kw aural; antenna height above average terrain from 449 ft. to 381 ft.; hours of operation from unlimited to sharing time with Veterans' Bcstg. Co. (above) (BPCT-833); change studio location from 1850 Winton Rd. South, Brighton, to 40 Franklin St., Rochester; make changes in cost of construction, financing and programming. (Contingent on grant of BPCT-833.) [B•T, March 9, July 7, '52].

Lebanon, Pa.—Lebanon TV Corp. Amended to change ERP from 96.6 kw visual, 55 kw aural to 92.8 kw visual, 50 kw aural; antenna height above average terrain from 328 ft. to 246 ft.; type antenna; type transmitter; studio and transmitter locations from 8th and Cumberland Sts., Lebanon, and approximately 2 mi. due N of Lebanon, to State Highway 72, Ebenezer, Pa.; and other equipment changes. [BPCT-1011] [B•T, July 7, '52].

Anderson, S. C.—Wilton E. Hall. Amended to change antenna height above average terrain from 378 ft. to 420 ft. and transmitter location from Anderson College Campus to Market St., between Main and McDuffie, Anderson. (BPCT-865.) [B•T, June 23, '52].

Existing TV Stations . . .

Decisions

WNBF-TV Binghamton, N. Y., operating on vhf Ch. 12, granted change in effective radiated power from 52.5 kw visual and 26.25 kw aural to 310 kw visual and 160 kw aural. Antenna height above average terrain changes from 820 ft. to 810 ft.

KCTY (TV) Kansas City, new grantee assigned uhf Ch. 25, granted change in ERP from 93 kw visual and 51 kw aural to 94 kw visual and 50 kw aural, increase antenna from 390 ft. to 820 ft. and move transmitter site from Broadway and 26th St. to Overland Park. Studio is specified as Pickwick Hotel.

WTVI (TV) Belleville, Ill., new grantee on uhf Ch. 54, granted change in ERP from 220 kw visual and 120 kw aural to 205 kw visual and 105 kw aural, increase antenna from 614 ft. to 630 ft. and change transmitter site from 0.8 mi. west of city on 88th St. to studio location, 10200 W. Main St.

WFTL-TV Ft. Lauderdale, Fla., new grantee on uhf Ch. 23, granted reduction in aural ERP from 56 kw to 50 kw with visual ERP of 100 kw remaining same. Studio site is changed from 1785 SE 15th St. to 229 SE 1st Ave.

WFBM-TV Indianapolis, operating on vhf Ch. 6, granted boost in ERP from 28.2 kw visual and 18.1 kw aural to 100 kw visual and 50 kw aural, antenna height of 400 ft. remaining unchanged.

WTVP (TV) Decatur, Ill., new uhf Ch. 17 grantee, granted change in ERP from 18 kw visual and 9.8 kw aural to 17 kw visual and 9.3 kw aural, increasing antenna height from 310 ft. to 540 ft.

KTTS-TV Springfield, Mo., new grantee on vhf Ch. 10, granted special temporary authority for interim operation using temporary 85 ft. tower for period March 5 to June 8. ERP in regular permit is 12.76 kw visual and 6.38 kw aural.

WOC-TV Davenport, Iowa, granted CP to change from Ch. 5 to Ch. 6; ERP from 22.9 kw visual, 12.5 kw aural to 100 kw visual, 50 kw aural; add power amplifiers and make antenna changes. Antenna height above average terrain 610 ft.

WHIO-TV Dayton, Ohio, granted STA to operate in accordance with license from March 15 to Sept. 11, except for Ch. 7 in lieu of Ch. 13.

WAFM-TV Birmingham, Ala., granted STA to operate commercially on an interim basis with ERP of 20 kw visual, 10 kw aural. Ch. 13. March 6 to Sept. 6.

WBAY-TV Green Bay, Wis., granted STA from March 17 to July 12. ERP 2 kw visual, 1 kw aural, antenna height above ground 349 ft. Ch. 2.

Applications

WTVO (TV) Rockford, Ill. — Winnebago TV Corp. Request mod. CP to change ERP from 15.5 kw visual, 8.5 kw aural to 19.6 kw visual, 9.8 kw aural and make other equipment changes. Antenna height above average terrain 657.8 ft. (BMPCT-1021.) Filed March 11.

KFAZ (TV) Monroe, La.—Delta TV Inc. Request mod. CP to change ERP from 77 kw visual, 44 kw aural to 20 kw visual, 10 kw aural; install new transmitters and new antenna system. (BMPCT-1012.) Filed March 11.

WNAC-TV Boston—General Teleradio Inc. Request mod. CP to change ERP from 26.6 kw visual and 13.3 kw aural to 220.9 kw visual and 110.4 kw aural; add power amplifiers to present transmitting equipment. Antenna height above average terrain 470 ft. (BMPCT-1015.) Filed March 9.

WIBM-TV Jackson, Mich.—WIBM Inc. Request mod. CP to change ERP from 215 kw visual, 110 kw aural to 19.05 kw visual, 9.6 kw aural, change transmitter location from on Brown's Lake Road between Kimmel and Crouch Roads, 6.5 mi. S. of Jackson to 2511 Kibby Road, near Jackson; install new transmitters and antenna system and make other equipment changes. Antenna height above average terrain 322 ft. (BMPCT-1020.) Filed March 11.

KSWS-TV Roswell, N. M.—John A. Barnett. Request mod. CP to change ERP from 110 kw visual and 55 kw aural to 107 kw visual and 53.1 kw aural; studio location from 1719 W. Second St., Roswell to Comanche Hill, 8.6 mi. E. of Roswell; to install new transmitters and new antenna system. Antenna height above average terrain 905 ft. (BMPCT-1016.) Filed March 9.

KBMT (TV) Beaumont, Tex.—TV Bcstrs. Inc. Request mod. CP to change transmitter location from 2.75 mi. west of Beaumont to U. S. Hwy. 90, 2 mi. east of Vidor, Tex.; studio location from "to be determined" to U. S. Hwy. 90, near Vidor, Tex.; ERP from 14 kw visual, 7.2 kw aural to 222.5 kw visual, 117.2 kw aural; install new transmitters and antenna system. Antenna height above average terrain 503 ft. (BMPCT-1009.) Filed March 3.

WTVT (TV) Chattanooga, Tenn.—Tom Potter. Request mod. CP to change ERP from 275 kw visual, 140 kw aural to 238.97 kw visual, 123.8 kw aural; change studio and transmitter location from Top of Lookout Mountain near Incline Station, Chattanooga, to 948-950 E. Third St., Chattanooga, and make antenna changes. Antenna height above average terrain 81.88 ft. (BMPCT-1019.) Filed March 11.

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New AM Stations . . .

Decisions

Warren, Ark.—Pines Bcstg. Co. Granted 860 kc, 250 w daytime. Engineering condition. (BP-8604.)

Fairfield, Iowa—Fairfield Bcstg. and Telecasting Corp. Granted 1570 kc, 250 w daytime. Engineering condition. (BP-8524.)

Covington, La.—A. R. Blossman, Inc. Granted 730 kc, 250 w daytime, antenna height 245 ft. Estimated construction cost $16,275, operating $24,000, revenue $36,000. Engineering condition including condition that program tests will not be authorized until station WIHL Hammond, La., has ceased operation on 730 kc, and station license will not be granted until after WIHL license for operation on another frequency has been granted. Principals include President **A. R. Blossman** (50%) and family (50%), home appliance dealer and distributor. (BP-8323.) Granted March 11.

Lubbock, Tex. — Prosperity Land Bcstg. Co. Granted 580 kc, 500 w daytime, antenna height 304 ft. Engineering conditions. Estimated construction cost $20,250, operating $30,000, revenue $40,000. Principals include general partners **David R. Worley**, 25% owner of New Frontier Bcstg. Co., Seminole, Tex., applicant for AM stations in

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Help Wanted

Managerial

General manager for independent metropolitan market. Must have had previous experience as general manager small community. Fine opportunity. Box 94W, B•T.

Manager for progressive 5000 watt newspaper station in Georgia ranking first in its community. Good salary-bonus set-up, as well as excellent chance for advancement, for capable man who can sell and manage. Box 117W, B•T.

Commercial manager, who is willing to work to make better than average earnings. Contact Manager, KERB, Kermit, Texas.

Salesmen

Manufacturer of broadcasting, television and related equipment has opening on west coast for a sales engineer. Salary and commission. Must enjoy selling and traveling. Send full details in your reply. Box 69W, B•T.

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

Salesman for single station market in Michigan. Salary and mileage. Box 984S, B•T.

Experienced salesman for well established Illinois daytimer. Good guarantee and house accounts to start. Right man will step into something good. Box 14W, B•T.

Well known manufacturer of broadcasting, communications and television equipment has an opening for a sales engineer. Territory—north Texas, Oklahoma and parts of bordering states. Salary plus commission basis. Permanent position with a growing company. If you like selling and have a technical background and really enjoy traveling, you will be interested. Your reply should include your history, experience and a recent photo or snapshot. Box 68W, B•T.

North Carolina station needs experienced salesman. Salary plus commission will give good income for man who can deliver results. Box 90W, B•T.

Commercial manager. Unusual opportunity for advancement offered by independent large metropolitan market for salesman or sales manager with good sales record. Box 93W, B•T.

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Help Wanted—(Cont'd.)

1000 watt independent needs experienced salesman for territory work. Commission basis with draw. Call, write, or see Warren Stout, KCIM, Carroll, Iowa.

Wanted: Assistant to owner and manager. Immediate opening for energetic salesman who can service accounts and write continuity. Excellent salary and opportunity in prosperous 1000 watt independent station. Send complete resume and photo to KTFY, Box 1032, Brownfield, Texas.

Salesman-announcer for 1000 watt independent in one station market. Salary plus commission, excellent opportunity. Write, wire or call Walter Duke, WDBL, Springfield, Tenn.

Experienced salesman wanted immediately, 1000 watt daytime independent. Write A. J. Barry, WEOK, Poughkeepsie, N. Y.

Wanted salesman: Man or woman, 5000 watts fulltime, WKNK, Muskegon, Michigan.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

Announcer-salesman. Short announcing shift and sales. Salary and commission. Really good smaller market deal for good man. Southern Minnesota. Box 10W, B•T.

Wanted: Announcer with good voice for all-round staff work. North Carolina, ABC network station. Box 18W, B•T.

Announcer for kw daytimer Pennsylvania. Voice more important than experience. Single man preferred. Box 34W, B•T.

Top rated announcer wanted, salary from $70 to $90 per week depending on ability, immediate opening. Interview necessary. Box 43W, B•T.

Expanding Louisiana company with several stations has openings for announcers and men and women who can write commercial copy. Experience unnecessary. Eagerness to learn. Rush full particulars and salary requirements to Box 50W, B•T.

CAN YOU FILL THIS JOB AS RADIO SALESMAN?

There's a radio time salesman in upstate New York or one of the smaller cities in Pennsylvania who has a successful record whom we want to hire. He may feel his future earnings, prospects and opportunities are limited. He knows how to plan calls, present radio's advantages in comparison with other media and is capable of selling a spot campaign or long term program to retailers, wholesalers, manufacturers or agencies. He is imaginative, forceful and able to adapt ideas. He will be backed up with steady local promotion, success stories, area-wide surveys and full staff cooperation. Substantial salary will be paid to right man. Give some interesting facts about your experience, why you think you can fill this job with a radio station with national prestige.

JACK KNABB
Radio Broadcast Management Council
311 Alexander Street
Rochester, New York

Help Wanted—(Cont'd.)

Announcer who can slay 'em on a morning show. Give history and tell us how much for what you can do. Box 65W, B•T.

Personality capable building morning audience on one of midwest's top stations with TV application. Send full details first letter. Box 67W, B•T.

Experienced announcer with voice that sells. Emphasis news and sports. Good salary. CBS network station in Rocky Mountain region. Box 70W, B•T.

Wanted: Topnotch announcer with first class ticket for combo work on network AM-FM station. Send disc or tape with complete application details with first letter. Box 79W, B•T.

Announcer-salesman, Florida. Your sales chance. Salary plus commission. Box 111W, B•T.

Combination announcer-engineer for small Virginia network station. Strong on announcing, $60.00 to start. No drunks or prima donnas. Box 115W, B•T.

Announcer-engineer, first ticket, with emphasis on announcing and mature delivery for metropolitan Iowa market, 1 kw transmitter production. Starting salary $350 per month. Must be available in ten days. Box 116W, B•T.

Local newsman wanted for northern Illinois independent daytime station. P. O. Box 500, Waukegan, Illinois.

Immediate opening for experienced staff announcer. Contact J. B. McNutt, KBUD, Athens, Texas.

Our chief announcer is leaving after three years to join CBS Chicago. If you feel you're capable of filling this big-time announcer's shoes, send resume and recording to Frank McIntyre, KLIX is Klickin', Twin Falls, Idaho.

KOB, radio & TV, Albuquerque, New Mexico has staff opening for young experienced commercial announcer with control experience. 40 hour, 5 day week. $76.00 base salary, $80.00 in six months. Include all background information, photo and audition disc in first letter. Inquiries to Michael Dillon, Program Director.

Announcer-engineer with first phone. Emphasis announcing. $87.40 for 40 hours. Send letter and audition to KREM, Spokane, Washington.

Announcer wanted, good man, good education also interested doing other non-technical station work, 48 hours. Advise air mail complete information, audition, salary, photo, Radio Station KSPR, Casper, Wyoming.

KUDL, Kansas City, on air May 1, needs two top announcers. Production; news; DJ. Whiz on control board. Good salary. Send photo, audition and details to Pete Tripp, KTFS, Texarkana, Texas.

Announcer - copywriter, announcer - salesman wanted on WARE, Ware, Mass., which is expanding its staff. Call Ware 1-2-5-0.

Announcer. Morning man with some experience. Good voice. No tapes. Contact Manager WCOJ, Coatesville, Pennsylvania.

Experienced announcer for 1000 watt daytimer, must be good on DJ shows and news. Salary based on experience and ability. Write, wire or call Walter Duke, WDBL, Springfield, Tenn.

Announcer-operator, tape, disc, photo WGTN, Georgetown, S. C.

Need top morning announcer, also combination engineer-announcer. Housing available for family, top salary. Send full information to Lester Gould, WJNC, Jacksonville, North Carolina.

Sports announcer to write and air local sports. Some routine announcing. Must be familiar Illinois sports. Journalistic experience preferred. WLPO, La Salle, Illinois.

$60.00 weekly for experienced, ad-lib announcer. Car and good English required. 44-hour week—modern station. Contact George C. Shurden, General Manager, Radio Station WMFC, Monroeville, Alabama. Position open now.

Need experienced radio announcer with references. Salary: $55 for 40 hours. Contact Manager, Radio Station WMVG, Milledgeville, Ga.

Technical

Wanted. First class engineer-announcer. Box 810S, B•T.

Permanent position, chief engineer and assistant chief engineer for VHF channel station now under construction to be on air May 1. Combination of TV chief and AM 1000 watt directional. California. Best climate. 40,000 population. Complete details, first letter. Box 106W, B•T.

Help Wanted—(Cont'd.)

Engineers for 5 kw AM. TV application. Modern air conditioned building. Best of working conditions. Knowledge of STL's or ability to work with chief engineer on STL required. Location, sunny Florida. Box 118W, B•T.

Combination engineer-announcer must be capable maintaining trans and studio equipment. Excellent working conditions, top salary. Write Manager, KERB, Kermit, Texas.

First class operator. 5000 watt directional. TV grant. Experience not necessary. KID, Idaho Falls, Idaho.

250 watt station has immediate opening for transmitter engineer. Fine opportunity for the right man. Pension trust and hospitalization insurance available. 100 kw TV under construction. KROC, Rochester, Minnesota.

Immediate opening for transmitter operator. No experience required. WASA, Havre de Grace, Maryland.

Wanted: Combination engineer-announcer, near Atlanta. WBHF, Cartersville, Ga.

Wanted: Transmitter engineer wiht first class ticket. Bachelor quarters available. Excellent working conditions. WJTN-AM and FM, Jamestown, New York.

Chief engineer for 250 watter. $80 per week. WLOG, Logan, W. Va.

Immediate opening for first phone engineer 40 hour week. Need car. No experience required. WNBZ, Saranac Lake, New York.

Wanted — First phone transmitter operator. WPAZ, Pottstown, Penna.

Wanted, engineer with 1st phone and car. Promotion possible for experienced, aggressive man. Metropolitan Washington, D. C. area, WPIK, Alexandria, Virginia.

Wanted: Engineer experienced in control board operation, no announcing, 40 hour week, annual increases. Rush references, background, photo, Station WSRS, Cleveland 18, Ohio.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Transmitter engineer. Experience and car necessary. Permanent position open immediately. WTAD, Quincy, Illinois.

Wanted—Chief engineer for combo work. Daytime station, good pay and hours. Contact WTUS,, Tuskegee, Alabama immediately.

Production-Programming, Etc.

Program director with initiative 500 watt rural independent. To produce fresh programs, supervise announcers and do all-round announcing. Only replies telling all and accompanied by audition considered. Box 20W, B•T.

Continuity writer-traffic director immediately. Woman preferred. Send copy samples and photo. Box 100W, B•T.

Experienced newsman to write and voice twelve 15-minute periods per week on 5 kw net affiliate in eastern Pennsylvania. Heavy rewrite on local news. Newspaper background helpful. Permanent. Send tape or disc, complete information, including salary required. Box 120W, B•T.

Punch-writer. Well paying position open for young man or woman who can make commercial copy stand up and sell! Pioneer, midwest, regional network station desires to round-out continuity staff with experienced writer who can produce strong, brisk sales-copy. Earnings above average. Send sample copy, qualifications and photo to Program Director, WFDF, Flint, Michigan.

Commercial copywriter, fulltime position, immediate opening. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

Wanted, capable, efficient, experienced young lady for traffic and continuity work. Opportunity for advancement. Full details and salary expected first letter with references. Radio Station WVMI, Biloxi, Miss.

TELEVISION

Salesmen

Salesman wanted, mature, self-starting, hustling, television film programs salesman, travel Ohio Valley area for a leading nation-wide film syndicator, headquarters in California. Bachelor preferred. Box 95W, B•T.

Situations Wanted

Managerial

Solid selling salesman presently employed, making five figured commission, wants opportunity to become sales manager in progressive radio and television station or applicant. Six years radio and television experience. Financially able to buy stock. Commission basis if possible. Box 981S, B•T.

Experienced announcer, copywriter, news editor, radio school instructor, now investment manager, wants to manage small-town radio station for percentage or stock option. Box 61W, B•T.

Manager or sales manager—20 years experience, 2 years TV. Strong on sales. Excellent reference. Go any place, prefer midwest or south. Box 62W, B•T.

Program director AM or TV; experienced all phases of boht, college degree, family, draft exempt. Box 84W, B•T.

General manager, successful record in tough markets. Thirteen years experience all branches radio. Excellent references. Can be available around April 1st. Box 88W, B•T.

Aggressive AM-TV sales manager, 38, single, university graduate. Solid advertising background includes metropolitan newspaper and advertising agency experience. Terminating present position as local-regional AM-TV sales manager. Available immediately. Willing to back up performance with personal investment. Box 101W B•T.

Salesmen

Salesman: Radio sales experience. Active go-getter wants position that provides opportunity for initiative. Box 96W, B•T.

Salseman-announcer, TV came to town. Details by mail. Five years experience. Box 114W, B•T.

Announcers

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

Baseball, experienced all sports, staff, deejay, permanency important, young, family. Box 965S, B•T.

Sports announcer, baseball specialty. Four years experience plus sales and ticket. Permanent. Family man. Box 980S, B•T.

Singing hillbilly DJ. Wants change, prefer west. Good commercial, plays guitar. TV experience. Box 985S, B•T.

Top colored DJ and sportman available about March 25th. Permanent, prefer large market. Minimum $100.00 per week. Box 44W, B•T.

Need baseball broadcaster? Five years play-by-play; excellent references; experienced football, basketball, hockey, TV; no baseball present station; family; college education. Box 45W, B•T.

Newscaster-deejay desires change. Experience also includes sports, commercials, regular staff. Box 46W, B•T.

Experienced all-round man. Wants baseball play-by-play in south Georgia or Florida. Available April first. Presently employed, references. Box 48W, B•T.

Capable staff announcer. 10 years radio. College education. Community theatre experience. Age 34, married. Wants job in good production minded station in clean town over 75 thousand. Box 52W, B•T.

Situations Wanted—(Cont'd.)

Sports play-by-play, authoritative commentary. All sports. Former collegiate, minor league baseball, pro football player. Presently employed. Five years experience. Television prospects. Good references. Box 54W, B•T.

Personality DJ, special events, audi-part. 5 years experience, continuous employment. Would like larger market. Married. No drifter. Presently earning $65.00 week. Box 55W, B•T.

Topnotch announcer-newscaster, employed. Versatile, mature. No beginner offers. Box 56W, B•T.

Announcer-all night disc jockey. Seven years radio as announcer, program director, salesman, newsman. Interested in specialty disc show either pop or hillbilly, but all offers considered. Box 59W, B•T.

Announcer, control board operator. Heavy on disc jockey shows and play-by-play of baseball and basketball. Audition disc available. Box 60W, B•T.

New York metropolitan area announcer-engineer desires change. 4 years experience. Emphasis announcing with programming experience. Prefer eastern market. Vet, 30, married. $80 minimum. Box 71W, B•T.

Conscientious negro announcer, wants opportunity, experienced, young, married, DJ, news, write copy, college graduate. Travel anywhere. Draft exempt. No floater. Desires permanency. Box 72W, B•T.

Announcer, news and commercials, first phone license, southeast only. Box 75W, B•T.

Sportscaster. Excellent play-by-play coverage of football, basketball and baseball available for major market. 5 years experience and good selling delivery. Presently sports director for 5000 watt network affiliate in east. Talented disc jockey. Box 78W, B•T.

Sportscaster, minor league baseball, football and basketball. Three years play-by-play experience. Currently employed at non-baseball 5 kw net. Southeast only. Baseball a must. Box 81W, B•T.

A top jock in a market of half a million would be available with the right offer. Large market only. Box 82W, B•T.

Experienced TV cameraman, director, projectionist, photographer. Radio; sports, news, DJ, staff, net and independent. Draft exempt, college degree. Mid-Atlantic preferred. Will arrange personal audition. Box 83W, B•T.

Outstanding announcer, perfect references. Prefers Cleveland, Cincinnati, Detroit or St. Louis. Ninety dollars. Photo and disc sent promptly. Box 91W, B•T.

All phases radio, announcer, sportscaster, salesman, DJ, experienced, employed, $70.00. Box 102W, B•T.

Newsman currently doing AM-TV newscasts in major metropolitan market. Ten years radio television experience. College grad, vet, 29 married. Box 103W, B•T.

Broadcasting graduate, married, veteran, third license. Good news, DJ from console, like sports. Good ad-lib. Clerical background. Distance no object. Box 107W, B•T.

Announcer. Experienced, 29. Family man. Excellent on news, commercials, special events. Permanent position with a future and good pay desired. Box 108W, B•T.

Announcer, 6 years experience all phases, strong on news and sports play-by-play, excellent references, holds first class license. Box 109W, B•T.

Broadcaster, with 20 years experience,
will invest one million dollars
(more or less) in VHF TV Station

Address Box 30W

BROADCASTING • TELECASTING

Situations Wanted—(Cont'd.)

Baseball play-by-play, football, basketball. 5 years experience. Excellent voice, highest recommendations. Baseball a must. Desire sports minded station. Consider all offers. Box 112W, B•T.

Announcer-engineer, experienced all phases, first phone, college position with sports preferred. Box 113W, B•T.

Announcer, thoroughly experienced staff announcer; news specialist; Navy veteran; married, college graduate. Box 119W, B•T.

Dynamic sportscaster experienced in baseball, basketball, football, every phase of sports, local and network. Present employers, major league, network baseball executives and account references. Available due to loss of minor league baseball club locally. University grad, stable family man. 8 years experience, capable of building sports schedule into major feature of station's program. Outstanding record of successful competition against TV in metropolitan area of 250,000. Tapes available on request. They will complete the story. Box 121S, B•T.

Interested in radio-TV operation. Experienced disc jockey of two years. Some TV singing. Drummer. College graduate. Box 457, Danville, Va.

Journeyman-announcer: Top experience, superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Versatile announcer-newscaster. Experienced, draft exempt, free to travel. College graduate. Audition available. Duke Philip Myerson, 1050 Hassett Avenue, Las Vegas, Nevada. Telephone 3977W.

Staff announcer, light experience, versatile, good commercial voice, handle control board, seeks connection. College grad, draft exempt. Background: broadcasting, newswriting, N. Y. Daily. Available now. Disc, tape, references. Leonard Sharpe, 685 Sackman St., Brooklyn, N. Y.

Technical

Experienced engineer combo-chief 3 years. Construction or maintenance, midwest preferred. Box 47W, B•T.

First phone, inexperienced, technically schooled, radio-TV background, straight engineering, single. Box 58W, B•T.

Responsible position for all-round man, with TV preference, experienced radio, TV, film, audio, licensed combo, SRT-TV grad. Single, 35, $80 minimum. Virginia or northeast. Box 66W, B•T.

Transmitter operator. Experienced, qualified, dependable. Your requirements? Lewis Sherlock, Box 891, Denver 1, Colorado.

Production-Programming, Others

News or PD for AM or TV. Now news director at large net station. Past assistant PD for AM net station. Like opportunity to do solid programming with sales in mind. Box 42W, B•T.

Promotion and publicity director combined, at price of one! Former radio publicity-promotion head of top advertising agency and public relations chief of national network. Presently TV director of key p.r. film. Able showman and writer. Adept in layout and graphic arts techniques. Box 63W, B•T.

SRT graduate, assistant director or production assistant, strong music background, draft exempt. Box 73W, B•T.

Situations Wanted—(Cont'd.)

Continuity writer, versatile, good typist, excellent references. Progressive station anywhere. Box 74W, B•T.

Specialist children's programs with unusual tie-in. Can write. Pleasing voice personality. Thoroughly trained Radio City. Scripts, disc or tape available. Girl Friday experience also. Box 86W, B•T.

BA in Radio plus first phone. Single, 23, exempt. Top references. Copywriting and ad-lib DJ speciality. Training all fields including programming, traffic, console, recording, production, transmitter watch. Eyesight limitation prevents heavy copy announcing. Prefers west coast. Box 89W, B•T.

Program director. No desk man. Will double as morning man. Box 92W, B•T.

Available immediately, topnotch sports program director, 5 years experience all sports, draft exempt. Contact Bob French, 8850 Houston Ave., Chicago 17, Ill., Bayport 1-3694.

Television

Salesmen

Four years television sales experience highly competitive major market. Two years radio sales. Excellent references. Have figures to support very successful sales record. Desire good opportunity with strong station in major market. Box 77W, B•T.

Young, determined, adaptable sales rep for nationally advertised organization (53 new accounts —5 months) seeks to enter TV time sales as career. Will relocate. Box 98W, B•T.

Announcers

Selling TV personality, 9 years radio-TV background. Vet, married, presently with TV-AM outlet in southeast. Programming experience may prove helpful. Box 104W, B•T.

Technical

42 years. Practical, experienced in TV-AM-FM. Desires position as chief in new television station. Mild climate preferred. Box 80W, B•T.

Production-Programming, Others

SRT-TV graduate dying to apply knowledge and training in TV production, programming, floor and control room operation and allied advertising or film fields. Experience, none. Potential, atomic. So far no job. B.A., 1941. Veteran. Family. To live, $85.00. Start in New York, New Jersey, Connecticut, Massachusetts, Rhode Island. Box 933S, B•T.

Film specialist, 5 years experience all phases film production. Films shown by 80 stations, all networks. Thoroughly capable, creative livewire with many commercial ideas. College graduate, family man, 31. Box 32W, B•T.

Can we help each other? I'm an ex-GI and would like very much to get on the job training as a member of a TV crew—cameraman, etc. Hold first phone, telegraph, class "A" ham tickets. Single, 24 and approximately 4 years assorted commercial and military radio background and schooling. No hot shot or big dreamer. Just trying to get assistance in practical first hand experience. Will go anywhere for an interview with no obligation on your part. Reply to Tony Forlenza, 27 Remsen Ave., Avenel, New Jersey.

For Sale

Stations

Owner of a 250 watt broadcast station in a prosperous Alabama town would like to sell half interest in the station to some reliable, capable man to operate it. The station is making money. Address Box 5W, B•T.

South, large industrial city, 1000 watt day independent, operating 7 years, $35,000 for 51% control. Write Box 31W, B•T.

Southern: Excellent, affiliated 250 W. No competition. $65,000. Only 20% down. Box 41W, B•T.

Equipment, etc.

For sale. Standing self-supporting 300-foot Lehigh tower with 6-bay GE FM antenna mounted on top. Will sell separately or together. Box 919S, B•T.

Used heavy duty guyed tower; dismantled midwest area, suitable for AM, FM and for supporting some TV antennas. First $1,000 cash offer buys it. Box 999S, B•T.

Tower, 178 foot Truscon type D self-supporting. Suitable for AM or TV. Never erected and priced to sell with or without base insulators and lighting. Box 221, Lebanon, Tennessee.

For sale, 150 ft. self supporting Truscon type antenna, splendid condition, ready to ship. $1,250.00. WHAR, Clarksburg, West Virginia.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Stations

Cash for western CP, station or interest. Experienced radio man means business. Confidential. Act now. Box 11W, B•T.

Small southern station with possibilities. Send full details and terms. All information confidential. Box 49W, B•T.

Equipment, etc.

Wanted: Radio relay truck equipped for broadcast use. Box 35W, B•T.

Wanted: Used 5 kw transmitter. Immediate operating condition not too important but must have all components. To operate at 13 kc. Price important. Box 105W, B•T.

Wanted: Used 500 watt AM transmitter, FCC approved. RCA preferred. State description, condition, price and delivery. WKYB, Paducah, Kentucky.

Wanted: 1000-watt AM transmitter, good condition, 250-foot tower and tuning unit. Contact Manager, WVOP, Vidalia, Georgia. Telephone 3029.

Miscellaneous

FCC licenses in a hurry. Instruction by correspondence. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood 28, California.

Help Wanted

Salesmen

Topnotch TV RADIO PERSONALITY



17 years all phases of broadcasting. Station manager, program, news, special events director. TV producer-director. Staff NBC, N. Y.; WNEW, N. Y.; WJAR, Detroit; WLW, Cincinnati; WTAM, Cleveland. Wife is British starlet and only BBC disc jockey in country. Excellent husband-wife team.

If you're looking for TV-AM program director who will be your outstanding air personality, I'm your man.

Write, wire or phone Don Cordray, c/o Tom Slater, Vice President, Ruthrauff & Ryan, Inc., 405 Lexington Ave., New York, N. Y.

Are You This Salesman?

Can you close your radio ideas with local accounts. . . . No bed of roses. . . . But the market of over 300,000 . . . 3 radio stations . . . is here. . . . If you can work and sell, you can make money. Car essential. Salary plus commission and incentive commission. Box 976S, B•T.

SALESMAN

for a top rated independent in a leading California market. 15% against draw. Bonus up to 22%. Our men make $5,000 to $12,000 annually.
Box 22W, B•T.

Help Wanted—(Cont'd.)

Announcers

Announcer

with classical background for a top rated independent in a leading California market. Must have deep rich voice. 40 hours, $72.00 weekly to start. Periodic raises to $85.00 weekly. Must be good console operator. Station pays life insurance and hospitalization. No young disc jockey. Prefer mature family man. Box 23W, B•T.

WANTED: TOP DJ PERSONALITY

Exceptional opportunity for outstanding air personality. Right man will have unlimited earning potential. Must build hi-rated morning show on Northern California's most popular independent. Send full particulars, photo and tape to KGMS, Hotel Senator, Sacramento, Calif.

$ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $

WANTED

"Air Salesmen", who are "salesmen", specialty DJ's. Are you promotional minded? Ready for the big time? Now working in a small market station. Here is your chance to become a known personality in the profit column with one of the top metropolitan stations. Write, wire, crawl, send photo or audition disc or tape to Operations Manager, WSRS, "The All-American Family Station", Cleveland.

$ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $

Television

Production, Programming, Others

WANTED **GOOD-COOKER / GOOD-LOOKER**

To take full charge of successful TV kitchen. Ability, experience and vitality essential. Send picture, all personal data, nature of present employment. Wonderful spot in eastern market. Box 53W, B•T.

Situations Wanted

* * * FIND OF THE YEAR * * *

Crack radio news man with voice that "sells." Experienced writer, director and producer. Trained in TV writing and production. Want permanent position with go-getter enterprise. Box 99W, B•T.

Announcers



Here's an early morning man with 12 years experience waking up the good burghers of:

(a) a quarter million market
(b) a two million market
(c) presently in New York Metropolitan area.

HAVE ALL THE EXPERIENCE IN THE WORLD IN EVERY SINGLE ASPECT OF THE GAME (2 YEARS WITH A 4A AGENCY FOR INSTANCE) BUT DO SPECIALIZE IN EARLY MORNING STUFF. LOADED WITH APLOMB AND CAN SELL ANYTHING FROM AARDVARKS TO ZYXOMMAS (ANYONE FOR ZYXOMMAS?)

This has got to be my last peregrination so there's no rush. Prefer good sized city. (I'm 35 and as photogenic as Marilyn Monroe in case of TV.)

Dough and et ceteras can be discussed later.

You can begin negotiating your place into a top drawer early morning spot by contacting Box 40W, B•T.

Situations Wanted—(Cont'd.)

Production, Programming, Others

SALES PROMOTION
PUBLIC RELATIONS

Here is a promotion man whose widely-varied newspaper experience is an asset that can be used profitably in radio-television promotion. Thoroughly grounded in sales promotion and public relations techniques on major metropolitan newspapers, he is now manager of a big, hard-hitting department. His acute understanding of merchandising problems and his skill in writing sales presentations was instrumental in his rapid advancement. An excellent copywriter, he has produced result-getting, prize-winning copy for use in all media. Handling of special events and publicity are part of his outstanding record of achievement. He is familiar with radio and television promotion problems, having worked closely with newspaper owned stations. He has had management experience in all phases of advertising. This is a young man with an unusual amount of talent to offer. That's why he is seeking a greater opportunity in a newer, rapidly expanding field. Box 87W, B•T.

For Sale

Stations

RADIO STATION AVAILABLE
NEW ENGLAND

250 Watts,—Full Time, Single Station Market, Coverage of three industrial and farming markets. Complete facilities under one roof. Site, tower ready for TV. Not distress property . . . Good potential, area growing. Full value can only be appreciated by personal contact. Box 76W, B•T.

Equipment, etc.

FOR SALE EQUIPMENT

GE 920-to-960 MC studio to transmitter link
Type BL-2-A complete, including 400 feet solid co-ax cable or
Trade for Magnecorder or portable Magnecorder, plus cash.
BOX 51W, B•T

FOR SALE
EQUIPMENT
EQUIPMENT SALE—Change from 250 watts to 1 kw makes possible unusually low sale prices of:
1—Limiting-Line amplifier W.E. type 1126B complete with tubes.
1—Antenna tuning unit type W.E. with line & base current meters, type D97008.
400 ft. 7/8" co-axial transmission line, 70 ohm nominal impedance.
2—Western Electric reproducer groups type 109AA, including 5A Arm 171A repeat coil and equalizer switch, 9A head suitable for lateral or vertical reproduction.
3—Hi-fidelity monitor amplifiers . . . Western Electric type 124 complete with tubes.
1—Program line equalizer W. E. 23A.
2—Brush Soundmirror tape recorders model 401.
1—W.E. portable AC battery remote amplifier, 4 mike mixer, type 22D.
ALL IN GOOD CONDITION
WLEX—Lexington, Kentucky

Wanted to Buy

Equipment Wanted

Used TV transmitter. Any channel 2 to 13. Also require complete accessories. Rush list—price—availability. Box 85W, B•T.

Employment Service

WANT A GOOD EXECUTIVE?

Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Miscellaneous

For the best in Complete Erection of Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N. W., Washington, D. C.

TAPE DUPLICATION

Write for quotation

SUPERIOR RECORDING SERVICE

105 W. Howard Avenue

Decatur, Georgia

FOR THE RECORD

Levelland, Tex. and Lovington, N. M.; and **Bruce C. Zorns,** vice president Brownfield State Bank & Trust Co., Brownfield, Tex. Post office address Lubbock, Tex. (BP-8221.) Granted March 11.

Newcastle, Wyo.—Newcastle Bcstg. Co. Granted 1240 kc, 250 w unlimited, antenna height 150 ft. Construction $20,300, operating $34,500, revenue $37,200. Principals include President **Joe Aimonetto** (24½%), ranching; Vice President **Lola Aimonetta** (24½%) and Secretary-Treasurer **Floyd L. Sparks** (1%). Post office address Newcastle, Wyoming. (BP-8605.) Granted March 11.

WJEL Springfield, Ohio—Champion City Bcstg. Co. Granted mod. CP to increase power from 500 w to 1 kw, operating daytime only, 1600 kc; engineering conditions. (BML-1522.) Granted March 11.

WFVG Fuquay Springs, N. C.—Radio Station WFVG. Granted change facilities from 1460 kc, 1 kw daytime only to 570 kc, 500 w daytime; conditions. (BP-8541.) Granted March 11.

WATS Sayre, Pa. — Thompson K. Cassel. Granted CP to change frequency from 1470 kc to 960 kc, using 1 kw daytime; engineering condition including acceptance of any interference which may be received as a result of the authorization of facilities presently proposed in application of Hilltop Mgmt. Corp. (BP-8577) or Northern Allegheny Bcstg. Corp. (BP-8671) for new facilities in Kane, Pa. Granted March 11.

KMPC Los Angeles, Calif.—KMPC Inc. Granted mod. CP to change name to KMPC, The Station of the Stars. (BML-1537.) Granted March 3.

KTRN Wichita Falls, Tex.—Texoma Bcstg. Co. Granted CP to install a new transmitter as an auxiliary transmitter for daytime use, alternate main for night-time use, at present location of main transmitter, to be operated on 1290 kc, 1 kw, DA night; conditions. (BP-8757.) Granted March 3.

New Applications

Jacksonville, Fla.—Ray Herbert Gunkel Jr., 1280 kc, 1 kw daytime, antenna height 205 ft. Estimated construction cost $17,215, first year operating cost $50,000, revenue $68,000. Applicant is owner of Dixie Music Shop, Jacksonville, phonographs, records, accessories. Post office address 119 Laura St., Jacksonville, Fla. Filed March 9.

Jacksonville, Fla.—Rollins Bcstg. Co., 1580 kc, 1 kw daytime, antenna 200 ft. Estimated construction cost $23,900, first year operating cost $60,000, revenue $72,000. Principals include President **John W. Rollins** (62.5%), Vice President and Secretary **O. Wayne Rollins** (33.3%), and Treasurer **Katherine E. Rollins** (4.2%). Rollins Bcstg. Co. is owner of WJWL Georgetown, Del., WFAI Fayetteville, N. C., WRAD Radford, Va., WRAP Norfolk, Va., and applicant for uhf Ch. 40 Dover, Del. Post office address Moore Bldg., Rehoboth, Del. Filed March 3.

Perry, Fla.—Palataka Bcstg. Co. (WWPF Palataka), 1220 kc, 250 w daytime, antenna 210 ft. Estimated construction cost $9,300, first year operating expense $24,000, revenue $30,000. Principals include general partners **J. E. Massey** and **L. C. McCall.** Post office address Box 86, Palataka, Fla. Filed March 3.

Lafayette, Ga.—Radio Dixie (WSNW Seneca, S. C.), 1540 kc, 10 kw daytime, antenna 190 ft. Estimated construction $30,150, first year operating expense $37,500, revenue $50,000. Principals

include General Manager **J. A. Gallimore** (50%) and Treasurer **Virginia Fant Gallimore** (50%). Mr. Gallimore is sole owner of *The Seneca Journal*, Seneca, S. C., the ½ owner of WSSC Sumter, S. C. Post office address Lafayette, Ga. Filed March 4.

Agana, Guam—Radio Guam, 610 kc, 1 kw unlimited; antenna height 302 ft. Estimated construction cost $18,769, first year operating cost $70,000, revenue $90,000. Principals include President **Harry M. Engel Jr.** (60%), president of KVEN Ventura, Calif.; Treasurer **Phil Berg** (40%), Secretary **William B. Duce,** Beverly Hills (Calif.) attorney, and Vice President **Patricia W. Engel.** Post office address 10307 Calvin Ave., West L. A. Filed Feb. 26.

Central City, Ky.—Muhlenberg-Ohio-McLean Bcstrs., 1380 kc, 500 w daytime, antenna height 170 ft. Estimated construction cost $14,200, operating $26,000, revenue $35,000. Principals include general partners **Hugh O. Potter** (70%), manager WOMI-AM-FM Owensboro, Ky., and **Cliffordean H. Potter** (30%), program director WOMI-AM-FM Owensboro. Post office address c/o Hugh O. Potter, Radio Station WOMI Owensboro, Ky. Filed March 6.

Bogalusa, La.—Bogalusa Bcstg. Co., 920 kc, 1 kw daytime; antenna height 240 ft. Estimated construction cost $15,600, first year operating cost $30,000, revenue $50,000. Principals include general partners **Charles W. Holt** (50%), ⅓ owner WHSY Hattiesburg, Miss., and **Dave A. Matison, Jr.** (50%), ½ owner WHSY and ¼ owner, WAML Laurel, Miss. Post office address % W. E. James, 17 Molton St., Mobile, Ala. Filed Feb. 26.

Cheboygan, Mich.—Midwestern Bcstg. Co., 1240 kc, 250 w unlimited, antenna height 150 ft. Estimated construction cost $35,630, first year operating cost $35,000, revenue $40,000. Post office address Paul Bunyan Bldg., Traverse City, Mich. Filed March 11.

Cheboygan, Mich.—Straits Bcstg. Co. (WPTW Piqua, Ohio), 1240 kc, 250 kw unlimited, antenna height 150 ft. Estimated construction cost $10,750, first year operating expense $24,000, revenue $36,000. Applicant is owner of Miami County Bcstg. Co. (WPTW Piqua, Ohio). Post office address c/o WPTW Piqua, Ohio. Filed March 3.

Oxford, Miss.—Ole Miss Bcstg. Co., 1230 kc, 100 w unlimited, antenna height 150 ft. Estimated construction cost $11,200, operating $32,000, revenue $40,000. Principals include President **William E. Ware** (30%), with interests in KSTL St. Louis, KSWI Council Bluffs, Iowa, WPEO Peoria, Ill., and Broadcast House Inc., grantee for vhf Ch. 13 in St. Louis; Vice President **J. Dige Bishop** (30%) and **James T. Ownby** (30%), each holding interest in WCTA Andalusia, Ala., WVIM Vicksburg, Miss., WJXN Jackson, Miss., and WDOB Canton, Miss. Post office address Box 786, Jackson, Miss. Filed March 4.

Tupelo, Miss.—Lee Bcstg. Co., 1380 kc, 1 kw daytime, antenna height 200 ft. Estimated construction cost $8,500, operating $20,000, revenue $35,000. Principals include general partners **W. I. Dove** (40%); **E. O. Roden** (30%), owner WBIP Booneville, Miss.; **Vernon K. Wroten** (20%), and **Robert L. McVay** (10%). Post office address Box 352, Booneville, Miss. Filed March 4.

Durham, N. C. — Southern Radiocasting Co. (WKMT Kings Mountain), 1410 kc, 1 kw daytime, antenna height 195 ft. Estimated construction cost $14,275, operating $24,000, revenue $36,000. Principals include general partners **J. C. Greene Jr.** and **R. H. Whitesides.** Post office address Box 641, Rock Hill, S. C.

The Dalles, Ore.—Radio Mid-Columbia Inc., 1540 kc, 1 kw unlimited, antenna height 200 ft. Estimated construction cost $23,538, operating $62,868, revenue $76,500. Principals include President **Chester J. Stuart** (20%), assignee KGIB Bremerton, Wash.; Vice President **Harold L. Newhouse** (20%), salesman KPDQ Portland, Ore.; Secretary **Gerald K. Webb Sr.** (20%), program manager, KYAK Yakima, Wash.; Treasurer **F. L. Phillips** (20%), district manager, *Tri-City Herald,* Kennewick, Wash.; Director **Collin R. Matheny** (20%), ⅓ owner KRCO Prineville, Ore. Post office address 2nd and Liberty Sts., The Dalles, Ore. Filed March 6.

Milton, Pa.—West Branch Community Bcstg. Co., 990 kc, 250 w daytime, antenna height 235 ft. Estimated construction cost $10,501, first year operating cost $30,000, revenue $36,000. Principals include general partners **Loren C. Ball,** travel agency, and **Harry L. Byers.** Post office address c/o K. E. Rennekamp, 513-15 Berger Bldg., Pittsburgh, Pa. Filed March 4.

Beaufort, S. C.—Beaufort Bcstg. Co., 960 kc, 1 kw daytime, antenna height 240 ft. Estimated construction cost $14,854, operating $36,000, revenue $45,000. Principals include general partners **Louis M. Neale Jr.,** general manager, WALD Walterboro, S. C.; and **John M. Trask.** Post office address c/o Louis M. Neale Jr., Forest Hills, Walterboro, S. C. Filed March 9.

Woodruff, S. C.—Woodruff Bcstg. Co., 1040 kc, 250 w daytime, antenna height 192 ft. Estimated construction cost $12,100, operating $21,000, revenue $30,000. Principals include general partners **Claude E. Freeman,** news director WMRC Greenville, S. C.; **Burton S. Anderson,** engineer, WMRC; and **Vernon T. Fox,** program director, WEAB Greer, S. C. Post office address c/o Burton S. Anderson, 5 Waverly Court, Greenville, S. C. Filed March 9.

Clarksville, Tenn. — Clarksville Bcstg. Co. (WDXI Jackson, Tenn.), 1260 kc, 500 w daytime, antenna height 365 ft. Estimated construction cost $34,450, first year operating cost $78,000, revenue $84,000. Applicant is owned by **Aaron B. Robinson,** who owns controlling interest in WDXI Jackson, WENK Union City, WDXE Lawrenceburg, WTPR Paris, and holds stock in WCMA Corinth, Miss. Post office address Clarksville, Tenn. Filed March 3.

Sinton, Tex.—San Patricio Bcstg. Co., 1590 kc, 1 kw daytime, antenna height 185 ft. Estimated construction cost $28,500, first year operating $36,000, revenue $40,000. Principals include (33⅓% each) President **Thomas C. Fleet Jr.,** recent manager, KCNY San Marcos, Tex.; Vice President **Nelle Tye Harper,** owner of Johnson's Dept. Store, Hazard, Ky., and Secretary-Treasurer **Princess Johnson Fleet,** commercial manager, KCNY. Post office address Box 32, San Marcos, Tex. Filed March 3.

Price, Utah—Carbon Emery Bcstg. Co., 1340 kc, 250 w unlimited, antenna height 180 ft. Estimated construction cost $14,955, operating $20,250, revenue $29,750. Principals include general partners **George G. Platis** and **Robert E. Hawley.** Post office address 389 North Third St., Price, Utah. Filed March 11.

Existing AM Stations . . .

Applications

WNPT Tuscaloosa, Ala.—West Alabama Bcstg. Co., 1280 kc, request CP to change hours of operation from daytime to unlimited, using power of 500 w night and 1 kw day and install DA for night use. Filed March 4.

KCOW Alliance, Neb.—Sandhills Bcstg. Corp. Request CP to change transmitter and studio location. (1400 kc.) Filed March 11.

WHUN Huntingdon, Pa.—The Joseph F. Biddle Pub. Co. Request CP to change frequency from 1400 to 960 kc, increase power from 250 w to 500 w and install new transmitter. Amended to change frequency from 960 to 1150 kc. Filed March 11.

KELO Sioux Falls, S. D.—Midcontinent Bcstg. Co. Request CP to install new antenna for non-directional operation and mount TV antenna above and change transmitter location. (1320 kc.) Filed March 11.

WFIG Sumter, S. C. — Radio Station WFIG Inc. Request CP to change frequency from 1340 to 1290 kc, increase power from 250 w to 1 kw, install new transmitter and DA for day and night use (DA-2) and change transmitter location. Filed March 9.

WSVA Harrisonburg, Va.—Shenandoah Valley Bcstg. Corp. Request construction permit to increase day power from 1 kw to 5 kw and install new transmitter. (550 kc.)

WJLS Beckley, W. Va.—Joe L. Smith Inc. Request mod. CP to use presently licensed 1 kw transmitter as a main transmitter for night use and change type 5 kw daytime transmitter. (Two main transmitters) (560 kc.)

WPMP Pascagoula, Miss.—Crest Bcstg. Co. Request CP to change frequency from 1580 to 1540 kc, increase power from 250 w to 1 kw and install a new transmitter.

KOAT Albuquerque, N. M.—Alvarado Bcstg. Co. Request CP to change frequency from 1240 to 860 kc, increase power from 250 w to 500 w night and 1 kw daytime and install new transmitter and directional antenna for night use only.

WOKE Oak Ridge, Tenn.—Air Mart Corp. Request mod. CP to change hours of operation from daytime to unlimited, using power of 1 kw day and night and install directional antenna for night use only. (1290 kc.)

Punxsutawney, Pa.—Jefferson Bcstg. Co. Request mod. CP for approval of antenna, transmitter location as East of Rte. 119, atop Snyder Hill, 0.3 mi. S of city limits of Punxsutawney; specify studio location as Hotel Punxsutawney, 110 North Findley St., Punxsutawney, and change transmitter type. (1290 kc.)

Russelville, Ky.—South Kentucky Bcstg. Co. Request mod. CP for approval of antenna, transmitter and studio location as on Kentucky Rte. 75, 2.2 mi. S of center of Russelville, Ky. (800 kc.)

New FM Stations . . .

Decisions

Sturgis, Mich.—WSTR Inc. Granted CP for a new Class A FM station; Ch. 276, ERP 670 w; antenna 195 ft. Engineering conditions. Estimated construction cost $100 (using existing AM facilities), operating $3,600, revenue $3,600. (BPH-1825.) Granted March 11.

Existing FM Stations . . .

Decisions

WOC-FM Davenport, Iowa—Tri-City Bcstg. Co. Granted change in ERP from 47 kw to 46 kw and antenna height from 355 ft. to 550 ft. (BPH-1826.) Granted March 11.

Applications

WAKR-FM Akron, Ohio—Summit Radio Corp. Request mod. CP to change type of transmitter to type BTF 3B, 3 kw; change ERP to 4.4 kw; and antenna height above average terrain to 256 ft. Filed March 6.

WJIZ (FM) Hammond, Ind.—South Shore Bcstg. Corp. Request mod. of license to reduce effective radiated power from 9.3 kw to 3.1 kw. (BMLH-63.) Filed March 9.

WTCN-FM Minneapolis, Minn.—Mid Continent Radio TV Inc. Request CP to make changes in licensed station, to change type antenna; decrease ERP to 2.44 kw. (BPH-1837.) Filed March 9.

Ownership Changes . . .

Decisions

WMOG Brunswick, Ga.—Coastal Bcstg. Co. Granted consent to assignment of license to



FOR SALE

COMPLETE CHANNEL 16 TV STATION EQUIPMENT

Factory Guarantee

BOX 122W, B•T

Radio Brunswick Inc.; consideration $92,000. (BAL-1501.)

KBOK Waterloo, Iowa—Waterloo Bcstg. Co. Granted consent to assignment of license to **Northwestern Schools Bible College**, College of Liberal Arts, Theological Seminary; consideration $56,000. (BAL-1502.)

WBLE Batesville, Miss. — Panola Bcstg. Co. Granted consent to involuntary assignment of CP to **Harold B. McCarley, Travis A. Palmer** and **Miss Ruth Hartness**, Executrix of the Estate of James B. Hartness (silent partner), deceased, doing business as Panola Bcstg. Co. (BAP-190.)

WCLC Flint, Mich.—Adelaide Lillian Carrell. Granted consent to assignment of license to **WKMH Inc.**, consideration $42,000. (BAL-1505.)

KSID Sidney, Neb.—Sidney Bcstg. Co. Granted consent to voluntary assignment of CP and license to **Lewis W. Grove** and **William C. Grove**, doing business as Sidney Bcstg. Co. (Change in partnership interest.) (BAPL-87.)

WDAD Indiana, Pa.—Indiana Broadcast Inc. Granted consent to voluntary assignment of license and CP to **Thompson K. Cassel.** (BAL-1504, BAPRE-9.)

WMSC Columbia, S. C.—Marseco Bcstg. Corp. Granted consent to assignment to A. R. Heyward II, et al, to transfer control to **C. Wallace Martin, Geddings H. Crawford** and **J. Wesley Hunt**; consideration $41,000 together with all TV assets owned by licensee and obtained in connection with its application for new TV station in Columbia, S. C. (BTC-1453.)

KIVY Crockett, Tex.—The Pioneer Bcstg. Co. Granted consent to involuntary assignment of licenses to **Mrs. Margaret E. Callen**, Executrix of the estate of Hamilton H. Callen, deceased, and **James H. Gibbs.** (BAL-1506, BALRE-133.)

WMOD Moundsville, W. Va.—James D. Sinyard, granted consent to voluntary assignment of CP to **Robert W. Munn.** (BAP-187.)

WIKC Bogalusa, La.. — Enterprise Pub. Co Granted consent to assignment of license to **Dorothy Moss Siegelin**, presently half-owner of the station; no monetary consideration. (BAL-1503.) Granted March 11.

KVWC Vernon, Tex.—Northwestern Bcstg. Co. Granted consent to **R. H. Nichols**, et al, to transfer control to **James E. Doyle**; consideration $55,000 for 100%. (BTC-1454.) Granted March 11.

Applications

WVCV Cherry Valley, WVCN DeRuyter Village, WHVA Poughkeepsie, WVBT-FM South Bristol Twp., WFNF Wethersfield Twp., all New York—Rural Radio Network Inc. Request voluntary assignment to **Northeast Radio Corp.** for consideration of $225,475.21. (BALH-123-124-125-126-127.) Filed March 9.

KIBL Beeville, Tex.—Bee Bcstg. Co. 1490 kc, request voluntary assignment of license from V. L. Rossi and John D. Rossi doing business as Bee Bcstg. Co. to **V. L. Rossi.** Involves purchase of 50% interest from John D. Rossi for consideration of $40,000, making V. L. Rossi sole owner. Filed March 6.

WVMC Mt. Carmel, Ill.—Radio Station WVMC, 1360 kc, request voluntary assignment of license from James R. Brewer and Stephen P. Bellinger to **Stephen P. Bellinger, Joel W. Townsend, Morris E. Kemper** and **Ben H. Townsend.** Involves purchase of 75% interest owned by James R. Brewer by Messrs. J. W. Townsend (18.75%), B. H. Townsend (18.75%), and M. E. Kemper (37.5%) for consideration of $52,500. Filed March 5.

WWNH Rochester, New Hampshire—Stafford Bcstg. Co., 930 kc, request voluntary transfer of control to **Anna Belinsky.** Involves purchase of 50 shares (33.3%) from E. J. Baker, consideration $10,000, giving Anna Belinsky ⅔ control. Filed March 5.

KNAF Fredericksburg, Tex.—Gillespie Bcstg. Co., 1340 kc, request voluntary transfer of negative control from Walter T. McKay to **Arthur Stehling.** Involves transfer of 50% interest to Mr. Stehling for consideration of $7,666.66. Filed March 5.

WHWD Hollywood, Fla.—Circle Bcstg. Corp., 1320 kc, request voluntary transfer of control to **Roy M. Greene.** Involves purchase of 126 shares of stock from Mrs. Ralph G. Tanner, Ralph G. Tanner Jr., and Clyde H. Whaley for consideration of $15,000. Filed March 3.

KBLO Hot Springs, Ark.—National Park Bcstg. Co., 1470 kc, request voluntary assignment of CP to **Robert S. Bieloh.** Involves transfer of 51% interest from Herman H. Wommack Jr. for consideration of $1.00. Filed March 3.

KFMB San Diego, Calif.—Kennedy Bcstg. Co., 550 kc, request voluntary assignment of license to **Wrather-Alvarez Bcstg. Inc.** (B•T, March 2). Filed March 3.

KGKL San Angelo, Tex.—KGKL Inc., 960 kc, request voluntary assignment of license to **Lewis O. Seibert.** Involves purchase of stock from former stockholders. Filed March 3.

KYNO Fresno, Calif.—Radio KYNO, The Voice of Fresno, 1300 kc, request voluntary assignment of license from Robert Schuler, Sheldon Anderson, Lester E. Chenault and Bert Williamson to new partnership of Messrs. **Schuler, Chenault,** and **Williamson.** Involves sale of 15% interest of Mr. Anderson to other three members of the partnership for consideration of $35,000. Filed March 4.

WDLA Walton, N. Y.—Delaware County Bcstg. Corp., 1270 kc. Request voluntary transfer of control of licensee corporation to **J. A. McKechnie, Dr. Donald A. Corgill,** and **David A. Kyle.** Involves transfer of all preferred stock and 50% common stock for consideration of $25,000. Mr. Kyle is president WABY Albany, N. Y. Filed March 4.

New Petitions . . .

February 25

John H. Poole, tr/as John Poole Bcstg. Co. (KBIG), Avalon, Calif. License for CP for new AM station, 740 kc, 10 kw DA (BL-4897).—Opposition to petitions filed by KMPC Los Angeles and KCBS San Francisco which seek to set for hearing KBIG's application for license to cover CP. KBIG claims that it was built in full compliance with every provision of its CP and that KMPC and KCBS have presented no contrary reliable evidence.

Wyoming Valley Bcstg. Co. (WILK), Wilkes-Barre, Pa. Change to non-directional daytime operation on 980 kc, 5 kw LS, 1 kw N, DA-N (BML-1483).—Protest by National Bcstg. Co. (licensee WRC Washington) to grant to WILK, claiming operation will cause objectionable interference within present interference-free service area of WRC.

February 26

Benton Bcstg. Service (KBBA), Benton, Ark. Motion to strike petition to reconsider the mod. CP granted KBBA (BMP-6073) which was filed by WMPS Inc. (WMPS), Memphis, Tenn.—KBBA asserts WMPS petition does not comply with requirements of law, does not set forth facts with particularity on which FCC could act, recites information in vague and general terms and that in order to complete the petition it is necessary to seek information not contained within the petition, that the WMPS petition presents no fact with clarity on which FCC could act, that petition is based on erroneous information not in accordance with Standards of Practice, and that WMPS does not make out a case in its petition.

February 27

Allocation of TV vhf Ch. 4 to Fayetteville, W. Va.—Statement in response to notice of proposed rule making filed by WCAE Inc. (WCAE), Pittsburgh, Pa., in which WCAE recommends that FCC defer action on proposal to allocate vhf Ch. 4 to Fayetteville until proper investigation has been made with aeronautical authorities to determine whether aeronautical procedures in the area which would remain available for use by Irwin applicants would in any way preclude use and approval of antenna structures in area designed to make full utilization of vhf Ch. 4 at Irwin in accordance with FCC rules; also, that hearing be held on this matter.

Allocation of vhf Ch. 4 to Fayetteville, W. Va.—Opposition to proposed rule making filed by Daily Telegraph Printing Co., Bluefield, W. Va., claiming allocation to Fayetteville unfair, and that the Commission should rescind its notice which looks toward allocation of vhf Ch. 4 to Fayetteville, that FCC hold the one-year rule invalid or that if it finds one-year rule valid it assign vhf Ch. 6 to Bluefield, that if Commission decides channel should be assigned to Fayetteville, that a uhf channel be assigned there, that FCC issue declaratory ruling determining rights of Daily Telegraph Printing Co. to request assignment of vhf channel to Bluefield, that Commission hold full hearing to determine what solution to problem is in public interest, but that if FCC will not rescind proposed rule making allocating vhf Ch. 4 to Fayetteville, hold entire matter in abeyance until June 2, 1953.

Marinette-Menominee, Wis. New TV vhf Ch. 11.—Petition filed by M & M Bcstg. Co. to dismiss application for same channel filed by Green Bay Bcstg. Co. because Green Bay's only apparent purpose, alleges M & M, could be to block processing of M & M's application since Green Bay's application, filed just before FCC reached Marinette-Menominee on city-by-city priority line, was fatally defective.

March 2

The W. H. Greenhow Co. (WWHG) and Hornell Bcstg. Corp. (WLEA), Hornell, N. Y. Initial decision favoring fulltime operation for WWHG (Docket 10060 et al, RP-8024, BMP-5636).—Exceptions to initial decision filed by WLEA.

The Television Corp. (WAPI), Birmingham, Ala. Application for increase in daytime power from 10 kw to 50 kw on 1070 kc (BP-8679).—Petition filed by WIBC to designate WAPI application for hearing because of objectionable interference which would be caused within WIBC's normally-protected contour.

Spartanburg, S. C. New TV vhf Ch. 7—Petition filed by Spartan Bcstg. Co. (WORD), Spartanburg, S. C., for rehearing of grant of CP to WIS-TV Columbia, S. C., to require election with respect to construction under such permit and prosecution of the application of Bcstg. Co. of The South for CP for new TV station in Spartanburg, S. C., and for grant or conditional grant of CP to WORD for new TV station in Spartanburg. WORD asserts that grant to Bcstg. Co. of The South cannot be made without violating duopoly rules.

Sec. 3.57 of FCC Rules.—Petition filed by Municipal Bcstg. System (WNYC), New York, to revise FCC rules to permit municipalities control their street lighting systems through momentary increase of power and momentary interruptions of signal of AM stations.

Alaska Bcstg. Co. (KTKN), Ketchikan, Alaska. CP for power increase to 5 kw daytime on 930 kc (BP-8463).—Opposition to petition to grant application without a hearing filed by Aurora Bcstrs. Inc. (KABI), Ketchikan, which asserts population within proposed KTKN blanket contours is far in excess of 1% prescribed by FCC rules and that application for power increase be set for hearing.

March 3

Wichita, Kan. New TV vhf Ch. 10 (Docket 10258, 10262 and 10263).—Petition to dismiss application for new TV station filed by Sunflower Television Co. (Application from Mid-Continent Television Inc. and KAKE Bcstg. Co. are still pending and are set for hearing beginning March 16.)

Edwin J. Shuffman, Kingston, N. C. New AM grantee, 1230 kc, 100 w (BP-8438).—Reply of Edwin Shuffman to petition of Wilmington Bcstg. Service for reconsideration of Jan. 23 grant to Mr. Shuffman which sought to include condition that Mr. Shuffman's station would be subject to such interference as may be caused by grant of Wilmington's application (BP-7930) for 1230 kc, 250 w, Wilmington, N. C. Mr. Shuffman requests that any condition which FCC might impose on grant of Mr. Shuffman read that interference will be accepted by Mr. Shuffman from Wilmington provided Wilmington's antenna height not to exceed 175 ft. and 96.5 mv/m at one mile, respectively.

Chattanooga, Tenn. New TV vhf Ch. 12.—Petition by Tri-State Telecasting Corp. for conditional CP under rule 1.385 because two other competing applicants for same channel may not be financially qualified while FCC found Tri-State's application met all FCC requirements. Grant should be contingent upon outcome of hearing between all three applicants, Tri-State points out.

March 4

Mid State Bcstg. Co. and LeRoy E. Parsons, Chehalis, Wash. New AM, 1420 kc (Docket 10126,

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10127; BP-8187, 8354).—Petition by LeRoy E. Parsons to dismiss without prejudice his application.

March 5

Storer Bcstg. Co.—Petition by WSTV Inc. requesting FCC to strike and declare of no effect "election" of Storer Bcstg. Co. to process its Wheeling-Steubenville TV application rather than its Miami application because Storer did not file final election "but only present expression of choice having no binding or lawful effect." WSTV also requests that FCC deny Storer's petition for reconsideration and grant WSTV's application.

Wichita, Kan. New TV vhf Ch. 3 (Docket 10259, 10260 and 10261).—Petition by Taylor Radio & Television Co. for leave to amend application to substitute GE equipment for RCA equipment.

Bristol, Va. New TV vhf Ch. 5 (BPCT-850).—Petition by Appalachian Bcstg. Corp. for conditional CP under rule 1,385 because competing application for same facilities filed by Radiophone Bcstg. Station WOPI Inc. "was not filed in good faith but was filed for purpose of delaying and hindering the grant of Petitioner's application."

Denver, Col. New TV Ch. (Dockets 9043, 10238, et al)—KMYR Bcstg. Co., Metropolitan Television Co. and Chief, FCC Broadcast Bureau, request that time for filing proposed findings and conclusions be extended from March 10 to March 30 because 22-volume record with 200 exhibits is so lengthy and complicated as to require more time.

March 6

Wyoming Valley Bcstg. Co. (WILK), Wilkes-Barre, Pa. Change to non-directional daytime operation on 980 kc, 5 kw LS, 1 kw N, DA-N (BML-1483).—Answer to protest filed by National Bcstg. Co. (WRC Washington) to grant to WILK, which claimed WILK will cause objectionable interference within presently interference-free area of WRC. WILK answers NBC protest by stating that NBC protest was not against WILK but against FCC rule, and also that the protest is premature.

March 9

Old Hickory, Tenn. New TV vhf Ch. 5—Motion for reconsideration of Commission action in passing over applications of Life & Casulty Insurance Co. of Tennessee and Capitol Bcstg. Co. filed by Capitol Bcstg. Motion states that vhf Ch. 5 in Nashville area is assigned not to Nashville but to Old Hickory, that Life & Casualty Insurance nevertheless has main studio location listed as Nashville which either is illicit under Sec. 3.613 of rules or else makes rule making proceedings in Docket 10318 stand at naught. Capitol requests FCC to grant it vhf Ch. 5 at Old Hickory, dismissing Life & Casulty application under Temporary Processing Procedure.

Killeen, Tex. New AM, 1050 kc, 250 w (Docket 10122, 10123 and 10124; BP-8173, 8288 and 8746).—Petition filed by John Blake and Charles R. Wolfe, applicants in proceeding with Highlite Bcstg. Co. and KFHT Bcstg. Co., to dismiss Blake-Wolfe application.

Wichita, Kan. New TV vhf Ch. 3 (Docket 10259, 10260 and 10261).—Opposition to petition of Taylor Radio Co. for leave to amend application to substitute GE equipment in lieu of RCA equipment filed by Radio Station KFH Co. KFH requests that petition for leave to amend Taylor application be denied because all parties to proceeding previously agreed upon RCA equipment and that to accept amendment would entail additional testimony to be adduced to "extraordinary" length of record and proceeding.

Albuquerque Bcstg. Co. (KOB) for extension of Special Service Authorization (Docket 10336, BSSA-275).—Proposed findings of fact and conclusions filed by AB-PT which assert FCC should return KOB to 1030 kc pending overall decision in Clear Channel proceeding, or assignment of other facilities to KOB pending outcome of Clear Channel proceeding. Proposed findings of fact and conclusions also filed by KOB which asserts operation on 770 with 50 kw D and 25 kw N would tend to be more fair, efficient and equitable distribution of radio service than on 1030 kc with 10 kw.

Marinette-Menominee, Wis. New TV vhf Ch. 11.—Opposition to petition filed by M & M Bcstg. Co. which sought to dismiss application of Green Bay Bcstg. Co. filed by Green Bay Bcstg. Co. Green Bay asserts contentions of M & M are without merit.

March 10

AB-PT merger (Docket 10031 et al., 10046 et al. and 10110).—Petition for reconsideration filed by Allen B. DuMont Labs. requesting FCC to reconsider portion of decision which held that Paramount Pictures controls DuMont.

The W. L. Greenshaw Co. (WWHG) and Hornell Bcstg. Corp. (WLEA), Hornell N. Y. Initial decision favoring fulltime operation for WWHG (Docket 10060 et al., BP-8024, BMP-5636).—Reply to exceptions and request for oral argument of WLEA filed by WWHG, which also seeks oral argument as well as affirmation of hearing examiner's initial decision without delay.

March 11

Sec. 1.342 of FCC Rules.—Comments filed by Westinghouse Radio Stations Inc. urges adoption of rules as proposed (filing of contracts).

Routine Roundup . . .

March 5 Applications

TENDERED FOR FILING

Change Transmitter Location

WKBS Oyster Bay, N. Y., Key Bcstg. System Inc.—CP to change trans. and studio location from Oyster Bay, N. Y., to Mineola, N. Y.

March 6 Applications

ACCEPTED FOR FILING

License for CP

WKNK Muskegon, Mich., Nicholas William Kuris—License for CP (BP-7903), as mod., which authorized increase in N power and changes in DA. AMENDED to change name of applicant to Nicholas William Kuris and Gladys Kuris d/b as NK Bcstg. Co. (BL-4854 AMENDED).

Modification of CP

KUDL Kansas City, Mo., David M. Segal—Mod. CP (BP-8394), which authorized new AM for approval of ant., trans. locations and change type trans. AMENDED to specify studio location (BMP-6122 AMENDED).

License Renewals

Following stations request renewal of license:

WERH Hamilton, Ala., Marion County Bcstg. Co. (BR-2521); **KFWB Hollywood, Calif.,** KFWB Bcstg. Corp. (BR-8); **WRFC Athens, Ga.,** Radio Athens Inc. (BR-2025); **WGOV Valdosta, Ga.,** WGOV Inc. (BR-1078); **WAAF Chicago,** Corn Belt Publishers Inc. (BR-547); **WSBT South Bend, Ind.,** The South Bend Tribune (BR-498); **WJBO Baton Rouge, La.,** Baton Rouge Bcstg. Co. (BR-446); **WWJ Detroit, Mich.,** The Evening News Assn. (BR-315); **WFDF Filint, Mich.,** Trebit Corp. (BR-321); **KAAA Red Wing, Minn.,** Red Wing Bcstg. Co. (BR-2423); **WABG Greenwood, Miss.,** Greenwood Bcstg. Co. (BR-2451); **WSLI Jackson, Miss.,** Standard Life Bcstg. Co. (BR-979); **WWNH Rochester, N. H.,** Strafford Bcstg. Corp. (BR-2086); **WEBR Buffalo, N. Y.,** WEBR Inc. (BR-224); **WKRT Courtland, N. Y.,** Radio Courtland Inc. (BR-1851); **WBBB Burlington, N. C.,** Alamance Bcstg. Co. (BR-1147); **KGWA Enid, Okla.,** Public Bcstg. Service Inc. (BR-2450); **WTYC Rock Hill, S. C.,** Tri-County Bcstg. Co. (BR-1996); **WTAW College Station, Tex.,** Agricultural & Mechanical College of Texas (BR-394); **KIMP Mt. Pleasant, Tex.,** Mt. Pleasant Bcstg. Co. (BR-2229); **KOVO Provo, Utah,** KOVO Bcstg. Co. (BR-1015); **KBKH Pullman, Wash.,** Bayton & Hicks (BR-2523); **WELC Welch, W. Va.,** Pocahontas Bcstg. Co. (BR-2518); **KFEL-FM Denver,** Eugene P. O'Fallon (BRH-615).

Extension of Completion Date

WKOP-FM Binghamton, N. Y., The Binghamton Bcstrs. Inc.—Mod. CP (BPH-1751), which authorized new FM, for extension of completion date (BMPH-4815).

WMRN-FM Marion, Ohio, Marion Bcstg. Co.—Mod. CP (BPH-523), as mod., which authorized new FM, for extension of completion date (BMPH-4816).

APPLICATION RETURNED

License Renewal

WBOC Salisbury, Md., The Peninsula Bcstg. Co.—RETURNED application for renewal of broadcast license (BR-1090).

APPLICATION DISMISSED

Modification of CP

KBMY Billings, Mont., Billings Bcstg. Co.—Mod. CP (BP-7437), as mod., which authorized changes in existing AM, for extension of completion date (BMP-5952).

March 9 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

WZOB Ft. Payne, Ala., Glenn M. Gravitt (BR-2499); **WKLY Hartwell, Ga.,** Louie L. Morris (BR-1744); **KMA Shenandoah, Iowa,** May Bcstg. Co. (BR-531); **WREN Topeka, Kan.,** WREN Bcstg. Co. (BR-504); **WCOP Boston,** T. B. Baker Jr., A. G. Beaman and Roy V. Whisnand (BR-861); **WSKB McComb, Miss.,** Lester Williams (BR-1008); **KRAM Las Vegas, Nev.,** Boulder City Bcstg. Co. (BR-1973); **WPAT Paterson, N. J.,** North Jersey Bcstg. Co. (BR-1145); **KICA Clovis, N. M.,** Radio Station KICA (BR-807); **WDAY Fargo, N. D.,** WDAY Inc. (BR-656); **WIMA Lima, Ohio,** Northwestern Ohio Bcstg. Corp. (BR-2444); **WPEN Philadelphia,** Wm. Penn Bcstg. Co. (BR-363); **WOKY Milwaukee, Wis.,** Bartell Bcstrs. Inc. (BR-1657); **KXLY Spokane, Wash.,** Symons Bcstg. Co. (BR-75); **WLBL Auburndale, Wis.,** State of Wisconsin, State Radio Council (BR-619); **WTCH Shawano, Wis.,** The Shawano County Leader Pub. Co. (BR-2167); **KVOE-FM Santa Ana, Calif.,** Voice of the Orange Empire Inc. (BRH-299); **WSTC-FM Stamford, Conn.,** The Western Connecticut Bcstg. Co. (BRH-73); **KFH-FM Wichita, Kan.,** Radio Station KFH Co. (BRH-256); **WHAI-FM Greenfield, Mass.,** John W. Haigis (BRH-241); **KFAM-FM St. Cloud, Minn.,** The Times Pub. Co. (BRH-220); **WCTC-FM New Brunswick, N. J.,** Chanticleer Bcstg. Co. (BRH-216); **WHLI-FM Hempstead, N. Y.,** FM Bcstg. Corp. (BRH-111); **WTNC-FM Thomasville, N. C.,** Thomasville Bcstg. Co. (BRH-371); **WFRO-FM Fremont, Ohio,** Wolfe Bcstg. Corp. (BRH-134); **KSPI-FM Stillwater, Okla.,** Stillwater Pub. Co. (BRH-407); **WEPM-FM Martinsburg, W. Va.,** Martinsburg Bcstg. Co. (BRH-625); **WAJR-FM Morganstown, W. Va.,** West Virginia Radio Corp. (BRH-150); **WNUR (FM) Evanston, Ill.** Northwestern U. (BRED-59); **WBGU (FM) Bowling Green, Ohio,** Bowling Green State U. (BRED-83); **WSOU S. Orange, N. J.,** Seton Hall College (BRED-23).

APPLICATION DISMISSED

Extension of Completion Date

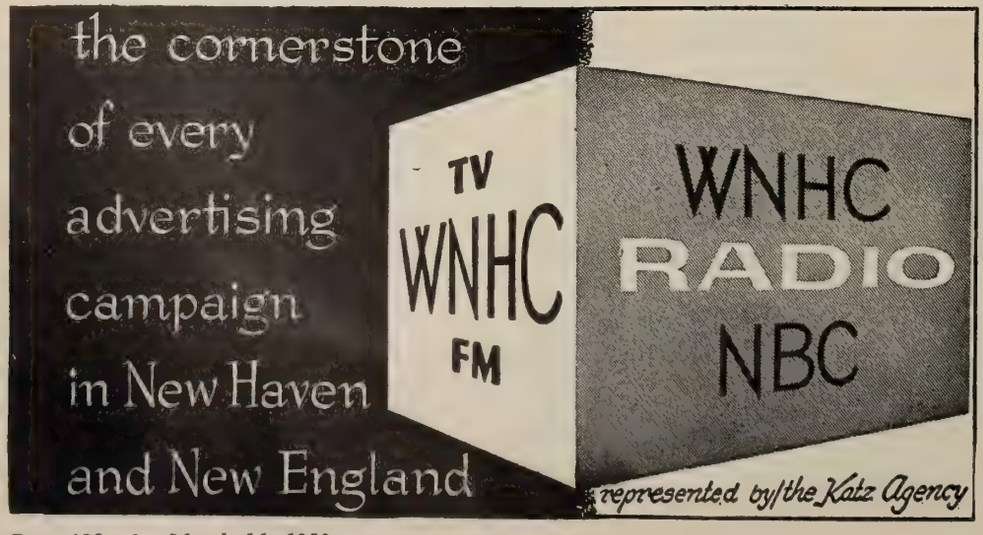
WOKY Milwaukee, Wis., Bartell Bcstrs. Inc.—Mod. CP (BP-7950), which authorized change in existing facilities, for extension of completion date (BMP-5948).

March 10 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WINZ Miami - Hollywood, Fla., Hollywood



Bcstg. Co.—Mod. CP (BMP-3205), as mod., which authorized change in existing facilities for extension of completion date (BMP-6147).

WMRN Marion, Ohio, Marion Bcstg. Co.—Mod. CP (BP-7023), as mod., which authorized installation of vertical ant. and mount FM ant. on AM tower, for extension of completion date (BMP-6146).

License Renewals

Following stations request renewal of license:

KPOF Denver, Pillar of Fire (BR-114); **KCRT Trinidad, Col.,** KCRT Inc. (BR-1292); **WLOF Orlando, Fla.,** Hazelwood Inc. (BR-1096); **WORL Boston, Mass.,** Pilgrim Bcstg. Co. (BR-2585); **KPRK Livingston, Mont.,** Yellowstone Amusement Co. (BR-1410); **WNOW York, Pa.,** The Helm Coal Co. (BR-1988); **WDVA Danville, Va.,** Virginia-Carolina Bcstg. Corp. (BR-1608); **WHA Madison, Wis.,** State of Wisconsin, U. of Wisconsin (BR-612).

APPLICATION RETURNED

License Renewals

Returned following applications for renewal of license:

KFSG Los Angeles, Calif., Echo Park Evangelistic Assn. (BR-15); **WFPM Ft. Valley, Ga.,** Peach Belt Bcstg. Co. (BR-2618); **KVAN Vancouver, Wash.,** Vancouver Radio Corp. (BR-1027); **KWBC Ft. Worth, Tex.,** Worth Bcstg. Co. (BR-1351); **KECK Odessa, Tex.,** Ector County Bcstg. Co. (BR-1409).

March 11 Decisions

BY COMMISSION EN BANC

Modification of License

WJEL Springfield, Ohio, Champion City Bcstg. Co.—Granted mod. license to increase power from 500 w to 1 kw D on 1600 kc; engineering conditions (BML-1522).

Granted CP

Newcastle Bcstg. Co., Newcastle, Wyo.—Granted CP for new AM on 1240 kc with 250 w unl (BP-8605).

A. R. Blossman Inc., Covington, La.—Granted CP for new AM on 730 kc 250 w D, engineering condition including condition that program tests will not be authorized until WIHL Hammond, La., has ceased operation on 730 kc and station license will not be granted until after WIHL license for operation on another frequency has been granted (BP-8323).

WSTR Inc., Sturgis, Mich.—Granted CP for new Class A FM; Ch. 276; ERP 670; 195 ft. ant.; engineering conditions (BPH-1825).

WATS Sayre, Pa., Thompson K. Cassel—Granted CP (BP-8331) to change frequency from 1470 to 960 kc, using present power of 1 kw; engineering condition including acceptance of any interference which may be received as a result of the authorization of the facilities presently proposed in application of either Hilltop Management Corp. (BP-8577) or Northern Allegheny Bcstg. Co. (BP-8671) for new facilities in Kane, Pa.

Prosperity Land Bcstg. Co., Lubbock, Tex.—Granted CP for new AM on 580 kc 500 w D, DA; engineering conditions (BP-8221).

WOC Davenport, Iowa, Tri-City Bcstg. Co.—Granted CP to increase height of one element of directional array and changed DA patterns; engineering conditions. (BP-8636).

Granted Waiver

WHYN Holyoke, Mass., Hampden-Hampshire Corp.—Granted waiver of Sec. 3.30 of rules and granted application (BML-1538) for modification of license to change location of station's main studio to site outside city limits which is not transmitter location.

Designated for Hearing

Latrobe Bcstrs., Latrobe, Pa.—Designated for hearing application (BP-8073) for new AM on 1480 kc 500 w D.

Darrel E. Yates, Jacksonville, Tex.—Designated for hearing application (BP-8285) for new AM on 1260 kc 500 w unl. DA.

Application Granted

Edwin J. Schuffman, Kinston, N. C.; Wilmington Bcstg. Service, Wilmington, N.C.—By order, (1) modified action of Jan. 23, 1953, granting application of Schuffman for CP (BP-8438) for new AM on 1230 kc 100 w unl.; engineering conditions, so as to include, in grant, condition that it is subject to acceptance of any interference that may result from proposed operation of Wilmington Bcstg. Service at Wilmington, N. C., on 1230 kc, with ant. height and efficiency not to exceed 175 ft. and 96.5 mv/m at one mile, respectively, if such application (BP-7930) should be subsequently granted; (2) dismissed protest filed by Wilmington seeking such condition to be added to Schuffman grant.

Protest Dismissed

WMPS Benton, Ark., WMPS Inc.—By memorandum opinion and order, dismissed protest filed by WMPS on Feb. 9, 1953, directed against Commission's action of Jan. 16, 1953, granting application (BMP-6073) of Benton Bcstg. Service (KBBA), Benton, Ark., for mod. CP for approval of ant., trans. and studio location.

Advised of Hearing

WMAW Menominee, Mich., Green Bay Bcstg. Co.—Is being advised that application (BMP-6064) to increase power from 100 w to 250 w operating unl. on 1340 kc, indicates necessity of hearing because of objectionable interference and excessive number of people in blanket area.

License Renewals

Following stations granted renewal of licenses for regular period:

KFTM Fort Morgan, Col.; KRAI Craig, Col.; KRDO Colorado Springs, Col.; KROX Crookston, Minn.; KSJB Jamestown, N. D.; KTLN Denver, Col.; KWNO Winona, Minn.; KXRA Alexandria, Minn.; WKLK Cloquet, Minn.; KFBB Great Falls, Mont.; KLZ and KLZ-FM Denver, Col.; KVOR Colorado Springs, Col.; WNAX Yankton, S. D.; WGBA-FM Columbus, Ga.

ACTION ON MOTIONS

By Comr. George E. Sterling

Chief, Broadcast Bureau—Granted petition for extension of time from March 10 to March 17, 1953, to file exceptions to the initial decision issued re applications of Aladdin Radio & Television Inc. (Docket 9041, BPCT-426) and that of Denver Television Co., (Docket 10240, BPCT-951) both of Denver, Col.

Leroy E. Parsons, Chahalis, Wash., Mid-State Bcstg. Co.—Granted petition of Leroy E. Parsons for dismissal without prejudice of application (Docket 10127, BP-8354); removed from hearing docket application of Mid-State Bcstg. Co. (Docket 10126, BP-8187).

Sunflower TV Co., Wichita, Kan.—Granted petition for dismissal without prejudice of application (Docket 10258, BPCT-677).

By Hearing Examiner Elizabeth C. Smith

Pioneer Bcstrs. Inc., Mount Hood Radio & Television Bcstg. Corp., Portland, Ore.—Ordered that further hearing in proceeding for CP's for new television stations on Ch. 6 be continued from March 16 to May 11, 1953, at Washington, D. C. (Dockets 10246, et al).

Oregon Television Inc., Columbia Empire Telecasters Inc., Northwest Television & Bcstg. Co., Portland, Ore.—Ordered that further hearing in this proceeding for CP's for new television stations on Ch. 12 be continued from April 15 to April 27, 1953, at Washington, D. C. (Dockets 10246, et al).

By Hearing Examiner H. Gifford Irion

Highlite Bcstg. Co., Killeen, Tex. — Granted petition to amend application (Docket 10123, BP-8288) to correct erroneous population count, to bring financial data up-to-date, etc.

By Hearing Examiner James D. Cunningham

KOB Albuquerque, N. M., Albuquerque Bcstg. Co., and WABC New York, American Bcstg. Co.—Granted motions for corrections in various respects in transcript of record of proceeding in matter of KOB's application for extension of SSA (Docket 10336; BSSA-275).

Chief, Broadcast Bureau, KMYR Bcstg. Co., Metropolitan Television Co., Denver, Col. — Granted joint motion for extension of time from March 10 to March 30, 1953, for filing proposed findings re applications of KMYR Bcstg. Co. (Docket 9043; BPCT-488) and Metropolitan Television Co. (Docket 10238; BPCT-941).

By Hearing Examiner Fanney N. Litvin

KRSD Rapid City, S. D., Heart of the Black Hills Station—Granted petition to amend application (Docket 10193; BMP 5661) to show changes in height of radiator above base; in type of tower to be used and of studio address, etc., and application, as amended, was removed from hearing docket.

By Hearing Examiner Thomas H. Donahue

Harmco Inc., Sacramento, Calif.—Dismissed as moot request to associate additional engineering information with amendment filed Dec. 12, 1952 (Docket 10295; BPCT-975).

By Hearing Examiner J. D. Bond

KFDM Beaumont, Tex., Beaumont Bcstg. Corp.—Upon motion of respondent KFDM ordered that time within which it or any party to proceeding re applications of Ozarks Bcstg. Co. (KWTO), Springfield, Mo (Docket 8380, BP-5259, BMP-5650, BMP-5930) may submit alternative ant. proposal in accordance with Feb. 13, 1953, memorandum opinion and order be extended to March 25, 1953.

March 11 Applications

ACCEPTED FOR FILING

Modification of CP

KSCY Searcy, Ark., Mrs. Edith Wood Sweezy—Mod. CP (BP-8471), as reinstated which authorized new AM, for approval of ant., trans. and studio location (BMP-6149).

KCLB Warrensburg, Mo., Clinton Bcstg. Co.—Mod. CP (BP-8454), which authorized new AM, for approval of ant., trans. and studio location (BMP-6145).

Change Location

KCOW Alliance, Neb., Sandhills Bcstg. Corp.—CP to change trans. and studio location (BP-8750).

Install New Antenna

KELO Sioux Falls, S. D., Midcontinent Bcstg. Co.—CP to install new ant. for non-directional operation and mount TV ant. above and change trans. location (BP-8767).

Renewal of License

WARC Rochester, N. Y., WARC Inc.—Requests renewal of license (BR-1906).

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

the NBC *station serving greater* YOUNGSTOWN, O.

30th population area in U.S.

5,000 WATTS

WFMJ

Duplicating on 50,000 Watts FM

ANA Prologue

THIS WEEK the Assn. of National advertisers holds its traditional spring meeting at Hot Springs, Va.

These are the men who spend the national advertising dollar. They are interested principally in two targets: (1) preservation of the integrity of their advertising; (2) buying the most advertising for the least expenditure.

Three years ago, at this spring gathering of the men who are responsible for a stubstantial hunk of the $6.5 billion annual advertising bill, the opening gun in the fight for reduction of radio rates was fired. That which has happened in the ensuing months is now lurid history.

On the official agenda, we find no items directed toward the cost of radio. Apparently everyone recognizes that radio is the biggest bargain in advertising—that it reaches most of the people all of the time.

But there are questions on TV which appear on the agenda for the first time. Such as:

Are TV costs getting too high for effective use by advertisers? If so, is there anything that can be done about it?

Are TV stations selling so many spots and hitchhikes that the advertisers' value as well as the public interest is severely strained?

Then there's a full session on "Looking Ahead in Television". Frank Stanton, CBS president, and Frank White, NBC president, are key speakers.

The significant aspect here is that Messrs. Stanton and White are on the program. In some past conventions—notably that momentous one three years ago—there were no spokesmen for the broadcast media. But the newspapers and magazines consistently have been on the agenda.

We have no doubt that during the closed sessions this week all media will get a going-over on rates. But we feel better about the picture for both radio and TV. The other side of the story will be heard. And that story is that TV is a full-blown advertising medium and that radio has suffered far, far less from the incursions of its sister medium than the ANA gloomily assumed three years ago.

Home Town TV

THE 1952 record of television time sales, reported in this issue, marks the end of an era. It was the last year of the artificial pattern into which the TV system was frozen by the FCC, a pattern of limited competition which naturally was more favorable to the development of national advertising volume than to the expansion of local buying.

Now that new stations are going into operation in quantity, there will be a need for the aggressive exploitation of local possibilities. The figures for 1953 probably will show a better balance among network, spot and local volume than has obtained in the past.

The network and the spot account will, of course, always be basic in television economy, but if the U. S. television structure is to grow to anything like the proportions of radio or the press it must invent the means of providing sound and affordable advertising for the merchants in its own home towns. So far only the first steps have been taken in that direction, since national advertising has been available in comfortable volume for most stations. More and bolder steps will be required in 1953.

Against Enemy Attack

TOO little attention has been paid to a radio project that will be the very heart of the U. S. communications system if this country is unlucky enough to come under enemy attack.

About 1,000 stations are now cooperating in the Conelrad plan, which, to oversimplify it, is intended to turn the American radio system into a nation-wide civil defense warning and instruction device at time of war. Quite obviously radio will be the only means of reaching the mass of citizens if the U. S. is attacked. Contemporary military tactics are not geared to newspaper deadlines.

Broadcasters have spent an estimated $2 million for equipment conversion necessary to participate in the Conelrad plan.

About a score of high-powered stations now are broadcasting 24 hours a day, only because the Conelrad plan requires a central core of warning stations to be in continuous operation. These and the nearly 1,000 other stations involved in the plan have converted their facilities so that they may first broadcast a warning on their customary frequencies and then may quickly change frequencies to either 1240 or 640 kc, the only two channels on which broadcasting would be done during attack.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"If I'd known she was such a ham, I'd have given her ether instead of a local."

To minimize the danger of enemy planes or guided missiles homing on radio waves, stations will go on and off the air irregularly and some will change back and forth from the two attack period frequencies. Additional automatic equipment is needed for this purpose.

The most important point to be made is that this system is ready to operate *now*, which apparently is more than can be said of other elements of the civil defense structure. We venture that if the misfortune of enemy attack does occur, Conelrad will suddenly receive considerably more attention than has been paid it so far.

From Pillory to Post

AN understandably exercised broadcaster called our attention last week to an editorial in the *Denver Post*. Here's an excerpt:

". . . Look in on any family audience, gathered before the radio receiver or TV screen, of an evening. You are sure to find the evening newspaper as an indispensable adjunct of this family hour. It is the guide to selection—a guide, presumably, to the best, and a guardian against the worst. Without the free service it provides by printing the program logs to vocal and visual entertainment, information, horror or whatever, devotees of those phenomena would have to swivel tuning knobs gropingly, and with considerable exasperation, to escape some peculiarly untasty bit of stuff, in order to find something acceptable in the air-borne jargon of funny or furious performers. . . ."

The *Post* has resurrected what we had supposed was a dead issue. Most progressive newspapers now recognize that it is sound business practice and not philanthropy to publish radio and TV schedules, for they are among the best read features in the paper.

The *Post* ignores the complementary functions of radio-TV and the daily press. The newspaper gains readership and does radio-TV a service by publishing program logs. Radio and television gain audience and in turn help out the newspaper by reminding listeners and viewers to consult their papers for program schedules.

It does not become the *Post* to revive old grudges which have been proved groundless and to suggest that the airwaves are loaded with trivia. Radio, television and the press all perform useful services, each in its unique way. The cause of none of them will be advanced by such carping as the *Post* rather witlessly indulged in.

NOW. . .

ANOTHER FINE CROSLEY TELEVISION STATION

WLW-A (WLTV)

ATLANTA'S DYNAMIC TELEVISION STATION

Backed by Crosley's unmatched record for getting results, WLW-A offers the way to make your advertising dollars go further and do more in the great Atlanta market.

THE CROSLEY BROADCASTING CORPORATION

WLW-RADIO, CINCINNATI • **WINS-RADIO,** NEW YORK

WLW-TELEVISION ○ WLW-T, CINCINNATI • WLW-D, DAYTON • WLW-C, COLUMBUS • WLW-A, ATLANTA

EXCLUSIVE SALES OFFICES: NEW YORK, CHICAGO, HOLLYWOOD, CINCINNATI, DAYTON, COLUMBUS, ATLANTA

WLW-A • Crosley Broadcasting of Atlanta, Inc.

The Swing is to WHB in Kansas City



and the
November-December, 1952
"PULSE" Survey shows why:

SUNDAY AFTERNOONS, for example—

WHB	27.0
Station "B"	17.0
Station "C"	18.0
Station "D"	17.0

MONDAY THROUGH FRIDAY during the WHB "NIGHT CLUB OF THE AIR" with ROCH ULMER as Master of Ceremonies—

WHB	10.3
Station "B"	8.3
Station "C"	5.8
Station "D"	7.5

or, to go back to last year's FOOTBALL GAMES, PLAY-BY-PLAY BY LARRY RAY:

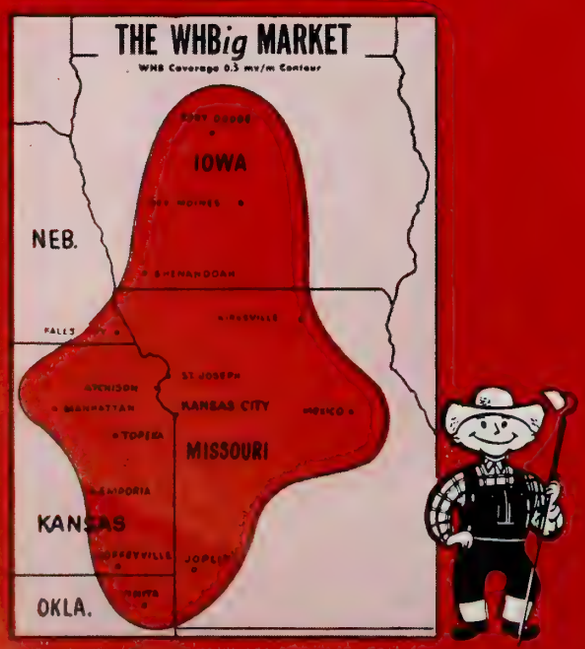
WHB, Larry Ray	33.4
Station "B"	24.2
Station "C"	13.6
Station "D"	26.9

★

Now Available! Early-Morning

'MUSICAL CLOCK' SPOTS

You can reach the "family audience" with Kansas City's original "Musical Clock" program, broadcast Mondays through Saturdays from 6:30 until 9 a.m. Two-and-a-half hours of tuneful, wake-up music . . . the correct time and temperature announcement every five minutes . . . and a five-state and local weather forecast. This helpful "service" program, which has been a daily feature on WHB since July 12, 1951, features Bruce Grant as "Timekeeper" and salesman extraordinary! At 7 a.m. Charles Gray presents a 15-minute news report, and at 8 a.m. a 10-minute news summary. The "Weatherman-in-Person" (another Radio feature originated by WHB) is heard at 8:10 a.m., direct from the weather bureau at Kansas City's Municipal Airport. At 8:15 a.m., Reuben Corbin of the U.S. Department of Agriculture tells housewives what fresh fruits and vegetables are available *that day* in their neighborhood markets. Participating sponsors may use "live" or transcribed minute announcements. Ask your John Blair Man for availabilities and details of new "Rotating Schedule Plan."





DO YOU READ IT?
WHB's pocket-size magazine, sent free to advertisers, agencies, advertising and sales executives and time buyers. Request a copy on your letterhead.

WHB • KANSAS CITY'S OLDEST CALL LETTERS



1922 – 1953

10,000 WATTS IN KANSAS CITY

WHB

DON DAVIS
PRESIDENT
JOHN T. SCHILLING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

MARCH 23, 1953 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

Advertisers Study Rise In TV Costs
Page 31

Ike Names Doerfer to Merrill's FCC Post
Page 50

House Color TV Probe To Get Underway
Page 58

Merged TV Applicants Granted in 2 Markets
Page 62

FEATURE SECTION
Starts on Page 79

22ND year
THE NEWSWEEKLY OF RADIO AND TV

TWO-EDGED SWORD



IT WORKS!

You need a sword—and a mighty powerful one—to cut yourself a piece of the biggest market in the country.

WOR gives you a two-edged advantage over your competitors by delivering New York's most powerful radio signal . . . and the most sales-responsive audience in its 14-state, 26,000,000 listener area.

Evidence of the up-to-the-hilt impact of WOR is the fact that more advertisers sell more products via WOR than via any other station in America.

Let us show you how to wield the sword to sales success. Call LOngacre 4-8000 today.

The New York station where listeners listen and sponsors sell
key station of the MUTUAL Broadcasting System

WLS personalities build LISTENER LOYALTY



WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped build that reputation is

Mr. ARTHUR C. PAGE

Mr. Page is Associate Editor of Prairie Farmer. He has been an Illinois Farm Paper Editor for 41 years. For 23 years he has conducted the WLS DINNERBELL program—a half-hour sustaining service to Midwest farm families, broadcast daily at 12:30 noon.

In his position as Associate Editor of Prairie Farmer—as Farm Program Director of WLS—and as conductor of the WLS DINNERBELL program, Mr. Page has been prominent in National and Midwest farm councils for almost half a century and is probably better known in more Midwest farm homes and to more Midwest farm people than any other one man.

His job is that of service to these people. Certainly nothing could better build listener loyalty than such service over so many years . . . and that listener loyalty is among the greatest values WLS can offer its advertisers.

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

SEE YOUR JOHN BLAIR MAN

WLS The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

WHK

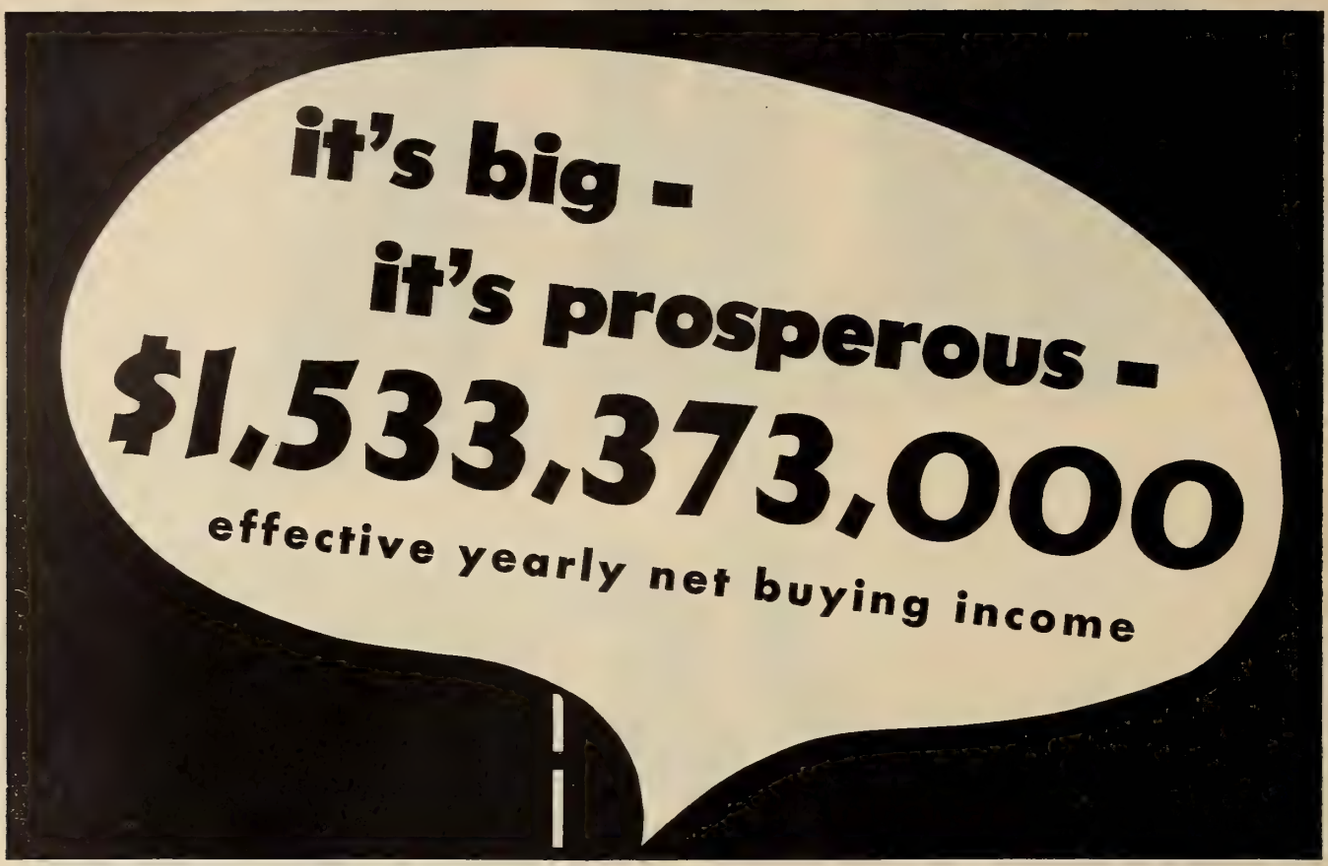
IS

CLEVELAND

You can't cover it --without it!

Represented by Headley-Reed Company

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



the WDEL-TV market

Channel 12 • Wilmington, Del.

Delaware, with the highest per capita income of any state, is the heart of this market which reaches out to include also parts of New Jersey, Maryland and Pennsylvania.

$907,435,000 in retail sales
230,641,000 for food
49,495,000 for general merchandise
53,164,000 for furnishings and general household appliances
170,890,000 for automobiles
26,525,000 for drug items

WDEL-TV sells this big-income, big-spending market. When you buy WDEL-TV—whether through the NBC network, spot campaigns or local programs—you're buying an audience that *buys*.

A Steinman Station

WDEL
AM TV FM
Wilmington, Del.

Represented by

MEEKER New York • Chicago • Los Angeles • San Francisco

closed circuit

WILL JOHN C. DOERFER, nominated Friday by President Eisenhower for FCC, become new GOP chairman? That's hottest Washington topic, although Vice Chairman Rosel H. Hyde, "career" official, is still very much running. President doesn't need to nominate chairman; he's picked from among qualified members (see story page 50).

★ ★ ★

CLOSER RELATIONSHIPS with official Washington, particularly White House, to be sought Tuesday when officials of Advertising Council hold 10 a.m. conference with President Eisenhower. Before leaving New York tonight, Council Board is expected to elect Philip L. Graham, *Washington Post*-WTOP-AM-TV and WMBR-AM-TV Jacksonville, as board chairman.

★ ★ ★

REPERCUSSIONS in Congress on TV allocation situation, notably delays in providing additional service in larger markets, will result in new moves to investigate FCC procedures. One Senator known to have in rough draft resolution calling for inquiry. There's also talk about resolution expressing it as sense of Senate that educational channel reservations be extended at least one year beyond June 2 "deadline."

★ ★ ★

NEAR CLOSING is sale of WPWA Chester, Pa., by Lou Poller to Sherwood Gordon, New York businessman and former radio announcer, for about $260,000. Deal includes transfer of application for uhf Ch. 23 in Philadelphia, where Mr. Poller's opponent is *Daily News*. Mr. Gordon is applicant for Ch. 33 in Miami on which there is a two-way contest. Blackburn-Hamilton handling sale. Mr. Poller will move to Milwaukee to direct local activities of WCAN and its upcoming Ch. 25 TV sister, WCAN-TV of which he is president. Alex Rosenman, executive vice president, will continue to direct national activities.

★ ★ ★

CBS BOARD CHAIRMAN William S. Paley visited last Thursday with President Eisenhower (an old friend and comrade in arms, Mr. Paley served as a Colonel on General Eisenhower's psychological warfare staff in ETO last war). Visit was described as purely personal. It was intimated that there was discussion of White House plans to broadcast news conferences, now under contemplation, with likelihood that simulcast will occur next month.

★ ★ ★

DRUM BEATING on color TV could have depressing effect on black-and-white set sales according to informed manufacturing sources. This, coupled with sharp drop in sales occasioned by March 15 income tax deadline, could result in serious, but probably temporary, cutback in sales and subsequently, in production.

★ ★ ★

REVOCATION of no-color-TV manufacture due any day now. NPA officials working on papers to rescind color ban (M-90). Order issued 1951 obstensibly to conserve precious materials and engineers [B•T, Oct. 22, 1951]. Actually, order forbade mass production of color TV receivers unless permission granted by NPA. In 15 months of ban, no manufacturer has asked for authority. Last week, Chairman Wolverton (R-N.J.) of House Commerce Committee, asked NPA to kill order.

★ ★ ★

WHITEHALL Pharmacal Co. (Anacin) last week gave station operators jitters by offering non-cancellable April-September contracts for spot campaigns but asking extra 10% discount for guaranteeing to stay on all summer. First station reaction said to be chiefly negative, but with some broadcasters accepting on basis that special summertime discounts, long offered by networks, might well help stations combat warm weather business letdown. John F. Murray, N. Y., is Anacin agency.

★ ★ ★

ADVERTISERS and Federal Trade Commission working out method by which advertising campaign can be scanned in general way at regular conferences, it was learned at FTC. Media and agencies expected to join cooperative project.

★ ★ ★

NEXT PIONEERING TV effort of Ford Foundation, following successful season that has brought much satisfaction to viewers—and some of sponsors, too—may be experimental children's program in fall.

★ ★ ★

JOHNSON'S WAX, long active in TV, expected to make test film of *Fibber McGee & Molly*, major radio act that hasn't been seen on visual medium. Previous test sometime ago was disappointing.

★ ★ ★

THERE'S good chance proposed Senate inquiry into juvenile delinquency will get go ahead sign from Senate and sure as shootin' some witnesses will accuse radio and TV programs of contributing to youthful law breaking. Senators Estes Kefauver (D-Tenn.) and Robert C. Hendrickson (R-N.J.) introduced bills to make study, asked $50,000 expenses (S Res 88 and 89). Bills expected to be reported favorably by Senate Judiciary Committee this week, then have to clear Senate Rules Committee and upper house itself.

★ ★ ★

ICE CREAM firms, seasonal advertisers, are showing increased activity this year. Ice Cream Novelties (Donald Duck confections), for one, is placing six-week radio campaign starting May 16 in number of markets, using weekly quarter-hour transcribed show, through Blaine-Thompson, N. Y. Meadow Gold Ice Cream Co., effective April 1, picks up Wednesday segment of Gabby Hayes TV show, on WNBW (TV) Washington and WTVR (TV) Richmond.

IN THIS ISSUE

ADVERTISERS AND AGENCIES

High costs of the growing U. S. television system is topic dominating annual convention of Assn. of National Advertisers. *Page 31.*

Clothiers are buying radio and TV to boost interest in spring lines. *Page 33.*

Network television billings in 1952 outraced those for rival media. *Page 34.*

FILMS

Major movie producers propose a TV network series based on excerpts of new feature film releases plus personal appearances of stars. *Page 40.*

TRADE ASSOCIATIONS

Annual convention of Institute of Radio Engineers opens in New York. *Page 44.*

GOVERNMENT

President Eisenhower moves on FCC, appoints John C. Doerfer, chairman of Wisconsin Public Service Commission, to replace FCC Comr. Eugene C. Merrill, interim appointee. Chairmanship is still up in air. *Page 50.*

What constitutes a "party in interest" in an FCC proceeding? On outcome, to be decided by U. S. Court of Appeals, depends future course of FCC TV applications processing. *Page 53.*

House committee begins hearings tomorrow on status of color TV. *Page 58.*

NETWORKS

CBS gross in 1952 was nearly $60 million more than in 1951. Net income was slightly higher last year than year before. *Page 71.*

Program expansion at ABC, infused with new capital from merger, continues in both radio and television. *Page 72.*

EDUCATION

CBS-TV joins with leading U. S. universities in ambitious program series on educational advances. *Page 76.*

How a hospitalization plan was sold on radio and TV in Indiana. *Page 81.*

Daytime television is paying off. *Page 82.*

A double TV antenna system is good insurance. *Page 84.*

Bread merchandising rounds up all the old cowhands. *Page 86.*

A formula for charting TV station futures. *Page 88.*

UPCOMING

March 23-26: Institute of Radio Engineers Annual Convention, Waldorf-Astoria Hotel, New York.

March 26-28: Alabama Broadcasters Assn. Annual Spring Meeting, Florence.

March 26-28: Board of Governors Meeting, Canadian Broadcasting Corp., Ottawa.

March 28: West Virginia Broadcasters Assn., Annual Spring Meeting, Daniel Boone Hotel, Charleston.

(For other Upcomings, see page 109)

G-E VHF ANTENNAS GIVE—

ALL-AREA COVERAGE-POWER

General Electric 12-Bay High-Channel Antennas Proved Completely Successful Throughout Nation!

Before you invest large sums of money in an amplifier for high gain, investigate any of the television stations now using a G-E 12-Bay Antenna. Ask them about uniform market coverage...reception in fringe areas as well as close to the tower...absence of null spots. You'll get a first-hand report of *complete customer satisfaction!*

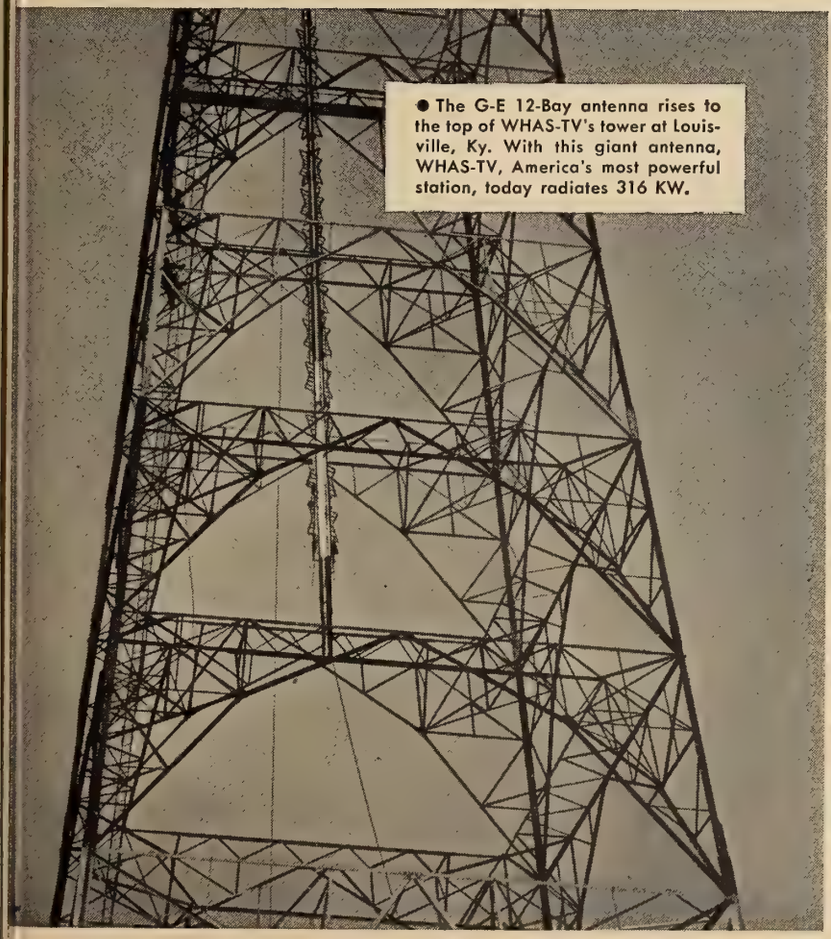
G-E's wide antenna line offers TV stations of every market size maximum coverage. Long-term G-E experience in antenna design and construction results in features that mean both outstanding performance and economy in initial cost...installation...and maintenance—for your TV station operation.

For complete information write: *General Electric Company, Section 233-23, Electronics Park, Syracuse, New York.*

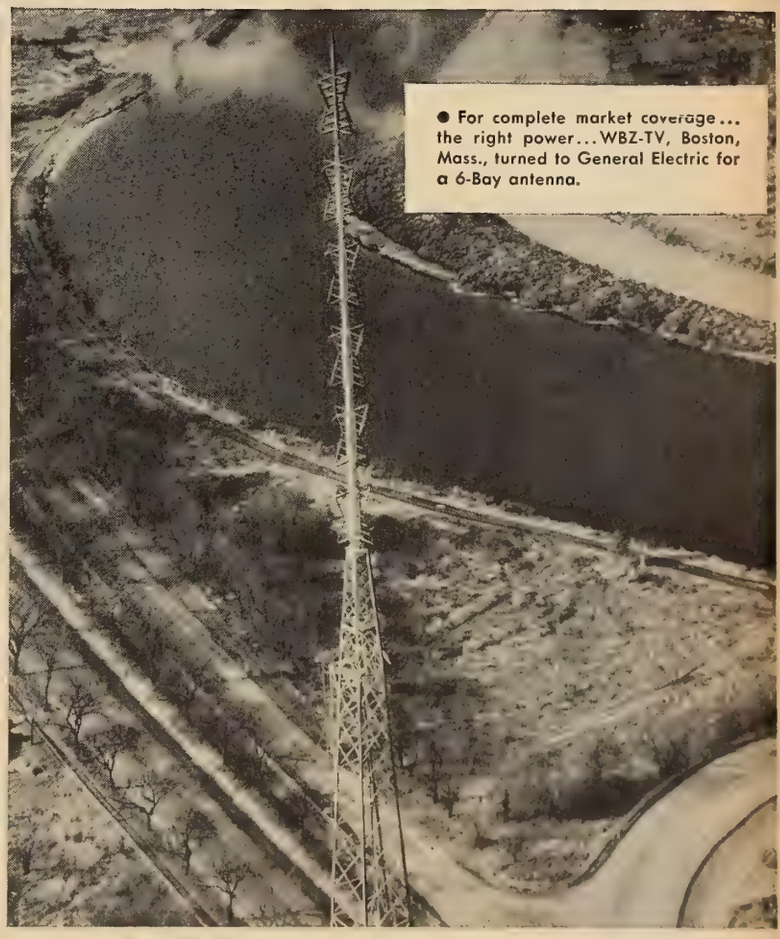


● M. H. Hammer (left) of KHQ checks their 5-Bay antenna at Electronics Park, Syracuse, N. Y. KHQ-TV started operations at 100 KW ERP.

-ECONOMY!



● The G-E 12-Bay antenna rises to the top of WHAS-TV's tower at Louisville, Ky. With this giant antenna, WHAS-TV, America's most powerful station, today radiates 316 KW.



● For complete market coverage... the right power... WBZ-TV, Boston, Mass., turned to General Electric for a 6-Bay antenna.

BEFORE YOU BUY—LOOK AT ALL THESE ADVANTAGES!

● **POWER**—G-E antennas are available in the *right sizes for both large and small markets.* From single-bay all the way up to 12-bay your TV signal gets the needed boost for maximum power!

● **ALL-AREA COVERAGE**—In close or out in the hinterlands that all-important beam reaches your complete market *effectively.* Special pre-analysis at the factory to customer satisfaction is a plus benefit from General Electric and *it doesn't cost you a cent extra!*

● **ECONOMY**—You achieve higher gain from either a new amplifier or a bigger antenna but *compare costs!* A G-E antenna can, in many cases, offer you substantial savings.

● **SUPERIOR MECHANICAL FEATURES**—G-E VHF antennas are built to withstand at least 50 lb./sq. ft. wind loading... water tight junction boxes are solid machined brass.

● **HIGH STABILITY**—Special care in design and construction assures you of a sturdy, rigid antenna that will withstand the elements for years.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC



—and in counties where SAM penetration is 50% or better, WSAV has more Audience Families than the two other Savannah regional stations combined.

ASK YOUR BLAIR MAN TO SHOW YOU THE COMPLETE SAM REPORT

COMPARATIVE ANALYSIS

Based upon Official Published Reports-Standard Audit Measurement For Savannah, Georgia stations:

Savannah Station:	Total 1952 Radio Families:	Total Weekly Audience Families	Number Counties:
WSAV	D 157,430 N 106,400	D 76,625 N 55,604	D 40 N 25
Station "A"	D 52,580 N 42,220	D 25,037 N 24,913	D 5 N 1
Station "B"	D 54,510 N 42,220	D 25,896 N 28,108	D 6 N 1
Station "C"	D 53,300 N 51,390	D 25,216 N 16,280	D 6 N 4
Station "D"	D 89,780 N	D 25,019 N	D 19 N
Station "E"	D 97,500 N 92,020	D 59,954 N 50,050	D 22 N 21

Average Daily Circulation (ABC Reports):

Savannah Newspaper "M"—48,567	Savannah Newspaper "E"—24,499



It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

at deadline

MBS Executives Made General Teleradio VPs

ELECTION of three Mutual executives to vice presidencies of parent General Teleradio Inc. and other major executive appointments within MBS-General Teleradio organization being announced by President Thomas F. O'Neil today (Monday).

James E. Wallen, MBS treasurer since March 1944, resigns to become vice president, board member and treasurer of General Teleradio, which is radio-TV subsidiary of General Tire & Rubber Co. and owns Don Lee and Yankee networks, WOR-AM-FM-TV New York and controlling stock interest in Mutual. Earl M. Johnson, MBS vice president in charge of engineering and station relations, and Robert A. Schmid, MBS vice president in charge of advertising, public relations and research, vice presidents and board members of General Teleradio in addition to present MBS posts.

George Ruppel, MBS controller for past three years, succeeds Mr. Wallen as network treasurer, and Patrick Winkler, controller of Yankee division, becomes general auditor of General Teleradio.

Creation of program development department for Mutual and WOR radio also being announced, with Herbert Rice, MBS executive producer, named to head it as director, concentrating on new program ideas and talent development, and Mutual co-operative department being set up as separate network division under Director Bert J. Hauser, who has been manager of MBS co-op programming.

All appointments effective immediately.

COMPETITOR REPORTS

TWO advertising agencies asking station representatives for data to prepare competitive advertisers' reports for clients. Cecil & Presbrey preparing spot announcement report for drug clients on competitive drug advertisers' use of radio. Object: To induce clients to buy more radio time. Fuller & Smith & Ross, for General Electric, similarly preparing report on network (TV) and spot (radio and TV) as well as newspaper and magazine activity of rival radio and TV set manufacturers and light bulb and electronic tube firms. GE will take report under consideration for next month or so and probably will base next year's ad budget on it.

WHITE, STANTON DEFEND TV COST

TELEVISION will serve over nine-tenths of American populace at reasonable cost and be priced within reach of most business firms, members of Assn. of National Advertisers were told late Friday as they wound up annual spring meeting at Hot Springs, Va. (early stories, pages 27 and 28). Answers to fears of major media buyers that visual radio would be available only to major commercial empires were supplied by two network presidents—Frank Stanton, CBS, and Frank White, NBC. They promised more flexibility in television and said many present problems will be solved as artificial effects of FCC freeze disappear.

Though ANA as association, and individual members, sounded alarms all week about soaring costs, television's story was kept behind locked doors. This procedure permitted only one side of controversy to be made available to public.

TV spokesmen indicated hookups of perhaps 100 stations would become available, in time, at low cost when figured on per-thousand basis. Present difficulties centering around inequities in coverage and station rates will be solved by arrival of hundreds of new stations and effect of normal competition among stations and networks.

Advertisers were informed by network executives that new technique of time-selling, programming and advertising will develop as television grows. These will make medium attractive to all types of firms and bring in clients that have never before used TV or radio, or perhaps any advertising medium.

Final-day speakers included Philip L. Graham, *Washington Post*-WTOP, and Richard Wilson, Washington bureau chief of Cowles Magazines. They reviewed developments since advent of new administration.

George R. Nelson, president of Nelson Ideas Inc., described musical jingles as "Madison Avenue nonsense." He played series of musical commercials and said such spots "should never sound like jingles."

Advertisers have no inherent right to become obnoxious in nation's living rooms, he said, adding that music in musical commercials should make listeners think of production.

Johnson Would Legalize Radio TV Blackout Rule

LEGISLATION to legalize baseball's ban on radio and TV broadcasts unless approved by "home" team proposed by Sen. Edwin C. Johnson (D-Colo.) Friday. Bill (S 1396), permitting major or minor league "home" team to impose radio-TV "blackout" to protect its own box office, declares that organized baseball's old Rule 1(d) is not illegal.

Rule was revoked in 1949 after Justice Dept. complained it violated anti-trust laws.

Sen. Johnson, president of Class A Western League and former chairman of Senate Commerce Committee, said legislation necessary to "protect the weak and helpless elements of America's national game of baseball from a cruel and ruthless monopoly which strangely enough was forced upon organized baseball by the anti-trust division of our own Justice Department." He also said legislation was necessary to save minor leagues from extinction.

FBI has been checking major leagues on sales of rights to radio and TV, Sen. Johnson said he had been told.

In 1951, Sen. Johnson introduced a bill (S 1526) to exempt organized baseball from anti-trust laws. This was never reported out of committee.

• BUSINESS BRIEFLY

CAMELS CONSIDER LOCAL RADIO • R. J. Reynolds Tobacco Co. (Camel cigarettes), which for years has followed pattern of appeal to college students on theory that early habit will endure, currently investigating local radio shows with musical appeal beamed to college students. Agency: William Esty Co., N. Y.

BLOCK RE-EVALUATES • Block Drug Co., through Cecil & Presbrey, New York, currently is re-evaluating latter half of its 1953 radio-TV budget with final decisions expected about mid-May.

TEST FOR NEW CARS • Packard Motor Car Co. considering $250,000 test drive in Chicago area to advertise two new car lines next six months. Understood radio and TV will be used. Radio news programs and spots and TV announcements contemplated. Local Packard dealers have agreed to sponsor Chicago *Daily News* relays on WBKB (TV) Chicago March 28.

AGENCY FOR SILEX • Silex Co., Hartford, Conn., appoints Paris & Peart Adv., N. Y., agency for its industrial and consumer divisions. Account executive: George M. Cleland.

NEW ACCOUNTS • Olian & Bronner, Chicago, announces addition of three new accounts. Agency named to handle radio-TV for Nu-Enamel Paint Co., now in many markets, and advertising for Perfex Electric Razors (radio-TV will be used) and Lobex products (radio).

VITAMIN DRIVE • McKesson & Robbins, N. Y., for its new liquid vitamin, Dynex, is planning test radio spot announcement campaign to start April 13 for four weeks on 31 stations in Georgia. Ellington & Co., N. Y. agency, will expand campaign nationally if test proves successful.

HORSE RACES TO GILLETTE • Gillette Co. to sponsor telecasts of 10 major eastern horse races as part of its *Cavalcade of Sports* on NBC-TV, starting with April 18 running of $30,000 Gotham Stakes at Jamaica, N. Y. To aid Damon Runyon Memorial Fund for Cancer Research, Gillette also will contribute purebred hackney pony each week to highest bidder among viewers, all such monies to go into Runyon Fund. Gillette agency: Maxon Inc.

AFA Convention Planners

ADVERTISING Federation of America appoints honorary general committee to plan 49th annual convention in Cleveland, June 14-17, including J. Leonard Reinsch, James M. Cox radio and TV stations, Atlanta; James D. Shouse, Crosley Bcstg. Co., Cincinnati; Nadine Miller, C. E. Hooper Co., N. Y.; D. C. Marschner, Shell Oil Co., N. Y.; John Cunningham, Cunningham & Walsh, N. Y.; Stanley Patno, Fuller & Smith & Ross, N. Y.; Virginia Hood, BBDO, N. Y., and Henry G. Little, Campbell-Ewald Co., Detroit.

Newspaper

In the San Antonio Light, your schedule gets extra in-city promotion, in display advertisements like these. As of this publication date, we have already run more than 3,000 inches of newspaper promotion.





Direct Mail

Mrs. Tucker's mailing piece, sent by KEYL to more than 1,000 Grocers in San Antonio.



Point of Purchase

Right at the point of purchase, this display maintained by KEYL promoted Pabst Blue Ribbon as well as the fights.



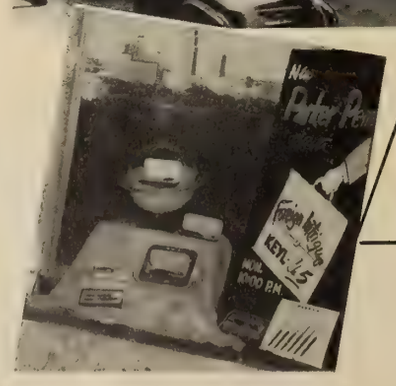
Display

This promotion piece prepared and distributed by KEYL . . . was placed on Frito Racks throughout the Spanish-Speaking area of San Antonio.



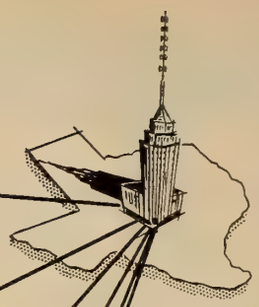
Taxiposter

At the busiest corner of San Antonio, as well as on 119 other Yellow cabs, KEYL, in-city promotion, does double duty for *you*, one week out of every four



Window Display

In the lobby of the Transit Tower, San Antonio's tallest office building, this Parker Pen display was seen by thousands every day.



in San Antonio only KEYL gives your schedule city-wide merchandising *plus* top ratings!

San Antonio's

KEYL

Channel 5

ABC
DUMONT
CBS

Represented by Katz • Natl. Sales Representatives
Tom Harker, V.P. Natl. Sales Director
488 Madison Avenue. New York City

at deadline

Three Mergers; Wilson Seeks Miami Ch. 10

THREE NEW mergers of competing TV applicants reported by FCC Friday, plus filing by L. B. Wilson Inc., operator WCKY Cincinnati, for vhf Ch. 10 at Miami, Fla., presently in contest.

At Knoxville, Tenn., W. R. Tuley and TV Services of Knoxville, both seeking uhf Ch. 26, join forces as uncontested bidder for facility. Mr. Tuley dismissed his application, got 80% in amended TV services bid. Harold H. Thoms and J. Horton Doughton, former 50% owners, now have 10% each in TV Services. Mr. Thoms is 99% owner WISE Asheville, 75% owner WEAM Arlington, Va., 13.5% WSSB Durham and 25% WAYS Charlotte and WCOG Greensboro, N. C. Mr. Doughton owns 25% of WAYS and WCOG. Mr. Tuley seeks uhf Ch. 50 at Evansville, Ind.

At Salt Lake City, Tribune Pub. Co.'s TV Corp. of Utah dismisses and acquires 50% of KUTA, latter becoming sole applicant for vhf Ch. 2. Upon grant, Tribune Pub. Co. will sever part interest in KALL there. Frank Carman and Grant Wrathall, previously co-owners of KUTA, now hold 25% each. They are associated in other TV grants (see page 64).

At Austin, Minn., South Central Minnesota TV Co. dismisses and joins vhf Ch. 6 competitor KAUS Austin in new uncontested applicant, Iowa-Minnesota TV Corp. KAUS retains control.

L. B. Wilson Inc. seeks ERP of 316 kw visual with antenna height above average terrain of 628 ft. on Ch. 10 at Miami, entering into competition with already pending bids of WGBS Miami, WFEC Miami and WKAT Miami Beach. Proposed Wilson station would cost nearly $780,000 to build.

Noncommercial, educational bid for reserved Ch. 13 at Oklahoma City filed by Independent School District I-89, going into contest for facility with Oklahoma U. Regents.

FCC Asks More time on Protests; Other Actions

EXTENSION of time limit in which to act on protests of broadcast actions is asked of Congress by FCC in letter made public Friday. FCC, asking amendment of Sec. 309(c) of Communications Act, says 15 days isn't time enough to handle protests, hence asks 30-day limit.

Grants to existing TV stations:

KPRC-TV Houston granted special temporary authority for interim operation on Ch. 2 with effective radiated visual power of 20 kw pending construction of new transmitter site for newly authorized boost to 100 kw ERP.

WKST-TV New Castle, Pa., granted STA commercial operation, March 19 to May 4, on Ch. 45.

WKJF-TV Pittsburgh granted STA to begin commercial operation on Ch. 53 with ERP of 1 kw visual and 0.6 kw aural, antenna 240 ft. Effective March 21 to Sept. 7.

WABC-TV New York granted STA to use new ERP of 26.2 kw visual and 13.5 kw aural. Was 16.3 kw visual, 8.5 kw aural. Ch. 7.

KTYL-TV Mesa, Ariz., granted change in ERP from 27 kw visual and 13.5 kw aural to 33 kw visual and 16.5 kw aural; antenna 1,550 ft. Ch. 12.

WHYN-TV Holyoke, Mass., granted change in studio location from 180 High St., Holyoke, to 65 Main St., Springfield, Mass. Granted March 19.

Urge FCC Admit Error

JUSTICE Dept. staff recommended FCC admit error in stand on case of WGRD Grand Rapids vs. Muskegon TV grant to Versluis Radio & Television Co., it was understood, at meeting between Attorney General Herbert Brownell Jr. and FCC Chairman Paul A. Walker and staff Thursday. Justice staffers felt WGRD has standing as party in interest. Appeal of WGRD from FCC dismissal of its protest against grant to Versluis in Muskegon due to be argued in U. S. Court of Appeals in Washington March 30 (see earlier story on page 53). Final determination of Justice Dept.'s stand, however, still up to Mr. Brownell.

BINAURAL TEST

PLANS for demonstration of binaural system of broadcasting on March 30 over seven upstate New York radio stations, described as first test on "mass" scale, announced Friday by Rensselaer Polytechnic Institute, Troy, N. Y. Half-hour musical program will be broadcast from RPI's gymnasium, using microphones of WGY Schenectady, WXKW Albany and WHAZ Troy on left side of room and microphones of WTRY Troy and WPTR, WROW and WOKO, all of Albany, on right side. This test staged in connection with 30th anniversary of WHAZ, RPI's station.

NCAA Limited TV Football Program Discussed

GENERAL criticism leveled at NCAA limited football TV program by industry representatives in discussions with association's TV committee Friday in Kansas City. Representatives offered suggestions and proposals, not disclosed, which group promised to take under study at next meeting in New York April 7-8. Committee also reviewed various aspects of controlled schedule, including possible provision for regional telecasts where interest wants exceptions, before meeting with industry executives. Offering views were Tom MacMahon, DuMont TV network sports director, Judson Bailey, CBS-TV sports director, Tom Gallery, NBC manager of sports, representatives of Kudner Inc. and WDAF-TV Kansas City, and others.

Awards Audience

ESTIMATED television audience of 34 million witnessed two-hour annual awards ceremony of Academy of Motion Picture Arts & Sciences from New York and Hollywood Thursday over NBC's 61-station TV network, NBC said Friday. Program, sponsored by RCA Victor Division of RCA, also was carried over NBC's 191 affiliated radio stations. Trendex 10-city measurements gave first half-hour of show rating of 35.7, with 50.9 of sets in use and 70.2 share of audience.

Newspaper Guild Awards

NEWSPAPER GUILD of New York announces Page One awards in radio-TV to Jacob L. Holtzmann, member of New York State Board of Regents, for "spearheading plan for a 10-station network of educational television in New York state," and to Elmer Davis, ABC commentator, for "his courageous, independent interpretation of the news in the spirit of Heywood Broun."

Edward Everett Hale

FUNERAL services for Edward Everett Hale 3rd, assistant executive secretary of Radio and Television Directors Guild (AFL) and former actor and business representative of Actors Equity Assn. (AFL), were to be held Saturday at Unitarian Church of All Souls, New York. Mr. Hale, grandson of author of *The Man Without a Country*, died Thursday. He was 46.

PEOPLE

GEORGE KAPEL, commercial manager of WAAB Worcester, Mass., appointed station manager of KOMU-TV Columbia, Mo., U. of Missouri's commercial TV outlet, and **DUANE M. WEISS,** engineer for GE in Syracuse, N. Y., named chief engineer of vhf Ch. 8 station, due to begin commercial programming in July.

SHEPARD CHARTOC, formerly head of own advertising agency and earlier with Chartoc & Coleman radio-TV production firm, to Olian & Bronner in executive capacity.

McConkey Artists Corp., theatrical booking agency, adds TV film distribution department to its New York offices and names **LEE KRAFT** to head up this unit. Offices are at 1780 Broadway, New York, 19, N. Y., and telephone number is Columbus 5-7720.

H. E. LIPPERT, district supervisor of training for Cleveland office of Graybar Electric Co., appointed district operating manager of branch, effective April 1, succeeding **A. E. KOSTULSKI,** who is retiring.

New ABC-TV Affiliates

AFFILIATION of three television stations with ABC-TV, bringing total number to 98, announced Friday by Alfred R. Beckman, national director of station relations for ABC. New affiliates are: WEEK-TV Peoria, owned by West Central Bcstg. Co., operating on uhf Ch. 43; WBAY-TV Green Bay, owned by WBAY Inc., vhf Ch. 2, and KEYT (TV) Santa Barbara, owned by Santa Barbara Broadcasting & Television Corp., vhf Ch. 3.

D. C. Educational Group

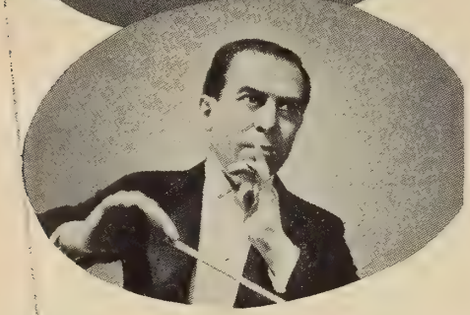
GREATER Washington Educational Television Assn. was incorporated Friday in District of Columbia, will meet April 2 to elect officers and plan financing of educational TV station on reserved Ch. 26 there (see early story page 76). Bid for Ch. 26 by D. C. Board of Education is on file at FCC, but GWETA is expected to file rival application. GWETA incorporators are Huntington Cairns, secretary of National Gallery of Art; Dr. Martin A. Mason, dean of School of Engineering, George Washington U., and Mrs. Louis S. Walker, supervisor of audio-visual education, Montgomery County Schools.

TV Shipments Reported

JANUARY TV set shipments by manufacturers, broken down by states, was one-third less than previous month, but almost three times January 1952, RTMA announced Friday. Manufacturers shipped 695,087 TV sets to 48 states and District of Columbia in January, compared with 965,891 in December 1952 and 371,689 in January 1952. Following is breakdown of shipments by states:

State	Total	State	Total
Ala.	14,591	Neb.	5,377
Ariz.	4,342	Nev.	9
Ark.	4,407	N. C.	19,494
Calif.	50,402	N. D.	31
Colo.	10,920	N. H.	2,786
Conn.	10,016	N. J.	15,027
Del.	1,414	N. M.	1,274
D. C.	5,507	N. Y.	65,557
Fla.	10,947	Ohio	43,900
Ga.	14,501	Okla.	10,463
Idaho	1,040	Ore.	8,679
Ill.	42,931	Pa.	58,679
Ind.	26,909	R. I.	2,632
Iowa	13,601	S. C.	4,166
Kan.	5,882	S. D.	689
Ky.	10,202	Tenn.	10,470
La.	9,129	Tex.	45,379
Me.	2,544	Utah	6,667
Md.	10,680	Vt.	1,357
Mass.	23,683	Va.	15,639
Mich.	25,062	Wash.	16,699
Minn.	11,351	W. Va.	11,403
Miss.	6,193	Wis.	13,335
Mo.	18,378	Wyo.	220
Mont.	23	Grand Total	695,087

Station Sales hit a high note with...



PHIL SPITALNY'S

Hour of Charm

... an RCA

Thesaurus show*

Station list up 400% in 90 days through sponsor success with Phil Spitalny's *"Hour of Charm."* That's right — *400%!* Here's the story.

Michigan's LaSalle Winery — distributor of LaSalle and Manischewitz Wines — tried a test sponsorship of the *"Hour of Charm"* on four stations. The result? Sales jumped 100%! The station list was immediately increased to cover 16 markets. Unusual? Not at all: *Thesaurus* shows deliver!

You can build *your* station sales with *Thesaurus* shows. To prove it, let us send you the facts on the *"Hour of Charm"* and the 30 audience-building *Thesaurus* shows. Mail coupon for audition disc today!

**Thesaurus Success Story #2*

RCA recorded program services

TMKS®

Radio Corporation of America, RCA Victor Division
New York, Chicago, Hollywood, Atlanta, Dallas

RCA Recorded Program Services, Dept. B-30
630 Fifth Avenue, New York 20, N. Y.

Rush me audition disc for "Hour of Charm" and complete information, including the amazingly low rate, on the 30 Thesaurus "Big-name shows for low-budget sponsors."

NAME.....TITLE.....

STATION OR AGENCY.....

ADDRESS.....

.....

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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

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David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg, U.S. Patent Office

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When a station is so programmed that the listener is assured of high type, diverting and diversified programming, suitable for the listening of every age and interest, the listener acquires confidence in, and respect for the station.

This confidence is carried over into a confidence in the products and services advertised on the station.

That this confidence rings cash registers is verified by the increasing number of advertisers turning to Radio Station W R E C.

Your Katz man will be happy to show you latest Standard Audit & Measurement Reports and Hooper Ratings as proof that WREC delivers the "better half" of both the Rural and Metropolitan listeners in the Memphis Market.

WREC

MEMPHIS NO. 1 STATION

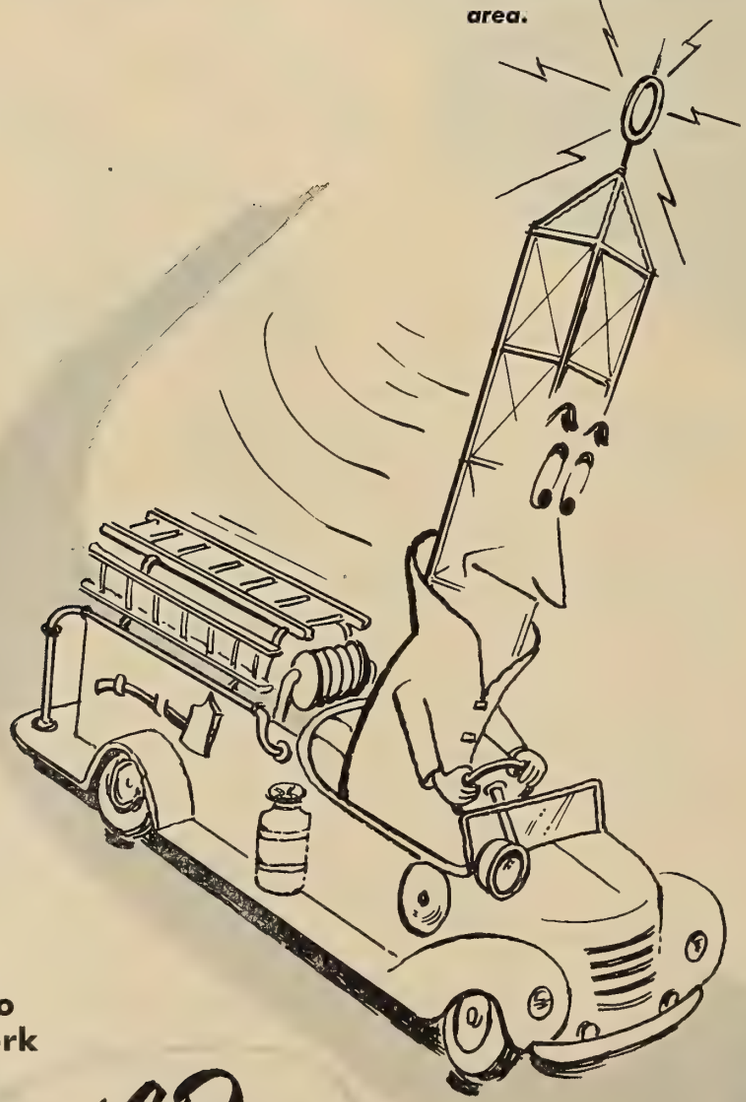
REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

Wherever you go there's WGR Radio

● **Hotter than a four-alarm fire are WGR's new highs in audiences throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area!**

For example: WGR gives Columbia's top network programs some spectacular ratings in the Buffalo area.



CBS Radio Network

WGR 55

BROADCASTING CORPORATION

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

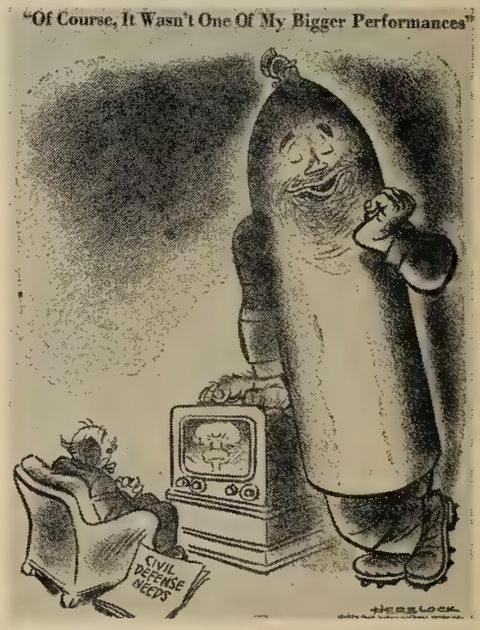
IN REVIEW

ATOMIC BOMB TELECASTS

Commentators: Chet Huntley (ABC), Walter Cronkite (CBS) and Morgan Beatty (NBC).
Producer: Frank LaTourette (ABC).
Assistant Producer: Bill Whitley (CBS).
Director: Klaus Landsberg, KTLA (TV) Los Angeles.
Film Producer: Roy Neal (NBC).
Operational Director: Bill Bennington (NBC).
Presented by television stations and networks in cooperation with the Advertising Council Inc.

A VIVID drama exploring the power of atomic energy and the means of survival in our atomic age was presented to the radio and television audience last Tuesday when the 33rd "nuclear device" was exploded at Yucca Flat, Nev. "Operation Doorstep," the title of this production, may be roughly described as a play in two acts—each of a half-hour duration—the first, beginning at 8 a.m. EST and the second, at 4:30 p.m. Allowing for security and safety regulations, network personnel met the challenge of producing the event for radio and TV consumption with a skill that merits many a bouquet.

On the first telecast, background material on the test and what it would involve preceded the blast. Walter Cronkite of CBS and Morgan



Reprinted from *The Washington Post*

Beatty of NBC alternated on the commentary from a spot seven miles away from a tower which cradled the bomb.

Soldiers participating in the experiment were within 3,500 yards of the tower. With them was ABC's Chet Huntley, who gave brief reports both before and after the explosion.

There were two houses in the target area proper literally patterned and built for destruction by the Civil Defense Administration, whose intention it was to emphasize that one of the houses belonged to *you* and that *your* family was inside. Driving this point home was a major assignment on this telecast, and in terms of commentary was well done. But just hearing in this case was a poor substitute for seeing as well. The point would have had greater impact had the viewer looked at these homes, inspected the experimental bomb shelters and looked again after the damage had been done.

At 4:30 p.m. cameras once again turned on Yucca Flat for a report on the aftermath. This phase was not as impressive as it might have been if execution of original plans had been possible. The networks had hoped to move

into the target area for some graphic illustrations of the horror of atomic warfare, but radiation prohibited such coverage. Interviews were substituted for a first-hand look.

The decision to pool telecast the happenings at Yucca Flat made it possible for on-camera personalities from the networks and those involved in production to combine reportorial talent and technical know-how. The outcome was all the more polished for this concentration of effort. TV engineers have come a long way from a similar but much more primitive attempt a year ago which, like Tuesday's operation, was directed by Klaus Landsberg, head of KTLA (TV) Los Angeles. The lessons Mr. Landsberg learned a year ago, when almost single-handed he set up the remote system for the first show, made for steady pictures which came in clear on a TV set. There was one blackout, however, which occurred at the moment of the explosion. The filter placed over the lens picking up the blast was not heavy enough for a brilliant flash which accompanied it.

Both telecasts were "sponsored" by the Advertising Council Inc. at the request of CDA and the Atomic Energy Commission. The "sales message" was preparedness. It is a vast understatment to say that a more effective means could not have been found to "move" this particular product.

ACTION IN THE AFTERNOON

CBS-TV, Mon.-Fri., 3:30-4 p.m. EST.
Producer: Charles Vanda.
Executive Director: Leslie Urbach.
Directors: William Bode, John Ullrish.
Writers: Don Pringle, Dick Strome, Don Lenox.
Cast: Jack Valentine, Blake Ritter, Mary Elaine Watts, Harrise Forrest and Harry Cassell.

CBS-TV's attempt to entice the small-fry viewing audience with an afternoon "live" western dramatic series, *Action in the Afternoon,* appears to lack the one major ingredient that is the *sine qua non* of such programming. Despite its title, *Action in the Afternoon* lacks action.

The episode of the serial under consideration here was action-embellished to the extent that it highlighted a 10-second fist fight in a saloon, five or six gun shots, and a horse race in which one of the "good men" was wounded.

The "cliff hanging" note on which the program ended was a daring pronouncement by Jack Valentine, the hero, challenging the villain to another horse race. To youthful TV addicts exposed to spine-tingling flights into space and to seemingly never-ending "chases" in western films, this move by Mr. Valentine must have come as a decided letdown.

The sequence of the horse race, incidentally, underscores one of the shortcomings of producing the serial "live." Because of this limitation, the horse race lasted scarcely a minute over fairly even terrain in dismal contrast with long, rough, riding jaunts that films can offer. And an action-packed race and one of its offshoots—"The Chase"—have long been staple products of western films.

For viewers uninterested in action, *Action in the Afternoon* presents a warm, neighborly portrait of life in the mythical frontier town of Huberle, Mont., in the 1890s. The acting is uniformly good and the settings attractive. It is originated by WCAU-TV Philadelphia.

It is unfortunate that CBS-TV, which apparently went to considerable expense to give authenticity to the serial, chose to present the story line at such an uneventful pace. This is not to suggest that *Action in the Afternoon* would improve by grade C Hollywood treatment. But, a little action, please.

public service builds public acceptance!

Not one, but *four* great universities and colleges broadcast regularly over the Cherry & Webb Broadcasting Company stations—WPRO and WPRO-FM. Brown University, the University of Rhode Island, Bryant College, and Providence College play an integral role in the Cherry & Webb Broadcasting Company's public service program planning . . . offering programs on world affairs, business and household management, agriculture, and student activities.

For over 21 years the Cherry & Webb Broadcasting Company has been mindful of its public trust . . . has maintained its pledge to continued public service.

one of the reasons why . . .

more New Englanders listen to

WPRO PROVIDENCE

than any other Rhode Island station

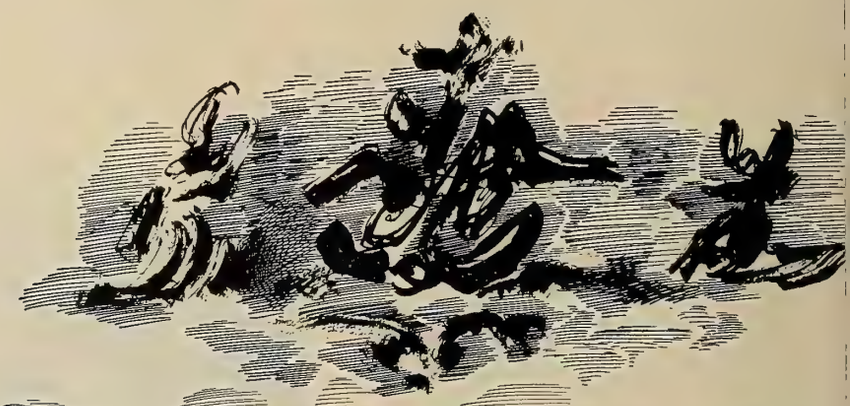
CBS RADIO • 5000 W • 630 KC • AM & FM

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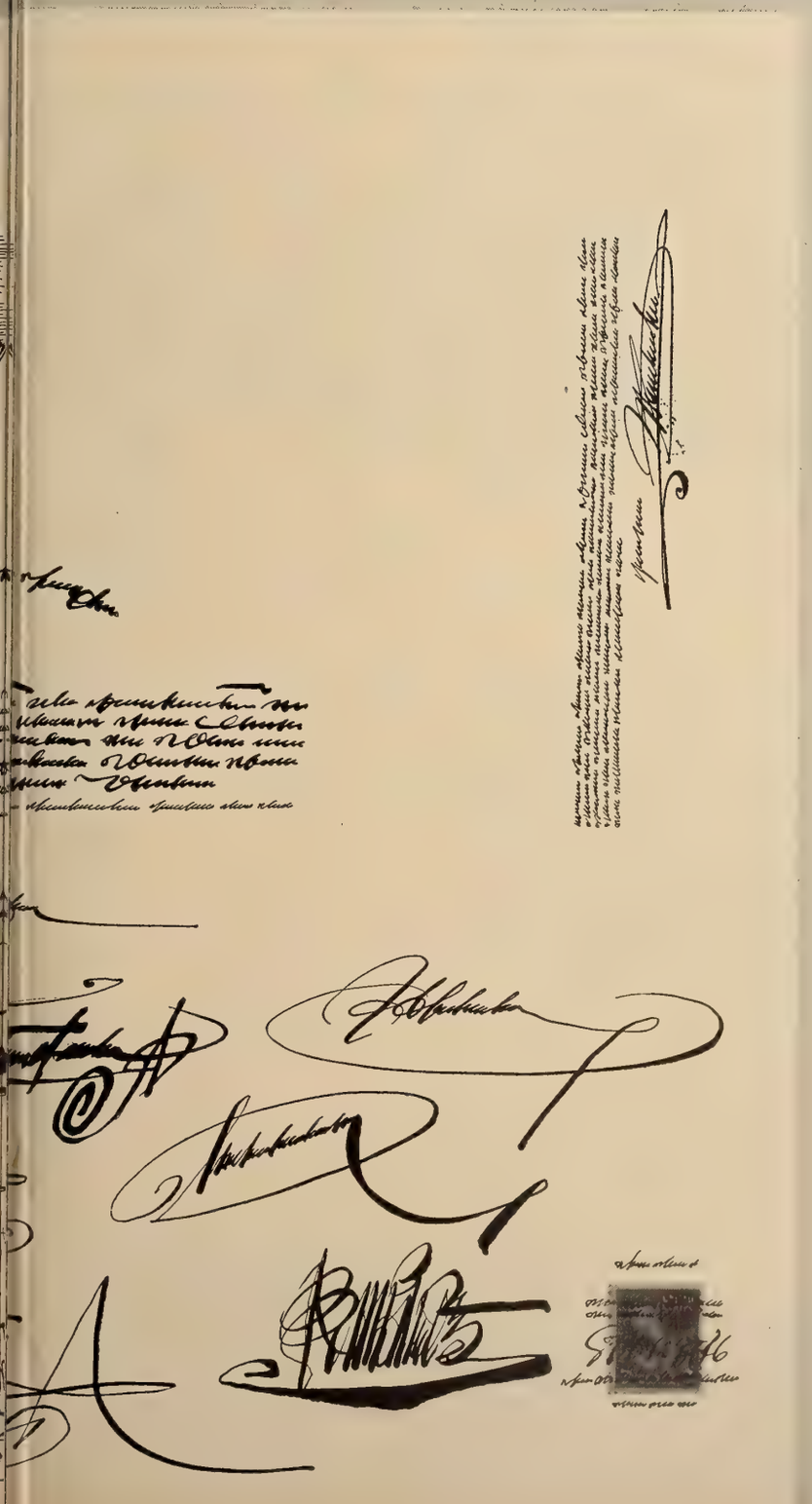
AWARD WITH A

STEINBERG





DOUBLE MEANING...



Maybe you feel awards are getting out of hand—and meaningless, except to jewelers and calligraphers.

But television is so many different things—drama, comedy, music, news, public affairs, sports—there's room for lots of awards.

CBS Television shows and showmen received 87 this past year—as well as the most meaningful award of all: *top program popularity.* This is the one the audience gives—week after week—in the nation's leading markets.

For advertisers it's an award with specific sales meaning: bigger customer traffic for all their shows on the network... larger average nighttime audiences... the lowest cost per thousand.

So consider, in this season of laurels, our 88th award. It's one we can share with all our advertisers.

CBS TELEVISION



CBS Radio Spot Sales

representing Radio's Royal Family

is happy to announce

its national sales representation of

WMBR, JACKSONVILLE, FLA.

as of March 1, 1953

WMBR is a welcome addition to

Radio's Royal Family:

WCBS, NEW YORK · WBBM, CHICAGO · KNX, LOS ANGELES

WCAU, PHILADELPHIA · KMOX, ST. LOUIS

WCCO, MINNEAPOLIS-ST. PAUL · WEEI, BOSTON

WTOP, WASHINGTON · KSL, SALT LAKE CITY · WBT, CHARLOTTE

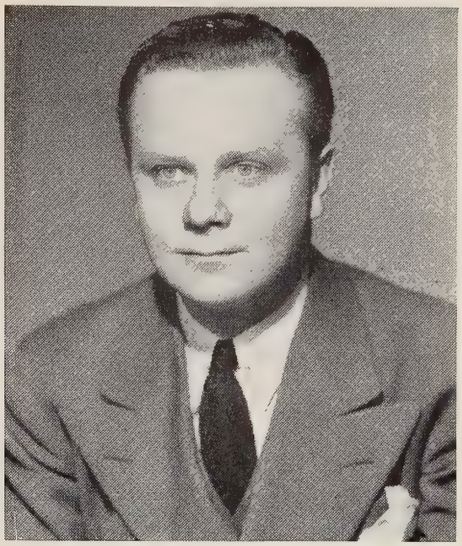
WRVA, RICHMOND · KCBS, SAN FRANCISCO

WAPI, BIRMINGHAM · COLUMBIA PACIFIC RADIO

NETWORK · BONNEVILLE RADIO NETWORK

our respects

to DWIGHT SPENCER REED



THREE YEARS ago almost to the day, two long-time partners and minority stockholders in a top station representative firm pulled up stakes and set up their own company in a move of far-reaching interest and import to the industry.

The partners and minority stockholders were Frank M. Headley and Dwight Spencer Reed—and the new company was H-R Representatives Inc., a designation which promptly stirred up confusion and, it must be admitted, still does among some station clients who remembered them as Headley-Reed Co.

There is no confusion, however, in Mr. Reed's mind about the philosophy of H-R Representatives Inc. and what it has accomplished in three short years since the split. Anyone who knows Mr. Reed, executive vice president of H-R with headquarters in Chicago, knows well the indelible imprint of his aggressiveness in station contracts.

A man who believes strongly in results, he has gained a reputation for concentrating on sales, and servicing clients to a high degree. In fact, it's sales, not ratings, that count, he tells you without hesitation.

Perhaps this credo stems from his early experience with Kelly-Smith, a newspaper representative firm, during the late '30s, but more probably it is ingrained in his makeup and personality. In any event, it is a noteworthy commentary on his beliefs at a time when radio-TV are competing with printed media for the advertisers' dollar and when advertisers are eyeing television with a jaundiced, financial eye.

Varied Ad Background

With his keen appreciation of sales results, it follows that he compiled a backlog of experience touching on various phases of advertising, culminating in his present position.

A native of Chicago, where he was born on Aug. 26, 1908, youthful Mr. Reed attended Carleton College in Northfield, Minn., and later majored in advertising at Northwestern U., in Evanston.

His first professional experience was with George Troop's firm, an advertising agency specializing exclusively in outdoor advertising. He joined the company in 1928. Four years later he became associated with Critchfield & Co., working on the Ford automobile (*Lum and Abner* on radio) account.

Mr. Reed's next association was with BBDO —he thinks this was about 1933—where he handled Westclox clocks for General Time Corp., utilizing his outdoor advertising knowledge on the account. Then he worked into radio.

With that experience back of him, Mr. Reed became friendly with William G. Rambeau, of the station representative firm. In late 1934 he joined Mr. Rambeau. Then after 11 months he joined Kelly-Smith.

Mr. Reed helped set up the company's radio division in October 1936. Frank Headley also joined the firm and they became fast friends. Then, together, they launched Headley-Reed Co., essentially to take over the radio station representative functions of Kelly-Smith, which had adopted a policy of also representing radio properties of newspapers.

On February 20, 1950, Mr. Reed, along with Mr. Headley and Paul R. Weeks, resigned from Headley-Reed Co. in disagreement over policy. They opened offices in New York and Chicago and, later, in Los Angeles and San Francisco. Today, they represent some 27 radio and 7 TV outlets among clientele. A split in radio-TV properties (like H-R TV Reps Inc.) is a possibility but not in the immediate future.

Man of Ideas

Dwight Reed has some very definite ideas about radio-TV spot penetration, advertising budgets, sales results, the future of radio, the single rate card for daytime-nighttime operations of stations, and, perhaps above all, individual station rate cards based on "dollar volume."

He capsules his convictions this way:

"I think that TV is going to become increasingly harder to sell and will take a tremendous amount of work by TV stations in medium-sized markets . . . I think spot [announcements and packages] will have a good year . . . Radio will be better this year . . . I think there's a good excuse for the single daytime-nighttime rate, particularly in big markets. With the leadership already provided, there doubtless will be a trend in that direction. It's inevitable . . . I go along with the 'dollar discount' plan put into effect by Bill O'Neil [president of WJW Cleveland]. It's simpler and is a better gauge of actual sales returns accruing to advertisers. It's sales that count . . . not ratings."

The plan gives advertisers a better break as they enter each new dollar volume category—as they spend more money with the station. Time-usage is limited merely to announcements.

Mr. Reed is married, has four children and lives in suburban Glen Ellyn. He married the former Emily Stafford, of Oak Park. The children are Nancy 18, Dwight 16, Mary 9, and John, an infant.

He is a member of the University Club of Chicago and the Glen Oak County Club and is a 32d degree Mason. His hobbies include golf and reading.

5460
Consecutive
RADIO PROGRAMS
SOLD
Department Store
Wares to Thousands
in Western New York
on WHAM 21 years
WON 5 National Awards



Few radio success histories can equal Sibley, Lindsay & Curr Company's 21 years of uninterrupted broadcasting on WHAM. This huge department store—largest between New York and Cleveland—has done an outstanding merchandising job through its mid-morning 15-minute Tower Clock Time radio program.

The 1952 NRDGA radio award gives Sibley Tower Clock Time another coveted first—making 4 first prizes plus one grand award.

Sibley's is just one of many WHAM radio clients who enjoy a rising sales curve in the 16 Counties WHAM covers thoroughly.

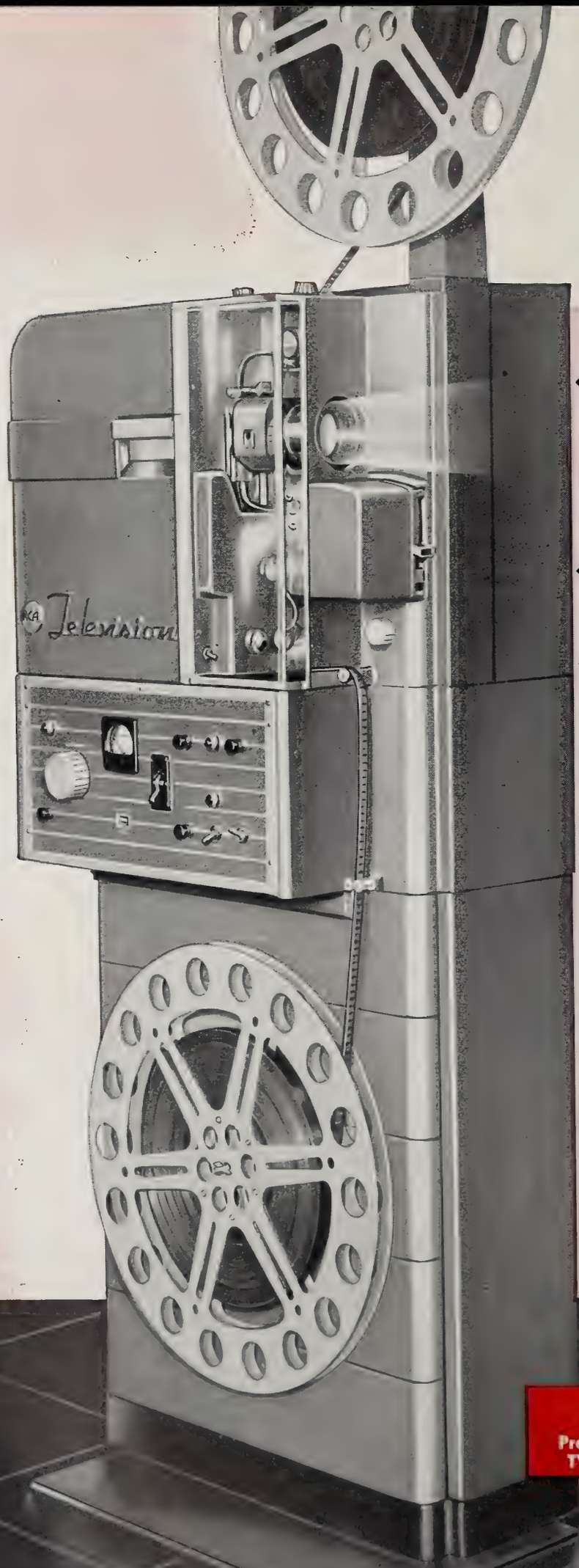
Let us tell you more in detail what Sibley's has accomplished on WHAM.

99.8%
DOMINATION
IN 16-COUNTY AREA
WHAM ROCHESTER, N.Y.



WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.

The only

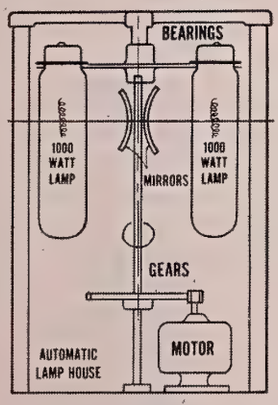


- 2-3 claw with jeweled tip assures long life
- Changes projection lamp *automatically*
- Dual focus controls
- New precision optical system—f 1.5 projection lens with "built-in" infra-red filter
- Handles 4000-ft. reels—compensated "take-up" provides constant tension
- "Still frame" projection with 2-second stabilization of picture and sound
- Framing without image displacement
- Framing and motor hand-turnover controls accessible from either side
- Instantaneous exciter lamp change . . . lever operated!
- Everything unit-built for easy maintenance

RCA
Type TP-6A
Professional 16mm
TV Film Projector

professional 16 mm film projector

...specifically designed for television!



Automatic projection lamp change—takes less than a second!

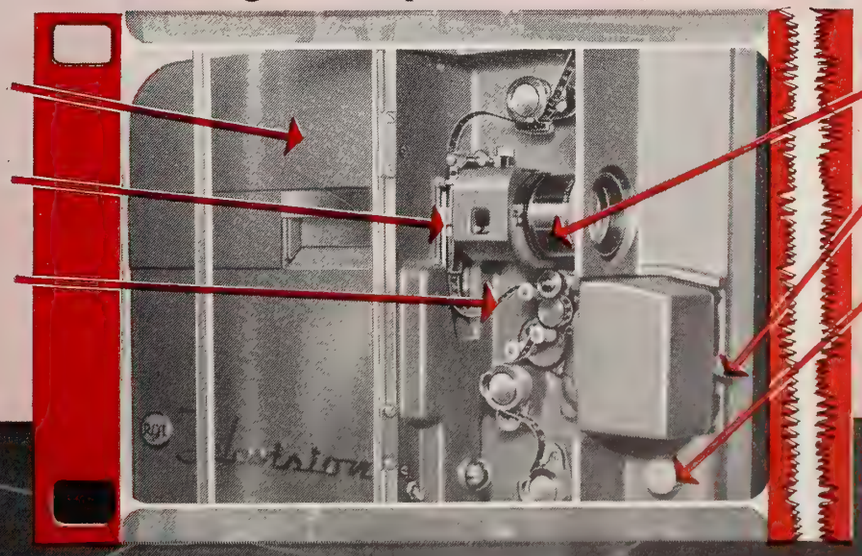
HERE IS A professional equipment that fits television film standards exactly . . . the new RCA 16mm Film Projector Type TP-6A. It is designed to meet every requirement of the TV station looking for the best picture quality possible from 16mm film.

Unlike standard 16mm projectors now available, the TP-6A is newly engineered from "base-to-reels." New *f*/1.5 lens, new framing system, new dual focus arrangement, are among the features that contribute to its outstanding picture quality. New broadcast-quality amplifier assures high-quality sound. New 4000-foot reels (with compensated take-up), new 2-3 claw intermittent in oil, and new automatic lamp change-over, combine to provide unsurpassed operating convenience and film-show reliability.

For a vast improvement in 16mm picture quality—nothing approaches the TP-6A. Check the 10 important features at the left.

For more details and delivery information call your RCA Broadcast Sales Representative.

An outstanding example of design simplicity



RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.



OUR RIBBONS *are* SHOWING

Yes, the KVOO FARM SERVICE DEPARTMENT ribbons *are* showing! As a matter of fact, they keep on *growing!* During 1952 the KVOO Farm Department and its Director, Sam Schneider won four top awards:

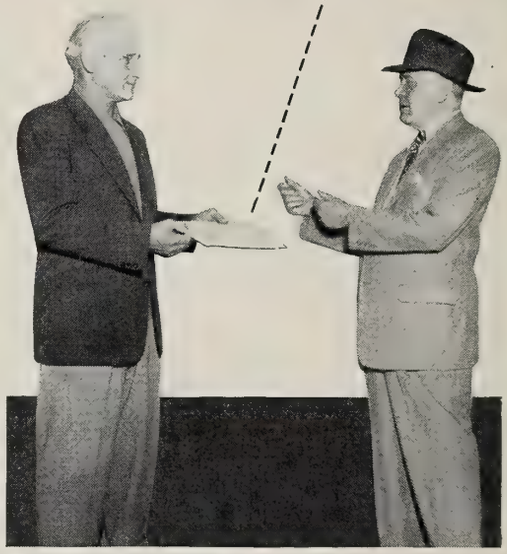
1 The American Farm Bureau Federation named Schneider as the "radio farm director who has done the best job of interpreting agriculture to the public of the world" in 1952.

2 The National Safety Council's top award went to KVOO for "outstanding contributions to safety on the farm" with a special citation, in addition, for foreign agriculture.

3 The United States Junior Chamber of Commerce awarded Sam Schneider its Distinguished Service Award as the "outstanding young man of Tulsa during 1952" because he was "ever conscious of his obligation to mankind, and our nation, faithfully promoting our civic and social advancement."

4 The Ralston Purina Company gave KVOO its award for outstanding promotion in connection with the "bowl game contest", and called the KVOO Farm Department, "the cream of the crop of America's farm radio merchandisers."

We are grateful for these impressive expressions of appreciation for the job we are trying to do. We shall continue to make every intelligent effort to serve our nation in new and better ways, on the farm and in the city! While we highly value plaques and ribbons, we realize that the greatest award of all is that of listener preference, and we shall always try to merit it in increasing measure in the years ahead.



John I. Taylor, Mountain View, President of the Oklahoma Farm Bureau, presents William B. Way, Vice President and General Manager of Radio Station KVOO, with the American Farm Bureau Federation plaque, awarded to the KVOO Farm Service Department for its "outstanding job of interpreting agriculture to the general public."

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — TULSA, OKLA.

OKLAHOMA'S GREATEST STATION

OPEN MIKE

Message from Miles Labs.

EDITOR:

. . . BROADCASTING • TELECASTING is doing an excellent job of coverage of news in the radio and TV fields. Keep up the good work.

L. E. Waddington
Asst. Adv. Mgr.
Miles Laboratories Inc.
Elkhart, Ind.

Mutual Security (Phase 2)

EDITOR:

FRANK EDWARDS IS ACCURATE. GALLUSES WERE A PRESENT, USEFUL FOR HOLDING UP THE TROUSERS, HELPFUL IN KEEPING THE SHIRT ON, THEREBY PROVIDING FULL COVERAGE.

Ed Murrow
CBS New York

[EDITOR'S NOTE: In "Open Mike" March 16 Mr. Edwards, an MBS commentator, pointed out that Mr. Murrow, in a picture in Newsweek, was wearing a pair of suspenders distributed by MBS as a promotion gift.]

Good Look at Uhf

EDITOR:

Congratulations on your uhf article in this week's B•T [March 9].

We think that your treatment of a subject of extreme interest to the industry is one of complete objectivity, one which shows how uhf is actually developing.

Carl Tillmanns
Paul H. Raymer Co.
New York

Who's on First?

EDITOR:

REFERENCE ITEM PAGE 14 MARCH 2 ISSUE B • T: UNTIL PROVED OTHERWISE KHQ-TV, FIRST IN SPOKANE, WASH., CLAIMS DISTINCTION AS FIRST VHF STATION TO BEGIN OPERATING WITH 100 KW. KHQ-TV . . . WENT ON THE AIR WITH TEST PATTERN DEC. 8, 1952, AND BEGAN PROGRAMMING DEC. 15, 1952.

Birney Blair
KHQ-TV Spokane

Fifty-Two Weeks

EDITOR:

Because your magazine is probably read by every station manager and program director in America we thought you might like to tell them what we are doing about the promotion of brotherhood.

We didn't stop our spot announcement and station break tags at the conclusion of Brotherhood Week. Instead, we are making it a year-round promotion and reminding our listeners to make the practice of brotherhood a 365 day event—and not just one week in the year.

Berton Sonis
General Manager
WTIP Charleston, W. Va.

Fan for Fellows

EDITOR:

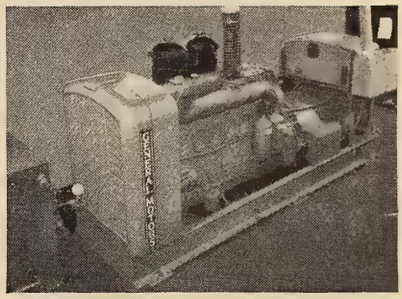
I *like* Harold E. Fellows' "Never Keep a Salesman Waiting" [B•T, March 9]. Send it to the *Readers' Digest.*

John Kennedy
Matewan, W. Va.

GM DIESEL
Stand-by
GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

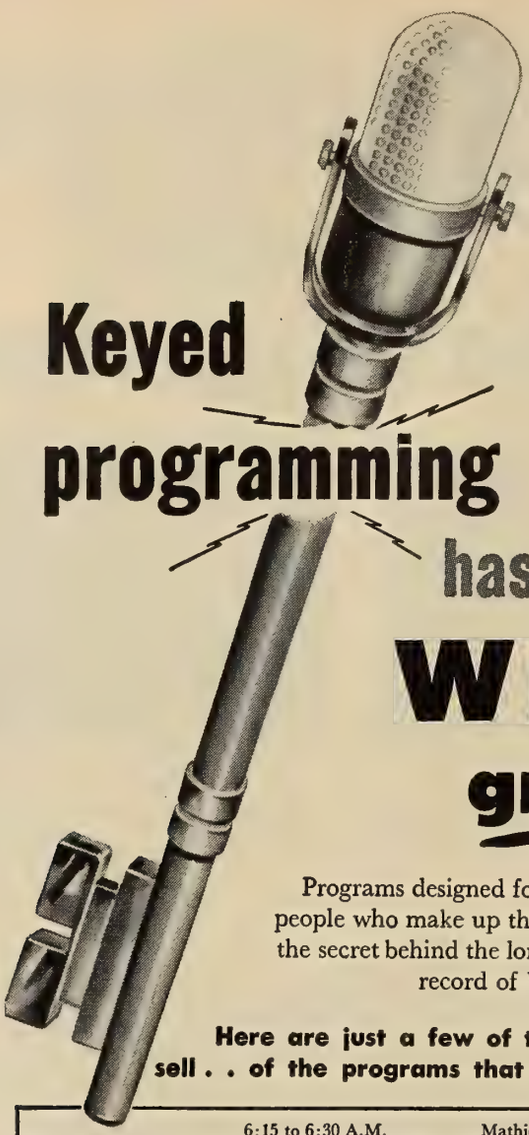
- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES . . . 16 to 275 H.P. MULTIPLE UNITS . . . Up to 840 H.P.

It pays to Standardize on

GM GENERAL MOTORS DIESEL POWER

Write for Generator Set Catalog 6 SA 20.



Keyed programming has made WMC great!

Programs designed for the taste of the people who make up the market! That's the secret behind the long and successful record of WMC programs.

Here are just a few of the shows that sell . . of the programs that pay on WMC:

"Agriculture and You"	6:15 to 6:30 A.M. Monday, Wednesday, Friday	Mathieson Chemical Corp.
	Tuesday and Thursday	Hercules Powder Co.
Charlie Dial	6:40 to 6:55 A.M. Monday through Friday	Ful-O-Pep Feeds
Jack Hunt	8:15 to 8:30 A.M. Monday through Friday	Pillsbury Flour
Ernest Tubb	11:45 to 12:00 A.M. Monday through Friday	Jewel Shortening
Farm News	12:00-12:15 P.M. Monday, Wednesday, Friday Tuesday and Thursday	Sinkers Cotton Seed Tennessee Coal & Iron Co.
Light Crust Doughboys	12:15 to 12:30 P.M. Monday through Friday	Burrus Mills
Slim Rhodes and his Mountaineers	12:30 to 12:45 P.M. Monday through Friday	Bristol-Myers
Farmers Program	12 45-1:00 P.M. Monday through Friday	South Memphis Stockyards Burnette-Carter Co.

WMC

MEMPHIS

NBC — 5,000 WATTS — 790 K. C.

National representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

OPEN MIKE

Day and Night

EDITOR:

I am very much distressed by reaction to BROADCASTING • TELECASTING's report of the FCC action on WCUE's request for full-time authorization (see page 100, March 9).

One of the Pittsburgh agencies interpreted your report to mean that WCUE was denied full-time authorization "for failure to provide adequate service to Akron and the metropolitan district" on the basis of past daytime operation.

The Commission's objection to granting us full-time authorization is entirely an engineering problem. Our application was designated for hearing in view of objectionable interference to WCUE's proposed nighttime operation from other stations and for alleged failure to provide adequate engineering service to Akron and the metropolitan district in accordance with the Commission's standards during our proposed pattern for nighttime broadcasting.

In other words, the Commission apparently has no quarrel with what WCUE has done in the past. It is our proposed nighttime operation that raises the question. . . .

Tim Elliot
President-General Manager
WCUE Akron, Ohio.

[EDITOR'S NOTE: The item in question correctly quoted an FCC public notice, but B•T is glad to publish Mr. Elliot's clarification.]

Acid Test

EDITOR:

A real test of the reporting job a magazine or newspaper does occurs when one has a chance to read a report of something with which he is well acquainted. Years ago, I quit reading a well-known news magazine when I found that its interesting, but fanciful, reporting strayed so far from facts with which I was familiar.

In your issue of March 9, you presented "Our Respects" to H. Earl Rettig. It happens that Earl is my first cousin and that we lived next door to each other for a great many years of our youth in Chicago. He is still one of my best friends, and I am very well acquainted with his whole business career.

Because I know him so well, I am in an excellent position to judge the article you wrote about him. You did a wonderful job. Congratulations.

Edward E. Lethen Jr.
Director of Sales Extension
CBS Radio, New York

The Right People

EDITOR:

I want to thank you for the very fine article you wrote in B•T [ON ALL ACCOUNTS, March 2]. You might be interested to know that I have received considerable reaction from all over the country, which is indicative of the fact that your magazine certainly reaches the right people.

I also want to take this opportunity to tell you that I have always enjoyed the informative articles.

Sam Nathanson
V.P. in Chg. Sales and Distribution
Helen Ainsworth Corp.
Beverly Hills

5 AWARDS



to WESTINGHOUSE STATIONS

in B.A.B.'s contest on

"RADIO GETS RESULTS"





APPAREL
Award to KEX, Portland, Ore.
Advertiser: Hermanek's

FINANCIAL
Award to KYW, Philadelphia.
Advertiser: Bache & Co.

FOOD PRODUCTS
Award to WOWO, Fort Wayne.
Advertiser: Tidy House Products Co.

FOOD STORES
Award to KEX, Portland, Ore.
Advertiser: Schumacker's

MISCELLANEOUS
Award to KDKA, Pittsburgh.
Advertiser: Don T. Atkin Co.



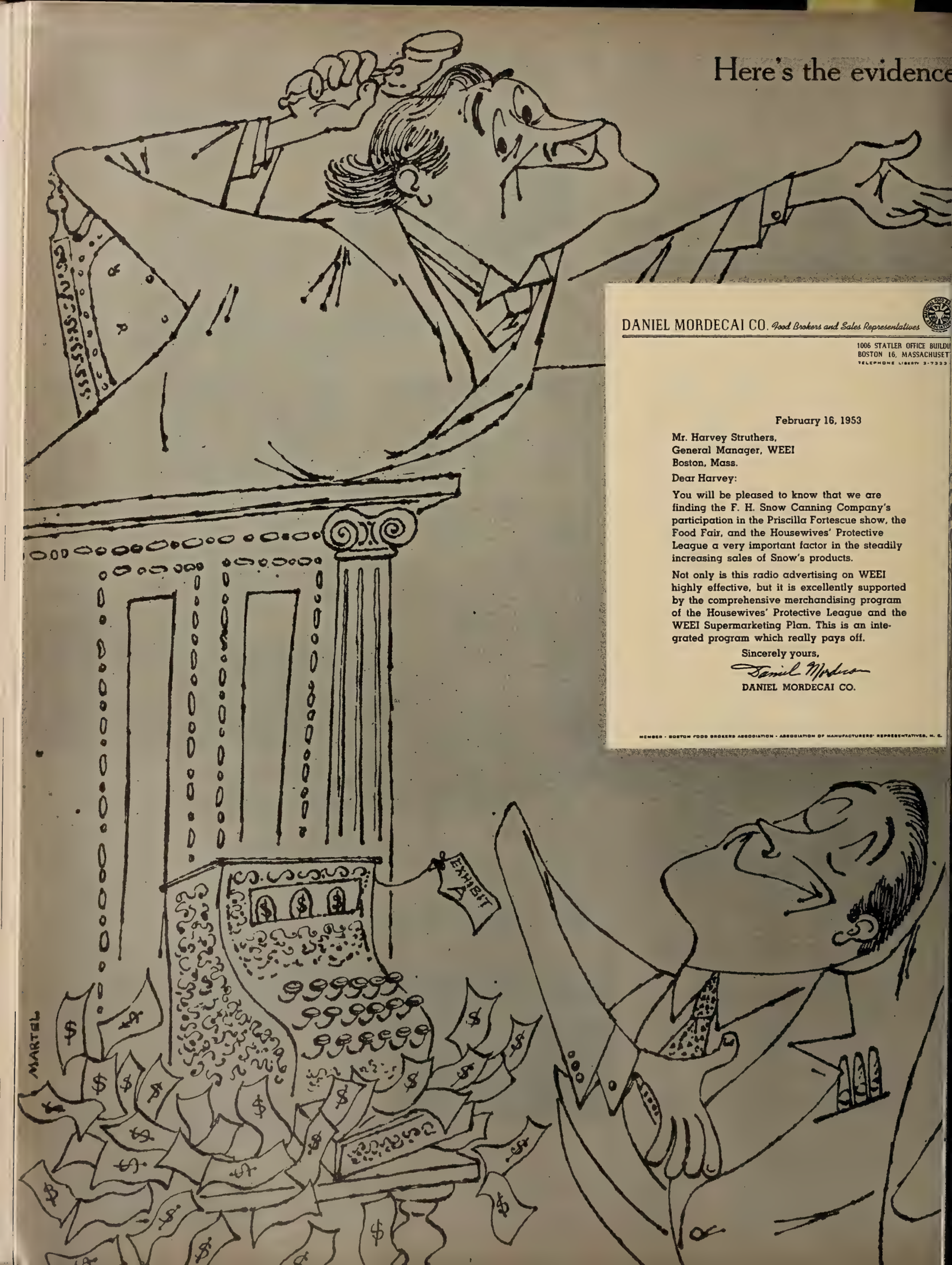


For real results.. for *spot action* .. in five of the nation's most important market-areas, see Free & Peters for availabilities on Westinghouse stations!

WESTINGHOUSE RADIO STATIONS

WBZ · WBZA · KYW · KDKA
WOWO · KEX · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



DANIEL MORDECAI CO. *Food Brokers and Sales Representatives*

1006 STATLER OFFICE BUILDI
BOSTON 16, MASSACHUSET
TELEPHONE LIBERTY 2-7333

February 16, 1953

Mr. Harvey Struthers,
General Manager, WEEI
Boston, Mass.

Dear Harvey:

You will be pleased to know that we are finding the F. H. Snow Canning Company's participation in the Priscilla Fortescue show, the Food Fair, and the Housewives' Protective League a very important factor in the steadily increasing sales of Snow's products.

Not only is this radio advertising on WEEI highly effective, but it is excellently supported by the comprehensive merchandising program of the Housewives' Protective League and the WEEI Supermarketing Plan. This is an integrated program which really pays off.

Sincerely yours,

Daniel Mordecai

DANIEL MORDECAI CO.

MEMBER - BOSTON FOOD BROKERS ASSOCIATION - ASSOCIATION OF MANUFACTURERS' REPRESENTATIVES, N. E.

that in Boston, the station is WEEI!

Judge for yourself!

The F·H·SNOW Canning Company Inc.
TELEPHONES: SCARBORO 284-285
PINE POINT, MAINE

PACKERS OF
"SNOW'S BRAND"
CANNED FOODS

February 1, 1953

Factories
PINE POINT, MAINE
SOUTH GOULDSBORO, MAINE

Mr. Harvey Struthers
General Manager, WEEI
Boston, Mass.

Dear Harvey:

We have been participants in the Housewives' Protective League on WEEI for well over a year now, and have been greatly pleased with the results. These results have brought you, as you know, several renewals on this program.

I want also to tell you that we are well satisfied with the effectiveness of the Supermarketing operation. The displays in a large number of A&P and Stop and Shop stores have been very helpful in moving an increasing volume of Snow's products, particularly when they are backed up by our expanded schedule of air time. This combination of good air time plus good point-of-sale promotion ranks high as a producer of rapid turnover.

Very truly yours,
THE F. H. SNOW CANNING CO., INC.

Fred H. Snow, President

FHS/f

CLAM CHOWDER • FISH CHOWDER • CLAM CAKES • CLAMS • MINCED CLAMS • OLIVES HERRING
ATLANTIC MAID • FISH FLAKES • POLLOCK • MACKEREL • MUSSELS • INDIAN PUDDING • WELSH RABBIT

DFS

DANIEL F. SULLIVAN CO.
Advertising
816 TREMONT STREET - BOSTON 16
TELEPHONE HANCOCK 6-7640

Mr. Harvey Struthers
General Manager, WEEI
Boston, Massachusetts

Dear Harvey:

As you know, the first food advertiser to use the Housewives' Protective League in Boston was our client, the F. H. Snow Canning Co. (Snow's Clam Chowder and other Snow's products). This radio program, with the intensive merchandising which goes along with it, has from the beginning helped to produce a very satisfactory sales increase.

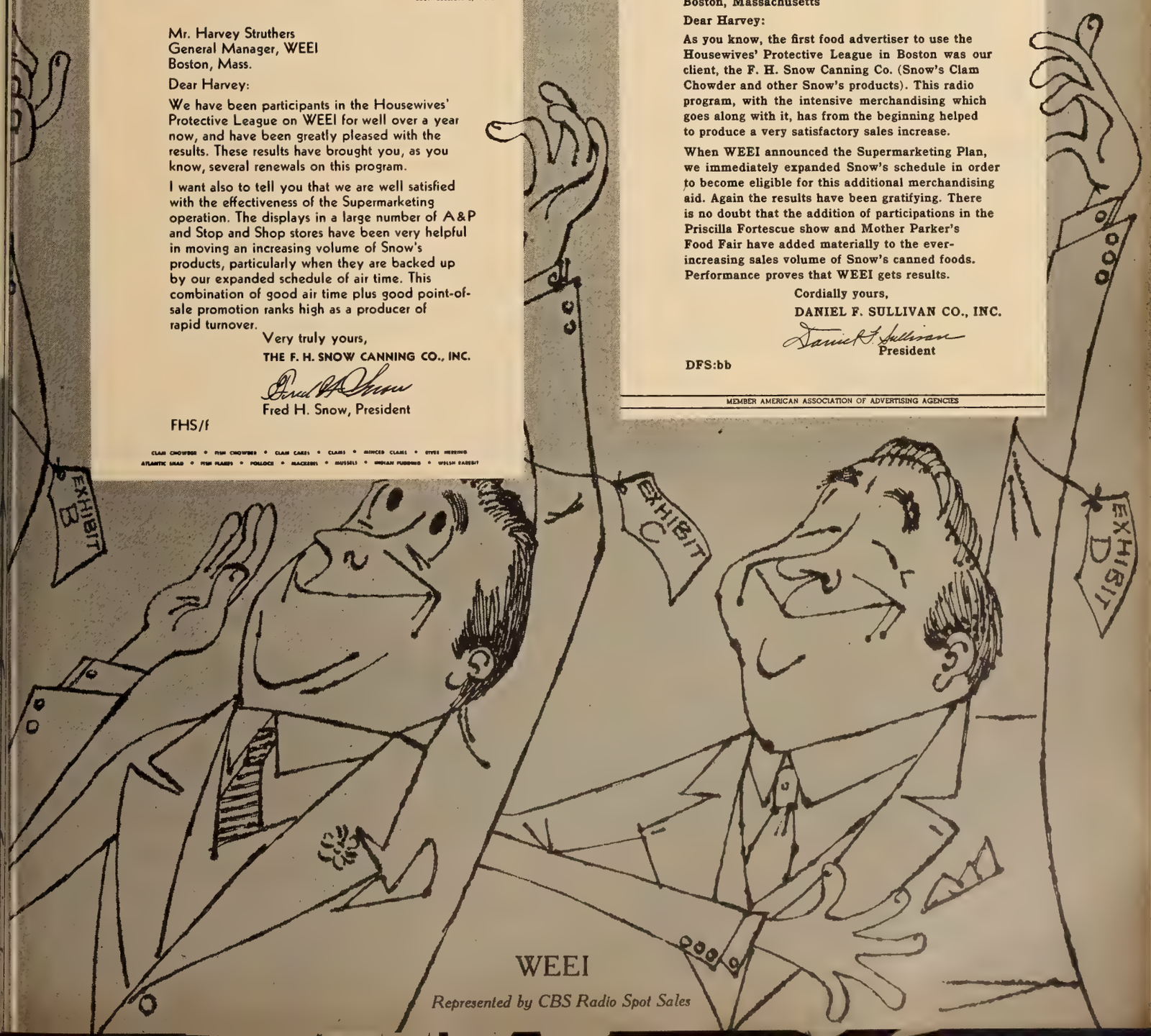
When WEEI announced the Supermarketing Plan, we immediately expanded Snow's schedule in order to become eligible for this additional merchandising aid. Again the results have been gratifying. There is no doubt that the addition of participations in the Priscilla Fortescue show and Mother Parker's Food Fair have added materially to the ever-increasing sales volume of Snow's canned foods. Performance proves that WEEI gets results.

Cordially yours,
DANIEL F. SULLIVAN CO., INC.

Daniel F. Sullivan
President

DFS:bb

MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



WEEI

Represented by CBS Radio Spot Sales

OUR NUMBER ONE IRON

is in the fire



"What's new?" asked a chap in the locker room.

"I accidentally hit my wife with a golf club," replied his golfer friend.

"Hurt bad?"

"Yup. Dead."

"Say that's too bad. Ummmmm . . . by the way, what club you use?"

* * *

In bringing up a comparative analysis of listenership and coverage of KGNC and, like they say, Stations A, B, and C, we feel a little bit like the girl who said, "I always make it a point never to talk about my friends unless I can say something good . . . and brother, is this good!"

The new SAM Report (Baker Study) gives KGNC about five times as many primary daytime counties, and eight times as many nighttime counties, as the other three stations combined. In comparison with 1949, Stations A, B, and C have lost primary counties; not KGNC. We held our own, daytime, and jumped from 27 to 32 counties, nighttime. And our audience is up 17.7% daytime and 25.9% nighttime.

This brings us to television. KGNC-TV's test pattern went on the air March 11. Regular programming started Wednesday, March 18. Sets in the area: 12,653. Amarillo, with the Number One per-family income and retail sales figure in the U.S., won't take long to buy TV.

What club *you* use?



REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY



Jane Leider

on all accounts

JANE LEIDER looks at advertising from the woman's point of view. A believer in and buyer of saturation daytime radio, she uses appeals to the housewife with emphasis on the product, particularly on week-end purchases.

She believes that local or regional daytime radio is the best buy for the small advertiser—a policy which has paid off for her as media director of Mogge-Privett Inc., Los Angeles.

Miss Leider, who has spent all her 33 years in Los Angeles, grew up with the advertising atmosphere which is now her career. Her father was in newspaper display advertising for 27 years. She naturally turned to the field, and upon graduation from UCLA with majors in business administration and sociology, joined the advertising department of Challenge Cream & Butter Assn.

Three years later, in 1944, she joined the Davis & Beaven agency (since dissolved), which serviced the Challenge account, in a secretarial capacity. Learning more about media, she soon advanced to the position of space and time buyer, purchasing heavy radio schedules for Scudder Food Products and Wilson & Co. (meat products), among other clients. Moving in 1948 to Harrington, Whitney & Hurst (now Harrington-Richards) as media director and office manager, she handled national spot radio for Squirt Co. (soft drink) and local radio for Gallo Wines.

Through her home ad training, Miss Leider had been led to believe that the newspaper was the "great" medium. Admitting she was hard to convince of radio's staying power, she changed her way of thinking after the first successful placement of radio spots. Now she believes "all media are important to obtain the best results."

After a year out of advertising and in an allied field, Miss Leider last year moved into her present job at Mogge-Privett. As has been true in her 12 years in advertising, she works primarily with food and beverage accounts. Among the current ones are Seven-Up Bottling Co., Ben Hur Products, Ocoma Foods Co. (frozen and canned chicken), California Lima Bean Growers Assn., Von's Grocery Co. (supermarket chain), Karseal Corp. (Wax Seal) and American Fruit Growers Inc. (Blue Goose products).

Miss Leider loves her work, admitting enthusiasm also for the outdoor life. Interested in sports, she is a baseball fan, currently engrossed in the Hollywood Stars 1953 season. Those games, incidentally, are sponsored on KFWB Los Angeles by Seven-Up Bottling Co.

* 25%

more families listen to

wdod

daily than the next most popular station

more families listen to

wdod

daily than the third most popular station

* 41%

WDOD, Chattanooga's No. 1 station, literally dominates this ever-expanding market. Just compare coverage with cost and you'll find that WDOD gives advertisers MORE listeners — MORE results per radio dollar. Single shot WDOD to do your selling in this area.

* *These latest Standard Audit and Measurement Service figures do not include our tremendous bonus FM coverage.*

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company



Like champagne goes with caviar

Successful advertising goes with W-I-T-H just like champagne goes with caviar! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any station in town!*

Here's why: W-I-T-H delivers more-listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE

W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

BROADCASTING TELECASTING

March 23, 1953 Vol. 44, No. 12

TV'S BIGGEST CUSTOMERS OUT TO KEEP DOWN COSTS

Leaders of nation's advertising industry warn ANA members that high costs of video are outpacing even the biggest advertisers. TV production costs come in for special attention, while delegates show less outward concern over radio expenditures.

NATIONAL ADVERTISERS spending a billion dollars annually for time and space, openly angered by the soaring cost of television, now face media decisions that will have a profound effect on the future of radio and television.

Meeting last week at Hot Springs, Va., members of the Assn. of National Advertisers held a series of closed meetings at which they sought answers to media problems brought about by TV's spectacular growth, its relatively high costs, and its development into a completely nationwide advertising medium.

These major advertisers, comprising 95% of the companies budgeting more than a million dollars a year in media facilities, are starting to squirm under the mounting expense of television advertising. They propose to do something about it.

They are worried about the cost of nationwide TV time once the entire nation is dotted with video outlets. They get violently agitated over increasing production expenditures for their programs and spots.

Celanese Drops Major Schedule

Some of these advertisers—Celanese Corp., for example—already indicate privately that television is getting too rich for their blood if purchased on a regular program schedule and on a nationwide basis. Celanese has dropped a major TV schedule.

Contrary to the ANA meetings held in 1951 and 1952, national advertisers are outwardly showing little concern over the cost of radio time. Instead they focused their financial eyes on television. This would not be regarded in any sense as a belief that ANA members are content with radio costs or that they have dropped all hope of adjusting aural costs downward in line with their ideas of television's impact on the older medium.

The extent of advertisers' fretting over TV costs was indicated by the way the ANA meeting was conducted. At three Thursday afternoon meetings the members held off-the-record discussions that had TV as an important, if not dominant theme. The agenda itself put it this way, "Is TV Worth the Cost—or Are You Running Out of Aspirin?"

Durable, non-durable and industrial advertisers exchanged views on their television experiences. As professional buyers of space and time, ANA members are historically aggressive in taking pot shots at media costs. While newsmen were barred from the Thursday discussions, it was obvious that ANA members are just as excited about video costs as they were about radio costs two years ago. At that time a slashing attack on radio costs was waged but fears of antitrust action finally entered the scene.

Much of the emphasis was placed on TV production costs at Thursday discussions rather than on the cost of time and facilities. ANA has closely followed negotiations with Screen Actors Guild.

Top Network Executives Speak

Eager to get an inside peek into the future of television, ANA had two top network executives as speakers Friday afternoon. Here, again, the doors were barred to newsmen as Frank White, NBC president, and Frank Stanton, CBS president, discussed questions on future TV prospects.

Mr. White's subject was, "Is Television Pricing Itself out of the Market?" Mr. Stanton spoke on the topic, "Getting More out of Television."

After three days of speeches and locked-door discussions, advertiser reaction in general was that TV networks and stations must make some major changes if they are to capture the business they want from national media buyers.

Perhaps the classic case of a TV network being priced out of the market is that of the Texas Co., which pioneered in the high-budget TV network production. The Texas Co. was sponsoring Milton Berle several years ago when the some $50,000 it cost per week was an almost unheard-of figure. At that time Mr. Berle had things virtually his own way in what passed for big-time television.

Since then other stars have risen as high (some indeed higher). Prices have risen too. Mr. Berle's *Texaco Star Theatre* now costs the Texas Co. about $110,000 a week, and this veteran sponsor of big-budget television has notified the network it is cancelling Mr. Berle after June 9.

The problem here is not alone that the *Texaco Star Theatre* in itself is expensive but also that continued sponsorship of it into a future that promises even higher costs throws the whole Texas Co. advertising budget out of balance.

The prevailing view at Hot Springs was that if present policies of big TV advertising continue, not many advertisers, even the biggest, can afford to go it alone in sponsoring major network shows.

Actually only one positive step was taken by the association—adoption of a strong policy statement demanding that both radio and TV stations accept commercials for related products of separate manufacturers under joint sponsorship (see separate box story).

This action, while considered highly important by these national advertisers representing 325 companies (half of them have million-dollar media budgets), really is only one phase of the overall radio-TV program. It reflects the feeling among advertisers that TV, particularly, must develop new techniques that will make the medium more accessible. This, of course, involves the cost factor.

In the corridor discussions, some of the ANA members conceded that TV networks and sta-



IMPORTANCE OF advertising in the sale of goods is explained at the ANA convention by Robert J. Keith (r), Pillsbury Mills vice president. With him on speaker's platform are (l to r): George B. Park, General Electric Co.; George J. Abrams, Block Drug Co. and program committee chairman, and Paul B. West, ANA president.

tions have made some progress in making it easy to buy portions of programs or to share sponsorship. They recalled that radio networks often require 39- and 52-week annual contracts. Since many advertisers buy space in weekly magazines, for example, on a 13-time annual basis, they feel TV must get away from radio timebuying traditions and make it easy for them to enjoy television's conceded sales stimulating potency.

Many ANA members believe they will be able to reach four-fifths of the TV audience when the medium acquires true nationwide penetration, by perhaps a 125-station network. Cost of such a network would be too high even for many of the largest advertisers, they contend, creating need for new time-bracketing techniques.

See Radio's Decline in Evening

As time purchasers, they generally agree the radio audience will decline as TV spreads, particularly in the prime evening hours. If pressed, some will concede radio's daytime and late-night audience is holding up better than they had anticipated two or three years ago and they will admit that TV hasn't cut deeply into auto and other "extra" listening.

One difficult problem to advertising buyers is this: Assuming that the radio audience is declining and the TV audience is increasing, how is an advertiser going to know how to spend his electronic budget most effectively? The first argument usually advanced by an advertiser is that surveys show the radio audience is declining as TV expands. They show interest in substantiated evidence that radio can provide the lowest-cost method of reaching the public but at the same time cling rather generally to the expressed belief that radios aren't used much when TV enters the home.

A year ago ANA members were enthused over a series of new Advertising Research Foundation projects that included a study of radio-TV rating methods. This study was barely mentioned at last week's meeting. The cooperative foundation, with joint advertiser-agency-media sponsorship, has working committees dealing with the radio-TV study but no action is expected before autumn. NARTB was invited to participate in the foundation but thus far its board hasn't voted any funds. On the other hand, NARTB is working on a TV rating project of its own and frequent committee and conference sessions are being held on the subject. There is a possibility that some sort of a BMB-TV project may emerge.

ANA Group Favors Joint Commercials on Stations For Related Products Made By Separate Manufacturers

A STATEMENT calling on radio and television to accept commercials on behalf of related goods, made by separate manufacturers, on a joint-sponsorship basis was issued Friday by Assn. of National Advertisers, winding up a three-day convention at Hot Springs, Va. (see main story page 31).

ANA called it "a strong and constructive statement." The policy declaration came from the ANA's Radio and TV Steering Committee headed by Edwin W. Ebel, director of advertising, General Foods Corp.

Noting that some radio and TV stations refuse joint advertising of a pie crust mix and pie filling ingredient, for example, Mr. Ebel said.

"This type of advertising is an important current trend of merchandising and refusals on the part of some stations are against the best interests of consumers, dealers and station owners, as well as sponsors. We have every reason to hope that stations will see the reason and equity in this statement and respond favorably to its recommendations."

Before issuing the policy statement ANA's radio-TV group conducted a survey of its members. This study showed that some progress is being made in joint commercials. It revealed also a fear among radio and TV stations that permitting joint commercials covering related products might lead to demand for similar privileges for non-related items and thus deprive stations and networks of customers. The group considers this position short-sighted.

The group's policy statement on joint sponsorship by advertisers of related products laid down these seven points:

1—Joining of products offers the consumers "the obvious benefit of a finished dish or service," representing greater station service to the audience.

2—Spread of such product advertising shows its fundamental value.

3—Joint promotions give distributors a chance to obtain multiple sales results in retail outlets, including more effective displays.

4—Efficiency of sponsors' sales and advertising effort is increased.

5—Other media have no such restrictions so the user of radio and television time is unfairly handicapped. The committee believes advertisers will be forced to turn to other media.

6—The joint technique actually extends purchase of radio and television time by increasing effectiveness and promotional efforts based on advertising.

7—Stations refusing jointly sponsored commercials for related products "are acting not only against their listeners' best interests, and those of sponsors and distributors, but against their own best interest as well."

Defense by Dyke

While it is normal for ANA members to chew at media as they discuss their common problems, the advertisers heard a defense by a high agency executive—Ken R. Dyke, vice president of Young & Rubicam. Mr. Dyke has served on all three sides of the advertising spectrum, having held high executive posts at NBC (vice president) and Colgate-Palmolive-Peet Co. (advertsing manager).

He praised the efforts of media to keep up advertising standards through copy and continuity acceptance departments. He spoke critically of the practices of some advertising leaders who make extravagant, repetitive, foolish and even vulgar claims for their goods and services. His subject was, "Is Public Confidence in Advertising on the Downgrade? The Forecast Is Fair and Warmer."

Much of the criticism against advertising comes from friendly sources, Mr. Dyke said, though specific abuses are relatively small in number when balanced against the whole advertising picture.

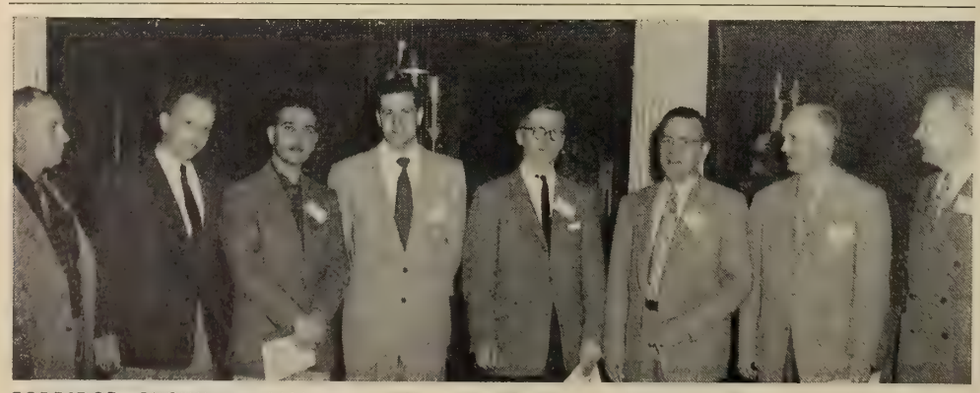
Mr. Dyke spoke at a closed session on the subject: "Is Public Confidence in Advertising on the Downgrade? The Forecast Is Fair and Warmer." Though his remarks were not released, it was learned that Mr. Dyke praised efforts of media to keep up advertising standards through copy and continuity acceptance departments.

John C. Dowd, president of Dowd, Redfield & Johnstone, New York agency, outlined the development of Blensol Color Shampoo from a $5,000 budget into a nationally distributed product. Following initial newspaper space, the campaign included TV film commercials designed to break down resistance to the idea of a home-supplied color shampoo and show how easily and economically the product may be used as well as the results obtained. Mr. Dowd described co-op advertising as "subsidized retail advertising." Blensol's 1953 advertising budget will run a quarter-million dollars, he said.

Talent Costs Explained

The plague of higher talent costs for TV film commercials was explained by Arthur Bellaire, in charge of BBDO TV and radio copy. Suggesting that the basic aim of TV commercials is "to create the damnedest, hardest-selling commercials possible at the lowest price possible," he listed figures citing the increase in cost of film commercials under the new Screen Actors Guild agreement.

The obvious answer, he said, is to study carefully all ways of keeping down the cost of film commercials. First, he explained, people "really don't tire of seeing your commercials



CORRIDOR GROUP at ANA convention included (l to r): Dick Hooper, RCA; Herbert F. Osterheld, Borden Co.; Len Colson, Mennen Co.; Vincent P. Brunelli, Personal Products Corp.; Wallace T. Drew, Bristol-Myers Co.; Robert J. Piggott, Grove Labs.; Stanley H. Manson, Stromberg-Carlson Co.; Morden R. Buck, Mohawk Carpet Mills.

repeated as rapidly as your next door neighbor may lead you to believe."

This theory permits rotation of two commercials instead of three or four when new production is started. Mr. Bellaire reviewed animation techniques, including low-cost types. He said rear screen projection offers chance for savings and advocated use of stock footage for inserts. Legal releases should be obtained with stock footage, he reminded.

Still photographs, enlivened by moving cameras, can help cut costs, according to Mr. Bellaire, as well as re-editing of old commercials without the need of repaying talent. He suggested old film footage be retained for incorporation in new commercials.

Advertising Aids Salesmen

Pillsbury Mills, major user of electronic media, looks on advertising investment as an aid to the sales force just as plant and equipment aid the production force, according to Robert J. Keith, vice president. Besides helping to keep the production wheels turning, he said, advertising gives expression to and provides an outlet for the work of our scientific research people.

Pillsbury uses research extensively in making advertising plans, according to Mr. Keith, as well as to show the comparative monthly position of its brands against those of competitors. This research points up what radio programs are most popular and what TV programs have the most viewers.

He recalled an impromptu comment by Arthur Godfrey that Pillsbury cake mix looked like paste when a liquid was stirred into it. This informal touch proved pleasing to many housewives, it was found. Mr. Keith added, "We have found out through research that the American housewife is pretty smart and understands humor like Godfrey displays both on his programs and in his commercials. We have also found that Godfrey is one of the world's greatest salesmen of all time."

'Shutter Mind' Readers

Richard D. Crisp, marketing research director of Tatham-Laird, in a discussion of printed media declared the firm's research program has found "that consumers read ads today with a 'shutter mind'," a form of defense mechanism by which they "can skim ads at truly astonishing speed."

A dramatic story of Minute Rice and its rise to top position in the branded rice field was narrated by H. M. Cleaves, marketing manager, General Foods Corp. This record was attained in a few years with the aid of extensive advertising, including radio and TV. The product was first in the field of pre-cooked rice.

Citing increase in sales and advertising, Mr. Cleaves said, "We can now afford television. Incidentally, here is a product that is a 'natural' for TV advertising." He said the product is white and easily demonstrated along with the simplicity of preparing it for the table.

Franco Leaves Weintraub; Plans to Be Announced

CARLOS FRANCO, general manager of radio-TV department, William H. Weintraub Co., New York, is resigning effective April 10. He has been with the agency for the past two years and prior to that was with Young & Rubicam. His future plans will be announced shortly. Meanwhile, Les Blumenthal, account executive with Weintraub agency, probably will take over as business manager of the radio-TV department.



MARBLES are used in a promotion campaign to symbolize the 500 spots (100 a week for five weeks) being used by Rinso on WRNL Richmond. Station salesmen presented leading Richmond food retailers with 500 marbles each. Above, Lou Kroeck (l), of Edward Petry & Co., representing WRNL, presents 500 marbles to Watler Bowe, head Rinso timebuyer at Hewitt, Ogilvy, Benson & Mather, New York.

Berghoff and Hamm's Beer Buy Broadcast Schedule

TWO midwest breweries last week announced advertising campaigns which include increased use of broadcast media: One in television, the other in radio.

Berghoff Brewing Corp., Fort Wayne, Ind., on March 2 started a 13-week radio schedule set up for a total of 5,861 announcements over 25 key Midwest radio stations, according to K. L. Braun, executive vice president and general manager, who said it was the largest spot radio drive in the firm's history. He said the campaign will be expanded later this year. The campaign coincides with the introduction of Berghoff Dark beer.

Theo. Hamm Brewing Co., St. Paul, will use more television "as more TV outlets become available," according to Albert R. Whitman, executive vice president of Campbell-Mithun Inc., Hamm agency, Minneapolis. He said Hamm's enthusiasm for television comes from its successful sponsorship of Chicago major league baseball telecasts. The firm again will sponsor Edward R. Murrow's radio news show on CBS, according to Mr. Whitman, who said interviews indicate the show's listeners drink more Hamm beer than non-listeners.

GM's Spot Drive Plans

GENERAL MILLS, Minneapolis, is tieing up loose ends of three individual spot campaigns which are slated to begin in two weeks in selected markets of the nation.

The campaigns involve Wheaties, handled by Knox-Reeves Agency, and Cheerios and Gold Medal flour, with Dancer-Fitzgerald-Sample as the agency.

Lowry Crites, GM radio-TV-media director, said Thursday that "hundreds of stations" have agreed to accept one of four alternative plans offered by the company for different markets. He said no stations nor station representative firms had posed serious opposition to the special rate project [B•T, March 16].

CLOTHIERS PLAN SPRING CAMPAIGN

Howard Clothes tailors experimental advertising program to test media results.

AT LEAST a half-dozen apparel campaigns will greet the spring and pre-Easter season with a parade of spot campaigns and local radio expenditures.

One of the largest current spenders among the clothing firms, Howard Clothes, is appropriating $300,000 for a 13-week campaign using a combination of newspapers and radio, radio alone, and newspapers exclusively in several selected markets to determine the relative potency of each medium and each combination of media. At least $86,100 of the test budget is going into a radio saturation campaign.

The firm will use newspapers and four Philadelphia radio stations for 35 to 100 spots running daytime, Monday through Friday, on a weekly span. Radio alone will be used in Boston, Detroit and Minneapolis, while New York and Chicago will feature only newspaper ads. Results of the test will be revealed about June 21. Howard places its own advertising in newspapers, but the radio spots are placed through Dowd, Redfield & Johnstone, New York.

Howard also plans to use a TV spot schedule starting in September, but details have not been worked out.

Ripley Stores—27 located in the eastern section of the U. S.—will spend approximately $140,000 this year, a $40,000 increase over its expenditures in radio and TV last year. The company is using Martin Block on WNEW New York until August, a 52-week spot saturation schedule on WMCA New York, and a TV spot announcement campaign on WFIL-TV Philadelphia. Bobley & Co., New York, is the agency.

Spends $250,000 Annually

Barney's Clothes, one of the largest local clothing firms in New York, spends about a quarter of a million dollars in radio annually. This year the organization added a small TV spot schedule without decreasing its radio activity. Barney's currently is using spot announcements on a 52-week basis on the following stations: WNEW WMCA WINS and WNBC, all New York. In addition, spots are being used on WNBT (TV) New York.

Canadian Furs is another 52-week spot announcement advertiser, using New York stations WNEW WHOM WOV and WOR, and WAAT Newark. The agency is Emil Mogul Co., New York.

Hollanderizing Corp. of America will go on the air the day after Easter with a campaign theme featuring three leading New York radio personalities. Each will tell the "Hollanderizing Story" on a daily schedule for eight weeks. They are John Gambling on WOR, Jerry Marshall on WNEW, and Jack Lacy on WINS. The account is handled by Lester Leber Co., New York.

Robert Hall Clothes, New York, long the nation's largest user of retail radio advertising for spring business, will add a TV spot campaign employing 20 stations in 11 major markets through Frank B. Sawdon Agency, New York [B•T, March 16].

Mellville Shoe Corp., New York (Thom McAn shoes), through Anderson & Cairns, New York, is placing a one-week pre-Easter campaign starting March 25 using 24 stations in eight southern markets, plus one TV station.

BBDO Drive for CARE

BBDO will serve as volunteer agency of the Advertising Council's campaign in behalf of CARE. Donald Gillespie, BBDO account executive, will supervise preparation of campaign materials.

Cohen Promotes Dunlavey

MARY DUNLAVEY, chief timebuyer, Harry B. Cohen Adv., New York, has been promoted to radio-television media director, effective immediately. Miss Dunlavey has been with the agency for the past three years. Prior to that she was with Pedlar & Ryan, and before that was timebuyer for Erwin, Wasey & Co., which she joined in 1939 as a secretary.



Miss Dunlavey

Kobak Urges Educators' Aid in ARF Studies

COOPERATION of universities in future projects of the Advertising Research Foundation was suggested Friday in a talk by ARF President Edgar Kobak on accomplishments and objectives of the organization.

Addressing the research session of the fourth annual Advertising Institute, sponsored by Emory U. and the Atlanta Advertising Club, Mr. Kobak said assistance of universities and schools "interested in advertising and marketing might well be helpful."

Noting that ARF now is a tripartite organization of advertisers, media and agencies, he declared it must accept its "share of the responsibility for what happens to advertising in the years to come." To meet this challenge, Mr. Kobak said, ARF currently is sponsoring projects on radio-TV rating methods, printed advertising rating methods, and on marketing and advertising research. The latter study will be incorporated into a booklet, "Criteria for Appraising Marketing and Advertising Research," which will be sent soon to all ARF subscribers.

Mr. Kobak said that ARF is considering a project to determine who buys certain types of so-called men's products and the relative influence of men and women on the act of purchasing and another on development of an economic and marketing data study.

Esty Appointments

APPOINTMENT of three new executives to service organization of William Esty Co., New York, was announced by agency president James J. Houlahan last week.

George MacGovern, director of sales development in network sales department of NBC, was named director of research. George E. Humbert and William E. John were appointed account executives. Mr. Humbert was with Kenyon & Eckhardt as account executive on the Kellogg account, and Mr. John formerly handled the Dodge account at Ruthrauff & Ryan. He will handle the Colgate-Palmolive-Peet account with Esty.

'52 NETWORK TV UP $53 MILLION

Network TV leads four media in gains over 1951 with 42 advertisers spending more than $1 million apiece, Publishers Information Bureau report shows. Combined billings for all four media gain 9.4%, but network radio drops $11 million.

DURING 1952, 42 advertisers spent more than $1 million apiece for network TV time and 37 advertisers spent more than that for time on nationwide radio networks, according to the fifth annual edition of "National Advertising Investments," based on data compiled by Publishers Information Bureau.

The volume reports combined expenditures of national advertisers for time on radio and TV networks and for space in magazines and Sunday newspaper supplements during the year totaled $958,347,692, a gain of 9.4% over the 1951 total of $876,104,727. All figures are for time and space only, not including talent or art work, and all are figured at the one-time rate.

Network TV billings were up $53 million over 1951; magazines rose $39 million; Sunday supplements gained $2 million and network radio dropped $11 million. The book also lists individual product advertising expenditures in each of the four media for all advertisers spending $25,000 a year or more—a total of 2,318 companies.

Radio and TV network advertisers using $1 million worth of time in 1952, listed in Tables I and II, include 21 companies who spent that sum with both types of networks. It is noteworthy that the top 12 users of video network time also appear on the radio list, whereas neither Miles Labs., ranking second among the radio network clients, nor Sterling Drug, third on this list, are included among the $1 million or more clients of the TV networks.

Gross time expenditures of the top 10 radio network advertisers in 1952, with their expenditures for the three preceding years, are shown in Table III, which reveals that the majority had greater time costs in 1949 than in 1952.

The reverse is shown in Table IV, reporting on TV network time expenditures of 1952's top advertisers in this medium for the past four years. Paralleling the growth of network TV as an advertising medium, this table shows the time purchases of each advertiser increased manyfold from 1949 to 1952.

Table I
Spending $1 Million or More For Network Radio

Rank		Billings
1	Procter & Gamble Co.	$16,235,025
2	Miles Lab. Inc.	7,021,901
3	Sterling Drug Inc.	6,370,822
4	General Foods Corp.	6,199,430
5	General Mills Inc.	6,151,026
6	Lever Brothers Co.	5,759,817
7	American Home Products Corp.	4,304,592
8	The Gillette Co.	4,184,685
9	Colgate-Palmolive-Peet Co.	4,135,687
10	Liggett & Myers Tobacco Co.	4,027,962
11	Campbell Soup Co.	3,489,936
12	R. J. Reynolds Tobacco Co.	3,374,806
13	Swift & Co.	3,147,860
14	Philip Morris & Co.	3,095,001
15	P. Lorillard & Co.	2,692,058
16	Philco Corp.	2,518,698
17	Pillsbury Mills Inc.	2,344,985
18	American Tobacco Co.	2,332,334
19	William J. Wrigley Co.	2,044,941
20	S. C. Johnson & Son	2,035,414
21	Kellogg Co.	1,810,474
22	Bristol-Myers Co.	1,794,510
23	Manhattan Soap Co.	1,442,346
24	National Dairy Products Corp.	1,432,544
25	National Biscuit Co.	1,423,260
26	Prudential Insurance Co.	1,353,729
27	Armour & Co.	1,330,190
28	Rexall Drug Inc.	1,324,430
29	American Chicle Co.	1,313,115
30	Quaker Oats Co.	1,242,763
31	General Motors Inc.	1,221,289
32	American Federation of Labor	1,210,789
33	Standard Oil of Indiana	1,208,178
34	Gulf Oil Corp.	1,170,801
35	Ex-Lax Inc.	1,124,045
36	Pet Milk Co.	1,117,306
37	Coca-Cola Co.	1,027,821

Table II
Spending $1 Million or More for Network Television

Rank		Billings
1	Procter & Gamble Co.	$14,204,797
2	Colgate-Palmolive-Peet Co.	8,252,416
3	R. J. Reynolds Tobacco Co.	7,523,941
4	General Foods Corp.	7,379,300
5	Lever Brothers Co.	6,607,548
6	American Tobacco Co.	5,917,709
7	Liggett & Myers Tobacco Co.	5,021,480
8	General Motors Corp.	5,008,803
9	General Mills Inc.	3,956,881
10	P. Lorillard & Co.	3,770,021
11	The Gillette Co.	3,731,125
12	Kellogg Co.	3,585,781
13	Westinghouse Electric Corp.	3,482,439
14	Ford Motor Co.	3,065,840
15	National Dairy Products Corp.	2,944,289
16	Philip Morris & Co.	2,849,490
17	General Electric Co.	2,813,670
18	Philco Corp.	2,669,155
19	American Home Products Corp.	2,136,985
20	Pillsbury Mills Inc.	1,954,311
21	Radio Corp. of America	1,927,896
22	Quaker Oats Co.	1,909,968
23	Chrysler Corp.	1,611,362
24	The Texas Co.	1,608,950
25	Pabst Brewing Co.	1,604,060
26	Bristol-Myers Co.	1,588,584
27	Campbell Soup Co.	1,504,372
28	Goodyear Tire & Rubber Co.	1,422,460
29	Joseph Schlitz Brewing Co.	1,384,510
30	U. S. Tobacco Co.	1,327,815
31	Pearson Pharmacal Co. Inc.	1,326,795
32	Carter Products Inc.	1,296,526
33	S. C. Johnson & Son Inc.	1,275,841
34	Firestone Tire & Rubber Co.	1,235,070
35	Avco Manufacturing Corp.	1,164,137
36	Mars Inc.	1,112,982
37	Hall Brothers Inc.	1,095,140
38	Jules Montenier Inc.	1,073,955
39	Armstrong Cork Co.	1,071,330
40	Block Drug Co. Inc.	1,041,350
41	Revere Copper & Brass Inc.	1,030,955
42	Sylvania Electric Products Inc.	1,025,565

TABLE III
LEADING NATIONAL RADIO ADVERTISERS—1948-1952

		1952	1951	1950	1949	1948
1.	Procter & Gamble Co.	$16,235,025	$18,159,693	$18,357,909	$17,315,092	$18,199,384
2.	Miles Labs. Inc.	7,021,901	6,849,371	7,892,701	6,540,431	5,885,540
3.	Sterling Drug Inc.	6,370,822	6,908,141	7,591,040	8,107,859	9,063,366
4.	General Foods Corp.	6,199,430	6,869,503	7,506,216	7,456,943	6,774,593
5.	General Mills Inc.	6,151,026	6,490,270	7,820,752	6,742,004	7,190,599
6.	Lever Bros. Co.	5,759,817	6,615,646	6,826,149	7,141,391	5,317,036
7.	American Home Products Corp.	4,304,592	5,699,191	5,150,884	4,768,277	4,592,772
8.	The Gillette Co.	4,184,685	3,774,160	3,982,570	3,858,294	6,267,319
9.	Colgate-Palmolive-Peet Co.	4,135,687	4,736,688	3,925,758	3,877,804	4,342,245
10.	Liggett & Myers Tobacco Co.	4,027,962	5,337,327	5,217,562	5,228,772	5,043,752

TABLE IV
LEADING NATIONAL TELEVISION ADVERTISERS—1949-1952

		1952	1951	1950*	1949
1.	Procter & Gamble Co.	$14,204,797	$7,579,587	$ 570,295	$107,310
2.	Colgate-Palmolive-Peet Co.	8,252,416	4,489,841	847,674	289,535
3.	R. J. Reynolds Tobacco Co.	7,523,941	4,988,665	1,642,425	726,400
4.	General Foods Corp.	7,379,300	5,730,773	1,128,606	365,696
5.	Lever Bros. Co.	6,607,548	2,788,711	650,765	162,050
6.	American Tobacco Co.	5,917,709	2,975,957	951,715	271,260
7.	Liggett & Myers Tobacco Co.	5,021,480	3,529,136	1,074,141	594,440
8.	General Motors Corp.	5,008,803	1,772,490	1,063,324	664,511
9.	General Mills Inc.	3,956,881	1,884,485	520,853	75,027
10.	P. Lorillard & Co.	3,770,021	3,065,135	1,458,125	397,781

* Does not include DuMont Television Network.



Millions of nickels in juke boxes tell the story of the Italian Influence on modern American life. They go to pay for repeated playings of American hits based on Italian originals.

More and more American hit tunes, such as those pictured above, are adaptations from Italian popular songs. In their original form, WOV was first to bring them to American airwaves. What is today a nationwide hit may have been familiar, a year and more ago, to over two million Italian-Americans to whom WOV directs its Italian-language broadcasting.

In every phase of American life, Italian creativeness makes its daily contribution. From music to motor cars, from fashions to films to food, Americans have eagerly accepted the good things the Italian Influence brings us.

In New York, with the greatest Italian population of any city in the world, the Italian Influence makes its first and most penetrating impact. WOV will show you the way to turn this Influence to the profit of the product you advertise.

Originators of *Audited Audiences*

WOV

NEW YORK

5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

Mogen David Sales Up 1,000% Under W&G Plan

NEW approach to TV programming and commercials is credited by Weiss & Geller agency with jumping sales of Wine Corp. of America's Mogen David wine 1,000% within a year.

This was reported by Edward H. Weiss, agency president, in an address scheduled for delivery last Saturday before the fourth annual Advertising Institute at Emory U., Ga., co-sponsored by the university and the Atlanta Advertising Club.

Radio, TV Crime Effects

Referring to W&G's study of "the possible negative effects of radio and television crime programs" [B•T, Jan. 26], Mr. Weiss said his agency found it had been using "the wrong type of commercials as well as the wrong type of television show" for Mogen David. The firm later replaced a mystery program with a panel show.

Mr. Weiss asserted:

". . . Since the use of our new show and copy theme (placing the viewer in a relaxed mood), Mogen David sales have hit an all-time high. . . ."

Mr. Weiss has been an exponent of applying the social sciences and human motivation studies to the advertising field.

Rybutal Denies FTC Charges

VITAMIN Corp. of America, Newark, has filed a formal denial with the Federal Trade Commission, Washington, to FTC charges that false advertising claims have been made for the vitamin product, Rybutal. Parties answering included VCA Labs., Vitamin Corp. of America and its officers.

Vitamin Corp., in addition to denying six allegations on advertising made by the Commission, challenged FTC's use of the word "free" in describing the company's offer of a $1.98 bottle of Rybutal to persons buying a 100-capsule size at the regular price.

Thor Buys TV; Plans AM

THOR Corp., Chicago, has committed $500,000, one-fourth of its 1953 advertising budget, to its new alternate-week sponsorship of *Quick as a Flash* on ABC-TV. Robert J. Runge, Thor advertising manager, revealed the company will spend a total of $2 million this year. Thor's sponsorship of *Flash* debuted March 12 on ABC-TV, and will continue on an alternate basis for 44 weeks. Additional stations will be added to the present 27 as availabilities open up. Television will receive the largest single portion of the budget, with radio announcements scheduled at the dealer level.

Miller Considers Braves

RADIO-TV rights for the new Milwaukee Braves baseball schedule were being considered by Miller Brewing Co. last week. Officials of the brewery, its agency, Mathisson & Assoc., and the ball club were to confer Friday.

A Miller radio-TV official said coverage rights are "in the process of negotiation." Mentioned in talk of televising or broadcasting road games were WTMJ-TV and WEMP, both Milwaukee.

Bradley, Glenn Elected

RONALD C. BRADLEY, account executive, and Norman W. Glenn, director of broadcast planning, have been elected vice president of Doherty, Clifford, Steers & Shenfield, New York.

Crosley, Speidel Losing Paul Winchell to P&G

YOUNG & RUBICAM, New York, for Procter & Gamble, Cincinnati (Cheer and Camay), has lured Paul Winchell and his dummy, Jerry Mahoney—now featured on the *What's My Name?* show under alternate sponsorship of Speidel watch bands and Crosley TV sets—for a new P&G program next fall.

Contract negotiations are still underway, with the advertiser expecting to sign Mr. Winchell to a five-to-seven year agreement.

P&G is expecting to put the new Winchell-Mahoney show in the Sunday 7-7:30 p.m. period on NBC-TV, now occupied by its Red Skelton show. That program would be pushed back to the 10-10:30 p.m. Sunday period now filled by *The Doctor*, sponsored by Camay.

Meanwhile, Speidel and Crosley probably will continue to sponsor the Louis G. Cowan package, *What's My Name?* with a new star. Mr. Cowan's three-year contract with Mr. Winchell expires at the end of this season.

Cecil & Presbrey Promotions

APPOINTMENT of three vice presidents was announced last week by Cecil & Presbrey, New York. They are: Harry Parnas, vice president in charge of media; Franklin E. Brill, vice president and director of public relations, and John P. Beresford, vice president and account executive.

NEW BUSINESS

Spot

Shaller-Rubin Adv., N. Y., is preparing radio spot announcement campaign to start about April 15 in 30 cities for undisclosed client. Television spot campaign is expected to follow.

Sturdy Dog Foods, Burbank, Calif., starts spot announcement campaign on alternating schedule on KLAC-TV, KNBH (TV) Hollywood, KFMB-TV San Diego and station in San Francisco to be announced, for 52 weeks from April 1. Agency: Jimmy Fritz & Assoc., Hollywood.

Network

Hall Bros., Kansas City (Hallmark greeting cards), has purchased two-hour period on full NBC-TV network for one-time presentation of "Hamlet" April 26. Agency: Foote, Cone & Belding, N. Y.

Scholl Mfg. Co. Inc., Chicago (Dr. Scholl's Zino Pads and other foot aids), sponsoring *Dr. Scholl's News with Ed Pettitt* over MBS, Sun., 4:55-5 p.m. EST, starting March 29. Agency: Donahue & Coe, N. Y.

Fram Corp., Providence (oil filters), to sponsor *Vacationland America* starring John Cameron Swayze and his family on NBC-TV, Sun., 5:30-5:45 p.m. EST, effective April 5. Film program will also be seen weekly in Montreal on CBFT (TV), Wednesday, April 8, and on CBLT (TV) Toronto starting Thursday, April 2. Show is being produced by Robert Lawrence Productions Inc. Agency: VanSant, Dugdale & Co., Baltimore.

Agency Appointments

Flako Products Corp. names Charles W. Hoyt Co., N. Y. Company uses radio-TV.

Gateway Mercantile Co., Phoenix (clothing, uniforms), appoints Irvin Rose Agency, Hollywood. Radio-TV will be used.

Ace Radio & Television Co., Portland, appoints Alport & O'Rourke, that city.

Security Industrial Insurance Co., Donaldsonville, La., appoints Philip J. Meany Co., L. A.

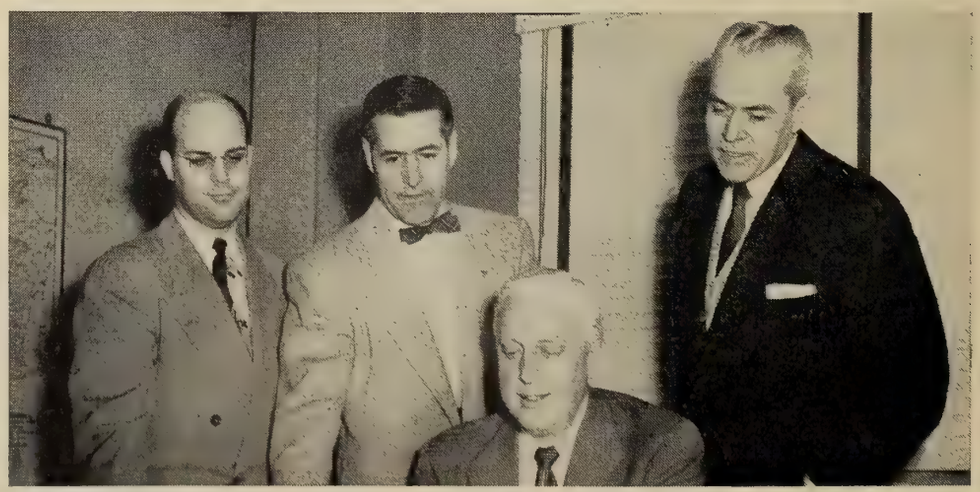
California State Fair, Sacramento, and **Vitafreze Equipment Inc.,** that city (frozen stick confections), appoints Clark & Elkus, that city.

West Disinfecting Co., Consumer Products Div., Long Island City, appoints Paris & Peart Adv., N. Y. **William F. Byrne** is account executive.

Doyle Packing Co. of Calif., L. A. (Strongheart dog food), appoints Ruthrauff & Ryan Inc., Hollywood.

National Drug Co. appoints Gray & Rogers, Phila.

Casler-Hempstead & Hanford, Chicago, has changed name to **Henry M. Hempstead & Co.**



WINSTON & NEWELL Co., Des Moines chain of 23 Super Valu stores, buys the Harlan Miller show on KRNT, aired Monday through Friday, 6:30 to 6:45 p.m. Russell W. Byerly, (seated), checks contract as (l to r) Carter Reynolds, station salesman; T. E. Barrowman, W & N departments manager, and Paul Elliott, KRNT, commercial manager, stand by. This is Mr. Miller's first work in radio. He has been columnist for the *Des Moines Register* the past 28 years and editor, "There's a Man in the House," in the *Ladies' Home Journal*.

This is JACKSON, MICHIGAN

Where
7 OUT OF **10** HOMES
in
Shoemaker Subdivision
(pictured below)
have antennas directed toward
WJIM-TV





Jackson, Michigan . . . an important automotive parts manufacturing city and home of SPARTON Television . . . is just 32 air miles from the WJIM-TV transmitter and on the main line between Detroit and Chicago. It is one of the five major Michigan cities served by WJIM-TV. Jackson County has a population of 110,000 and 1951 retail sales of $131,000,000.

WJIM-TV is strategically located to cover Michigan's great markets and industrial areas... truly an AREA station serving FIVE major markets...

SAGINAW—FLINT—LANSING—JACKSON—BATTLE CREEK

Represented nationally by H-R Representatives, Inc.
New York, Chicago, Hollywood, San Francisco

WJIM-TV

NBC-CBS-ABC-DTN



NOW PITCHING *for WSB and WSB-TV... Spud Chandler, former Yankee ace, is our new sports director.*

Spud — or Spurgeon to his Mama — is a native Georgian. He was a football and baseball star at the University of Georgia; was voted American League "most valuable player" award in 1943; pitched in 3 World Series as a New York Yankee, and until recently was on the Yankee scouting staff. We have lots of plans for Spud — all good — with a few options yet to be taken up. Write us directly or contact your Petry man. We can tailor a plan to fit your needs, TV or AM.

wsb | **wsb-tv**

The Voice of the South | *50,000 watts on channel 2*

Affiliated with The Atlanta Journal and The Atlanta Constitution

TV Continuity Plots Leave Children Cold—SRI Study

SPONSORS who try to build continuing types of plots and strict continuity in children's TV shows are doing so to no avail, according to a study released by Dr. Burleigh B. Gardner, executive director of Social Research Inc., Chicago psychological research and marketing consultant firm.

The report, "Now for the Kiddies," indicated children cannot carry too long a plot in their heads and that continuity is a minor detail with them. "On the other hand, lengthy commercials, the bane of adult TV shows, are not poison on children's shows," Dr. Gardner said. He said younger children especially like entertaining commercials as well as they like the show. The study recorded children's preferences in various age groups.

Benny Tops Nielsen AM

JACK BENNY topped the A. C. Nielsen rating report made the week of Feb. 8-14, while *Lux Radio Theatre* moved up from fifth place the week before to nudge *Amos 'n' Andy* from the No. 2 spot. Complete radio ratings follow:

NIELSEN-RATING*

RANK	PROGRAM	HOMES REACHED (000)
1	Jack Benny (CBS)	6,311
2	Lux Radio Theatre (CBS)	5,550
3	Amos 'n' Andy (CBS)	5,505
4	Charlie McCarthy Show (CBS)	5,192
5	Our Miss Brooks (CBS)	4,699
6	People Are Funny (CBS)	4,341
7	My Little Margie (CBS)	4,162
8	You Bet Your Life (NBC)	4,118
9	Arthur Godfrey's Scouts (CBS)	4,073
10	Suspense (CBS)	4,073

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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TELESTATUS®

Weekly TV Set Summary— March 23, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	.....	.....
Amarillo	KGNC-TV	13,126	.....
Ames	WOI-TV	129,421	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	215,000	.....
Atlantic City	WFPG-TV	54,850	8,228
Austin	KTBC-TV	23,354	.....
Baltimore	WAAM, WBAL, WMAR-TV	467,417	.....
Bangor	WABI-TV	16,000	.....
Baton Rouge	WAFB-TV	.....	.....
Binghamton	WNFB-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	151,000	.....
Bloomington	WTTV	221,800	.....
Boston	WBZ-TV, WNAC-TV	1,015,445	.....
Buffalo	WBEN-TV	336,931	523
Charlotte	WBTV	307,805	.....
Chicago	WBBM-TV, WBKB, WGN-TV, WNBQ	1,341,717	.....
Cincinnati	WCPO-TV, WKRC-TV WLWT	402,000	.....
Cleveland	WEWS, WNBK, WXEL	739,702	.....
Colorado Springs	KKTV	14,500	.....
Columbus	WNBS-TV, WLWC WTVN	279,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	246,871	.....
Davenport	WOC-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	19,545	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	246,871	.....
Grand Rapids	WOOD-TV	233,961	.....
Greensboro	WFMY-TV	156,548	.....
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV, KONA	17,597	.....
Houston	KPRC-TV	237,000	.....
Huntington-Charleston	WSAZ-TV	180,996	.....
Indianapolis	WFMB-TV	327,000	.....
Jackson	WJTV	11,300	11,300
Jacksonville	WMBR-TV	101,000	.....
Johnstown	WJAC-TV	621,244	.....
Kalamazoo	WKZO-TV	241,832	.....
Kansas City	WDAF-TV	281,228	.....
Lancaster	WGAL-TV	212,412	.....
Lansing	WJIM-TV	171,350	.....
Lawton	KSWO-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,536,852	.....
Louisville	WAVE-TV, WHAS-TV	226,915	.....
Lubbock, Tex.	KDUB-TV	18,753	.....
Lynchburg	WLVA-TV	40,500	1,500
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	194,987	.....
Miami	WTVJ	174,700	.....
Milwaukee	WTMJ-TV	416,706	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	360,100	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Nashville	WSM-TV	107,108	.....
New Britain	WKNB-TV	225,000	36,600
New Haven	WNHC-TV	349,000	.....
New Orleans	WDSU-TV	165,358	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	161,585	.....
Oklahoma City	WKY-TV	193,700	.....
Omaha	KMTV, WOW-TV	176,650	.....
Peoria	WEEK-TV	.....	.....
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,200,318	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	580,000	.....
Portland, Ore.	KPTV	72,839	72,839
Providence	WJAR-TV	284,000	.....
Pueblo	KDZA-TV	13,000	.....
Reading	WHUM-TV	84,748	84,748
Richmond	WTVR	162,517	.....
Roanoke	WROV-TV, WSLS-TV	50,100	14,000
Rochester	WHAM-TV	177,500	.....
Rock Island	WHBF-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Salt Lake City	KDYL-TV, KSL-TV	121,100	.....
San Antonio	KEYL, WOAI-TV	132,438	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	533,735	.....
Schenectady-Albany-Troy	WRGB	261,400	.....
Seattle	KING-TV	243,000	.....
South Bend	WSBT-TV	30,669	30,669
Spokane	KHQ-TV, KXLY-TV	24,701	.....
Springfield	WWLP	.....	.....
St. Louis	KSD-TV	490,000	.....
Syracuse	WHEN, WSYR-TV	214,067	.....
Tacoma	KTNT-TV	.....	.....
Toledo	WSPD-TV	224,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	138,050	.....
Utica-Rome	WKTV	89,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	436,849	.....
Wichita Falls	KWFT-TV	.....	.....
Wilkes-Barre	WBRE-TV	40,000	40,000
Wilmington	WDEL-TV	132,121	.....
York	WSBA-TV	28,534	28,534
Youngstown	WFMJ-TV, WKBN-TV	88,000	22,000

Total Stations on Air 149* Total Markets on Air 97*

Total Sets in Use 22,381,791

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U.S. however, is unduplicated estimate.

Station KRLD TV Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST TELEVISION MARKET...
Southwest DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area...
NOW
246,871
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by The BRANHAM Company

NARTB Code & TV Public

THE NARTB's television code on commercials is known to a significant portion of the TV public, according to a survey of the Columbus, Ohio, area by Dr. Kenneth Dameron of Ohio State U.'s business organization faculty.

Dr. Dameron said some 23% of viewers questioned were familiar with the code and believed it the best device to regulate the content of commercials. He called the finding "significant in view of certain public criticism of advertising and recent citations against false and misleading advertising by the Federal Trade Commission."

About 5% of viewers thought the government should exercise more control over TV commercials. In general, Dr. Dameron said, "the public felt that television advertising is fairly satisfactory."

'Lucy', Fights, Godfrey Lead Nielsen TV Report

A. C. NIELSEN Co.'s second report for February, covering top TV programs for the two weeks ending Feb. 21, shows *I Love Lucy*, Pabst Blue Ribbon fights and Arthur Godfrey as the top three programs in number of homes reached and in the percentage of homes reached in each station area. Listings follow:

NIELSEN RATING
NUMBER OF HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	15,177
2	Pabst Blue Ribbon Bouts (CBS)	12,004
3	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	11,150
4	Texaco Star Theatre (NBC)	9,991
5	Colgate Comedy Hour (NBC)	9,989
6	Dragnet (NBC)	9,671
7	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	9,590
8	You Bet Your Life (NBC)	9,564
9	Arthur Godfrey & Friends (CBS) (Pillsbury Mills Inc.)	9,424
10	Fireside Theatre (NBC)	9,243

% OF HOMES REACHED IN STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	69.9
2	Pabst Blue Ribbon Bouts (CBS)	56.8
3	Arthur Godfrey's Scouts (CBS)	56.0
4	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	54.6
5	Texaco Star Theatre (NBC)	50.8
6	Dragnet (NBC)	49.2
7	Colgate Comedy Hour (NBC)	47.0
8	Arthur Godfrey & Friends (CBS) (Pillsbury Mills Inc.)	47.0
9	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	45.8
10	Toast Of The Town (CBS)	45.4

Copyright 1953 by A. C. Nielsen Co.

Trendex Finds 'Lucy', Godfrey, Tops in March

TOP 10 Trendex ratings for sponsored evening network TV programs for week of March 1-7 were released last week. They are:

Rank	Program	%
1	I Love Lucy (CBS)	62.9
2	Talent Scouts (CBS)	49.9
3	Dragnet (NBC)	43.8
4	Godfrey's Friends (CBS)	42.9
5	Star Theatre (Berle) (NBC)	37.4
6	Our Miss Brooks (CBS)	34.5
7	You Bet Your Life (NBC)	34.0
8	Strike It Rich (CBS)	33.8
9	What's My Line (CBS)	32.5
10	Toast of the Town (CBS)	31.2

(NOTE: Figures are based on the one live broadcast during the week, March 1-7, 1953.)

MOVIE MAKERS SEEK TV ENTRE; MPAA SAYS NETWORKS 'INTERESTED'

Hollywood adopts "If you can't lick 'em, join 'em" attitude, or so it would seem as MPAA makes opening overtures to put picture excerpts on video.

THE MAJOR motion picture producers, heretofore antagonistic toward television, now want to get in.

But, at least one skeptic added hastily, they want it on their own terms if their current collaborative approach is any criterion.

Through the Motion Picture Assn. of America, they have broached the TV networks on a proposed series which would present excerpts from new feature movies and would include personal appearances of member companies' top stars, whose TV appearances in the past generally have been strictly limited. The chosen network would be free to sell the series to advertisers.

MPAA spokesmen last week described the plan as "still in the formative stage," and said that, although the networks had been contacted, none of them had yet submitted formal detailed proposals for a format. They described the networks as "very much interested," and said they hoped that within two weeks a network could be selected to produce a pilot film.

Network authorities had little to say, although it was reported that at least NBC-TV and ABC-TV had advanced some program plans to the MPAA group, while CBS-TV had decided not to do so.

The plan as described by MPAA spokesmen called for a series of weekly half-hour shows. Each would contain integrated excerpts from two or three new feature pictures, plus appearances by one or two motion picture stars. Eric Johnston, head of MPAA, might appear on each show, perhaps in the role of host. The programs probably, but not necessarily, would be film or a combination of film and live production.

MPAA Has Cooperation

MPAA emphasized that, although programs of this type have been contemplated by others, MPAA is the only organization which can "deliver" the cooperation, facilities and stars of all of the major companies.

MPAA membership includes such companies as MGM, Paramount, 20th Century-Fox, Columbia, RKO, Universal, Warner Bros., Monogram, United Artists and Allied Artists, and officials said all would cooperate in the proposed series.

Chief objections voiced to the proposal were charges that MPAA wanted to retain too rigid control over the series, that the programs would be the equivalent of almost 30 minutes of "plugs" for the motion picutre industry, and that sponsorship would be hard to find. "Who would want to buy two minutes of commercials and 27 minutes of plugs for Hollywood?", one observer asked. It also was contended that the major producers no longer control the contracts of any large number of real "name" stars.

The motion picture industry's move in any event was seen as another step in a Hollywood trend away from its anti-TV position of the past.

Another example cited was the sale of rights for TV-radio coverage, via NBC under RCA sponsorship, of the famed "Oscar" awards dinner last Thursday night.

Other examples, and closely similar in format of the MPAA proposal, were the CBS-TV *Toast of the Town's* signing of agreements with 20th Century-Fox and MGM whereby five or six-minute "Miniature World Premieres" of new movies of those companies would be presented on *Toast* [B•T, March 16, 9].

In connection with the *Toast* agreement with MGM and 20th Century, regulations of American Federation of Musicians with respect to the use of music on sound tracks of film clips has prompted the movie companies to limit the "Miniature World Premiere" selections to a considerable extent to non-musical productions.

Spokesmen for both companies acknowledged they were following this policy but said they have received "clearance" from AFM for some motion pictures with music, as in the case of "Call Me Madam."

Meanwhile, the value of cooperation between television and the motion picture industry was stressed by Ed Sullivan, producer and m.c. of *Toast*, in a talk in New York Thursday before the Assn. of Motion Picture Advertisers.

Referring to the agreements with MGM and 20th Century-Fox, he noted that his program had used a movie sketch as far back as 1949, at which time "the exploitation values of TV became self-evident."

AMPA made Mr. Sullivan an honorary life member at the Thursday session in recognition of "his cooperation in helping to publicize movies through the medium of television."

AFL Council Continues Bar on Foreign TV Films

CONTINUING its drive to halt foreign TV film production, the AFL Hollywood Film Council will meet this week with Peerless Television Productions to discuss proposed distribution of English financed and filmed *Secrets of Scotland Yard* series, and producer-director Raoul Walsh, on *Long John Silver* and *Capt. Blackbeard* series to be filmed in the Caribbean area.

Action by the council last week approved Bernard Proctors distribution set up for *Orient Express*, series of 26 half hour programs filmed in major European cities by John Nash, as Proctor contracted for the series before formulation of union's policy. Also given the go signal was Harlan Thompson, whose Dorset Productions advanced considerable money toward filming a quarter hour musical series in Italy prior to the councils production curb campaign [B•T, Feb. 9].

Dodgers' Film Package

BASEBALL television quiz show, produced by Guild Films Inc., New York, will be released next month with the opening of the major league baseball season. Titled *Call the Play*, the program will be available on a weekly or multi-weekly basis. It will feature action highlights of major league games played by the Brooklyn Dodgers last year. Format includes a quiz and a jackpot.

New

KGUL-TV

off and flying today with
top CBS Television and local programming...
and the highest power
in Southwest television (235,000 watts)

in

GALVESTON-HOUSTON

combined, the 15th-largest metropolitan market
area in the United States,
phenomenally rich and fast growing...
even by Texas standards

is represented by

CBS TELEVISION SPOT SALES

who'd like to tell you more about KGUL-TV
and nine *other* top-audience stations (in nine of your top-money
TV markets, including the four largest).*

**CBS Television Spot Sales also represents*
WCBS-TV, *New York*, WCAU-TV, *Philadelphia*, WTOP-TV, *Washington*,
WBTV, *Charlotte*, WMBR-TV, *Jacksonville*, WBEM-TV, *Chicago*,
WAFM-TV, *Birmingham*, KSL-TV, *Salt Lake City*, KNXT, *Los Angeles, and*
CTPN, *the CBS Television Pacific Network.*



EVENING hour-long strip on WABC-TV New York, which starts April 27, is planned by Robert E. Kintner (l), ABC pres.; Milton H. Biow (c), bd. chm., Biow Co., N. Y., agency for Knickerbocker Beer, and Fred Linder (r), pres., Knickerbocker [B•T, March 16].



SIGNING for sponsorship of Ray Clark with *TV News Headlines* two nights weekly on WOW-TV Omaha for 33 weeks by McFaydens Inc. (Ford dealer): Seated, l to r, Richard McFayden, v.p., McFaydens; John Goodsell, Holland, Holland & Goodsell agency; standing, Richard Benson, McFaydens bus. mgr.; Lyle DeMoss, asst. gen. mgr., WOW-TV.



FACILITIES of WEEK-TV Peoria are shown by Fred C. Mueller (l), gen. mgr., to Don Mercer, NBC station relations. The new station is affiliated with NBC and DuMont.

CAST of Garry Moore video show breakfasted with Stokely-Van Camp executives before kick-off of new Quick-Meals-in-a-Can promotion. L to r: Seated, Durwood Kirby, anncr.; Denise Lor, singer; Mr. Moore; H. F. Krimendahl, pres., S-VC; standing, Howard Smith, pianist; L. J. Noonan, v.p.; Ken Carson, guitarist.



Antitrust Objections Deadline Set April 15

DEFENDANTS in the Dept. of Justice's antitrust suit to force release of 16mm feature motion pictures to television and other outlets last week were given until April 15 to file objections to interrogatories sent them a fortnight ago.

Under ordinary conditions the motion picture studios and distributing companies would have only 10 days to file objections, but with the 29 detailed questions covering activities back to 1936, time extension was granted after a conference between government and defense attorneys.

The suit, filed last July [B•T, July 28, 1952] lists defendants as Columbia Pictures Corp. and its subsidiary, Screen Gems Inc.; Universal Pictures Corp. and its subsidiary, United World Films Inc.; Warner Bros. Pictures Inc.; Warner Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; 20th Century-Fox Film Corp.; Republic Pictures Corp.; Republic Productions Inc.; Films Inc., and Pictorial Films Inc. Theatre Owners of America (TOA) is named as a co-conspirator, but not as a defendant.

NBC Program Films in Canada

RCA Victor Co. Ltd. of Canada now is sole distributor of NBC film productions in Canada, Robert W. Sarnoff, vice president in charge of the NBC film division, announced last week.

Mr. Sarnoff said RCA's Canadian subsidiary will provide complete production services, advertising and merchandising campaigns and publicity, promotion and merchandising services to local sponsors and stations. Film properties to be offered include *The Lilli Palmer Show, Douglas Fairbanks Presents, Dangerous Assignment* and *The Visitor.*

Film Sales

Falstaff Brewing Corp., St. Louis, will start *City Detective,* weekly half-hour TV film series, in 10 southern markets during June. To be produced by **Revue Productions,** North Hollywood, mystery series goes into production in early April with **Rod Cameron** starred. Agency is Dancer-Fitzgerald-Sample Inc., Chicago.

* * *

Ohio Oil Co., Findlay, Ohio, starts *Crown Theatre,* weekly half-hour TV series filmed by **Bing Crosby Enterprises,** Culver City, in eight markets the week of April 6 for 26 weeks. The new series, featuring **Gloria Swanson** as hostess-m.c., will be shown in Columbus, Dayton, Toledo, Grand Rapids, Louisville, Indianapolis, Kalamazoo and Bloomington, Ind. Agency is **Stockton-West-Burkhart,** Cincinnati. The sale was handled by **Charles B. Brown,** BCE vice-president in charge of sales, and **Dick Dunn,** agency radio-TV director.

* * *

Five new markets for **United Television Programs'** *Heart of the City* (originally presented as the *Big Town* network series sponsored by Lever Bros.) were announced last week, bringing total sales to 37. The package has been purchased in Buffalo by **Iroquois Beer,** by **WABI-TV** Bangor, **WXYZ-TV** Detroit, and by the **Streitman Biscuit Co.** for showing in Charleston and Roanoke.

* * *

Sarra Inc., New York and Chicago, has produced a series of 20-second animated weather forecasts now being shown in the Cleveland area for **Leisy Beer.** Series is produced through the Cleveland office of **McCann-Erickson. Stuart Buchanan,** account executive at the agency, supervised the series.

* * *

California Willys Co., Los Angeles, starts a 75-minute weekly feature film, *Film Playhouse,* on KLAC-TV Hollywood, for 13 weeks from March 19. Agency is **Edwards Agency,** L. A.

Availabilities

Louis Weiss & Co., Los Angeles, has acquired U. S. TV distribution rights to the feature musical film, "That's My Boy," starring NBC-TV's **Jimmy Durante.** Written by **Oscar Strauss,** the film is a satirical operetta.

* * *

Broadcasting & Film Commission of the National Council of Churches of Christ in the USA is releasing free of charge as a public service program a special Easter film, "I Behold His Glory." The 55-minute color film was produced by **Cathedral Films,** Burbank, Calif.

* * *

Screen Gems, New York, is offering *Meet The Family,* a new half-hour filmed TV program, for national and regional sponsorship. A pilot program has been produced.

Production

Screen Gems Inc., Hollywood, is preparing two new half-hour TV film series for production. Being completed is "The Last 30 Minutes," the pilot film in *The Law Strikes Back,* a series of unrelated dramatic episodes produced by **Michael Kraike.** The pilot film goes into production April 14.

* * *

Flying-A Television Co., Hollywood, has started a third half-hour TV film in its *Annie Oakley* series, starring **Gail Davis, George Archainbaud** is the director and **Lou Gray,** producer.

Random Shots

Kling Studios Inc., Chicago, has opened an office at 818 Olive St., St. Louis, with **William Wright** placed in direction.

* * *

Ankers-Loeb Productions has been named Washington, D. C., representative for **Stanley Neal Productions,** New York and Hollywood firm which films special documentaries for TV distribution, it was announced last week by **Leon Loeb** of the Washington firm. Ankers-Loeb will produce training and other special features which require a Washington setting, Mr. Loeb said.

Film People

Walter A. Klinger, in charge of sales for Scandinavian-American Television Co., Beverly Hills, joins **United Television Programs Inc.,** Hollywood, as district manager with headquarters at California Studios.

* * *

Charles M. Amory, vice president in charge of sales for Pathe Laboratories Inc., also has been elected vice president in charge of all business relations with independent film producers for Eagle Lion Studios, Hollywood. **Arthur B. Johnson,** studio manager, has been promoted to vice president in charge of administration of EL. **William C. MacMillen Jr.,** president, Chesapeake Industries, parent company, announced changes.

* * *

Bob McKee, radio-TV announcer, joins **Filmack Studios,** Chicago, in production and sales of TV film spots.

UTP Adds to Sales Force; Moves to West Coast

TO KEEP PACE with increased business, United Television Programs last week announced addition of three men to its sales staff and plans to improve sales and administrative operations.

Vice President Ben Frye said that UTP, which has placed a million dollars in contracts since the first of the year, will move main offices from Chicago to Hollywood April 1. Offices will be located at California Studios, with office management supervised by Walter Klinger, who recently joined UTP. The firm also has taken physical distribution of its prints from Modern Talking Pictures and is establishing its own shipping exchange on the West Coast, he added.

Other developments announced by Mr. Frye are a planned sales and promotion budget "five times as large" as last year's and a decision to hold an annual series of sales conferences on the West Coast. New UTP salesmen are George Weiss and Herbert Miller, who have been assigned to the Midwest, and Charles McNamee, who will work the southern territory.

Telethons Raise $2,287,612 In Cerebral Palsy Campaign

CONTRIBUTIONS totaling $2,287,612 were raised by 12 telethons conducted for United Cerebral Palsy in 12 cities in 1952, Leonard H. Goldenson, UCP president and also president of AB-PT, reported Thursday.

Actual collections from the 12 television marathons, according to Mr. Goldenson, averaged 98% of the amounts pledged when the shows went off the air.

Top fund raiser of all the UCP telethons was the 18-hour program over WABC-TV New York on Dec. 7-8, which brought in $642,824, 116% of the amount pledged.

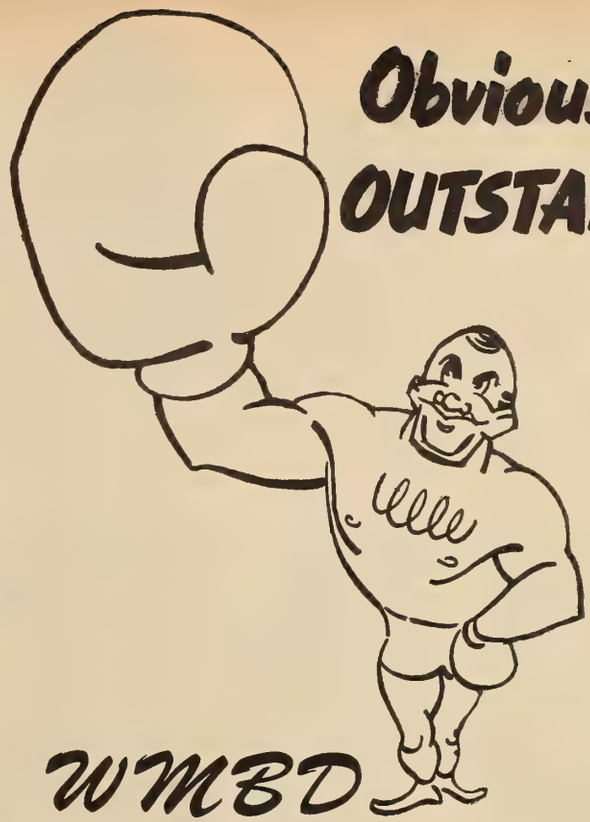
Other cities and stations which held telethons were KECA-TV Los Angeles, WOAI-TV San Antonio, WHAS-TV Louisville, WTVJ (TV) Miami, WDSU-TV New Orleans, KPRC-TV Houston, WDTV (TV) Pittsburgh, WBKB (TV) Chicago, KGO-TV San Francisco, WFIL-TV Philadelphia and WKRC-TV Cincinnati.

'Main Street, Europe'

WTAG-AM-FM Worcester, Mass., is showcasing a 26-week radio series, *Main Street, Europe,* produced by Louis Fontaine, who recorded interviews in English with persons in Western European countries.

Mr. Fontaine, who two years ago produced *Accent on Paris,* a series on that city, for WTAG, traveled 30,000 miles and spent seven months recording the *Main Street* series, according to the station. The programs depict the customs, backgrounds and everyday life of contemporary Europeans. The show is being aired by WTAG Sundays at 1:30 p.m.

To gather the tape-recorded material, Mr. Fontaine visited Scandinavia, Great Britain, Ireland, France, Italy, Austria, Switzerland, Belgium, Holland, Lichtenstein and Luxembourg.



AGAIN LEADS IN EVERY TIME SEGMENT

INDEX	Sets in Use	Peoriarea Stations					
		WMBD	A	B	C	D	E
WEEKDAY MORNING MON. THRU FRI. 8:00 A. M. — NOON	25.7	51.5	15.7	13.7	3.6	1.6	6.8
WEEKDAY AFTERNOON MON. THRU FRI. NOON — 6:00 P. M.	24.3	54.3	11.4	9.4	7.1	2.6	9.7
EVENING SUN. THRU SAT. 6:00 P. M. — 11:00 P. M.	30.5	50.6	21.0	14.6	—	—	7.4
SUNDAY AFTERNOON NOON — 6:00 P. M.	23.1	33.1	13.8	17.9	5.0	14.9	15.8
SATURDAY DAYTIME 8:00 A. M. — 6:00 P. M.	22.9	47.6	13.7	13.3	3.9	2.7	12.7

Share of audience, city zone, Peoria, Illinois; November-December, 1952

CONSISTENT LEADERSHIP!

The latest Hooper Index once again shows how WMBD dominates the rich Peoriarea market. Throughout its 26 year history, WMBD has maintained this position of leadership . . . from the first Peoria Hooper Survey, eight years ago, to today, it has been demonstrated that WMBD reaches more listeners than the next TWO STATIONS COMBINED . . . in every time segment, Monday through Saturday!
WMBD'S OBVIOUSLY OUTSTANDING share of the audience leads to OBVIOUSLY OUTSTANDING sales results.

See Free & Peters



AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

NINE NEW FACES ON NARTB RADIO BOARD

Elections among odd-number districts and at-large voting [B•T, March 16] added these directors. Four others were re-elected.

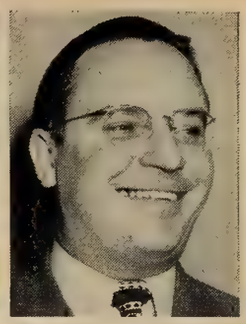
Directors re-elected include Kenyon Brown, KWFT Wichita Falls, Tex., representing Dist. 13; John H. DeWitt Jr., WSM Nashville, representing large stations; Edgar Kobak, WTWA Thomson, Ga., small stations, and Ben Strouse, WWDC-FM Washington, FM.



Herbert L. Krueger
WTAG Worcester, Mass.
District 1



George H. Clinton
WPAR Parkersburg, W. Va.
District 3



John Fulton
WGST Atlanta
District 5



F. Ernest Lackey
WHOP Hopkinsville, Ky.
District 7



Hugh K. Boice Jr.
WEMP Milwaukee
District 9



John F. Meagher
KYSM Mankato, Minn.
District 11



William D. Pabst
KFRC San Francisco
District 15



Richard M. Brown
KPOJ Portland, Ore.
District 17



G. Richard Shafto
WIST Charlotte, N. C.
Medium Stations

IRE MEET OPENS; TV HIGH ON AGENDA

The latest in electronics will be exhibited and explained at the annual sessions starting today

REGISTRATION for the 41st annual convention of the Institute of Radio Engineers, opening today (Monday) at New York's Waldorf-Astoria, is expected to top 30,000. Engineers and scientists from almost every country outside the Iron Curtain will congregate to listen to technical papers and to view the $10 million worth of electronic apparatus at the Grand Central Palace.

Television again will be a major field of discussion, with technical sessions on various phases of the subject scheduled Monday afternoon and Tuesday morning and symposia on TV broadcasting for Wednesday morning and afternoon. A two-part seminar on acoustics for the radio engineer also will be held on Wednesday. Other technical sessions will cover all angles of electronic science, ranging from transistors and nucleonics and the use of electronics in medicine and military communications to new radio and TV receivers.

Brig. Gen. David Sarnoff, board chairman of RCA, will make the major address of the four-day meeting, speaking on "Electronics and the Engineers" at the banquet Wednesday evening, when he will be presented with the first 'Founders' award of IRE. The award will be given to Gen. Sarnoff "for outstanding contributions to the radio engineering profession through wise and courageous leadership in the planning and administration of technical developments which have greatly increased the impact of electronics on the public welfare."

The Institute's Medal of Honor award will go to John M. Muller, Naval Research Laboratory, for his pioneering in scientific and engineering contributions.

The nine surviving radio pioneers who founded IRE in 1912 will be honored at the convention's opening session at 10:30 this morning (Monday), with IRE president James W. McRae, Bell Telephone Labs. vice president, presiding. Featured speaker at this session will be William R. Hewlett, vice president of Hewlett Packard Co.

Arkansas Broadcasters Elect Officers at Meet

WILLIAM V. HUTT, KLRA Little Rock, was elected president of the Arkansas Broadcasters Assn. at its fifth annual meeting in Little Rock March 15-16. W. N. McKinney, KELD El Dorado, is the new vice president, and Ted Wood, KOSE Osceola, secretary-treasurer.

Board members include Storm Whaley, retiring president, KUOA Siloam Springs; Messrs. Hutt, McKinney and Wood; Sam Anderson, KFFA Helena; Ted Rand, KDRS Paragould; Julian Hass, KAGH Crossett; Bill Fogg, KXJK Forrest City, and Harold Sudbury, KLCN Blytheville.

The group passed resolutions (1) petitioning FCC reinstatement of the operator rule, contested by International Brotherhood of Electrical Workers (AFL) [B•T March 16]; (2) requesting FCC to extend its June 2 deadline for claiming assigned educational television channels, and (3) questioning "the trend" toward monthly fees for records on the part of record distributors, urging them to "consider policy formation" in the light of broadcasters' objections.

NARTB Denies IBEW Operator Rule Claims

NARTB fought back last week at the attempt of IBEW to halt the FCC's revised rules covering use of restricted operators and remote operation of transmitters.

The association was set back on its heels a fortnight ago [B•T, March 9] when FCC heeded IBEW's request to hold up the revised rules. The union asked that the rules be rescinded or that a hearing be held.

Two key arguments were cited by NARTB in a petition filed Monday with FCC: (1) the association claims IBEW violated FCC rules by failing to serve it with notice of the petition; (2) NARTB says IBEW failed to support its claims.

Much of the IBEW petition was based on the contention that the Conelrad civil defense plan (using two broadcast frequencies for information in case of enemy attack) would be crippled by the rule allowing remote operation of transmitters of 10 kw or less.

Remote Control

NARTB pointed out the government is making extensive use of remote control devices for civil defense communication. Answering the charge that subversives could be more effective at unattended transmitters, NARTB claims the opposite would be the case because such transmitters could be shut off from a remote point.

The FCC has found "operating" does not require a skilled engineer, according to NARTB, and the simple duties in standing watch can be performed with a restricted operation. The association denies revised rules will reduce the supply of skilled technicians, but concedes there may be some displacement of personnel from remote operation.



No. 2 of a Series

Anonymous People who add up to well-known Buying Power in the area of

WCCO-TV

Photo . . . Ralph Hobbs, Jr. . . . Mpls.

Do Postmen Send in Box Tops?



Betty Alfson, in charge of the mail room at WCCO-TV, says they *must* . . . if her desk each morning is any criterion.

Even tho thousands of televiewers in the Twin City Zone can and do 'phone . . . the box top fans, including letter carriers, find the mailman necessary in their contest or other aspirations.

Best explanation for our large mail response is this fact: With 100,000 watts—maximum power allowed on Channel 4—WCCO-TV has enlarged its regular Service area to include more towns with more buying power.

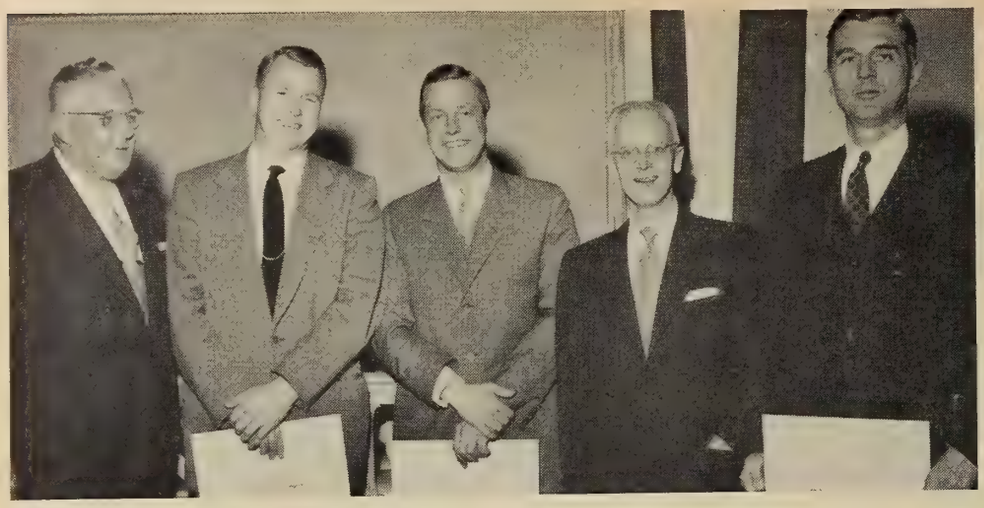
WCCO
CBS

100,000 WATTS TV Channel 4

MINNEAPOLIS • ST. PAUL

Nationally represented by FREE and PETERS

RADIO...830 kc...50 kw and **TELEVISION**...ch 4...100 kw...
For dominant coverage of the Northwest Market



AWARDS which were given by American Public Relations Assn. honored radio-TV organizations and related interests. Among those at presentation ceremonies in Washington were (l to r): Ken Carter, WAAM (TV) Baltimore, originating station of *Johns Hopkins Science Review* on DuMont; A. W. Halverson, manager of community relations, General Electric Co., Appliance Div.; William Eiman, Smith, Kline & French Labs., which sponsored medical convention telecasts to 75,000 doctors and the public via TV; Lynn Poole, Johns Hopkins U. public relations director and creator-producer of *Science Review*, silver anvil trophy; Arthur H. Schroeder, attorney, accepting for WHAS-AM-TV Louisville, for audience participation.

NTFC to Meet Thursday

SIGNIFICANT facets of television engineering as they apply to films on television will be discussed by a panel of engineers and scientists in the film field at a luncheon meeting of the National Television Film Council in New York Thursday.

The meeting is the third in a series scheduled for 1953 by the council on the overall subject of "Engineers, Electronics and Techniques." Speakers will be scheduled from 11 a.m. through 2 p.m.

Among the participants will be Dr. Alfred N. Goldsmith, RCA consultant; E. M. Stifle, Eastman Kodak Co.; E. Schmidt Reeves, Reeves Sound Studios; John Stott, Tri-Art Color Corp.; Dr. Peter C. Goldmark, CBS Labs.; C. Graydon Lloyd, General Electric Co., and Frank Marx, ABC.

Coast AAAA Chapter Meet

MONTHLY forum meeting of the Northern California Chapter of American Assn. of Adv. Agencies, to be held Wednesday at the St. Francis Hotel, San Francisco, is a panel devoted to advertisers. Representing advertisers are Robert Hill, advertising manager, Columbia-Geneva Div., U. S. Steel Corp., and Stanley E. Plumb, advertising-merchandising manager, Cling Peach Advisory Board. Franklin C. Wheeler, president, Brisacher, Wheeler & Staff Inc., and Clarence Hestorff, vice president, McCann-Erickson Inc., both San Francisco, represent AAAA.

New 4A Office in L. A.

PERMANENT offices have been established by the Southern California chapter of the American Assn. of Advertising Agencies in the Los Angeles Advertising Club headquarters at Statler Center, 900 Wilshire Blvd., L. A., telephone, Madison 9-1028. It is the first such office for any AAAA chapter outside of the New York headquarters.

FM Campaign in S. C.

FM AUDIENCE and sales promotion campaign will be staged in South Carolina by NARTB and Radio-Television Mfrs. Assn. during the six-week period starting April 6. It will be the eighth FM drive conducted jointly by the two associations in cooperation with dealers, distributors and stations. The campaign grew out of a resolution adopted at a recent meeting of the South Carolina Radio & Television Broadcasters Assn., of which Walter Brown, WORD WDXY-FM Spartanburg, is president.

Addressing a planning session last week at Greenwood, S. C., John H. Smith Jr., NARTB FM and promotion director, described the formula used successfully in earlier FM promotions. Ken Beachboard, WMRC Greenville, is broadcaster chairman of the campaign. Co-chairmen of the distributors committee are Joe L. Pleasants, Allison-Erwin Co., Charlotte, N. C., and Olyn Crouch, Southern Radio Co., Columbia. Separate FM programming, particularly baseball, will be emphasized. A similar FM promotion campaign will open in Michigan in May.

Charles Wright to Head Mississippi Broadcasters

CHARLES J. WRIGHT JR., WFOR Hattiesburg, was elected president of the Mississippi Broadcasters Assn. at the group's annual convention in Biloxi March 14-15. L. M. Sepaugh, WSLI Jackson, retiring president presided at the meeting.

Other officers: Bob Evans, WELO Tupelo, vice president; Granville Walters, WAML Laurel, secretary-treasurer, and these members of the executive committee: Mr. Sepaugh, R. A. Butterfield, WLOX Biloxi; Monroe Looney, WNAG Grenada; Tech Jones, WLAU Laurel; Lourin Miller, WQBC Vicksburg, and John E. Bell, WCMA Corinth.

Speakers included Richard Doherty, NARTB vice president in charge of employer-employe relations, who spoke on television costs and problems and requirements of wage and hour laws, estimating the minimum expense of operating a video station at $65 per hour.

Epperson's Address

ADDRESS of J. B. Epperson, an associate member of the Assn. of Federal Communications Consulting Engineers, should be changed on page 468 of the 1953 BROADCASTING YEARBOOK, under the heading, "Associate Members of AFCCE," to 1816 East 13th St., Cleveland, Ohio, instead of 1816 East 16th St. Mr. Epperson is chief engineer, Scripps-Howard Radio Inc.

Texas Broadcasters Meet

ANNUAL meeting of the Texas Assn. of Broadcasters was held last Monday in Austin. Featured was an address by Jack Williams, program director of KOY Phoenix, Ariz., on "Radio Programming in a TV Market."



TELEVISION Assn. of Philadelphia meeting attracted this group for its advertising shoptalk: L to r, Paul Phillips, Aitkin-Kynett agency; Harry Trenner, vice president, William Weintraub agency, New York, who discussed the problem of television circulation and costs; Max Solomon, sales executive WFIL-TV Philadelphia, and Arthur Borowsky, TAP head.



* spelled W-K-Y in Oklahoma!

Buchanan-Thomas
ADVERTISING COMPANY

410 - 412 SOUTH 19TH STREET • OMAHA 2, NEBRASKA

January 12, 1953

Mr. R. E. Chapman
Radio Station WKY
Box 8668
Oklahoma City 14, Oklahoma

Dear Bob:

It is gratifying to see WKY climbing higher and higher on our list of 60 or 70 stations used for Tidy House premium offers. You are now in the upper half of the list and it's a blue chip list of stations.

We are especially pleased because your progress reflects a steady growth in our distribution and sales in Oklahoma.

here's why!

A couple of years ago, after unsuccessfully trying various ways of cracking the Oklahoma market, it was often said at our conferences that Oklahoma was impossible.

Then we put the Kitchen Club show on WKY and today everybody is happy. Either we have a wonderful show or WKY is a wonderful station. Let's assume both are true.

Incidentally, we are delighted with the excellent cooperation you have given us in merchandising our schedule and in working with our salesmen. WKY is one of our favorite stations.

Cordially yours,

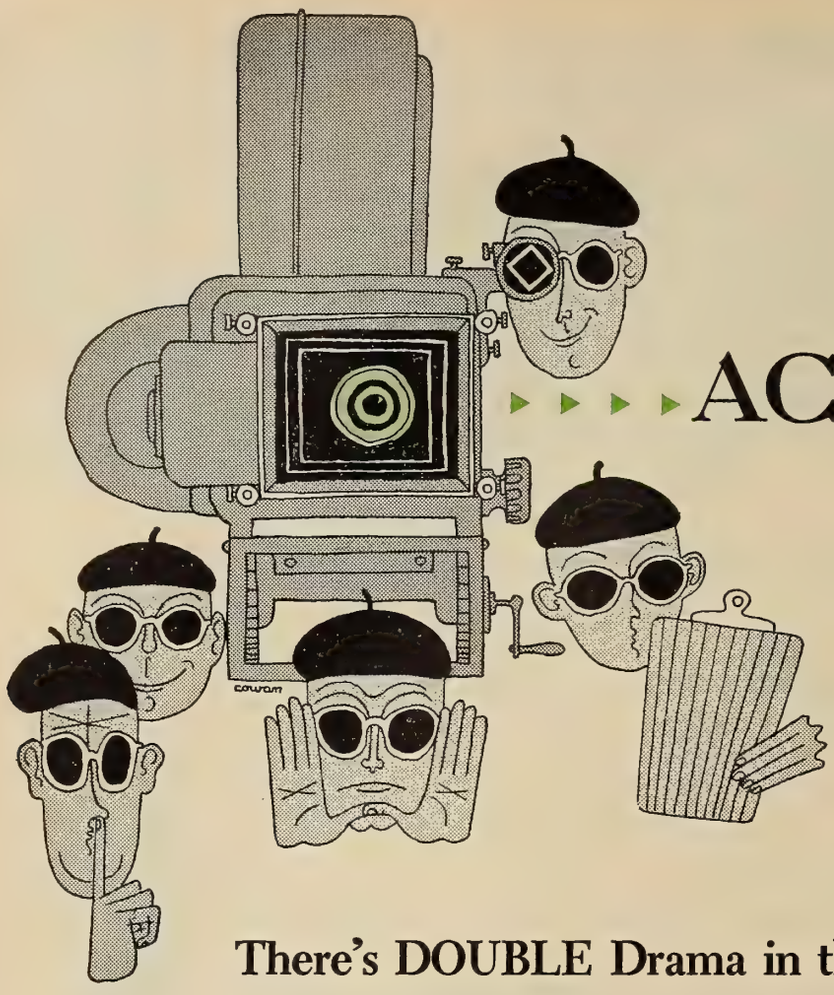
BUCHANAN-THOMAS ADVERTISING CO.

Adam Reinemund

WKY

AM • 930 KC • NBC
OKLAHOMA CITY

Owned and Operated by **THE OKLAHOMA PUBLISHING CO.** The Daily Oklahoman • Oklahoma City Times
The Farmer-Stockman • WKY-TV • Represented by **THE KATZ AGENCY**



ACTION HERE

There's DOUBLE Drama in the way TV's "FAMOUS

You DON'T have to be an oil company to sponsor these great TV films. Lots of other successful advertisers, both small and large, have discovered how drama on the screen brings drama at the cash register. Here are only a few of those who have sponsored "Famous Playhouse" films...

Armour & Company
Alka-Seltzer (Miles Laboratories)
American Broadcasting Company
Bankers Trust Company
Blatz Brewing Company
Campbell Soup Company
Canadian Broadcasting Corporation
Chrysler Dealers
Colonial Coffee
Cott Beverage Corporation
Crosley Broadcasting Corporation
Ethyl Corporation
The Gruen Watch Company
General Electric Dealers
Theodore Hamm Brewing Company
Griesedieck Brothers Brewing Company
Kaiser Frazer Dealers
Nash Dealers
Ohio Oil Company
Pepsi-Cola Company
Pontiac Dealers
Procter & Gamble Company
Rainier Brewing Company
Sears, Roebuck & Company
The F & M Schaeffer Brewing Company
Sinclair Refining Company
Snowcrop Marketers, Inc.
Sun Drug Company

Other MCA-TV Advertising Showcases, made expressly for television, include: "The Abbott & Costello Show," George Raft in "I'm the Law,



BRINGS ACTION HERE

PLAYHOUSE" attracts audiences—and builds sales!

The dramatic appeal of these MCA-TV half-hour films—already sponsored regionally for 91 consecutive weeks by Standard Oil of California as "Chevron Theatre"—continues to create dramatic sales results for this satisfied user of television's most effective Advertising Showcases.

This versatile series, made *expressly for television* in Hollywood with Hollywood name talent, has won many customers for many types of sponsors in many markets. "Famous Playhouse" is flexible to your needs (and budget) . . . as first runs or subsequent runs . . . as a 26- or 52-week feature or a powerful summer replacement . . . as your own-name "Playhouse" in your market—but always as dramatic, forceful entertainment with a family appeal that results in impressive ratings.

For a TV Advertising Showcase that produces *sales action*, investigate these outstanding films. Availability, cost, and audition screenings can be arranged immediately through any MCA-TV office—

another advertising **SHOWCASE** *from* MCA TV Ltd.

NEW YORK: *598 Madison Avenue—PLaza 9-7500*
CHICAGO: *430 North Michigan Avenue—DElaware 7-1100*
BEVERLY HILLS: *9370 Santa Monica Blvd.—CRestview 6-2001*
SAN FRANCISCO: *105 Montgomery Street—EXbrook 2-8922*
CLEVELAND: *Union Commerce Bldg.—CHerry 1-6010*
DALLAS: *2102 North Akard Street—PROspect 7536*
DETROIT: *1612 Book Tower—WOodward 2-2604*
BOSTON: *45 Newbury Street—COpley 7-5830*
MINNEAPOLIS: *Northwestern Bank Bldg.—LINcoln 7863*

and (now in Production) "City Detective," starring Rod Cameron

IKE NAMES DOERFER TO FCC TO COMPLETE MERRILL TERM

Wisconsin Public Service Commission head nominated in first step toward GOP reorganization. He could become new Chairman after his Senate confirmation, but Hyde is running strong. Doerfer, 48, is lawyer, accountant, economist and is labelled a free enterpriser. He originally was slated for the Federal Power Commission.

PRESIDENT EISENHOWER last Friday broke his official silence on the FCC and moved a notch closer to GOP reorganization of that regulatory agency with the naming of John C. Doerfer, 48, chairman of the Wisconsin Public Service Commission to succeed Eugene H. Merrill, Utah Democrat. Under the appointment, Mr. Doerfer would serve until July 1, 1954. He is mentioned as a possibility for new Chairman.

Mr. Doerfer's appointment came two days after he had conferred at the White House in an unlisted appointment with President Eisenhower and chief presidential assistant, Sherman Adams. He previously had conferred with Wesley Roberts, Republican National Committee Chairman. Mr. Doerfer told B•T that he was pleased with the appointment.

"I am willing to serve and I hope I shall be a credit to the country and to my state of Wisconsin," he said.

Whether Mr. Doerfer will be named Chairman is conjectural. In his telephone conversation from Madison with B•T Mr. Doerfer said he would "just as well not discuss that."

The fact that Mr. Eisenhower did not simultaneously announce the elevation of Rosel H. Hyde to the chairmanship is regarded as possibly significant. Presumably, also, the White House did not consult Mr. Hyde on the Doerfer appointment. It is known, however, that Mr. Hyde recommended the appointment of an attorney to at least one of the posts.

Walker's Tenure

That the White House is having trouble on the termination of the tenure of Democratic Chairman Paul A. Walker, also is apparent. Mr. Walker's present term expires next June 30. But the President can end it by rescinding the executive order issued by President Truman permitting Mr. Walker to serve beyond the retirement age of 70. Mr. Walker conferred with Mr. Adams on March 13, and reportedly was asked to submit his resignation, which he has not done. Replying to reports last Friday that he had already resigned, Mr. Walker said emphatically: "I have not resigned and I have no intention of doing so."

The Doerfer appointment does not necessarily mean that the GOP advocates of a "clean sweep" have won out, although that interpretation is possible. The only opposition to Mr. Hyde's promotion has come from those who have urged a "new broom" to clean out hangover New Dealers and Fair Dealers from the non-technical ranks.

Talk about "drafting" of former Comr. Robert F. Jones to do a quick reorganization job has subsided.

Mr. Doerfer was described by those who have worked with him in the public utility field as a firm believer in free enterprise. He is a student of economic affairs and has an excellent reputation for character and integrity. Mr. Doerfer said he was fully aware of the problems which confronted the FCC. He was instrumental in reorganizing the Wisconsin Commission following his appointment to the chairmanship. That Commission is regarded as one of the strongest state regulatory bodies in the country.

His appointment restores mid-western representation to the FCC. While Mr. Doerfer was named to fill the unexpired portion of the original Jones term, it was expected that he reached an agreement at the White House on appointment for a full seven-year term from 1954.

Under the President's action, Mr. Merrill's term automatically expired with the withdrawal of his nomination. He is a recess appointee, qualified to hold office only until the President declared his intentions.

Mr. Doerfer's nomination was submitted to the Senate and promptly referred to the Interstate & Foreign Commerce Committee. Under customary procedure, the nominee will be called to testify before the committee. His confirmation by the Senate is expected. He would not be eligible for appointment to the chairmanship until he had qualified as a Commissioner. At the Senate committee it was stated that probably a week or 10 days would elapse before a hearing is set.

Mr. Doerfer is a native of Wisconsin. While he said his political status is that of an Independent, he was appointed as a Republican and has actively supported the Republican ticket. He was endorsed for the FCC post by Gov. Kohler of Wisconsin and by Sen. Wiley.

Mr. Doerfer originally was considered for appointment to the Federal Power Commission and until a couple of weeks ago that appointment was believed imminent. There was no official explanation for the sudden switch.

A graduate of the U. of Wisconsin, with a B.A. degree in commerce, and of the U. of Marquette with a J. D. (law degree), Mr. Doerfer engaged in private practice in Milwaukee from 1934 until 1940 when he was elected city attorney of West Allis, a suburb of Milwaukee. He specialized in public utility cases before the Wisconsin Commission and was appointed to that commission as chairman in 1949 by Governor Rennebohm for a six-year term. Between 1928 and 1934 he engaged in accounting practice in West Allis for a number of industrial firms.

Mrs. Doerfer, the former Ida M. Page, was born in Vermont but was raised in Wisconsin. They have two sons, 13 and 15.

Reports had been current that the Administration desired at least one new Commissioner with a public utility background to provide the FCC with experience in that sphere upon the anticipated retirement of Mr. Walker.

With the Doerfer appointment, the political balance of the FCC will be three Republicans (Hyde, Sterling, Doerfer); three Democrats (Walker, Hennock, Bartley) and Webster, Independent. It is believed that on reorganization matters, Mr. Webster would vote with the Republican majority.

Screening Goes Forward

Meanwhile, customary screening of candidates for the one remaining vacancy is going forward. It is known that Mr. Hyde has been investigated recently by the FBI, presumably for the chairmanship. Charles Garland, KOOL Phoenix, general manager, also has been thoroughly investigated, it is reported.

In addition to Mr. Doerfer, among those with a public utility background who have been endorsed are Jerome K. Kuykendall, chairman of the Washington (state) Public Service Commission and William Speare, former AT&T attorney, who has been practicing law in Fremont, Neb.

Many other persons—some well known, others hardly at all—have received some political and industry endorsements for FCC posts. Among these are Lewis Allen Weiss, former chairman of Mutual and of Don Lee, who has native California backing; J. Paull Marshall, 42-year-old attorney and a member of the Maryland Assembly; Lyman Smith, 35-year-old district attorney of Penn Yan, N. Y.; Fred Palmer, midwest radio consultant; Edward J. Scheuffler, Kansas City attorney, and Walter Johnson of Virginia, former FCC attorney now commonwealth's attorney in Northumberland County.

'DELAYING' CHARGE DENIED BY WOPI

POINTING out that its application for Bristol, Tenn., vhf Ch. 5 had been filed five months before the FCC reached that city in its processing line, WOPI last week denied charges of rival WCYB Bristol, Va., that the WOPI application was filed for delaying purposes.

The "not in good faith" charges had been made in a petition filed a fortnight ago by Appalachian Broadcasting Corp. (WCYB) requesting a conditional grant pending the outcome of the comparative hearing [B•T, March 9].

W. A. Wilson, president, general manager and 100% stockholder of WOPI, filed an opposition to the WCYB petition containing affidavits which, he said, would "conclusively

Text of Friday's White House Announcement

March 20, 1953

THE WHITE HOUSE
THE PRESIDENT TODAY SENT TO THE SENATE FOR CONFIRMATION THE NOMINATION OF:

John C. Doerfer, of West Allis, Wisconsin, as member of the Federal Communications Commission, to fill the unexpired portion of the term of Eugene H. Merrill, of Utah, whose nomination was withdrawn today. Mr. Doerfer's term runs until July 1, 1954.

Mr. Merrill holds a recess Commission. His nomination was submitted to the Senate on January 9, 1953.

Mr. Doerfer has been Chairman of the Wisconsin Public Service Commission since July 1949. Mr. Doerfer is 48 years old. He is a graduate of the University of Wisconsin and Marquette University Law School. He was admitted to the Bar of Wisconsin in 1934.

In 1940 he was elected City Attorney of West Allis and was subsequently elected for two additional terms. While City Attorney he handled Public Utility rate cases before the Wisconsin Commission and was appointed to the Commission in 1949 by Governor Rennebohm. He was subsequently elected Chairman by the members.



The Early Birds—circa 1933

Over 7000 Consecutive Performances

The EARLY BIRDS

WFAA-TEXAS

7:15 to 8 AM DAILY

S.R.O.

WITH 2327 performances *Abie's Irish Rose* set a record continuous run on Broadway.

March 24th *The Early Birds* of WFAA will begin their 24th year — their 7,305th consecutive broadcast of this comedy-variety breakfast show, 45 minutes a day, six days a week until last September when Sunday was added.

Project *The Birds'* performances into audience, multiplied by the immensity of this station's coverage and the high rating of this program (7.1 Pulse Dec.-Jan. '52, only exceeded in this market by WFAA's 8 A.M. newscast) . . . and you've an immense figure.

But no digits reveal *The Birds'* hold upon this large segment of life, nor the inbred morning ritual of clicking on *The Early Birds* and the breakfast coffee pot — except perhaps the sales figures of *The Birds'* sponsors — so convincingly as these advertisers' fixed hold upon their time . . . or the hopeful line in waiting.

SPONSORS SAY . . .

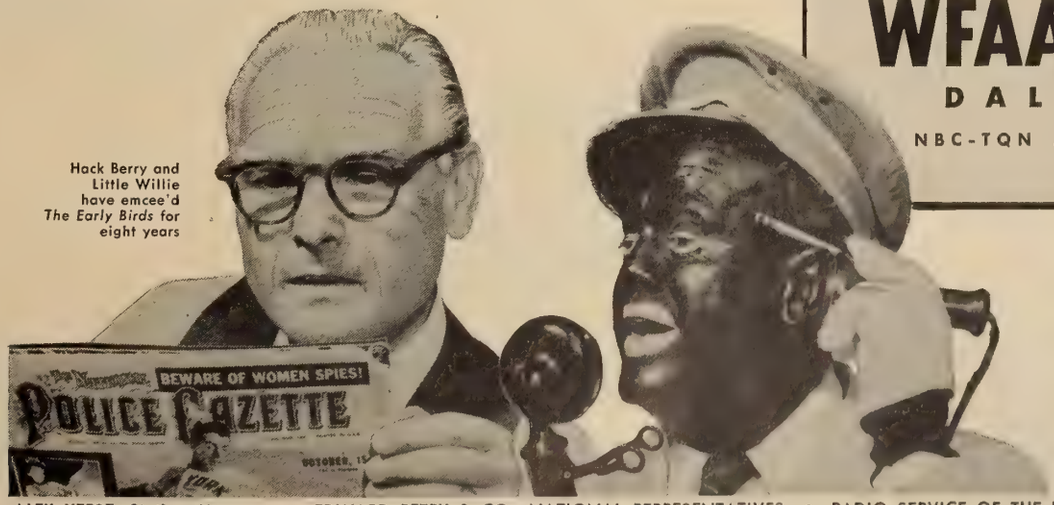
"We are beginning our 4th year with *The Early Birds*. A lot of credit is due them for the increase in our grocery products each year."
MORTON FOODS: O. C. Turner, *Vice Pres.*

"We will soon enter our 5th year on this venerable show. That we've grown to be the Southwest's leading Chevrolet Truck dealer is assuredly due in part to this fine group."
EARL HAYES CHEVROLET CO.: Earl F. Hayes

"While we had to wait three years to get on *The Early Birds* to advertise Aunt Jemima Flour, we have been well pleased with the results."
THE QUAKER OATS CO.:
J. B. Farris, *Mgr.*, Sherman Flour Sales

"The fine manner in which you have so effectively placed our products before the public is a contributing factor in our increased sales."
IRELAND'S CHILI CO.: G. D. Ireland

"We are proud to be the oldest continuous program advertiser on *The Early Birds*. This program has done an outstanding job in the promotion of Mennen's sales in that area."
THE MENNEN CO.: Leonard V. Colson, *Adv. Mgr.*



Hack Berry and Little Willie have emcee'd *The Early Birds* for eight years

WFAA-820

DALLAS

NBC-TQN AFFILIATE

ALEX KEESE, Station Manager • EDWARD PETRY & CO., NATIONAL REPRESENTATIVES • RADIO SERVICE OF THE DALLAS MORNING NEWS

show that the allegations are unwarranted, misleading, unfair and false." Mr. Wilson is also executive vice president of Tri-Cities Television Corp., now applicant for the disputed channel (See "Amended Application," Actions of the FCC, FOR THE RECORD).

Mr. Wilson said that the "strike" charges of Mr. Smith are "completely at variance with my record of pioneering AM, FM and television in Bristol."

In deferring the filing of his application until four and one-half months after the WCYB bid, Mr. Wilson said he "did so in response to the Commission's oft-repeated request that the filing of applications be postponed pending a final determination of the rule, standards and assignments. My application was on file more than five months prior to the time the Commission reached Bristol in its processing line."

To the charge that WOPI deliberately misrepresented the facts as to its financial ability to construct the proposed station, he pointed to the WOPI application, which "showed an estimated cost of construction of $318,756, to be financed by $200,000 in new capital, deferred credit of $200,000 and $36,361.79 in existing capital. The sum of $36,361.79 was the difference between WOPI's net worth of $116,361.79 and the sum of $80,000 by which the current assets would be reduced upon acquisition by the corporation of 95½ shares of stock then owned by C. J. Harkrader." The $200,000 new capital, he stated, "was to be supplied by C. P. Edwards Jr.," and the $200,000 in deferred payments was "an estimate of the balance due on the usual equipment contracts for installment purchases calling for one-third down payment."

Three Hours With Ike

COMPLETE silence was maintained by the usually ebullient Earl H. Gammons, CBS Washington vice president, after he had played 18 holes with fellow club member Dwight D. Eisenhower at Burning Tree in suburban Washington, March 14. Mr. Gammons did reveal that he shot an 86 but could not recall the President's score. He did mumble something about "collecting" after the match. Others in the foursome were James Black, Washington representative of Republic Steel, General Ike's partner, and Charles Murchison, attorney. The president suffered from a cold and was described as off his usual game.

The WOPI president stated that "the omission of reference to the bankruptcy proceeding was an unintended inadvertence." He said that the Commission has long since been fully informed of the bankruptcy proceedings.

Mr. Wilson defended his activities connected with Tri-Cities Television Corporation, which the WCYB petition claimed proved that the WOPI application was kept on file for the "sole purpose of preventing a grant to WCYB." The WOPI application stated that in the event of a grant, "there would be two stockholders in WOPI-TV, C. P. Edwards Jr. of Kingsport, Tenn. and myself," each of whom would own 50% of the stock.

Concerning the allegation by Mr. Smith that Mr. Wilson "abused Commission procedures" on two different occasions, the affidavit filed in reply last week stated that "I have never sought to misuse the Commission's procedures in pursuit of my own interest in any manner or form." He replied categorically to the two instances cited: (1) Regarding the request "for emergency authorization to utilize operators with restricted licenses for a period of 90 days, my engineering staff was about to be reduced to two persons through a notice of resignation given me by an employe and substitute first-call operators were not available to my knowledge."

In the second instance, Mr. Wilson stated that he does "not recall the alleged circumstances described by Smith with relation to dismissal of the WOPI application for 550 kc in 1946. I have examined my files and have not found a copy of the alleged letter to which reference is made. I affirm that I have never filed an application with the FCC other than in good faith with the purpose of having the application granted."

Theatre TV Rebuts AT&T Opposition to Carrier Request

THEATRE TV interests rebutted AT&T opposition to their request for permission to establish a limited common carrier for theatre TV transmissions [B•T, March 2] in a reply filed with the FCC last week.

In answer, theatre TV proponents claimed their proposals would not be preferential, and that they were prepared to go ahead on the original request for exclusive theatre TV frequencies. They emphasized that it was essential for FCC to declare officially that AT&T must interconnect with any common carrier set up to furnish theatre TV service.

Wingspread: 235,000 watts



'PARTY IN INTEREST' QUESTION MAY CHALLENGE PROTEST RIGHTS

FCC and Justice Dept. apparently do not agree as to what constitutes an interested party. Question comes up in case involving WGRD and Versluis. Attorney General wants more time for study.

FATEFUL interpretation of what constitutes a "party in interest"—which might open wide the right of protesting FCC broadcast station grants—appeared in the making last week.

Oral argument in the U. S. Court of Appeals in Washington on the case of WGRD Grand Rapids vs. Versluis Radio & Television Co. was postponed to March 30 after the Dept. of Justice said the Attorney General wanted to consider more carefully what its position should be. The case originally was scheduled to be argued March 19.

Intimations were that the FCC and the Justice Dept. did not see eye-to-eye on what constitutes an interested party.

WGRD Protest Dismissed

The Commission had already turned down WGRD, when it protested a uhf Ch. 35 grant to the Versluis applicant in Muskegon, Mich. The dismissal of the protest was based on the ground that WGRD had no standing as a "party in interest."

WGRD appealed the dismissal to the Court of Appeals, averring that the economic hurt it might suffer from the Muskegon TV grantee was sufficient to give it standing. One of its allegations was that the Versluis TV operation covers both Muskegon and Grand Rapids. WGRD also alleged that Versluis, which also owns WLAV-AM-FM in Grand Rapids, would offer combination AM-FM-TV rates, to the financial detriment of WGRD. According to the historic Sanders case this gives it standing, WGRD claimed.

A plea for a stay order was turned down earlier this month by the Court of Appeals, although it asked that the status quo be maintained [B•T, March 9].

Liberal Attitude Seen

Uncertainty regarding the Justice Dept.'s position was pronounced at the FCC after the postponement request. A more liberal attitude toward interpreting the "parties in interest" clause of the Communications Act was seen in the making. To some observers, this seemed to follow the Justice Dept.'s position in the Transit Riders Inc. case, now before the same Court of Appeals. In that case—in which a group of citizens opposed to transitcasting on Washington buses and streetcars are appealing the dismissal of their protest to the FCC against the license renewal of local transit station WWDC-FM—the Justice Dept. approved the contention that Transit Riders was entitled to be considered a "party in interest." The FCC argued the opposite.

Music Broadcasting Co., licensee of WGRD, first opposed the TV grant to Versluis on the ground that Leonard A. Versluis, president and owner of the company bearing his name, (1) was trafficking in licenses, (2) showed financial discrepancies, and (3) proposed a transmitter site too near Grand Rapids to make the station a Muskegon station. This request for a hearing on the Versluis application was denied by the FCC [B•T, Dec. 29, Sept. 22, 1952].

The reference to trafficking in licenses was based, WGRD said, on the fact that Mr. Versluis sold WLAV-TV Grand Rapids to WOOD there and made a $1 million "profit."

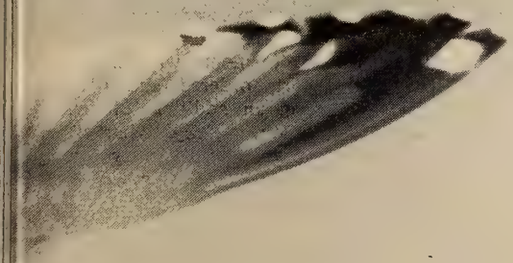
Uses Same Objections

Following the grant to Mr. Versluis of his Muskegon application, WGRD protested, using the same objections. The Commission dismissed this early last month, on the ground that the Grand Rapids station had no standing [B•T, Feb. 9]. Comr. Frieda B. Hennock dissented.

WGRD then appealed to the Court of Appeals against the dismissal of its protest, citing the possible economic injury which it might suffer [B•T, March 2].

Music Broadcasting Co. is an applicant for uhf Ch. 23 in Grand Rapids. It is opposed by W. S. Butterfield Theatres Inc.

WLAV-TV was sold to the Harry Bitner interests in 1951 for $1,382,086. Station began operating in 1949.

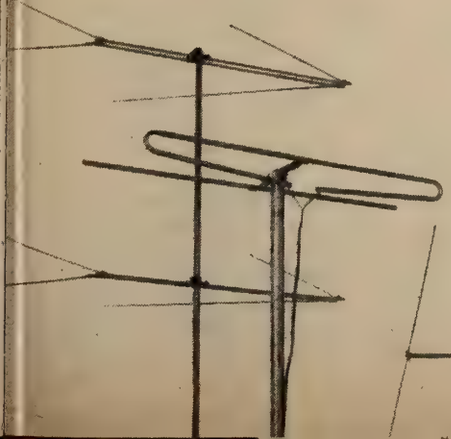


You'll be seeing a lot of this soaring gull. *And so will more than a million Texans.* For it is the symbol of KGUL-TV, which takes to the air today to cover the new Texas Gold Coast.

First high-power TV station in the Southwest, KGUL-TV wings across a great area of six cities (Galveston, Houston, Baytown, Texas City, Freeport, Alvin) and six dozen smaller communities—*combined, the 15th-largest metropolitan area in the U.S.*

Its powerful picture brings into range 1,176,900 people who are among the nation's richest (earning almost $2,000,000,000 a year) and fastest-growing (with 50,000 newcomers in '52).

And when you add KGUL-TV's high-flying showmanship—both CBS Television and Texas-style—it's a sales-powerful picture, too. CBS Television Spot Sales will be happy to fill in the details for you.



Channel 11 in Galveston-Houston **KGUL-TV**

A basic CBS Television Network Affiliate

Represented by CBS Television Spot Sales

WATCH APRIL 6

"Broadcasting"



for...

1600 KEYS

to new profits through

Thesaurus

RCA recorded program services

TMKS® RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

GOVERNMENT

WLEX CHARGES WVLK WITH FALSE CLAIMS

COMPLAINT charging WVLK Lexington, Ky., with "improper conduct" making its operation other than in the public interest, convenience and necessity was filed with FCC Tuesday by WLEX Lexington, which also began court hearings Wednesday charging the competitive outlet with "fraudulent and false" advertising.

Both actions are believed unprecedented. FCC, according to Frank Fletcher, Washington attorney representing WLEX and Central Kentucky Broadcasting Co., licensee, is empowered to revoke a license or call for the station's petition for license renewal, before the normal expiration date. Latter action would permit complaining arguments by WLEX.

The civil action, which continued Friday in Fayette County Circuit Court, was brought a fortnight ago when WLEX gained a temporary restraining order forbidding further use of the advertising material it claims is "fraudulent and false." Court hearings last week involved a plea for a permanent injunction to be followed by introduction of a $55,000 damage suit against WVLK, the amount allegedly lost by WLEX as a result of the advertising and "unfair competition," WLEX said.

Controversy centers on a series of maps, used in local newspaper advertisements, a mailing piece and sales brochures, which the plaintiff charges were "calculated" misstatements of fact, and promotion based on a Hooperating report sold to WVLK by C. E. Hooper Inc. Complaint alleges different "yardsticks" were used to compare coverage maps of WVLK and those of the competition, with the comparison "loaded" in favor of WVLK.

Hooperating 'Misused'

The Hooper report was misused, according to testimony Thursday. The standard average rating for 8 a.m. to noon was amplified in a special report, ordered and paid for by WVLK, covering an additional hour, from 7 a.m. until noon, WLEX charges. The WVLK combined average rating for the five hours surveyed, the plaintiff charges, was weighted against combined ratings of the competition for only a four-hour period. This was backed in testimony Thursday afternoon by J. D. Horton, WVLK general manager, called as an "adverse" witness by WLEX lawyers.

Mr. Horton acknowledged correspondence with Hooper officials, who reportedly had cautioned the station management to use the extra data only in local and not in national promotion. The Hooper report involved the October-November 1952 period, and the exchange of letters began in January.

Gilmore Nunn, president of WLAP Lexington, who has no direct interest in the case, substantiated testimony of J. D. Gay Jr., president of the WLEX licensee, adding that the maps were "misleading and apparently calculatingly so."

Mr. Gay's charge that WVLK's coverage maps deliberately "cut down" coverage of other stations in the area was supported by a radio engineer. In a sworn deposition, another engineer reported he had made the coverage maps on a "theoretical" basis, and had told WVLK management not to release or use them in promotion, since they misrepresented the facts.

Understood to be standing by for WVLK testimony was Howard Head, partner in A. D. Ring and Co., Washington consulting engineering firm. Local attorneys are James Park and Frank Trimble for WVLK and William E. Gess for WLEX.

Who says RADIO's dead?



- **When KTUL's Jack Morris "Takes the Air" . . . People Listen!**

- WE DIDN'T MEAN TO STIR UP A TEMPEST . . .
- BUT . . . OUR UNPROMOTED "BROTHERHOOD" BROADCAST SURE GOT A *TORNADIC RESPONSE!*
- WHICH GOES TO SHOW—"WHEREVER YOU GO," THERE'S *RADIO!*
- IN TULSA, THAT'S SPELLED . . . ***KTUL!***
- ASK YOUR NEAREST AVERY-KNODEL OFFICE.

The AUDIENCE ACTION STATION

KTUL TULSA

CBS **RADIO** In Eastern Oklahoma

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

THE LATEST WCKY STORY

32 NEWSCASTS DAILY

COMPLETE NEWS EVERY HOUR ON THE HOUR
NEWS HEADLINES ON THE HALF HOUR

WITH THESE TOP NEWSCASTERS



JOHN MURPHY:

News Director of the L. B. Wilson Station; special events broadcaster; nationally known writer on field sports; outdoor editor The Kentucky Post.



FRED HOLT:

Ace newscaster; former school superintendent; municipal judge; educator; writer; public speaker. Now late afternoon and night WCKY newscaster.



DICK WILLIAMS:

Veteran radio news man of nearly two decades; editor, writer and broadcaster. Handles daytime newscasts for WCKY.



PAUL SOMMERKAMP:

Sports editor of WCKY, and general news writer. Official announcer Cincinnati Reds; sports correspondent International News Service; former football and basketball star.

WCKY HAS THE LARGEST LOCAL NEWS ROOM OF ANY CINCINNATI STATION WITH 14 WRITERS, REPORTERS, NEWSCASTERS. IF YOU WANT RESULTS IN CINCINNATI BUY WCKY NEWS

WCKY--CINCINNATI'S TOP NEWS STATION

ADVERTISERS USE NEWS ON WCKY
CINCINNATI'S TOP NEWS STATION
FOR TOP SALES RESULTS.

BAVARIAN BREWING CO:



Mr. William R. Schott, Secretary, says: "For six consecutive years we have bought two newscasts daily on WCKY because the station gives us the audience we want. It sells Bavarian's Beer."



BOND CLOTHES:

Mr. Don Jacob, Manager, Cincinnati Bond Store, wrote the agency, "I made a survey of our people here in the store. . . . I found that 8 out of 10 tune in WCKY. I would recommend using the station." (Note: Bond's now using 3 newscasts daily.)

CINCINNATI LISTENS TO WCKY FIRST FOR NEWS
BECAUSE WCKY IS FIRST WITH THE NEWS.

FIFTY GRAND IN SELLING WATTS

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281



TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

HOUSE GROUP SETS COLOR TV PROBE

Rep. Wolverton's House Commerce Committee will hear witnesses beginning Tuesday on color TV status. Senate Commerce group, headed by Sen. Tobey, intends to continue its own color probe.

IS color TV ready, or isn't it? If it is, why is no one making sets?

Answers to these questions are the primary concern of the House Interstate & Foreign Commerce Committee which tomorrow (Tuesday) begins hearings in Washington on the status of color television.

Hearings are scheduled March 24-27, Rep. Charles A. Wolverton (R-N. J.), chairman, said Thursday.

Dates and a list of witnesses quickly followed Rep. Wolverton's announcement March 13 that the committee will investigate the color situation [AT DEADLINE, March 16].

Lead-off witness is to be E. W. Engstrom, RCA Labs. vice president. The next day is reserved for Frank Stanton, CBS president. Scheduled March 26: Richard Hodgson, president, Chromatic Television Labs. (half-owned by Paramount Pictures Corp.); Dr. E. O. Lawrence, U. of California Radiation Lab. director and inventor of the Lawrence tri-color tube which Chromatic Television Labs. is licensed to manufacture; Dr. Allen B. DuMont, president of Allen B. DuMont Labs. On March 27: Dr. W. R. G. Baker, vice president in charge of GE's Electronics Division and chairman National Television System Committee.

After the sessions, the committee on March 30-31 is scheduled to attend color television demonstrations in New York by RCA, CBS and Chromatic Television Labs.

Subsequently, the House committee will ask FCC and National Production Authority officials to appear.

Rep. Wolverton, who represents the 1st Congressional District in New Jersey (Camden), also announced he has asked NPA to rescind its ban (M-90) on mass production of color receivers. This has been under consideration the last few weeks, an NPA spokesman said.

Tobey Investigation

Capitol Hill heat on color TV began two weeks ago when Sen. Edwin C. Johnson (D-Colo.) asked Sen. Charles W. Tobey (R-N. H.) to hold a Senate Commerce Committee hearing on whether a conspiracy exists to hold back manufacture of color receivers until the market is saturated with black-and-white sets [B•T, March 16]. Sen. Tobey agreed to do so.

Sen. Johnson is former chairman and Sen. Tobey present chairman of that Senate committee.

Earlier the Senate group had begun investigating the color question, with inquiries going to FCC and NTSC.

Sen. Johnson last week said he was "pleased" with the House committee's move setting hearings. He added: "All I want is information, and if the House committee gets it, that's all right with me. I think they'll strike pay dirt."

The Colorado senator, who took an active interest in the FCC color hearings in 1949 and 1950, expressed a "strong conviction" polychrome television is "right around the corner." He said his suspicions were aroused at a statement attributed to Dr. Baker saying color TV was not imminent, and another by Dr. Alfred N. Goldsmith, consultant to RCA, and others that RCA and NBC planned to saturate the market first with black and white sets, then color and finally tri-dimensional receivers. Last week, in a letter to the trade publication which carried the original story, Dr. Goldsmith denied the statement.

Sen. Johnson said he has "other evidence" he did "not care to talk about."

The Senate committee will continue its study of color TV no matter what the House does, Sen. Tobey told B•T last week. He said he had heard from Dr. Baker, but not from FCC. "They're a little late aren't they?" he said.

Sen. Tobey said he was not satisfied with Dr. Baker's answer to his letter Feb. 20. He said he intended to write another letter to the NTSC chairman. "I have some more questions to ask him," he said.

Dr. Baker answered Sen. Tobey's inquiries on color TV March 6. Sen. Tobey had asked whether manufacturers were going to make color receivers for the CBS system or the NTSC system and, if not, why.

NTSC has made "great strides," Dr. Baker replied, but said he would defer a definite answer until results of field tests (which began last week) were studied.

Dr. Baker said he was referring copies of the Senator's letter and his reply to manufacturing members of NTSC, suggesting they give answers.

As far as could be learned, none other than Dr. Baker (for GE) had informed the Senator of plans for manufacture of color receivers.

It was understood Dr. Baker said GE could produce field sequential receivers almost immediately upon demand for them. However, no work has been done in setting up production lines for NTSC sets, he said.

NTSC was established by manufacturers after the 1950 FCC color decision authorizing the CBS-sponsored field sequential method to develop a compatible color system—one that could be received on existing black and white sets in monochrome without an adapter. The CBS system requires an adapter to receive colorcasts in monochrome.

Only direct reply to Sen. Johnson's accusation that a conspiracy exists to retard color TV was from Brig. Gen. David Sarnoff, RCA board chairman. He said RCA would, after the current field tests of the NTSC standards, petition the FCC to substitute the compatible system for the field-sequential method.

Jackson Scores Critics

RADIO and television commentators were not spared last week when Rep. Donald L. Jackson (R-Calif.) lashed out at detractors of Rep. Harold H. Velde (R-Ill.), chairman of the House Un-American Activities Committee.

In his address to the House, Rep. Jackson said in part:

It has become the smart thing for certain newspapers and reporters, radio commentators and television performers to seize upon every opportunity to deride the Congress, to fulminate and fuss over its conduct, to attack personally the motives and methods of its members, and to generally hold up to public ridicule the elected representatives of 150 million Americans.

Rep. Velde most recently has been under attack for allegedly saying that the House Un-American Activities Committee would investigate clergymen. Rep. Jackson read a transcript of the MBS *Reporters Roundup* program on which the alleged statement was made.

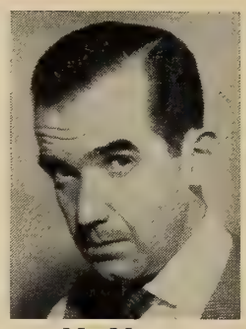
Voice Set-Up Needed, Senate Group Is Told

Dr. Compton, NARTB's Miller, May of Yale and NBC's Montgomery agree that VOA is essential.

CONTINUE the Voice of America, the only means the U. S. has to get behind the Iron Curtain, but revise overseas information policy.

This was the recommendation of Dr. Wilson Compton, former administrator of the International Information Administration; Justin Miller, NARTB chairman and general counsel and member of the U. S. Advisory Commission on Information; Mark A. May, Yale U. professor and chairman of the Advisory Commission, and Robert Montgomery, actor and TV drama producer. They appeared during the last two weeks before a Senate Foreign Relations subcommittee, headed by Sen. Bourke B. Hickenlooper (R-Iowa), which is investigating the overseas information service.

Scheduled to be heard next week are CBS news commentator Edward R. Murrow, former Assistant Secretary of State for Public Affairs Edward W. Barrett, *Saturday Evening Post* editor Ben Hibbs, and U. of Chicago Professor George Probst.



Mr. Murrow

Mr. Miller, appearing Wednesday in Washington, made five recommendations to the group:

(1) The information service should be a permanent operation. (2) It must be set up independent of the State Dept. (3) Liaison with Congress should be accomplished by establishment of a continuing joint Congressional committee. (4) The operation should be an independent agency, with a cabinet-level chief. (5) Operation of the service in foreign countries must be headed by a single person, responsible to the ambassador.

Essential weakness of the Voice, Mr. Miller said, is that it is headquartered in New York, with programs "hatched in the brains of a group of intellectuals . . . trained for service in the State Dept., translated into 40 languages by a group of dispossessed people, and broadcast indiscriminately to all nations."

Seeks Local Emphasis

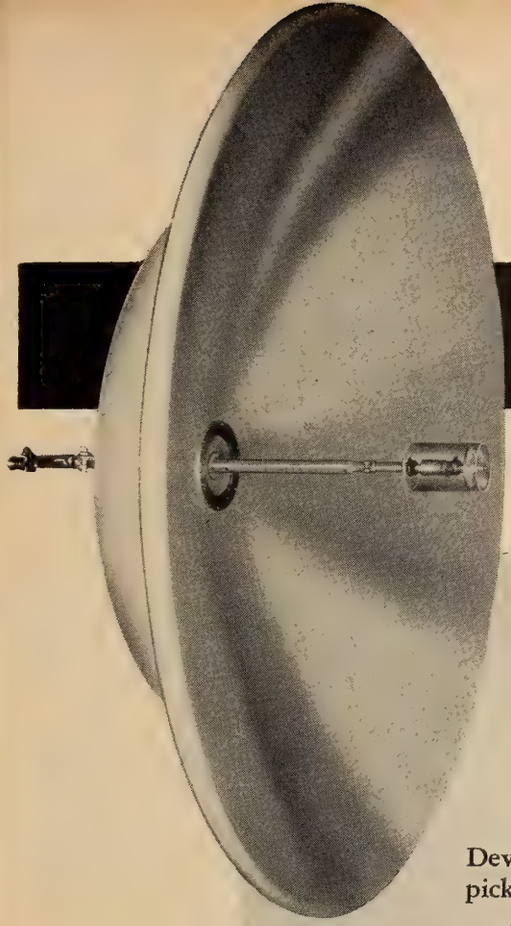
Mr. Miller urged "closest possible collaboration with local people," and use of local facilities (including radio, television, newspapers, magazines, etc.).

Because the Voice is the "only means" for getting behind the Iron Curtain, Mr. Miller suggested transmissions be made from bases in countries near Russia and not by short wave.

Dr. Compton said siting of the Baker West short wave transmitter near Seattle, Wash., was justified.

Abolition of the Voice as it is now organized, with complete replacement of personnel, policies and structure, was advocated by Sen. Robert A. Taft of Ohio, who appeared on CBS-TV's *Man of the Week* March 15.

He asserted it would be his personal recommendation to "fire the whole Voice set up" and start "from scratch." Although he had not made up his mind finally on VOA matters, Mr. Taft said he believed the agency should confine itself to straight presentation of news rather than dissemination of propaganda.



the TOP choice for TV . . .

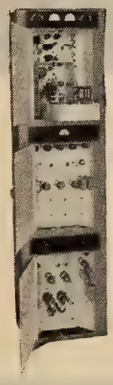
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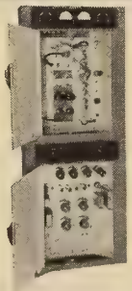
Developed specifically for studio-transmitter links, inter-city relays and remote pick-up service, Federal's FTL-27C provides design features of the highest order.

Among these outstanding features are: Automatic unattended operation . . . immediate on-air operation . . . self-contained test circuits . . . and numerous other facilities for *dependable* operation and *simplified* maintenance.



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- Reflex klystron power oscillator
- 5 watts *minimum* power output
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- Built-in wavemeter, r-f power measuring devices and local monitoring facilities
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RECEIVER

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INSTALLATION

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- Eliminates need for leasing high-quality telephone lines
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Wiley Backs Commercial TV Allocation for Milwaukee

SEN. Alexander Wiley (R-Wis.) has entered a fight for the allocation of more commercial TV channels in Milwaukee by pledging his full support.

Sen. Wiley promised the Mayor's Advisory Council of that city he would do everything he could toward that end and lauded it for its "clear and unequivocal record regarding educational television." The council has gone on record in opposition to the grant of reserved vhf Ch. 10 to the Milwaukee Board of Vocational and Adult Education for educational use.

Enclosing recent correspondence between himself and FCC Chairman Paul A. Walker, Sen. Wiley wrote the council:

"I share your desire for educational and cultural programs, but I believe that they can be provided by commercial stations. Regardless of the ultimate decision by the FCC, one thing is clear and that is that Milwaukee is entitled to get more commercial television immediately."

WISN Milwaukee has asked the Commission to remove Ch. 10 from the educational category and assign it to WISN for commercial purposes. Oral argument was held on the Hearst Corp. station's petition last month [B•T, Feb. 23]. A second commercial TV outlet, WCAN-TV, has been assigned uhf Ch. 25 and hopes to begin operation this summer.

Jarman Submits Measure To Permit Radio-TV on Hill

MOVE to permit radio and television coverage of Congress received another supporter last week when Rep. John Jarman (D-Okla.) introduced H Res 177 to amend Rule 34 of the Rules of the House of Representatives to permit radio and TV reporters to broadcast debates and proceedings of Congress.

The recommendation would specifically set aside necessary portions of the gallery for that purpose. Supervision would continue to be exercised by the House Radio-TV Gallery.

The bill, which was referred to the Rules Committee, would authorize the admittance of one representative each of NBC, ABC, CBS, MBS and DuMont as well as representatives of other broadcasters.

Rep. Jarman's bill is virtually a duplicate of that presented in the 82d Congress by Rep. Jacob K. Javits (R-N. Y.). That was H Res 62, submitted during the first session of the last Congress, also submitted to the Rules Committee where no action was taken. In this Congress, Rep. Javits is the author of HR 2109 to permit radio and television coverage of House committee hearings, and also providing rules of conduct for the protection of witnesses whose appearances are to be broadcast [B•T, Feb. 2].

FCC Approves KOIL Sale

FCC last week granted consent for transfer of control of KOIL Omaha, licensed to Central States Broadcasting Co., in a sale of all 1,000 shares of stock for $189,275 from Stuart Investment Co. to Nebraska Rural Radio Assn. Principals of the transferee, which is licensee of KRVN Lexington, Neb., are Jay A. Person, president; Carl Kjar, vice president, and Max Brown, secretary-treasurer and KRVN manager. The request was filed Dec. 12, 1952 [B•T, Dec. 22, 1952].

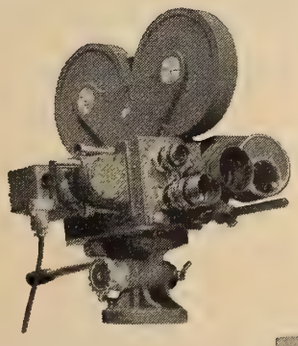
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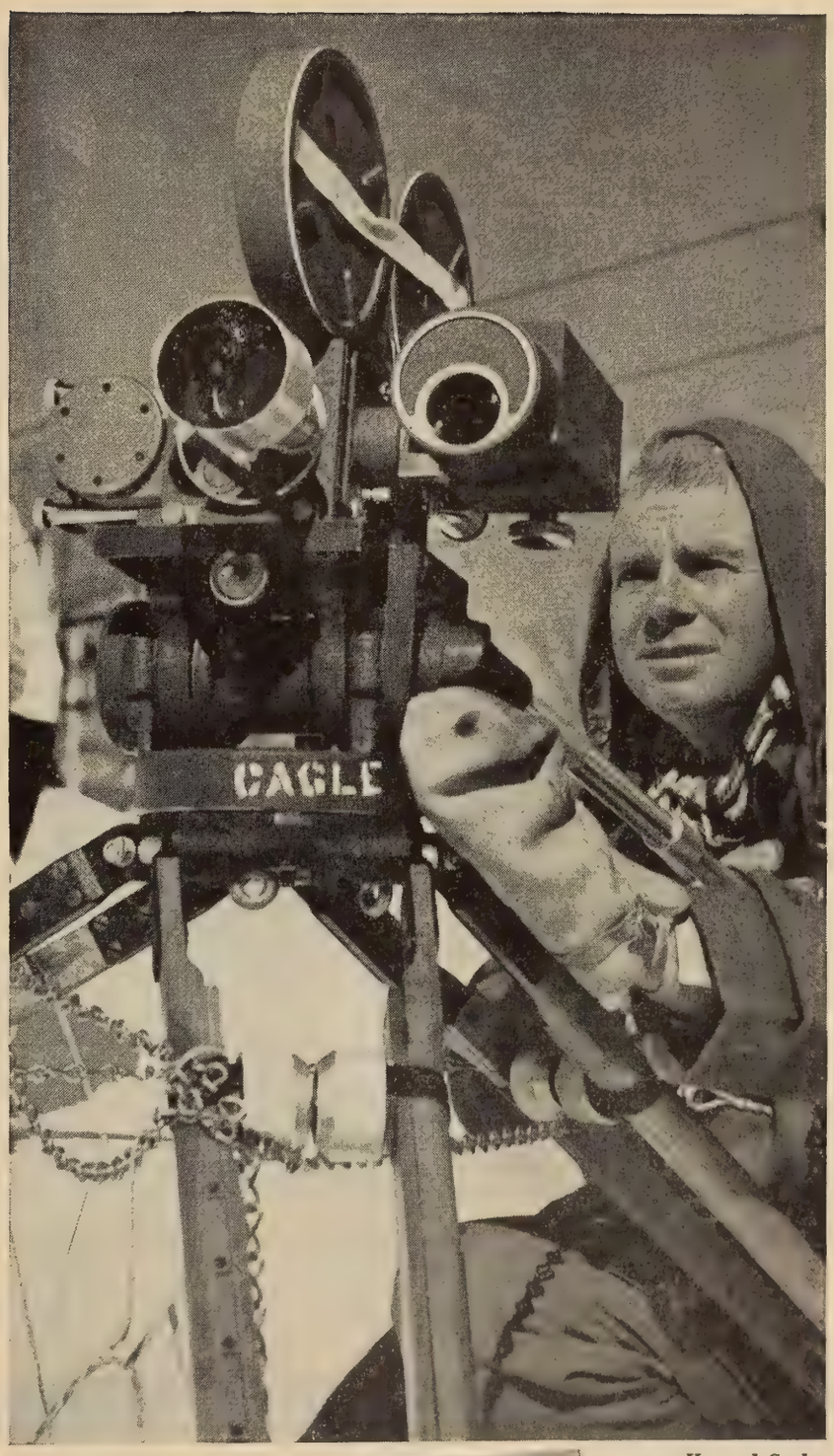
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MERGED SAN DIEGO, LAS VEGAS BIDS ARE APPROVED BY FCC

Granting bids in major markets, FCC authorized four more CPs. Two of them are merger bids by applicants who chose this procedure rather than face comparative hearings.

RATHER than face lengthy and expensive comparative hearings, competing applicants in two more channel disputes worked out merger plans last week and won prompt construction permits from FCC on Thursday. They were for vhf Ch. 10 at San Diego and vhf Ch. 8 at Las Vegas.

Ch. 10 at San Diego was awarded to Airfan Radio Corp., licensee of KFSD there and owned 99%-plus by Thomas E. Sharp. The competing applications of Charles E. Salik, KCBQ San Diego owner, and of T.B.C. Television Co. were dropped less than a fortnight ago. Mr. Sharp, according to an option plan, will sell one-third of his holdings to Mr. Salik, who plans to dispose of KCBQ, and another one-third to T.B.C. Television.

Mr. Sharp would retain a one-third interest in KFSD-AM-TV and continue as president and chief executive officer of the company. It was estimated that the two-thirds interest, including dollar-for-dollar on net quick assets, would amount to between $900,000 and $1 million, or a total evaluation of about $1.5 million on the properties.

At Las Vegas, Ch. 8 was assigned to Las Vegas Television Inc., controlled by principals in KLAS there. A 5% interest in the new grantee has been transferred to Herman M. Greenspun, publisher of the *Las Vegas Sun* and former competing applicant for Ch. 8.

WIND Uhf Channel

Besides the San Diego and Las Vegas grants, FCC also granted uhf Ch. 20 to WIND Chicago, the second uhf authorization this year to the vhf-filled market, and awarded vhf Ch. 11 to KLIX Twin Falls, Ida. Chairman Paul A. Walker and Comr. Frieda B. Hennock dissented in the KLIX action because of a question of interrelated ownership of other AM, FM and TV stations in Southern Idaho.

Last week's four new permits raises the total of post-thaw TV grants to 314 and the total TV authorizations outstanding to 422.

Synopsis of the grants follows:

Las Vegas, Nev. (City priority Group A-2, No. 209)—Las Vegas Television Inc. (KLAS), granted vhf Ch. 8, effective radiated power 31 kw visual and 16.5 kw aural, antenna height above average terrain 810 ft.

Twin Falls, Ida. (Group A-2, No. 303) — Southern Idaho Broadcasting and Television Co. (KLIX), granted vhf Ch. 11, ERP 32 kw visual and 16 kw aural, antenna 520 ft. Chairman Walker and Comr. Hennock dissenting.

Chicago (Group B-2, No. 167) — Johnson-Kennedy Radio Corp. (WIND), granted uhf Ch. 20, ERP 1,000 kw visual and 500 kw aural, antenna 570 ft. Subject to condition that H. Leslie Atlass give up his 20% interest and sever all connections with grantee. He is vice president - general manager of CBS - owned WBBM-AM-FM-TV there, and heads CBS Central Division.

San Diego, Calif. (Group B-4, No. 190)—Airfan Radio Corp. (KFSD), granted vhf Ch. 10, ERP 316 kw visual and 180 kw aural, antenna 420 ft.

In other TV actions last week, FCC designated for hearing in Washington on April 20 the following TV applications:

San Juan, P. R.—Seeking Ch. 4, Jose Ramon Quinones (WAPA) and American Colonial Broadcasting Corp. (WKVM).

Chattanooga, Tenn.—Seeking Ch. 3, WDOD Broadcasting Corp. (WDOD) and Mountain City Television Inc. (WAPO).

Portsmouth, Ohio—Seeking Ch. 30, Woodruff Inc. (Edward Lamb) and Brush-Moore Newspapers Inc. (WPAY).

The Commission also granted the application of Allen B. DuMont Labs. for authority to deliver teletranscriptions or kinescope recordings of programs telecast in the U. S. on DuMont-owned stations to XELD-TV Matamoros, Mexico-Brownsville, Tex.

FCC dismissed as moot a petition filed in mid-January by WLAN Lancaster, Pa., requesting reconsideration of the Commission's power-boost grants to NBC-owned WNBT (TV) New York and WNBW (TV) Washington, both on Ch. 4. FCC noted it already has made the grants conditional upon the outcome of an appeal by WLAN to the courts respecting the Commission's switch of WGAL-TV Lancaster from Ch. 4 to Ch. 8. FCC has ordered a comparative hearing between WLAN and WGAL-TV respecting Ch. 8, but the proceeding has been continued without date.

In the San Diego Ch. 10 case, all three applicants involved in the merger proposal have been seeking a TV outlet there for more than five years. Mr. Sharp's KFSD, Mr. Salik's KCBQ and T.B.C. Television all were parties to a comparative hearing virtually completed in 1948 but caught by the freeze imposed by the Commission on Sept. 30 of that year. In lifting the freeze on April 14, 1952, FCC dissolved all pre-freeze hearings and required new applications to be filed by everyone.

Mr. Sharp, in Washington last Thursday when the Ch. 10 grant was announced, said the agreement to merge the applications had been reached only 10 days before. He pointed out that the consolidation is designed to give San Diego its second "domestic" television service as expeditiously as possible. It rendered unnecessary the holding of a protracted hearing, he noted, which might have delayed a new service on Ch. 10 for several years.

Now operating in San Diego is KFMB-TV on vhf Ch. 8. Just across the Southern California border at Tiajuana, Mexico, is XETV (TV), newly commenced operating on vhf Ch. 6 and claiming coverage of San Diego and the lower California market.

XETV (TV)'s proposal to program parttime from San Diego has met with formal protest to FCC from KFSD and T.B.C. Television [B•T, March 9]. Alvin George Flanagan, one-time KFMB-TV employe, proposes to package programs in San Diego for XETV and has solicited FCC consent [B•T, Jan. 26].

KFMB-AM-TV has been sold by John A. Kennedy for $3.15 million to Wrather-Alvarez Broadcasting Co., owned equally by Mrs. Helen Alvarez and J. D. Wrather Jr., owners of KOTV (TV) Tulsa and applicants for vhf Ch. 11 at Little Rock [B•T, March 2, Feb. 2]. KFMB is San Diego's CBS outlet.

KFSD Ownership

At present, KFSD-AM-TV is owned 99.55% by Mr. Sharp. Amy Dickson, with KFSD since 1929, is secretary-treasurer and 0.25% owner. A. C. Blecksmith, vice president and assistant secretary, is 0.1% owner. John C. Merino, chief engineer since 1946 and station manager since 1948, is also 0.1% owner.

KFSD is an NBC outlet, assigned 5 kw directional on 600 kc. Paul A. Raymer Co. is national representative. Raymer also is expected to represent KFSD-TV.

Airfan Radio Corp. has issued an outstanding 4,004 shares of common stock, of which 3,990 shares are owned by Mr. Sharp. Following consummation of the merger plan, Mr. Sharp will sell 1,330 shares to Mr. Salik and 1,330 shares to T.B.C. Television. Latter is comprised of some 30 stockholders.

Price for the stock will be $162.18 per share, according to the amended KFSD-TV application, plus an amount per share equal to liquid assets divided by 4,004.

Prior to exercising his option, Mr. Salik plans to dispose of KCBQ, which he individually owns. KCBQ, and ABC affiliate, is assigned 1170 kc with 5 kw day and 1 kw night, directional night.

Following the transfer of 5% interest to competitor Greenspun, Las Vegas Television is now owned as follows: R. G. Jolley, president and 16-2/3%; Frederick G. Stoye, treasurer and 8-1/3%; Las Vegas Broadcasters (KLAS), 25%, and Mr. Greenspun, 5%. Remaining 45% interest is divided among 15 local dealers. Mr. Jolley is president and two-

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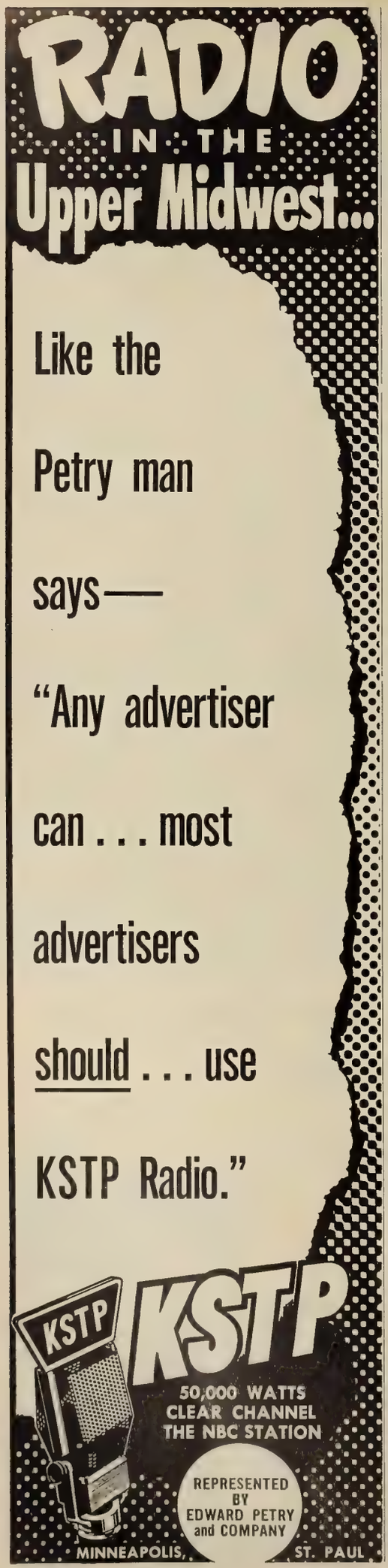
Why settle for less than the best? Next time, insist on Soundcraft Professional Recording Tape. It's Micro-Polished!



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thirds owner of KLAS while Mr. Stoye is general manager and one-third owner of KLAS.

FCC conditioned the grant of uhf Ch. 20 to WIND upon H. Leslie Atlass giving up all connection with the station, as proposed in the application. His brother, Ralph Atlass, is president, treasurer and general manager of WIND, but holds no stock interest. H. Leslie Atlass Jr. is WIND program director.

Besides H. Leslie Atlass Sr.'s 20% holding, WIND is owned 39% by Commercial Manager John T. Carey and chewing gum manufacturer P. K. Wrigley and 42% by the *Chicago Daily News*, a Knight newspaper interest.

The earlier uhf grant to Chicago was the assignment of Ch. 26 to WHFC there, owned chiefly by Rep. Richard W. Hoffman (R-Ill.) [B•T, Jan. 12].

Southern Idaho Broadcasting, licensee of KLIX and new permittee for Ch. 11 at Twin Falls, is identified with the ownership of new TV stations KGEM-TV Boise (Ch. 9), KIFI-TV Idaho Falls (Ch. 11) and KWIK-TV Pocatello (Ch. 10) as well as their affiliated AM stations and other AM outlets in Idaho and other areas.

Principals in Southern Idaho Broadcasting include: President Frank C. Carman, (12.5%), 25% owner KUTA Salt Lake City and KGEM-AM-TV, 12.5% owner of KIFI and KWIK-AM-TV, and 16.75% owner KOPR Butte, Mont.; Vice President Frank C. McIntyre, KLIX manager; Treasurer James M. Brady, president-general manager of KIFI-AM-TV and 20% owner of J. Robb Brady Trust Co., which is 50% owner of Southern Idaho Broadcasting; David G. Smith (12.5%), 25% owner of KUTA and KGEM-AM-TV; and Grant R. Wrathall (12.5%), consulting engineer, 25% owner of KUTA and KGEM-AM-TV, owner of KPOO San Francisco, 12.5% owner of KLIX-AM-TV, KIFI-AM and KWIK-AM-TV, 16.5% owner of KOPR and 29.8% owner of KULE Ephrata, Wash J. Robb Brady Trust Co., in addition to its 50% holding in KLIX-AM-TV, owns 83% of KIFI-TV and 43% of KWIK-AM-TV and KIFI-AM.

FCC Grants Five AM CPs, Four Facilities Changes

FCC last Thursday granted construction permits for five new AM stations and four facilities changes to four existing stations.

New AM grants were:

Denver, Colo.—Denver Bcstg. Co. Granted 990 kc, 1 kw daytime; condition.

Tallahassee, Fla.—WASP Inc. Granted 1330 kc, 1 kw daytime; condition.

Monroe, Ga.—Walton Bcstg. Co. Granted 1490 kc, 250 w unlimited; condition program tests not to be authorized until WMOC Covington, Ga., begins program tests on another frequency, and will not be licensed until WMOC is licensed on another frequency. (BP-8625).

Columbia, Miss.—Southwestern Bcstg. Co. of Mississippi. Granted 980 kc, 500 w daytime; engineering conditions.

Charleston, Mo.—South Missouri Bcstg. Co. Granted 1350 kc, 500 w daytime; condition that program tests not begin until KREI Farmington, Mo., has ceased operation on 1350 kc and will not be licensed until KREI is licensed on another frequency.

Facilities changes granted last Thursday were:

WSBB New Smyrna Beach, Fla.—Beach Bcstg. Co. Granted modification of license to increase power (1230 kc) from 100 w to 250 w, unlimited time. Engineering conditions.

WAPF McComb, Miss.—Southwestern Bcstg. Co. of Miss. Granted CP to change transmitter, increase power (1010 kc) from 250 w to 1 kw daytime, and make change in antenna system. Engineering condition.

WHYL Carlisle, Pa.—Richard Field Lewis Jr. Granted CP to change frequency from 1380 kc to 960 kc (1 kw daytime). Enginering condition.

WNEL San Juan, P. R.—Station WNEL Corp. Granted CP to change from 860 kc, 5 kw, DA-1 unlimited, to 850 kc, 10 kw, DA-1 unlimited. Engineering conditions include responsibility for installing filter circuits or other equipment as may be necessary in antenna systems of WNEL and WIPR San Juan and WIAC Santurce and any other nearby stations to minimize spurious radiation as well as to prevent cross-modulation due to excessive radiation from WNEL.

HOUSE GETS NEW BROADCAST BILL

Michigan's Rep. Clardy backs measure to make broadcast licenses permanent and eliminate periodic renewal proceedings.

A FRESHMAN Congressman, who flies his own plane and has had dealings with the FCC to operate his plane's radio for the last 20 years, thinks broadcasters ought to have permanent licenses. Rep. Kit Clardy (R-Mich.), 61, who hails from Lansing, is the man with the idea. Last week he introduced HR 3977 to accomplish that end.

Rep. Clardy's bill would amend Sec. 307 (d) of the Communications Act to place no limitation on the period during which station licenses remain in effect. However, he also recommended amending Sec. 401 of the act to permit the FCC or any "interested person" to seek revocation of a license through civil action in the U. S. District Court for the District of Columbia (Washington).

The amended Sec. 401 would give the Court authority to revoke a license if the licensee: (1) Made false statements, (2) failed to operate in conformance with his license, (3) violated any provision of the Communications Act or any international treaty, or (4) failed to observe any cease and desist order issued by the FCC.

Other portions of Rep. Clardy's bill would amend various provisions of the Act to bring it into conformity with the permanent licensing provisions and the civil suit revocations proceedings recommended.

The bill was referred to the House Commerce Committee.

Aside from Rep. Clardy's experience with the FCC as a holder of an aviation radio license, it is understood that the Michigan Congressman campaigned on a platform to cut down "government bigness." He used the FCC as an example of too much interference with private business, it is understood, and pointed to the short terms of radio licenses as an example of government harassment. He also feels that since railroads and motor carriers get permanent licenses from the Interstate Commerce Commission, there is no reason why broadcasters should not have this stability.

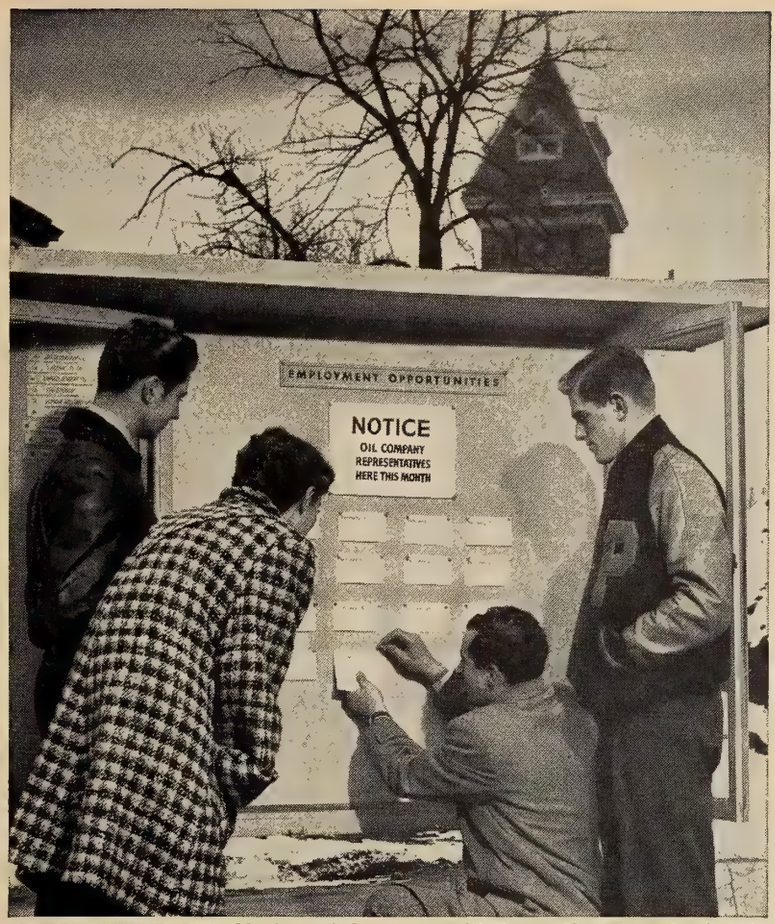
A successful attorney, Rep. Clardy has practiced before the Interstate Commerce Commission on behalf of motor carrier clients.

'Judge, Jury, Executioner'

He believes the FCC should not be "investigator, witness, persecutor, judge, jury and executioner." He was referring, it was obvious, to the Richards case, the protracted renewal proceedings for the three Goodwill Stations.

In the broadcasting field, AM and FM licenses run three years. In TV they run for one year. In other radio fields, licenses run longer—aviation, amateur, ship operators, for example, for five years. All must, however, be renewed by the FCC at the end of that time.

Rep. Clardy noted the law now "gives the Commission the power of life and death over these stations. The case of WJR and its sister stations [Richards case] illustrates how that power can be misused at the behest of groups having an ax to grind. The prohibitive cost in the WJR case illustrates what I mean."



PURDUE UNIVERSITY. Members of the class of '53 look over list of oil company interviewers who'll visit campus during a single month. Oil company representatives search the nation's colleges for seniors who can qualify for a wide variety of technical and non-technical jobs. To get topflight men and women, each oil company must compete successfully with rival oil companies as well as other industries.

MAN HUNT

Oil Companies Compete for the Class of '53

This month, college students throughout the United States are witnessing a fine example of oil company competition at work—right on the college campus.

Representatives of many oil companies, large and small, are now competing for thousands of qualified college seniors to fill a wide variety of jobs ranging from research, production and transportation through refining, sales, accounting and office work.

To the Class of '53, this oil company competition for their services means the opportunity to choose a career in a young and progressive industry. And to America's oil companies, in turn, these young people will bring a fresh supply of topflight talent — talent every oil company is looking for to help keep ahead in the tough competitive struggle for your business.

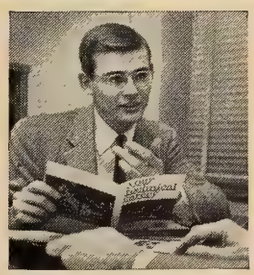
Today, Americans get the world's finest oil products at the world's lowest prices. This is only possible under a system of free competition where privately-managed oil companies have a chance to earn a profit while serving you.

For a free booklet for college and high school students, "Careers in Petroleum," write to Oil Industry Information Committee, American Petroleum Institute, Box 79, 50 West 50th Street, New York 20, N. Y.

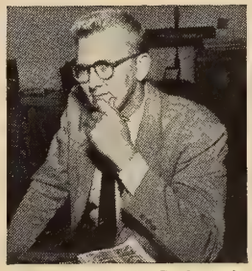
HERE ARE A FEW OF THE HUNDREDS OF COLLEGES WHERE OILMEN SEEK NEW TALENT:



SOUTHERN CALIF. Business major Jim Halverson, son of an oilman, has always wanted a career as an oil company salesman.



CORNELL. Civil engineering major Ron Gebhardt is considering pipeline transport and construction — a vital oil industry branch.



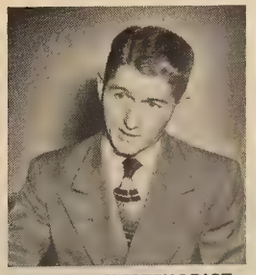
MINNESOTA. Geological engineer Ernest Maki chose job after 7 oil company interviews—sees great opportunities for oil geologists.



M. I. T. Bob Oliver with Doctor of Science, has accepted promising job in research and development for a West Coast Oil Company.



OHIO STATE. Commerce major Mary Uehling is looking for personnel job—will join thousands of young women now in oil industry.



SOUTHERN METHODIST. Korean vet Len Donohoe, electrical engineer, wants to work on electronic gear used in oil exploration.



NOTRE DAME. Interested in labor relations, law senior Bill Roche wants oil company career because he feels industry is stable.



GEORGIA TECH. Basketball captain Pete Silas, a chemical engineer, is talking to 18 oil companies about sales engineering job.

Proposed Grant for Ch. 7 Contested by Denver TV Co.

EXCEPTIONS to Examiner James D. Cunningham's initial decision favoring the grant of TV Ch. 7 to KLZ Denver [B•T, Feb. 9] were filed last week by Denver Television Co., the unsuccessful applicant.

FCC counsel also filed exceptions to two findings in the examiner's report, but stated that there was no objection to the conclusions regarding who deserved the grant.

Denver Television's exceptions were based on two major premises: (1) That KLZ is not legally qualified because it violated the Chain Broadcasting Rules, and (2) even if KLZ were qualified, Denver Television would better serve the public interest.

KLZ's violation of the Chain Broadcasting Rules was alleged to have occurred when the Denver station accepted a CBS affiliation contract containing first refusal rights regarding TV affiliation and programs. This provision, Denver Television asserted, forces KLZ to secure CBS permission before it could use programs of any other network for its prospective TV station. Denver Television also claimed that this clause in the affiliation contract, and a revised agreement, violated the two-year limitation on affiliations.

In arguing that it was better qualified than KLZ to receive the Ch. 7 grant, Denver Television took exception to the examiner's findings regarding KLZ principals Messrs. Harry Huffman, Frank H. Ricketson, Theodore R. Gamble and J. Elroy McCaw. The TV firm referred to motion picture theatre practices engaged in by the first three and what it called "lack of candor" on the part of Mr. McCaw.

Among other points, Denver Television claimed that it was in the interest of diversification that it, not KLZ, receive a TV grant. It asked for oral argument. It is believed the Commission will act expeditiously.

The FCC counsel's objections to the examiner's initial decision concerned the Examiner's conclusions that (1) anti-trust violations occurring in the distant past were not significant, and (2) FCC's policy on diversification of the media of communications applied only to newspapers. FCC Counsel Robert J. Rawson argued that all violations must be considered in a comparative hearing, whether they are recent or past. He also claimed that the Commission's diversification policy covered all media, not only newspapers.

The Denver Ch. 7 TV hearing was the first post-freeze comparative bid scheduled by the FCC. Hearing ran Oct. 1 to 17 in Washington.

KMYR Claims New Evidence

NEW evidence regarding the program practices of KOA Denver was the basis on which KMYR Denver last week asked the FCC to reopen the record in the Denver Ch. 4 TV hearing, which closed Feb. 10.

KMYR claimed that a new 45-minute commercial program on KOA, weekdays and Saturdays, offered mail order products "of questionable value," with commercial continuity "generally 10 minutes in length and of a persistent and irritating nature." KMYR said these facts do not jibe with KOA's testimony regarding its program and commercial standards.

Zenith Protests Renewal Of WBBM-TV's License

ZENITH Radio Corp. took another tack in its fight to retain its TV application for Ch. 2 in Chicago [B•T, March 9, Feb. 23] when last week it filed a formal protest at the renewal of the license of WBKB (TV) Chicago (now WBBM-TV). Zenith claimed it was deprived of due process because the renewal was made without a hearing. Protest was opposed by Balaban & Katz, subsidiary of United Paramount Theatres Inc. (now American Broadcasting-Paramount Theatres Inc.), which moved to dismiss on the ground the license renewal was for Ch. 4 and Zenith's interest is for Ch. 2.

Zenith already has asked the Commission to reconsider its decision dismissing its Ch. 2 application and last week's move was toward the same end under a different regulation. Zenith claims it should be given a hearing on its application for Chicago's Ch. 2, pending since 1948. WBKB, which received its renewal on Ch. 4 as part of the Paramount case [B•T, Feb. 14], is scheduled to change to Ch. 2 under the new TV allocations plan. The Commission also granted the transfer of WBKB to CBS for $6 million in the same decision.

Dolph-Pettey Group Adds KGIL, Will Buy KULA

AGREEMENT to purchase control of KGIL San Fernando, Calif., was reported signed last week in Los Angeles by William B. Dolph and Herbert L. Pettey prior to sailing for Honolulu to work out details in their purchase of KULA Honolulu [Closed Circuit, March 16]. The price for KGIL is said to be "under $50,000;" for KULA, around $300,000.

Mr. Dolph is executive vice president of WMT Cedar Rapids. Mr. Pettey, his brother-in-law, as former executive director of WMGM New York. Their associates in the purchase of control in KGIL were not disclosed but it is understood they will be joined by stockholders in KJBS San Francisco and WEMP Milwaukee in the KULA transaction. KGIL is on 1260 kc with 1 kw directional. KULA, an ABC affiliate, is on 690 kc with 10 kw.

The KGIL sale involves the disposition by Faye J. Smalley Jr., president-general manager, of his entire holding of 1,325 shares common voting stock (2,500 shares total issued) and one-half of the 1,450 shares preferred non-voting (11,400 issued) held by Howard P. Gray, vice president-commercial manager. Mr. Smalley is to continue with KGIL as consultant and Mr. Gray is to become general manager.

In the KULA transaction, Jack A. Burnett is expected to continue as general manager under contract with the Dolph-Pettey group. He is 16.26% owner. KULA sellers are reported to include: Alice P. Mayo, Rochester, Minn., 9%; Interstate Broadcasting Corp. (KLO Ogden, Utah), 40.9%; Robert H. Hinckley, AB-PT Washington vice president, 32%. Interstate is owned 62% by A. L. Glassman, KLO general manager, who is president and 12.5% owner of KALL Salt Lake City.

Transit Riders' Appeal

ORAL ARGUMENT before the U. S. Court of Appeals on the appeal of Transit Riders Inc. against FCC's decision that it was not a "party in interest," was postponed indefinitely last week at TRI's request. TRI objected to the license renewal of WWDC-FM Washington, transitcasting station, and lodged its protest after the Commission denied its petition for a hearing [B•T, March 9].

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ TOTAL WEEKLY AUDIENCE—SAMS 1952

Day . . . 110,861 Night . . . 92,186

and 3-or-more days and nights

Day . . . 92,885 Night . . . 67,743

WDBJ's weekly SAMS-1952 daytime audience is 124% greater than the second stations; and for 3-or-more days, 192% greater. WDBJ's night-time audience is 94% greater, and for 3-or-more nights weekly, 125% greater.

WDBJ's rates average less than 20% more than the second stations.

Compare . . . then call . . . Free & Peters, Inc.!

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., National Representatives



WKJG CHALLENGES WGL 'MONOPOLY'

QUESTIONS of concentration of the media of mass communication on the part of WGL Fort Wayne, Ind., are raised by both WKJG Fort Wayne and the chief of FCC's Broadcast Bureau in proposed findings filed with the Commission in the TV Ch. 33 hearing for that city. The Ch. 33 case was concluded before an examiner in February.

The Broadcast Bureau chief charges that the News Pub. Co., 100% owner of WGL and the morning *News Sentinel* and in control of the business operation of the evening *Journal-Gazette*, "has engaged in flagrantly monopolistic practices in the newspaper field which seriously reflect on its qualifications to hold a broadcast license." "Forced combination" ads and discontinuance of trade promotion arrangements with WOWO and WKJG are cited.

WKJG asserts it is better qualified to receive the TV permit because of greater diversity of ownership and greater integration of ownership, operation and management. WKJG also charges WGL has failed to keep certain local program promises.

WGL defends the merger as a proper economic practice which has occurred in 176 other U. S. cities, with no inter-control or relation of editorial policies or practices.

WGL states that its owners have taken notice of court cases in the field of newspaper control, citing *U.S. vs. The Times Picayune Pub. Co.* (New Orleans), and "will be guided in the reformation of any contracts or changes which may be necessary when they determine what the Supreme Court decides to be the final law."

WGL further argued that on the basis of past performance, integration and experience of ownership, preparation for TV, financial qualification and facilities plans, it is better qualified than competitor WKJG.

WSAZ-TV Asks FCC Removal Of Limit on Zone 1 Antennas

REMOVAL of the 1,000-foot limit on antennas in Zone I (eastern U. S.) is asked of FCC in a petition filed last week by WSAZ-TV Huntington, W. Va., operating on vhf Ch. 3 with 100 kw visual ERP from an antenna 350 ft. above ground and 600 ft. above average terrain.

Asking amendment of Sec. 3.614(b) of FCC's TV rules, WSAZ-TV contends the 1,000 ft. (above average terrain) limitation is an "artificial barrier" and prevents maximum service which the vhf channels could provide.

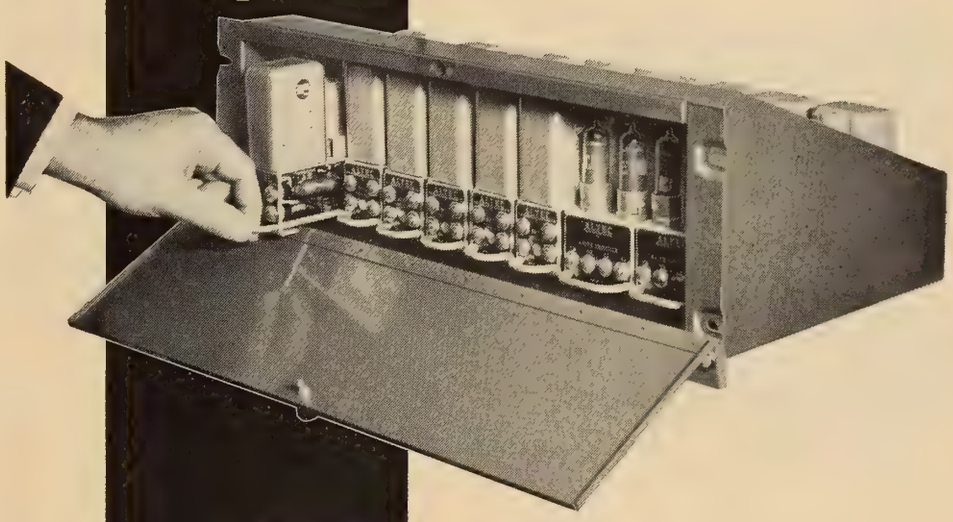
The TV rule presently limits only vhf stations in Zone I to 1,000 ft. antennas. Uhf stations can use towers up to 2,000 ft. above average terrain in Zone I, the maximum height allowed by the Sixth Report and Order (April 14, 1952) to uhf and vhf alike in Zones II and III.

WSAZ-TV notes that the Sixth Report comments on the Zone I, where cities are closer, indicated the vhf tower limitation is temporary until additional technical information can be obtained. Since the Sixth Report data on this point is now more than two years old, WSAZ-TV feels it is time to review newer information that is available, including that from the six vhf stations operating from atop the Empire State Bldg., 1,445 ft. above average terrain.

The petition observes that throughout the Sixth Report the Commission found it was in the public interest to assign TV stations and permit their operation "to utilize most effectively each television channel in the U. S."

Rack 'em up!

The 11338 mounting assembly occupies only 7 inches of rack space, is fully guttered for wiring and will hold as many as nine preamplifiers.



ALTEC CUSTOM SPEECH INPUT SYSTEMS

Rack mount the miniature Altec plug-in preamplifiers, line amplifiers, monitor amplifiers and power supplies to meet your individual speech input needs. These units are extremely small and exceed all broadcast requirements. Of open chassis design for easy servicing, they are supplied with a cover tray and receptacle that permanently mounts in the 11338 mounting assembly. The units slide into the tray, automatically making all connections. Push buttons are provided for tube checking during operation. Frequency response of the A-428B preamplifiers and A-429B line and monitor amplifier is within 1 db from 20—20,000 cycles.

ALTEC® LANSING CORPORATION

Distributed by GrayboR

DIMENSIONS:
A-428B; 1⅝" x 4¼" x 9"
A-429B, P-522B, P-523B; 2⅜" x 4¼" x 9"

The Symbol of Quality

9356 Santa Monica Blvd., Beverly Hills, Calif. • 161 Sixth Ave., New York 13, New York

LOUDSPEAKERS • AMPLIFIERS • MICROPHONES • CONSOLES • TRANSFORMERS

ONLY ONE TV TO BEGIN THIS WEEK

Six new TV stations hope to begin operating by April 1 and another half-dozen plan to be on the air soon afterward, check reveals.

BARRING last-minute developments, only one new television station—KVTV (TV) Sioux City—expects to begin commercial operating within the next week.

Six stations are aiming for April 1, however, and another eight or nine hope to make it soon after.

In addition to those stations reported in B•T which went on the air last week [B•T, March 16], KTTS-TV Springfield, Mo., started commercial operation March 14, G. Pearson Ward, general manager, told B•T. The station is represented by Weed Television and is a CBS-TV and DuMont affiliate. It is on vhf Ch. 10.

KVTV (TV) Sioux City, represented by the Katz Agency, is on the air with a test pattern. It is a CBS-TV affiliate on vhf Ch. 9.

Here are the stations aiming for April 1:

WLEV (TV) Bethlehem, Pa., uhf Ch. 51, a Steinman Station, represented by Robert Meeker Assoc.. and an NBC-TV interconnected affiliate.

KCJB-TV Minot, N. D., vhf Ch. 13, represented by Weed Television.

KFDA-TV Amarillo, Tex., vhf Ch. 10, represented by The Branham Co.

WKNX-TV Saginaw, Mich., uhf Ch. 57, represented by Gill-Perna Inc.

KFDX-TV Wichita Falls, Tex., vhf Ch. 3, represented by the O. L. Taylor Co.

KELO-TV Sioux Falls, S. D., vhf Ch. 11, represented by O. L. Taylor Co.

Here are the grantees who expect to get on the air with commercial programming early in April:

WICC-TV Bridgeport, uhf Ch. 43, represented by Adam Young and an ABC-TV affiliate. Target date: April 1 to 15.

WAFB-TV Baton Rouge, La., uhf Ch. 28, represented by Adam Young and affiliated with all four networks. Target date: April 5.

WCOV-TV Montgomery, Ala., uhf Ch. 20, represented by the O. L. Taylor Co. and affiliated with ABC-TV, CBS-TV and DuMont. Target date: April 6.

WHP-TV Harrisburg, Pa., uhf Ch. 55, is represented by The Bolling Co. Target date: April 10.

WTVO (TV) Rockford, Ill., uhf Ch. 39, represented by Weed Television, and an NBC-TV affiliate. Target date: April 12.

WLBC-TV Muncie, Ind., uhf Ch. 49, represented by the Walker Representation Co. in New York and a CBS-TV and DuMont affiliate. Target date: April 15.

WLOK-TV Lima, Ohio, uhf Ch. 73, represented by H-R Reps. Target date: April 15.

WEEU-TV Reading, Pa., uhf Ch. 33, represented by the Headley-Reed Co. and an ABC-TV and NBC-TV affiliate. Target date: April 15.

KCBD-TV Lubbock, Tex., vhf Ch. 11, represented by John E. Pearson TV Inc. and an ABC-TV and NBC-TV affiliate. Target date: April 19 to 26.

Five stations which have received new RCA transmitters within the last week expect to go on the air in April and May:

WFTL-TV Fort Lauderdale, Fla., uhf Ch. 23, represented by Weed Television. Target date: Early April.

WCOS-TV Columbia, S. C., uhf Ch. 25, represented by Headley-Reed and an ABC-TV and NBC-TV affiliate. Target date: April.

WDAY-TV Fargo, N. D., vhf Ch. 6, represented by Free & Peters. Target date: April.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by William G. Rambeau Co. Target date: May 1.

WBKZ-TV Battle Creek, Mich., uhf Ch. 64, an ABC-TV and DuMont affiliate. Target date: May 15.

Transit FM Loss

ABANDONMENT of transit radio in St. Louis as the result of the announcement that KXOK-FM St. Louis will leave the air March 31 [B•T, March 16] brought an enthusiastic reaction from Washington (D. C.) Transit Riders Assn., which has waged a long fight against what it calls "captive audience" service.

Claude N. Palmer, president of the group, said dropping of KXOK-FM's service "shows that a better class of advertisers in St. Louis, as in Washington, is unwilling to browbeat its customers and prospective customers into listening to programs over which they have no control." The association has pending in U. S. Court of Appeals, D. C., a plea for hearing by FCC on merits of transit service.



Frank M. King Dies; Former WMBR President

FRANK M. KING, 63, former president and general and commercial manager of WMBR-AM-FM-TV Jacksonville, Fla., until its sale last December to *The Washington Post,* died Thursday at Jacksonville. He had been in failing health several months.

Born in Houston County, Ga., and a graduate of Mercer U., Macon, in 1934, he organized Florida Broadcasting Co., WMBR licensee, with associates Ed Norton and Glenn Marshall Jr., and served as president until its sale [B•T, Dec. 22, 1952]. The same three associates bought, operated and sold WFOY St. Augustine.

Mr. King was one of the organizers of the Florida Assn. of Broadcasters and a member of its first board of directors, serving as FAB's second president for two terms. He was elected NAB (now NARTB) District 5 director for one term (1941-43), and was named director-at-large for two terms (1943-45). At his death he was president of Distributors Inc., Jacksonville, and was active in several civic projects.

Survivors are his wife, two daughters and four grandchildren.

WPTZ (TV) February Sales

WPTZ (TV) Philadelphia during February set a new sales record with more than $570,000 in new business, Alexander W. Dannenbaum Jr., commercial manager, announced last week. Largest single sale was signing of *Esso Reporter* from 7-7:15 p.m. Mon.-Fri. for Standard Oil Co. of New Jersey through Marschalk & Pratt, New York, starting the first week in April.

WCBS-TV, WNBT RAISE RATE STRUCTURES

UPWARD revisions in the rate structures of the New York key television stations of CBS-TV and NBC-TV were reported by the stations last week.

Craig Lawrence, general manager of WCBS-TV New York, said the station will raise its basic hour Class A rate from $4,000 to $4,500 April 1 when the station's rate card No. 12 becomes effective. He added that most other rates will be increased similarly, with present advertisers protected for six months under rate card No. 11 on schedules started before April 1.

A letter that George R. Dunham, WCBS-TV's general sales manager, is sending notes to advertising agencies and sponsors that the advance in Class A hourly rates represents an increase of 12%. But it points out that since June 1, 1952, when current rates were established, New York's TV set circulation has risen 15%, WCBS-TV's average nighttime audience has increased by 18%, and the station's average daytime audience has gone up 206%.

Participations Only

Increase at NBC's WNBT (TV) New York will apply only to participation programs, according to a spokesman, and will go into effect April 1. The usual six months protection will apply to current advertisers.

On participations, which previously were priced variously, a $275 rate has been set for the following programs: *Morey Amsterdam, Josephine McCarthy, Herb Sheldon, Jinx Falkenburg, Richard Willis, Hollywood Playhouse, Channel 4 Theatre, Bar 4 Ranch,* and *Saturday Stagecoach.* On *11th Hour Theatre,* it will be $350, and on *Ask the Camera,* $400.

The prices are subject to a discount of 2½% for 26 to 51 weeks; 5%, 52 to 155 weeks; 7½%, 156 to 259 weeks, and 10%, 260 weeks or more.

McClelland Named

LEFFERTS A. McCLELLAND, technical director of several NBC-TV programs, has been appointed operations director of WRC-WNBW (TV) Washington, NBC owned stations, by Carleton D. Smith, general manager. Departments reporting to Mr. McClelland include continuity acceptance, staging services, film operations, announcers, traffic, radio recording and all program operations. John McCollom succeeds Mr. McClelland as technical director. Two new salesmen joined WRC-WNBW last week. They are Jack Neff, formerly of WMAL Washington, to the radio sales staff, and William C. Grayson, formerly operations director, to the TV sales staff.

WKRC-TV Power Boost

WKRC-TV Cincinnati, a pre-freeze station, boosted its effective radiated power to 250 kw visual March 14. The station has had its equipment installed since last October, but channel changes by other stations in the area, required under provisions of the FCC's Sixth Report & Order [B•T, April 14], held up the change-over, it was said.

WKRC-TV claims it is now 10 times more powerful. General manager of the vhf Ch. 12 outlet is U. A. Latham.

Schwin Joins WBBM-AM-TV

APPOINTMENT of Newell T. Schwin as executive assistant to H. Leslie Atlass, vice president of CBS and general manager of WBBM-AM-TV Chicago, was announced last Monday.

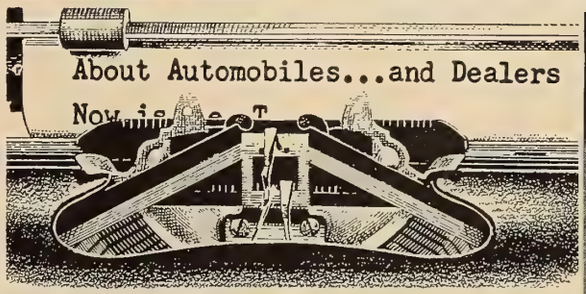
Mr. Schwin, former advertising director of Household Finance Corp., steps into the position vacated by Kenneth Craig, who has assumed general charge of all WBBM-TV operations [AT DEADLINE, March 16]. Mr. Schwin will handle similar responsibilities with the exception of personnel direction, now under Ben Orloff. Stuart Riordan assumes charge of publicity for WBBM-AM-TV with Lee Salberg, former publicist at WBKB, moving into promotion.

'Salemaker' Name Given Northwest Stations Group

SALEMAKER STATIONS is the name selected for the group of Pacific Northwest stations owned by Jessica Longston of Bellingham, Wash., and others. Newest addition to the chain is KRSC Seattle, purchased from J. Elroy McCaw, owner of KELA Centralia. Other radio members of the Salemaker group are KPUG Bellingham, KSEM Moses Lake, both Washington, and KBIO Burley, Idaho.

Under the name of Washington Telecasters Inc., the firm has an application before FCC for TV uhf Ch. 55 in Wenatchee, Wash.

Robert E. Pollock is vice president and general manager of KRSC; Ted Bell is assistant manager.





Governor Warren Presents Special Recommendation from the American Heritage Foundation

The American Heritage Foundation, citing the program of the National Automobile Dealers Association as the most outstanding effort among all Trade Associations in getting out the popular vote, recognizes the importance of the new car dealer to the nation and to his community.

Here was a most effective program of action, offering all who wanted it, free transportation on a non-partisan basis, to vote. National only in its broad organization, here was a purely local program, effective in nearly every American community through the local efforts of individual new car dealers.

New car dealers have long been identified as "local, independent merchants and business men" and "community leaders". Here is recognition for unselfish contribution in support of Democracy. Here is a true picture of "Mr. Mobility" at work at home.

Representative of 35,000 new car dealers, the National Automobile Dealers Association is proud to receive, for them, the award of the American Heritage Foundation.

One of a series from the National Automobile Dealers Association—Any material contained herein may be reproduced without permission.

for further information or research material on New Car Dealers, write or phone:

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1026 17TH STREET, N.W. WASHINGTON 6, D. C. REPUBLIC 7-6946

Church to Head WTVN (TV); McGough Keeps Manager Post

KENNETH CHURCH, commercial manager of WKRC-AM-FM Cincinnati and national sales manager of WKRC-TV, will be executive vice president of WTVN (TV) Columbus and will make top policy decisions for the station, purchased from Edward Lamb for $1.5 million by the Taft family interests [B•T, March 2].

This announcement was made last week with final consummation of the WTVN (TV) sale from Picture Waves Inc., owned by Edward Lamb and family, to WTVN Inc., recently incorporated company wholly owned by Radio Cincinnati Inc., Taft family corporation which operates WKRC-AM-FM-TV Cincinnati. Mr. Lamb, who retains two TV stations, three AM stations and a newspaper, had operated WTVN since 1949.

J. W. McGough, WTVN general manager, will continue in his present capacity, according to a release from the Taft corporation, which confirmed an earlier report the new management will retain the existing staff.

Transaction Principals

FCC had approved the WTVN sale Feb. 25. Principals handling the transaction included Hulbert Taft Jr., executive vice president of Radio Cincinnati Inc. and president of WTVN Inc., and Robert Taft Jr., attorney for the Taft interests, with Mr. Lamb and Frank C. Oswald representing the selling interests.

The new WTVN ownership said it intends to institute immediately plans to increase the outlet's effective radiated power to 100 kw pursuant to authority previously given by FCC for the boost. Only the physical assets of WTVN, including transmitter and antenna atop the LeVeque Lincoln Tower Bldg. and the recently completed TV center at 753 Harmon Ave., were purchased, the announcement said.



WTVN (TV) Columbus General Manager J. W. McGough (l) welcomes Kenneth Church, new executive vice president and chief policy-maker of the station, bought by the Taft family interests for $1.5 million from Edward Lamb.

* * *

The new management said it intends to make WTVN "an integral part" of Columbus life and activities, expand the programming day to include "all normal waking hours," increase use of network programs, build high calibre local programs and program staff and make them available to affiliated stations, expand public service activities, make WTVN "the outstanding sports station of the region" and develop "fullest possible" news coverage.

Sholis Offers Checklist To Advertiser Buying Time

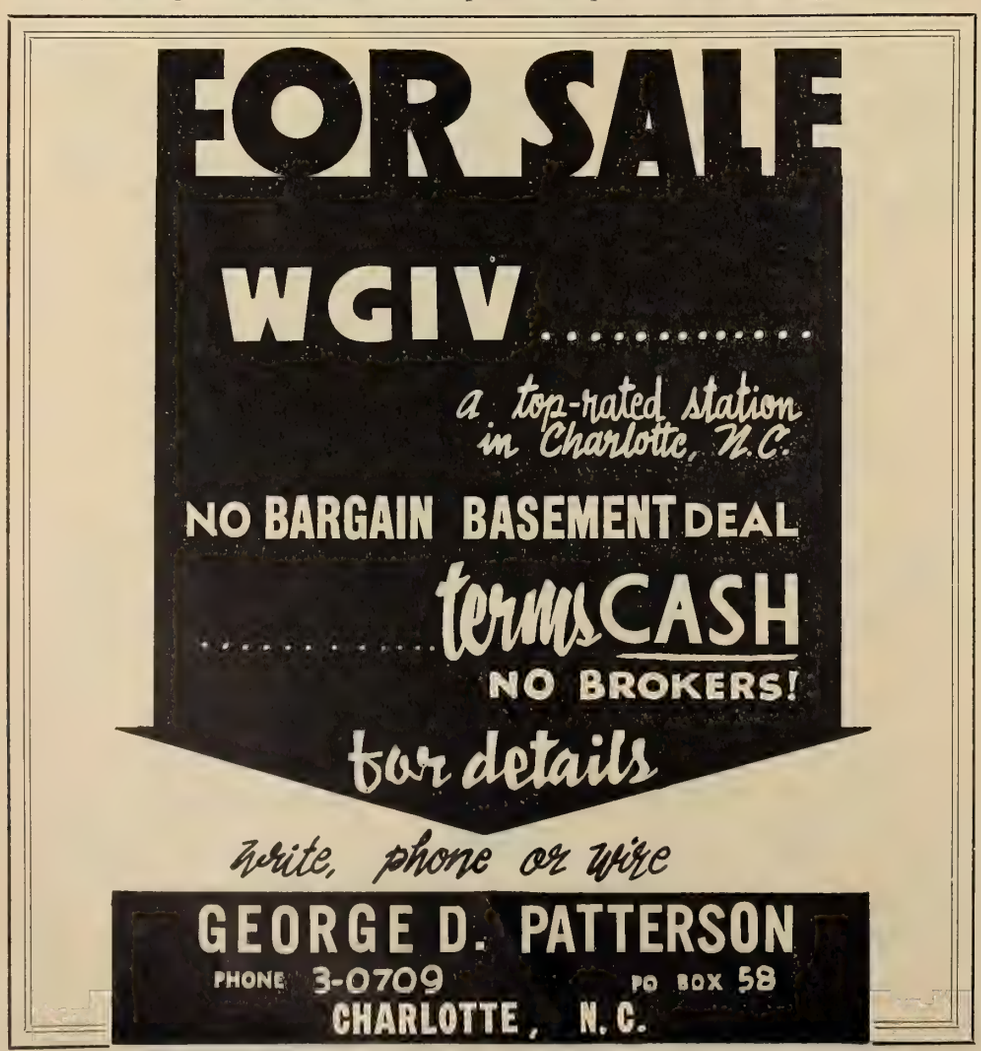
CHECKLIST of factors an advertiser should consider in buying time on radio and TV stations was recommended by Victor A. Sholis, vice president and director of WHAS-AM-TV Louisville in an address to the Advertisers Club of Cincinnati March 11.

Mr. Sholis attacked "fantastically expensive research" on ratings of programs, which he said has warped perspective about radio, and on radio coverage, which he declared has been "misrepresented" and "misused."

Mr. Sholis' checklist of factors an advertiser should look into thoroughly before buying time on a station are: (1) buying potential of its market or coverage area; (2) its physical and personnel facilities; (3) quality of its local and network programming and its activities in the public interest; (4) its stature in the community; (5) its standards of business practice, including its rate card ethics; (6) its records of sales results, and (7) integrity of its management.

Describing a study on radio presently being conducted by Alfred Politz and being underwritten by WHAS and six other stations, Mr. Sholis said the study will measure radio "in a new dimension." Other stations backing the study are WBEN Buffalo, WGAR Cleveland, WJR Detroit, WDAF Kansas City, WTMJ Milwaukee and WGY Schenectady.

The study, he said, will have equal value for all stations, advertisers and agencies, and will develop practical evidence of how radio reaches its audience and how people react to radio. It will not compete with existing measurement, nor compare one broadcasting facility or program with another, he said, adding that it is designed to improve both advertisers' and broadcasters' understanding of the medium.



Milestones

► G. W. (JOHNNY) JOHNSTONE, radio and television director of the National Assn. of Mfrs., celebrates his 30th anniversary in the broadcasting industry today (Monday). He began as an engineer with WEAF (now WNBC) New York in 1923. He became WEAF publicity manager in 1924 and NBC publicity director in 1926. Between 1926 and 1946, when he assumed his NAM post, Mr. Johnstone served NBC, ABC, and Mutual in various news, special events, and publicity capacities.



Mr. Johnstone

► CANADIAN Assn. of Radio & Television Broadcasters honored Edwin Ross MacIntyre, chief engineer and news commentator of CHUB Nanaimo, B. C., with membership in the group's Quarter-Century Club in observance of his 25 years in the broadcast industry.

► R. SANFORD (SANDY) GUYER, partner and general manager of WMOA Marietta, Ohio, completed his 29th year in radio March 20.

►JOHN B. GAMBLING, WOR New York personality, completed his 25th year on the station this month. Mr. Gambling's *Musical Clock* program, heard over WOR since 1925, is described by the station as "the oldest continuous program on the air."

CBS INC. '52 GROSS $251 MILLION

Last year's gross exceeds that for 1951 by nearly $60 million, CBS Inc. reports to stockholders. Net income for 1952 was $6,445,506, slightly higher than 1951, but stock earned less per share.

CBS and its subsidiaries had gross revenues of $251,594,490 for the 53 weeks ending Jan. 3, 1953, compared to $192,384,608 for the 52 weeks ending Dec. 29, 1951, according to the company's annual statement to stockholders, sent out last week.

Net CBS income for 1952 was $6,445,506, equal to $2.75 per share on the 2,340,896 shares outstanding. This compares with $6,360,097 and $3.10 per share on the average of 2,051,491 shares outstanding for 1951. Cash dividends of $1.60 per share were paid.

The "rapid development of new electronic products, such as the transistor," and the lifting of the freeze on new TV station construction were cited in the opening letter to stockholders, signed by CBS Board Chairman William S. Paley and President Frank Stanton, as two important developments of 1952 which "should influence favorably" the future growth of CBS.

Number of advertisers using the CBS Radio Network increased last year from 81 to 90, Adrian Murphy, president of the CBS Radio Division, reported. He said in the final quarter of 1952 "appreciably more time was sold" than during the like period of 1951, with the network's daytime hours sold out and an increase in evening advertisers. He listed sponsorship of the political conventions, the "unprecedented" number of programs sponsored by "hard-goods" advertisers, the number of automobile sponsors, Willys-Overland's sponsorship of the 90-minute Sunday afternoon New York Philharmonic Symphony concerts and the successful launching of the "Power Plan" (enabling three nighttime advertisers to share sponsorship of three programs on successive evenings) as "noteworthy sales developments."

102 1952 Advertisers

J. L. Van Volkenburg, president, CBS-TV Division, reported that 102 advertisers used CBS-TV in 1952 (including 40 newcomers to the network) whose gross billings were more than 50% ahead of those for 1951. All but one of the regular CBS-TV advertisers stayed on the air throughout the summer, "a record unmatched in the history of broadcasting," he stated. The year ended with 33 CBS-TV package programs sponsored and six more due to start early in 1953.

The average nighttime audience rating of CBS-TV increased more than 12% during 1952, while the average daytime audience rating was up 35%, the report noted. CBS-TV had 74 affiliates at the end of 1952, up from 62 a year earlier, with the interconnected group rising from 51 to 66. In addition, CBS-TV has affiliation agreements with 30 stations expected to start broadcasting by the middle of 1953.

Columbia Records Inc. sales were 14.5% ahead of 1951, James B. Conkling, president of CRI, reported.

CBS-Hytron, tube manufacturing subsidiary, in May opened a new miniature receiving tube plant at Danvers, Mass., with a manufacturing capacity of 25 million tubes a year, Bruce A. Coffin, president, said. Manufacture of germanium diode and transistors, begun last year, is fast outgrowing the space available in the Danvers plant, Mr. Coffin said.

An addition is being built for the picture tube plant at Newburyport, Mass., to provide 150,010 more square feet of space to make and store tubes, chiefly the 24-inch and 27-inch picture tubes to be made in quantity this year. Additional facilities for receiver production is being provided by a new Long Island City plant, according to David H. Cogan, president of CBS-Columbia Inc.

Dr. Goldmark Cites Work

Dr. Peter C. Goldmark, vice president, CBS Labs., reported the perfection of a device called a "crispener" for clarifying picture signals in black-and-white telecasting. In color, Dr. Goldmark stated that "intensive research was devoted to the tri-color tube in cooperation with CBS-Hytron. At the same time, a continuing study has been made of the National Television Systems Committee color system and the detailed evaluation of this and other systems will provide useful information in assessing the future course of color television and assuring CBS' ability to capitalize upon the knowledge and experience gained in this field."

Improved medical color TV units are being manufacturing by the CBS Labs., which are also producing a number of projection receivers using a six-foot screen, to be demonstrated for the first time at the 1953 American Medical Assn. convention in New York.

Bourgholtzer to NBC Paris; Mueller Replaces Fleming

SHIFTS in assignments for several NBC newsmen were announced Thursday, with Frank Bourgholtzer, White House correspondent since 1947, named chief correspondent in Paris and Merrill Mueller set to replace James Fleming as news editor and commentator on the network's *Today* TV show (Mon-Fri., 7-9 a.m. EST and CST).

It was understood that Ray Scherer of the NBC Washington news staff, who has substituted at the White House at times when Mr. Bourgholtzer was absent, would get the White House assignment fulltime. Meanwhile, Paul Archinard, veteran NBC correspondent in France, was named to the new post of NBC manager in Paris. William Frye, who has been chief Paris correspondent, is returning to the U. S.

In his new post, effective April 1, Mr. Bourgholtzer will be responsible for coverage of France as well as NATO and SHAPE. With NBC since 1946, he won widespread public plaudits when he persuaded then-President Truman to play the piano during a telecast tour of the White House.

Mr. Mueller takes over the *Today* news editorship today (Monday). He is a veteran war and foreign correspondent, and has been engaged in news reporting for 21 years. He covered World War II for NBC, serving in Europe, Africa, and the Pacific, and after the war was named manager of the London bureau. More recently he has operated from New York headquarters.

Future plans or assignment of Mr. Fleming, who had been with *Today* since its first broadcast on Jan. 14, 1952, were not revealed.

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Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!

RESULTS TELL THE STORY

RADIO'S TOP

• Audiences • Markets • Personalities

Time-Buyers in ever increasing numbers are recognizing—and clients are benefiting by—the success of Rahall Stations' Personality Selling Technique. Hitched to programs of music, news and sports geared to local tastes, the idea is paying off in top results for clients national and local.

WKAP
1000 W. ALLENTOWN, PA. 1320 KC.

Rates No. 1 (8:00 a.m.-8:00 p.m.) Pulse and Hooper in the Allentown-Bethlehem area. Independent.
Oggie Davies, Manager

WNAR
500 W. NORRISTOWN, PA. 1110 KC.

Clear Channel Independent station that covers Montgomery County and reaches Mrs. Housewife of the Greater Philadelphia Market.
John Banzhoff, Manager

WWNR
1000 W. BECKLEY, W. VA. 620 KC.

ONE-station coverage of West Virginia's rich coal region and industrialized area. MBS affiliate.
Dick Booth, Manager

JOE RAHALL, *President*

National Representatives

WKAP - WEED & CO.

WNAR & WWNR - WALKER & CO.

RAHALL STATIONS

MORE BIG SHOWS JOIN ABC ROSTER

Martin Block signing highlights network's plan to build bigger shows, draw bigger business. New fight card, other programs are in sight.

ABC last week unveiled more plans for building programs that will attract larger audiences and still more business.

Officials reported that new sales and renewals representing $7.5 million in network gross billings were signed between Jan. 1 and last Wednesday—$3 million in radio, $4.5 million in TV.

The signing of Martin Block, a pioneer and probably New York's best known disc jockey, to a long-term exclusive contract for both network and WABC New York programs, effective next Jan. 1, was announced along with plans for the new *ABC Album* for ABC-TV, *ABC Caravan* on the radio network, and the new *Motor City Fights* on ABC-TV [B•T, March 16, 9].

$3 Million Expected

Length of the contract with Mr. Block was not disclosed but it was understood that it was for a five-year period. It was announced he would move his locally-famed *Make Believe Ballroom* to ABC-WABC "intact," and that when the show is completely sponsored on WABC, Mr. Block "can earn over $3 million in the course of the contract."

ABC the preceding week had announced that during the first month following the merger of ABC and United Paramount Theatres into the new AB-PT the volume of business signed for ABC owned stations totaled $4.5 million, a record in ABC history [B•T, March 16].

Charles T. Ayres, vice president in charge of the ABC radio network, saw the new and renewed radio network business as evidence that "radio advertisers are establishing a pattern of renewed faith and confidence in network sponsorship, which will be more fully reflected in the fall of 1953."

'Heavy' Fall Business

Alexander Stronach Jr., vice president of the TV network, referring to the TV sales and renewals, said "television advertisers are carefully evaluating strategic programming with sponsorship in select time periods," and forecast "a heavy influx of new video business" in the fall.

The *ABC Album* television show, to be seen Sundays at 7:30-8 p.m. EST starting April 12, will consist of dramatic presentations—originals as well as adaptations of drama, novels, short stories, and light classics. *Album's* radio counterpart, *ABC Cavalcade,* is set to start April 16 and will be presented at 9-9:30 p.m. EST Thursdays.

'Motor City Fights'

Like the *TV Album, Cavalcade* will be a showcase. Raymond Diaz, national program director for the radio network, noted that "it is our intention to consider each program in the series as eligible for a new and separate radio series of its own. . . ."

The new *Motor City Fights,* originating in Detroit and giving ABC-TV three fight nights a week, got under way last Thursday and will be seen weekly at 9 p.m.

Pointing out that the network now presents bouts on Tuesday, Thursday, and Saturday evenings, Mr. Stronach said ABC-TV "is completely altering the complexion of its programming with the specific idea of capturing the eyes and interest of that broad segment of Americans which is sports minded."

Effective next New Year's Day, *Martin Block's Make Believe Ballroom* will be presented on WABC Mon.-Fri., 3:30-7 p.m. The program will be presented on the ABC radio network each weekday, 2:30-4 p.m. EST, starting next Jan. 4. The network show will start about June 1 of this year with "a national star" as m.c. until Mr. Block joins the network.

Additionally, WABC plans to carry *Make Believe Ballroom* for three and a half hours "every Saturday in 1954."

ABC quoted Mr. Block as estimating that in the 18 years the program has been carried in New York, advertisers have spent more than $10 million to participate in it and that the program has sold about $751 million worth of sponsors' products.

Sign New Accounts

Meanwhile, new business signed for ABC radio network shows since the first of the year included the following accounts: Beltone Hearing Aid Co., Brown Shoe Co., Chesterfield Cigarettes, Wine Corp. of America, Skinner Mfg. Co. and Pharmaco Inc., plus Willys-Overland Motor's sponsorship of the Presidential inauguration.

New business signed for the ABC TV network came from Walter H. Johnson Candy Co., American Chicle Co., Bayuk Cigars, Thor Corp., American Federation of Labor, and S. C. Johnson & Son, plus Willys-Overland (Presidential inauguration).

Kind Regards

CONSIDERATION for clients reached a new high in Washington, D. C., last week when NBC sent a plant to its customers with the enclosed sympathy card: "In anticipation of your loss." The date, of course, was March 15.

YOU GET INTO MORE MIDWEST HOMES with

Lee STATIONS

kglo

MASON CITY, IOWA

1300 KC — 5000 Watts

Full Time, CBS

Affiliated with WTAD, Quincy, Illinois

WTAD

QUINCY, ILLINOIS

930 KC . . . 5000 Watts, day

. . . 1000 Watts, night, CBS

Affiliated with KGLO, Mason City, Iowa

For availabilities, write:

Walter J. Rothschild,
National Sales Manager,
Lee Stations

Represented by Weed & Company



ABC TELEVISION Stations Advisory Committee, meeting in New York March 6, a week after the network's Radio Stations Advisory Committee convened there [picture, B•T, March 16] and also holding its first gathering since the ABC-United Paramount Theatres merger, included (l to r): Seated, Robert E. Kintner, ABC president; Franklin Snyder, WXEL (TV) Cleveland; Leonard H. Goldenson, AB-PT president; Kenneth Berkeley, WMAL-TV Washington, and Edward J. Noble, AB-PT finance committee chairman. Standing, Owen Saddler, KMTV (TV) Omaha; Robert M. Weitman, ABC vice president in charge of talent and programming; Roger W. Clipp, WFIL-TV Philadelphia; Robert H. O'Brien, ABC executive vice president; Alexander Stronach Jr., vice president in charge of ABC-TV network, and Otto P. Brandt, KING-TV Seattle. Messrs. Clipp and Saddler are new members.

TV's Public Obligation Underscored by Madden

TO INSURE good public relations, television networks have a responsibility to maintain good taste and eliminate over-commercialism in programs, to keep costs low and to provide programming in the public interest, Edward D. Madden, vice president and assistant to the president of NBC, declared Wednesday.

In a luncheon talk in New York before the New York chapter of the Public Relations Society of America, Mr. Madden described TV as a medium "whose impact on people and influence in our society is unequalled in the history of communications."

He outlined in detail how NBC attempts to reduce costs by the use of illusions created by technicians, and in this connection presented a film, "Illusions Unlimited," which described various techniques developed by the network.

Touching upon TV's responsibility to maintain good taste in programming, Mr. Madden cited NBC's own program code and that of the NARTB to which the network adheres.

As examples of NBC's policy of programming material in the area of public service, Mr. Madden referred to the network's *Face of the Age* plan, which he described as "a procedure to present on television the faces and voices of the men and women who are influential in the world today."

Brief talks were presented by Herbert Bayard Swope Jr., NBC-TV's director of the *Robert Montgomery Presents* show, and Albert McCleery, NBC-TV producer of *Hallmark Theatre,* on the contributions of dramatic programs to public service projects.

Three Add to Daytime Schedule on NBC-TV

EXPANSION of sponsorship of NBC-TV programs by three national advertisers highlighted a report issued by the network last week on new and renewed business.

Continental Baking Co., New York, will pick up 15 minutes on Wednesday of its weekly sponsorship of *Howdy Doody* (Mon.-Fri., 5:30-6 p.m. EST), effective May 6, in its 5:30-6 p.m. time period. Standard Brands, New York, will add another quarter-hour of the same show on Monday, 5:45-6 p.m. EST, starting today (Monday), to its Thursday 5:45-6 p.m. segment. Ted Bates & Co., New York, is the agency for both.

Procter & Gamble Co., Cincinnati. which currently sponsors the 4-4:15 p.m. EST Tuesday, Wednesday and Thursday portions of the *Kate Smith Hour* (Mon.-Fri., 4-5 p.m.) purchased the 4-4:15 p.m. segment on Monday, effective March 19, through Compton Adv., New York. P&G, starting May 1, also will add the Friday 3:45-4 p.m. period of *Welcome Travelers* (Mon.-Fri., 3:30-4 p.m.) to its current sponsorship of the same time slot Mondays through Thursdays. The agency is Biow Co., New York.

Other business activity announced by NBC-TV includes sponsorship by the Kelvinator Div. of Nash-Kelvinator Corp., Detroit, of the Wednesday 3:15-3:30 p.m. EST portion of *Break the Bank* (Mon.-Fri., 3:30 p.m.), starting April 1 through Geyer Adv., New York; renewal by Crosley Div. of Avco Mfg. Corp., New York, of alternate-week sponsorship of *What's My Name?* (Mon., 8-8:30 p.m. EST), starting last Monday, through Benton & Bowles, New York, and renewal by P. Lorillard Co., New York, of *Club Embassy* (Tues., 10:30-10:45 p.m. EST), effective March 31, through Lennen & Newell, New York.

Negro Artists on NBC

A 200% increase in the use of Negro artists by NBC on network programs during 1952 over 1951 was reported last week by Edward D. Madden, vice president and assistant to the president of NBC, at a meeting in New York of press and civic leaders.

NBC President Frank White told the meeting that NBC's philosophy embraces "an area of operation that you have to do with your heart as well as your brain." He assured civic leaders that NBC intends to solicit their cooperation in an attempt to achieve added progress.

100th Affiliate Joins CBS-TV Network

CBS-TV signed its 100th TV affiliate, its 36th since lifting of the freeze, last week. It is KWFT-TV Wichita Falls, Tex.

The station, on Ch. 6, is owned by Wichita Falls Television Inc. Kenyon Brown is president and general manager. The signing followed the affiliation of three other new stations earlier in the week—WABI-TV Bangor, KRTV (TV) Little Rock, and KFDA-TV Amarillo, Tex.

WABI-TV, on Ch. 5, joins the network as a primary, non-interconnected affiliate. It is owned and operated by Community Telecasting Service. Murray Carpenter is general manager.

KRTV (TV), Ch. 17, becomes a primary, supplementary non-interconnected affiliate. Mr. Brown, in addition to heading KWFT-TV, also is general manager of KRTV (TV), which is owned and operated by Little Rock Telecasters.

KFDA-TV, Ch. 10, joins CBS-TV as a supplementary, non-interconnected affiliate. It is owned and operated by the Amarillo Broadcasting Co. John Hopkins is general manager.

Pearson Decries Networks For 'Similar' Viewpoints

NEWS commentator Drew Pearson charged in his ABC radio broadcast March 15 that the four radio and television networks are failing to present a diversity of viewpoint and opinions on news programs, and added they are controlled, in effect, by "four men" who constitute "a chorus of similar voices."

A rebuttal by Thomas Velotta, vice president in charge of news and special events for ABC radio, was read on the program with Mr. Pearson's permission. The reply said ABC and other radio and TV networks "believe in and operate under a policy of freedom of speech" and present "a variety of opinions and viewpoints."

Mr. Pearson's criticism came three days before he ended his Wednesday night program on DuMont TV Network and two weeks before his final show on ABC radio March 31. His programs were sponsored by Carter Products and were not renewed beyond those dates. Both networks have indicated they will not continue the shows on a sustaining basis, though DuMont had considered it.

Sell

TWO GREAT OHIO MARKETS

THE LOWEST COST PER THOUSAND
WITHOUT QUESTION
IN YOUNGSTOWN OHIO

Population	500,000
Retail Sales Est. 49(000)	650,300
Food Sales (000)	170,157
Automotive (000)	124,757
Drugs (000)	15,780
Total Employed	195,692

WBBW ABC

Counties: Mahoning, Trumbull, Columbiana, Lawrence (Pa) Mercer (Pa)

THE LOWEST COST PER THOUSAND
WITHOUT QUESTION
IN THE ASHLAND-MANSFIELD AREA

Dollar Sales	231,569,340
Food	46,275,100
General Mdse.	20,443,810
Household	11,032,230
Automotive	45,101,850
Drugs	4,864,270

WATG MUTUAL AM. FM.

Counties: Ashland, Crawford, Huron, Richland, Wayne, Medina, Lorian, Morrow.

The Mahoning Valley Broadcasting Corp., Youngstown, Ohio.

RCA-NBC Officials Address Architects on Electronics

ALL homes and offices of the future may need electronic installations, Sylvester L. Weaver Jr., vice chairman of the NBC board, declared a fortnight ago.

He was one of four RCA and NBC authorities who addressed a special luncheon, arranged by NBC, of the New York chapter of the American Institute of Architects on Wednesday. The luncheon was designed to acquaint the architects with the impact of electronic developments on building design.

Mr. Weaver foresaw communications machines in the home that will provide "television in color, plus radio, phonograph, time, news, and musical services."

Suggests Factory Techniques

O. B. Hanson, vice president in charge of NBC's engineering department, called for a multiple studio plant laid out to follow "factory assembly line techniques."

Sol Cornberg, NBC supervisor of plant facilities and development, urged architects to make allowance for television equipment in designing auditoriums, theatres, stadia, hospitals, law courts, and other public places.

H. T. Sawyer, manager of the industrial equipment section of RCA Victor Div.'s engineering products department, forecast "unlimited" use of industrial television.



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

Multiplex System Allows 2-Program FM Broadcasting

FM inventor, Dr. Edwin H. Armstrong, sees system as a boon to broadcasters because it would double potential revenue.

MULTIPLEX radio transmission system enabling FM stations to broadcast two or more programs simultaneously has been perfected by Dr. Edwin H. Armstrong, professor of electrical engineering at Columbia U., and John H. Bose of Columbia U.'s Marcellus Hartley Research Labs., Dr. Armstrong reported Monday.

Inventor of FM broadcasting, which he presented in 1935, Dr. Armstrong said the new system, based on his original FM principles, employs a number of improvements developed since World War II.

Under the new system, which Dr. Armstrong said had been fully tested at his experimental FM station (KE2XCC Alpine, N. J.), an FM station can transmit music on one "channel" and speech on another, or it can broadcast a single program stereophonically on both channels so as to give a listener with two FM receivers binaural reception. Both program "channels" are multiplexed on the station's normal single frequency channel, it was indicated.

Present FM Sets Unaffected

New receivers will be needed to receive two-channel FM broadcasts, Dr. Armstrong said, but the number of additional parts will not add unduly to the cost of the sets. Present FM sets will receive only one channel from a station, he said, and will not be affected by the second channel.

Cost of equipping a station for multiplex operation is not high, the inventor stated. He said the new method, which is "completely impossible" for AM broadcasting, will be a boon for broadcasters adopting it because "A station operator who can sell time on two channels obviously will outsell the station operator with only one."

A fortnight ago, Mount Mitchell Broadcasters Inc., operator of WMIT-FM Clingman's Peak, N. C., petitioned FCC to amend its FM rules so as to allow multiplexing of two or more programs on the same frequency channel in order to provide additional specialized services, such as transitcasting in addition to regular broadcasts [B•T, March 9].

FCC's rules at the present time allow only the multiplexing of facsimile service on the regular program channel under certain technical conditions. The facsimile signal may not impair the FM program below 15,000 cycles.



CO-DEVELOPERS of a system for simultaneous transmission of two FM programs on the same frequency are Dr. Edwin H. Armstrong (r), Columbia U. professor of electrical engineering and inventor of FM broadcasting, and John H. Bose of Columbia U.'s Marcellus Hartley Research Labs.

* * *

'But We Did It First'

MULTIPLEXING of FM signals was demonstrated two and a half years ago [B•T, Sept. 25, 1950] by Multiplex Development Corp., its president, William S. Halstead, reminded last week after Dr. E. H. Armstrong announced a similar system [see story above].

"We have had a petition on file before the FCC since September 1950, requesting that FM stations be allowed to transmit multiplex programs," Mr. Halstead said, noting that this petition has been supported by Rural Radio Network and, as recently as March 4, by Mount Mitchell Broadcasters of Charlotte.

Work of his company and Crosby Labs on FM multiplexing has taken five years and more than $100,000, Mr. Halstead reported. "The system has been developed to the point where equipment will shortly be available to broadcasters for such services as three-dimensional radio program transmission, subscription radio, storecasting and other specialized services that may provide much needed revenue to FM station owners," he stated.

DuMont Labs to Expand Transmitter Production

LARGE-SCALE expansion of the Television Transmitter Div., Allen B. DuMont Labs, starting late this month will "more than double" production, Div. Vice President Stanley F. Patten reported last week.

The Transmitter Div., which shares occupancy of two manufacturing buildings in Clifton, N. J., with the Instrument Div., will take over both buildings. The Instrument Div. will move to new headquarters in Clifton.

Enlarged production capacity, Mr. Patten said, will enable the division to meet increased demands for high-power TV amplifiers. New facilities also will speed up production of uhf and vhf transmitters and associated equipment, he said. Current production has attained a record level, he added, reporting transmitter shipments in 1952 had increased above the 1951 mark by 200%. Sales of equipment rose accordingly, he said.

New Audio Devices Release

AUDIO DEVICES Inc., New York, is marketing a self-timing leader tape and a magnetic tape recorder head "demagnetizer." The timing tape is made of white plastic, and when used with a standard ¼-inch magnetic recording tape serves as a threading leader. The "demagnetizer" is an AC magnet assembly designed to permit removal of residual permanent magnetism from the sound recording heads of magnetic tape recorders, company reports.

Pay-See TV Could Double Stations, Faught Believes

ENVISIONING an annual revenue of $10 billion for the television industry, Millard C. Faught, public policy consultant from New York, maintained last week subscription television could maintain twice the number of stations capable of being supported by traditional advertising revenue.

Speaking Tuesday before members of the Washington Advertising Club, he said pay-as-you-see television, used as a complementary system to the present form of commercial television, would enable many more stations to take the air profitably, and remain in operation. Subscription TV would operate as a "delivery service" without losing any of its usefulness as a "communications service" or advertising medium, he claimed.

Programs for which home viewers would be willing to pay, however, would have to be (1) worth their price and (2) better than "or appealingly different from" what is offered now on sponsored television. During the meeting, a Phonevision film was shown by Zenith Radio Corp., Chicago, which developed the pay-as-you-see system. Mr. Faught is a consultant for Zenith.

S-E Will Furnish Equipment For WOR-TV and WAFM-TV

AGREEMENTS to furnish television equipment to WOR-TV New York and WAFM-TV Birmingham were announced last week by William Zillger, vice president of Standard Electronics Corp., Newark, a subsidiary of Claude Neon Inc.

WOR-TV equipment for its new studio in the Empire State Bldg. will include a 20 kw transmitter (later to be converted to 50 kw), a standby TV transmitter, a 3 kw FM transmitter and all audio and video equipment. Layout for the new studio will be designed around Standard Electronics equipment and will enable two men to handle complete transmitting, including live shows, Mr. Zillger said.

WAFM-TV will add a 20 kw Standard Electronics amplifier to its existing 5 kw TT-5A transmitter to increase its effective radiated power to approximately 100 kw, Thad Holt, WAFM-TV president, was quoted as saying.



CONTRACT for Standard Electronics transmitting equipment for new WOR-TV New York studio in the Empire State Bldg. is signed by E. M. Johnson (l) station vice president in charge of station relations and engineering; William Zillger (c), S-E vice president, and Charles Singer, WOR-AM-FM-TV chief engr.

Don't Turn That Knob!

NEWS commentator Quincy Howe last Monday squeezed six minutes of comment into five minutes of actual broadcast time, using the "time compressor" developed at the U. of Illinois and announced a fortnight ago. The program was aired by WILL Urbana-Champaign, the university's non-commercial outlet. Inventors are Prof. Grant Fairbanks, speech research lab. director; Dean W. L. Everitt, College of Engineering, and R. P. Jaeger, formerly at the university.

DuMont Unit Sales Meet

THE SEMI-ANNUAL sales conference of Cathode-Ray Instrument Div., Allen B. Dumont Labs., was held last Wednesday through Friday at the division's national headquarters in Clifton, N. J. The sessions included discussions of production, advertising, and sales plans for the next six months. Division salesmen were shown a preview of equipment to be exhibited at the Institute of Radio Engineers convention beginning today (Monday) in New York.

Shorts

Connecticut Telephone & Electric Corp., Meriden, Conn., announces production of single generator covering vhf and uhf frequency range of 54 mc to 330 mc in first band and 300 mc to 950 mc in second band.

Hewlett-Packard Co., Palo Alto, Calif., announces production of all-purpose precision counter providing frequency, period and time interval measurements over broad range. Instrument designated Model 522B, measures rate of occurrences from .00001 to 100,000 per second.

Chemical Div., General Electric Co., Pittsfield, Mass., has issued 24-page bulletin containing information on industrial applications for polyester resins.

Federal Telephone & Radio Corp., Clifton. N. J., announces production of new "build-your-own" selenium rectifier kit that enables assembly of wide range of selenium rectifier stacks at reduced costs.

Telrex Inc., Asbury Park, N. J., announces production of Ultra "Bow Tie" series of uhf antennas featuring high gain, directivity and impedance characteristics over entire uhf band.

Shallcross Mfg. Co., Collingdale, Pa., announces manufacture of compact fault location wheatstone bridge for general laboratory use or field servicing of communications systems termed Model 6100. Unit measures resistance between 1 and 1,011,000 ohms to accuracy of +0.1% and +0.01%.

Roll-a-Talk Co., Detroit, announces production of Roll-a-Talk, new speech making aid which brings speaker's manuscript into view as he needs it. Speaker controls operation by means of push button which he holds in his hand.

Berkeley Scientific Div., Beckman Instruments Inc., Richmond, Calif., announces production of time interval meter, Model 5120, providing direct reading of elapsed time between any two events.

Rust Industrial Co., Manchester, N. H., announces production of new remote control system for both AM and FM transmitters consisting of studio unit and transmitter unit connected by two telephone lines. Up to nine meter readings can be made and up to nine operations controlled by dialing desired functions.

Graybar Electric Co. appointed distributor of TV sets by Hoffman Radio Corp., L. A., in Des Moines, Davenport and Minneapolis. **Lone Star Wholesalers,** Dallas, named distributor for Hoffman in that city.

General Radio Co., Cambridge, Mass., has published new bulletin describing complete line of firm's equipment for measurements of uhf.

Kahle Engineering Co., North Bergen, N. J., announces production of automatic lead wire welding machine and automatic filament making and tabbing machine for mass production of precision components for transistors.

Clarostat Mfg. Co., Dover, N. H., announces publication of second edition of Clarostat TV control replacement manual listing replacement controls by set model and chassis designation, set manufacturer's part number, Clarostat catalog number, function and description.

Magnetic Products Div., Reeves Soundcraft Corp., N. Y., relocates at new plant in Springdale, Conn.

Electro-Voice Inc., Buchanan, Mich., announces production of new Model 3300 continuously tuned uhf TV converter which adds all uhf channels to vhf sets.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

PERSONNEL RELATIONS

AFTRA Rules Members Must Answer Probers

SEVERE DISCIPLINARY action may be taken by AFTRA against its members who refuse to testify of past or present Communist party affiliation before the House Un-American Activities sub-committee hearings which reopen in Los Angeles today (Monday).

Authority for the penalties comes by virtue of a mail referendum vote by the membership.

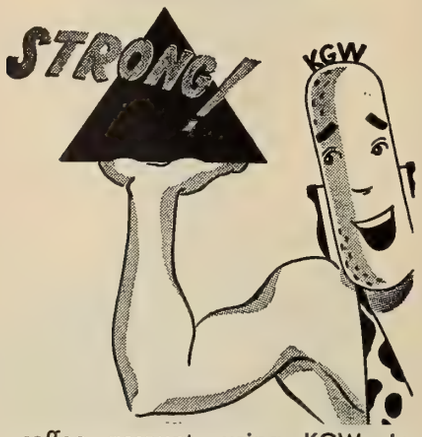
IATSE Wins Jurisdiction

JURISDICTION over special effect projectionists at WNBT (TV) New York has been given to the Theatrical Protective Union, IATSE, (AFL) in an action by the National Labor Relations Board, Washington, D. C. Dispute was between IATSE and National Assn. of Broadcast Engineers and Technicians (CIO). Board ruled that the work handled by special effects projectors is more closely allied with jobs certified as bargaining units of IATSE rather than with NABET. Dispute originated last April, when the question of jurisdiction came up at an NBC television studio where a cast was rehearsing for the *Hallmark Playhouse*.

AFTRA San Francisco Pact

AFTRA has negotiated a contract in San Francisco covering free lance talent with KGO-TV KRON-TV and KPIX (TV) that city. The rates are the same as those for Los Angeles [B•T, Dec. 15], less 12%. New rates also negotiated for staff announcers at all San Francisco TV and network AM stations are $120 weekly for the first year and $135 thereafter.

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

EDUCATION

CBS-TV, SCHOOLS MAP BROAD SERIES

Leading American universities and CBS-TV disclose plans for a cooperative report on the schools' advances. Series will get under way in early fall.

PLANS for an ambitious educational program series, to be produced in cooperation with leading American universities, were unveiled by CBS-TV and participating educators last week after more than two years of planning and preparation. Some 22 universities and schools already are set to participate.

As described by CBS-TV President J. L. Van Volkenburg, Programming Vice President Hubbell Robinson Jr., other network executives, and presidents and other officials of participating colleges at a news conference in New York Wednesday, the series will dramatize scientific and cultural projects being conducted by educational institutions, showing their contributions to, and impact on, individual and national welfare.

The series will be presented weekly under the title *The Search,* and is to begin in late September or early October. Each program, a half-hour in length, will be filmed at the site of—and will feature those participating in—the project being presented.

Mr. Robinson estimated production costs for each film would approximate $20,000.

The series, it was said, will be offered for commercial sponsorship.

Among the subjects slated for presentation:

"Patients Are People," a project of the U. of Pennsylvania Medical Dept.; "Linguistics at The English Language Institute," U. of Michigan; "The Old Folks," a U. of Chicago study currently under way in Kansas City; "Last Man's Club," a study of cardio-vascular disorders, U. of Minnesota; "A Farm Boy Looks at Art," featuring the fine arts program of the U. of Iowa; "Neighborhood University," adult education project of the U. of Louisville; "Aristophanes Visits Old Smoky," a project in which a U. of North Carolina drama group visits neighboring states; "Great Issues" course of Dartmouth College; "The Weaver," on the School of Textiles at N. C. State College; "Leadership Training for Air Combat Teams," Ohio State U.; "Labor-Management Institute," Massachusetts Institute of Technology; "Aeronautics," Cornel U.: "Oceanography," Columbia U.; "Methods of Navigation," Brown U.

Mr. Robinson voiced the hope the series "will be the most ambitious and productive effort yet undertaken in the field of educational television."

26 Programs Planned

Sig Mickelson, CBS-TV director of news and public affairs, said the series might run to as many as 26 programs. Outlining the history of the series, he noted that it is "easy to put on dreary, dull, highly intellectual programs which repel anything but the top intellectual strata and thus serve no purpose other than to interest those who need no interesting." In the university series, he continued, "we wanted to reach the people who need it most . . . make our show significant, understandable, attractive and educationally sound."

"It is our conviction that *The Search* meets the strictest tests of good educational television," he declared.

Plans for the series drew high praise from the educators at the meeting, who described plans for their respective schools' participation in it.

Milton S. Eisenhower, president of Pennsylvania State College and honorary co-chairman of the National Citizens Committee on Educational Television, sent a statement that "the remarkable versatility and educational impact of television encourage the hope that it will help all of us gain enough knowledge fast enough to preserve the traditional American reliance on free individuals."

J. W. Harrelson, chancellor of N. C. State College, cited the series as "an outstanding example of close cooperation among educational institutions and private business for the public's benefit . . . Educational institutions and commercial television can become full-fledged partners in a nationwide program for the advancement of education and for broadening intellectual horizons."

TV Important Interpretive Medium

T. P. Wright, vice president of Cornell, said his school "looks to television as an important medium for interpreting its hundreds of projects, its dozens of educational programs, its ventures in public service."

Philip Davidson, president of the U. of Louisville, noted that in recent years his institution's service to the community "has been much more effective and widespread through radio and television"—that "our own experience shows conclusively that television is of major importance to universities and colleges, both as a means of formal education and of public service."

Schools set to participate in the series, in addition to those whose program subjects already have been decided, include the U. of California at Berkeley, U. of Southern California, California Institute of Technology, Colorado School of Mines, U. of Utah, U. of Washington, Northwestern U. and Pennsylvania State College.

Roy Lockwood, formerly of the March of Time, has joined the staff of CBS-TV, and will produce the series. He said he hoped to get two "pilot" projects under way within a month, and "then put the whole machinery in motion toward the end of May." He estimated that production work on each show, from start to finish, will require about eight weeks.

Second D. C. Group Proposes Filing for Reserved Ch. 26

OUTLOOK for assignment of noncommercial educational uhf TV Ch. 26 at Washington, D. C., was clouded further last week when a group apart from the Board of Education announced plans to incorporate with a view toward eventually seeking the channel. FCC earlier advised the school board that legal and financial questions prevented action at this time on its pending bid for Ch. 26 [B•T, March 2].

To comprise representatives of schools and cultural institutions in the nation's capital, the new group is expected to incorporate this week as the Greater Washington Educational Television Assn. Inc. A formal organizational meeting is scheduled April 2 to plan financing the proposed station. The group has invited 25 area schools and organizations, including the Board of Education, to join in the venture.

GWTEA's formation is being "encouraged" by Earl Minderman, former assistant to FCC Chairman Paul A. Walker and now field liaison officer of the National Citizens Committee for Educational Television, a project of the Ford Foundation's Fund for Adult Education. The latter has offered $100,000 to the Washington group under certain conditions.

N. J. STUDY FAVORS TEST CHANNEL

State Commission would set up New Brunswick station, with state-wide coverage planned.

RECOMMENDATION for the construction and operation of a television station at New Brunswick for expansion of research and experimental work in education television was made March 13 in the first report by the New Jersey Commission on Educational Television to Gov. Alfred E. Driscoll.

The report pays tribute to the potentialities of TV as an educational tool and projects a course for the state that may result in statewide coverage with six educational, non-commerical stations. For the present the commission recommends that the legislature appropriate $190,000 to continue research already under way at New Brunswick and $425,350 for construction of the station and other facilities. These funds would be for the 1953-54 fiscal year.

The report is based on findings of a 10-man commission which was appointed by education commissioner Frederick M. Raubinger. Members of the commission included Dr. Elmer W. Engstrom vice president in charge of RCA Labs. Div. of RCA, chairman; Dr. Allen B. DuMont, president of Allen B. DuMont Labs. and Robert B. MacDougall, director of educational activities for WATV (TV) Newark.

The proposals of the New Jersey commission follow on the heels of the controversial report of the New York temporary state commission on the use of television for educational purposes, which rejected a plan for the establishment of a 10-station network [B•T, March 2]. The New Jersey group took cognizance of the conclusions of the New York commission, and added:

"This report by the New Jersey commission . . . clearly states that there are problems to solve, but here the commission is convinced that the state of New Jersey has an obligation to conduct work and to take an active part in the establishment of the best practice for utilizing television in education."

Advocates Rutgers Location

The major recommendation in the report advocates the building of a station with a studio on the campus of Rutgers U. at New Brunswick where experimental in-school programming via rented microwave facilities has been in progress since January, and the erection of a 5 kw transmitter and antenna at Washington Rock State Park, Watchung. The report claims that the proposed station would reach approximately one-half of New Jersey's population.

With the experience gained at the New Brunswick station, the report continued, plans could be formulated with respect to additional educational TV stations in the state. Tentative sites for these stations as suggested by the report, are Montclair, Camden, Freehold, Hammonton and Andover.

Other recommendations included a proposal that local boards of education be responsible for providing television receiver facilities in the schools and an appeal to Gov. Driscoll and the Commissioner of Education to petition the FCC to extend for two years the period within which the state can apply for channels now reserved for non-commercial educational projects. The present deadline is June 2, 1953.

The commission held that decisions regarding programming for the proposed station and subsequent stations should be subject to checks by an advisory board of citizens, and added that it plans to submit recommendations on this phase in a later report.

In a supplementary statement, J. Lindsay de Valliere, state director of budget and accounting who was the only dissenter to the report declared:

"I am unable to sign the first report . . . because as chief fiscal officer of the state, I know that the state's finances are such at this time that the legislature would be unable to appropriate a sum in excess of $600,000 in the next fiscal year without the imposition of new taxes. This statement applies not only to the educational project but also to any other project.

"It is my belief that the commission should continue its study for the next fiscal year so that they will be in a position to make a final report to the legislature in 1954 at which time it may be possible that funds may be available not only for the initial proposal but also for an expanded program."

'Captive' Students

MANY SCHOOLS and colleges throughout the country are requiring students to listen to NBC radio's *End of an Era*, one-hour documentary program on life in the U. S. for the past 20 years, the network reports. The documentary is a "must" for the school systems of Flint, Mich.; Michigan City, Ind.; Cornell U.; Miami U.; Berea College; Kansas State College, and a number of junior colleges, according to NBC.

Holm's View on Educational TV

THE ILLINOIS Broadcasters Assn. is not against the principle of educational television but is "unalterably opposed to the creation of a giant coast-to-coast educational network of 500 to 600 stations, operated and controlled by educators, either immediately or ultimately subsidized by our state and federal governments."

These convictions were stated by IBA President William Holm, WLPO La Salle, in a talk March 14 before the Fifth Annual School Public Relations Conference at Normal, Ill. Sessions were co-sponsored by Illinois State Normal U. and the Illinois Education Assn. (Also see IBA story in Trade Assns.)

Plan Religious Workshop

EIGHTH annual religious broadcasting workshop, sponsored by the Broadcasting and Film Commission of the National Council of the Churches of Christ in the USA, will be held Aug. 10-28 at Butler U.'s School of Religion and at WFBM-TV Indianapolis. Tuition is $50 for a limit of 50 persons. Information may be obtained from the Commission at 220 Fifth Ave., New York.

Illinois School Berates Educational TV Financing

"EDUCATORS can ill afford to devote their time to raising funds for television when special efforts are required to raise funds for their own institutions' operating needs."

This was acknowledged last Thursday by the Illinois Institute of Technology in a statement on the status of educational television.

IIT is one of 15 member groups in quest of vhf Ch. 11 in Chicago. Its president, Dr. John T. Rettaliata, is temporary chairman of the Chicago Educational Television Council, a non-profit corporation set up to raise funds for the construction and operation of the Chicago TV outlet. The council also would be licensee of the station if and when approved by the FCC. It hopes to file an application shortly.

Chicago educators are seeking between $300,000 and $500,000 to establish and equip the station, with an additional $250,000 required to sustain each year's operation.

The activities of the newly-formed citizen's group to raise money for an educational TV outlet in Chicago were criticized by Rep. Charles H. Weber (D-Chicago), author of legislation which would allocate $1 million each to educational stations in Chicago and at the U. of Illinois.

He scolded the fund-raising committee for not supporting his bills, on which hearings have been postponed [B•T, March 16, 9]. He offered a resolution asking that a legislative commission be set up to investigate the Chicago educational TV venture.



"Since going on the air we have enjoyed the

BEST INCREASE IN (*) SALES

since we started handling this product"

This quote is from a letter by one of the local merchants who are using an *all-time record volume of advertising on WSYR.* These are the people who really know what keeps the cash registers ringing. You can profit by their experience.

* *Name of product and copy of letter on request.*

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE NBC Affiliate

570 KC

DR. BAKER LAUDS EDUCATIONAL TV

Medium could advance knowledge and keep "economy strong," GE vice president tells Poor Richard Club.

PRAISE for the potential of educational television, and a warning that failure to make use of the medium "would be a mistake that would affect our civilization for centuries to come," were voiced last week by Dr. W. R. G. Baker, General Electric Co. vice president and general manager of its electronics division.

At a luncheon meeting of the Poor Richard Club in Philadelphia Monday, Dr. Baker claimed that to keep America's economy strong, "we must take the utmost advantage of our increasing technology to increase productivity and to make the best use of our national resources." He cited current shortages of engineers and scientists as a condition that reduces the nation's productivity.

"Educational television can provide the inspiration necessary to lead many of our young people to extend their schooling. Educational television can have a tremendous effect upon our adult population and can raise their educational age, not only through actual training but through inspiring adults to take extension or correspondence training."

Referring to a report by a New York state temporary commission on educational television, which rejected a state Board of Regents' proposal for establishment of a 10-station educational TV network [B•T, March 9, 2], Dr. Baker cited criticism which described the report as "an incredibly clumsy and shocking document."

On the question of competition with commercial channels, Dr. Baker declared: "Owning a commercial station obviously is not a license to chain people in front of their television sets and to hypnotize them from turning to any other channel."

"If education can be made interesting enough to compete with entertainment," he said, "we can take new pride in American people and at the same time look forward to improvement in entertainment."

North Carolina TV Study

NORTH CAROLINA state commission studying the problem of getting its eight assigned educational TV channels on the air plans to ask FCC to extend the June 2, 1953, deadline to June 30, 1955. The group also will ask the state legislature to approve $12,000 to finance its continuing survey, which has used up $5,000 already allocated.

Gordon Gray, president, U. of North Carolina, reported plans for university stations at Chapel Hill, North Carolina State College and Woman's College. He said the school will finance operations with private funds, and that the Ford Foundation has offered $100,000 if the school matches the sum.

Joint TV Farm Clinic

JOINT TV farm clinic was held last Monday by WOC-TV Davenport and WHBF-TV Rock Island in cooperation with Iowa State College and the U. of Illinois. The clinic for vocational agriculture teachers, home advisors, home economics instructors, college officials and others interested in farm work was held at Davenport.



NEW DIRECTORS of renamed Canadian Assn. of Radio and Television Broadcasters, photographed at annual convention in Montreal are (l to r): Seated, John Craig, CKX Brandon; J. A. Dumont, CJAD Montreal; F. H. Elphicke, CKWX Vancouver (president); Malcolm Neill, CFNB Fredericton (past president), and William Rea Jr., CKNW New Westminster; standing, F. B. Ricard, CHNO Sudbury; Gerry Gaetz, CJCA Edmonton; Ted Campeau, CKLW Windsor-Detroit; Hal Crittenden, CKCK Regina; Wally Slatter, CJOY Guelph; Jack Davidson, CKGB Timmins; Jean Paul Lemire, CKCH Hull. Absent, E. F. MacDonald, CJCH Halifax (vice president), and Henri LePage, CHRC Quebec. Convention was held March 9-12.

Survey Minimizes Effect Of TV on Radio Listening

LITTLE change in radio listening habits in Canada's television areas is reported in a survey made by Elliott-Haynes Ltd., Toronto. The survey, based on 1948 and 1952 in the Toronto - Hamilton - Niagara area, shows sets-in-use during evening hours averaged 35.7 in 1948, when TV reception was negligible.

CANADA

In 1952, when there were about 130,000 TV sets in the area (representing close to 20% of the total homes), radio sets-in-use averaged 34.6 during evening hours. The total radio audience has not suffered to any marked degree with the advent of TV, the report shows. It recorded 248,000 TV sets in Canada Jan. 1.

Families, before buying TV sets, had not been enthusiastic radio listeners, preferring movies, social activities and reading, according to the survey. The TV audience came mostly from the 63.5% of the public which did not have sets turned on when surveyors called in 1948, showing, according to the report, that TV has built a new audience without disturbing the radio audience. Most TV families interviewed said newspaper and magazine reading has decreased, they see fewer movies, go out less socially, entertain more at home and sleep less.

The survey shows there are an average of 4.2 viewers for each TV set, compared with 2.75 listeners per radio.

More Commercials in Erin, According to Visitor in U. S.

GROWING trend toward commercial sponsorship of radio programs in the Republic of Ireland was reported in an interview with B•T Wednesday by Padraic O'Reilly, former chief announcer and station supervisor of Radio Eireann, Dublin.

IRELAND

Mr. O'Reilly, in New York for a week, was flown there by ABC to report the St. Patrick's Day parade on television.

He said three of the daily total of nine hours of broadcast time is sponsored on Radio Eireann, and industry leaders believe the government will make more time available to advertisers. In January, he said, the government appointed a five-man commission to formulate policy and supervise activities of Radio Eireann.

Mr. O'Reilly recently was appointed radio director for O'Kennedy-Brindley advertising agency in Dublin. He said this is the first time that an Irish agency has set up a radio department.

Radio Eireann, the sole radio station in Ireland, uses three transmitters to reach three million people there.

Bergen Tops in Canada Among Nighttime Shows

SIX of the leading 10 evening network shows in Canada for February were fed from the U. S., according to the national rating report of Elliott-Haynes Ltd., Toronto. Leading were the *Edgar Bergen Show*, with a rating of 32.4; *Amos 'n' Andy*, 31.2; *Radio Theatre*, 29.1; *Our Miss Brooks*, 29.1; *Great Gildersleeve*, 21.5; *Your Host*, 20.9 (Canadian), *Wayne & Shuster*, 18.6 (Canadian); *Ford Theatre*, 18.4 (Canadian); *Suspense*, 18.1, and *Don Wright Chorus*, 18 (Canadian.)

CANADA

In the daytime, *Ma Perkins* with a 17.4 led the parade in February, followed by *Pepper Young's Family*, 16.9; *Right to Happiness*, 15.3; *Happy Gang*, 14.7 (Canadian), and *Road of Life*, 14.5.

The leading five French-language evening shows were *Un Homme et Son Peche*, 41.8; *Radio Carabin*, 35.6; *Chanson de l'Escadrille*, 27.9; *Metropole*, 27.7, and *Cure de Village*, 26.7.

BBM Elects Officers

CHARLES R. VINT, president, Colgate-Palmolive-Peet Co. Ltd., Toronto, was re-elected president of the Bureau of Broadcast Measurement at the annual board meeting in Montreal March 12. Horace N. Stovin of the station representative firm of same name, Toronto, was elected vice-president. Athol McQuarrie, Assn. of Canadian Advertisers, Toronto, was re-elected treasurer, and C. J. Follett, ACA Toronto, is executive secretary. Three new directors were elected for three-year terms: William Cranston, CKOC Hamilton; Mr. Vint, and G. F. Mills, Spitzer & Mills Ltd., Toronto.

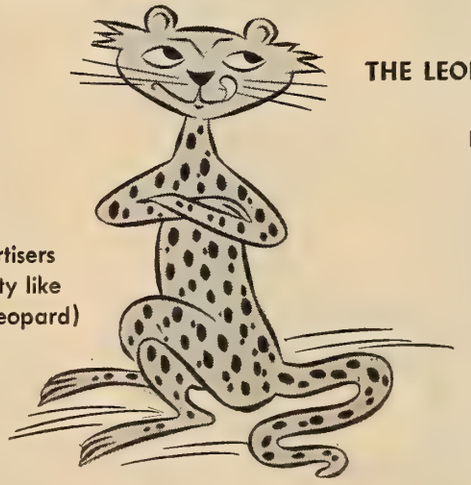
CANADA

Fables of the leopard and the hippo—#7

ON BEING WELL-FED



THE HIPPO: "There's a sameness in my diet every day. Much I can't digest."



THE LEOPARD: "Conversely, I stalk *only* the palatable fare. And so stay satisfied."

THE MORAL: TV food advertisers (who are crafty like the Spotted Leopard) keep sales curves well-fed in a similar way.

They single out and sell all-woman audiences. Through participations in cooking shows. On *Spot* TV.

They get good seasoning. Only the station, time and audience which make sales messages savory.

So they enjoy big portions—sales and resales.

Digest your food sales problems easily, too. Use Spot TV cooking shows. On these thirteen leading stations.

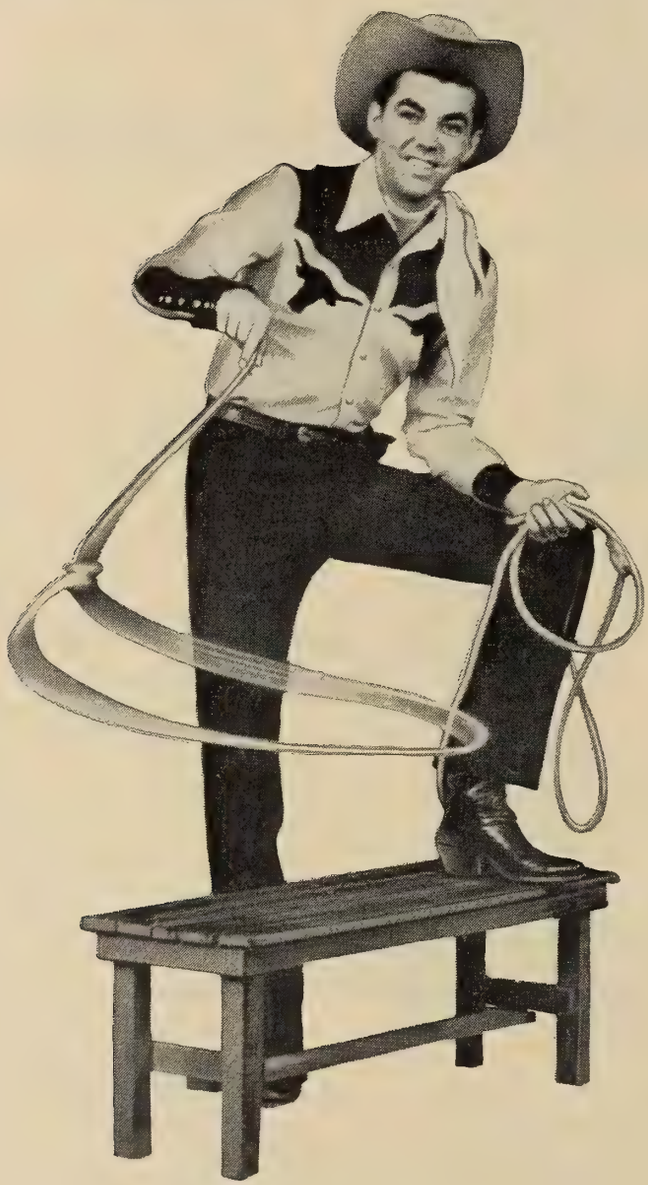
WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KECA-TV .....Los Angeles
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WABC-TV .....New York
WTAR-TV .....Norfolk
KMTV .....Omaha
WOAI-TV ....San Antonio
KGO-TV ....San Francisco
KOTV .....Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

Rex Trailer's
WPTZ
"RANCH HOUSE"



"Pardner— I roped 5,396 letters with only two announcements!"

"I've been a trick rider and roper in rodeos, but never had a stunt equal what happened when I asked our WPTZ television audience to see how many four-letter words they could make out of the name of our show, 'Ranch House'.

"I asked them only twice, and I didn't offer the Grand Canyon for the most words—just a wrist watch from a local jeweler, but—

"We were swamped . . . with 5,396 letters, packed tight with words our fans took time to figure out.

"Maybe they like our show because it's not high-brow or high-pressure. Just a friendly get-together for some guitar, singing, and square dancing, three times a week—Tuesday, Thursday, and Saturday. But whatever it is, we've made real friends, of youngsters and grown-ups, too.

"You still have time to get in on 'Ranch House'—we have a few participations open,* and we'll make you at home. Can't promise 5,396 letters every time, but **we'll sure try!**"

(*Signed*) Rex Trailer

NBC
TV-AFFILIATE

*Call us at WPTZ, or see your nearest NBC Spot Sales representative.

WPTZ
FIRST IN TELEVISION IN
PHILADELPHIA
CHANNEL 3

1600 Architects Building
Philadelphia 3, Penna.
Phone LOcust 4-5500

features

- Daytime television is paying off. Page 82.
- A double antenna is insurance. Page 84.
- Bread merchandising goes western. Page 86.
- A formula for TV station futures. Page 88.

A radio-television success story:

HOW HOSPITALIZATION PLAN WAS SOLD IN INDIANA

BLUE CROSS-BLUE SHIELD has advertised in Indiana with success.

In this instance, it meant that the hospitalization insurance firm enlisted $100,000 of radio, TV, and newspaper space in an all-out campaign to stimulate individual and group enrollments. It was the first time Blue Cross had carried a paid advertising campaign in Indiana—and advertising people in Indianapolis are still talking about it.

Two TV and 20 radio stations put the message on the air. Thirty-six daily and 67 weekly newspapers printed it. Fifty thousand people heard and saw it—and took advantage of the medical plan.

Warren G. Davis, Blue Cross associate who generaled the campaign, describes it this way:

It didn't just happen—it was planned that way to acquaint the general public with the objectives of the Blue Cross-Blue Shield plan and to stimulate group and individual enrollments.

Radio and TV stations collaborated in an intensive educational or orientation drive, joining hands with newspapers in 34 central Indiana counties to put across the project Feb. 1-14.

Results Are Due To Broadcasting

"We feel that the results are very satisfactory and we attribute the success of the campaign primarily to the cooperation of broadcasting stations," Mr. Davis told B•T. Stations also donated time to the cause.

The story is one of participation by two television (WFBM-TV Indianapolis and WTTV (TV) Bloomington) and 20 radio stations (three FM) in the immediate area. The specific goal of Blue Cross-Blue Shield was to familiarize the public with the reasons for high costs of necessary hospital-surgical-medical care and the plan to pay for this care.

Of course, the job wasn't done overnight or even in a month. Last summer, Mr. Davis and Richard Miller, public relations director of Blue Cross-Blue Shield, spent two days at WLWT (TV) and WKRC-TV Cincinnati watching the plan in action.

"We came back with only an idea or a desire . . . not a plan of action," Mr. Davis explained, "for there are many differences between the Cincinnati and the Indiana Blue Cross-Blue Shield plans. One of the most important of these is the fact that the Cincinnati plan covers only a few counties right around Cincinnati while the Indiana plan is statewide."

That posed a question: Should the Indiana campaign be put on a statewide basis? Do we have enough manpower to handle a statewide campaign at this time? In the end, Mr. Davis and his associates decided it would be wiser to make a test on a smaller scale.

What better way to accomplish its purpose, Mr. Davis reasoned, than by word of mouth? The campaign was "built around TV, though nobody had the idea that TV would, or could, do the job alone," he explained. The campaign itself resolved into a thorough integration of all media, but with radio and television playing the predominant role.

As a result, Blue Cross-Blue Shield accomplished in two weeks, thanks to a concerted advertising drive, what it originally felt would take a year—handling 60 community re-enrollments in some 240 communities.

Buying Is A Job In Itself

Mr. Davis and his associates went to work in earnest. They scheduled two 15-minute shows, 33 five-minute programs, 72 one-minute announcements and 138 eight-second announcements (time signals or IDs) on WTTV and WFBM-TV, seeking out availabilities months ago. Says Mr. Davis: "It is quite a job even to *buy* that much TV time in a 14-day period."

Blue Cross also had its other problems. It bought time on WFBM-TV at the start of the campaign and, not prepared to fill it, turned to a professional cast of talent from WIRE and other stations. It put on a 15-minute show titled *Without Warning*. Messrs. Davis and Miller liked it so well they took the cast to WTTV (TV) and repeated the performance.

On radio, Blue Cross-Blue Shield bought time on 20 stations from early morning to late at night, with programs ranging from hillbilly shows to sponsorship of two complete opera broadcasts. Over 2,000 spot announcements were carried by area stations.

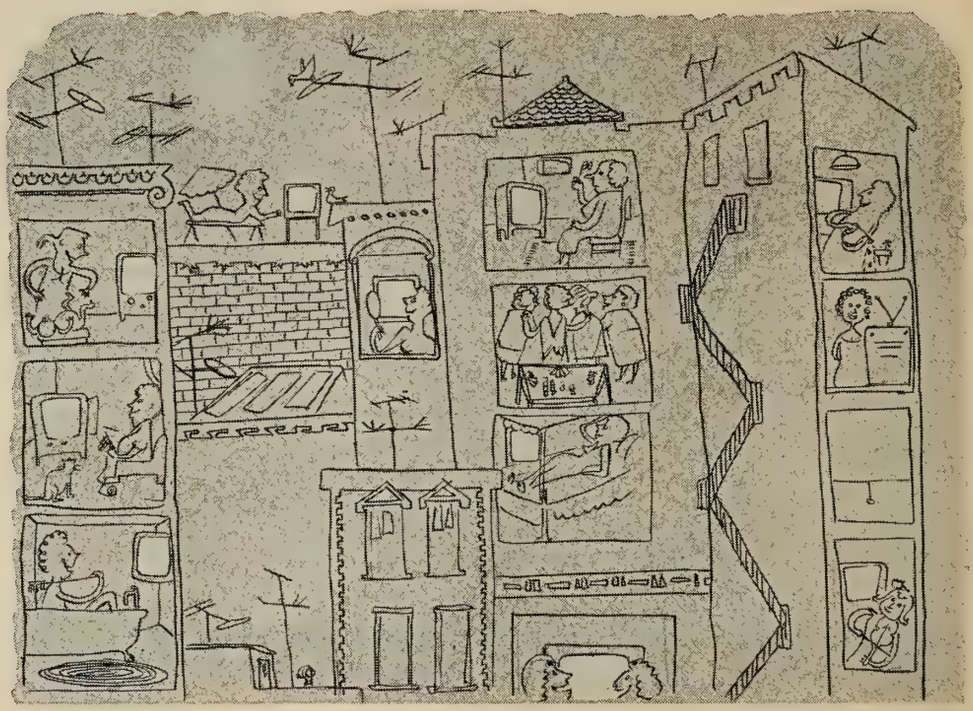
In addition to one-minute TV spots, Blue Cross also had two filmed spots in color—one for motion picture houses on 35mm and another for use on TV in 16 mm black and white.

"Thousands of applications for membership were received from people who have no group connection and have never been able to join Blue Cross-Blue Shield in the normal way," Mr. Davis recalled. He also cited gratifying response by telephone and mail from firms that wanted to enroll their employes in the plan. No final results will be obtained before the end of March.

In point of informing the public, Mr. Davis feels that the results were "terrific."

DAY TIME CAN BE

It wasn't long ago that a lot of broadcasters said that women couldn't spare the time from household chores to watch daytime television. How wrong they were is explained here by a manager whose station's daytime sales have risen 300% in a year.



By Craig Lawrence*

SOME years back, before the TV race had really begun, one of the frequently heard predictions was that women would be too busy to watch television in the daytime.

At that time I made myself fairly unpopular with wives of friends and acquaintances by sticking to the opposite viewpoint. I maintained then, as I do now, that women are never too busy to do what they want to do. Whether it's bridge, movies, gossiping—or television—they'll find time for it if the urge and attraction is there. Walk up and down Third Avenue in New York some sunny day and count the overworked housewives resting their elbows on window-sill pillows, just looking.

Experience has proved that women do have the time, and the inclination, to watch television in the daytime in ever-increasing numbers. The New York market is a good one to use as a gauge of the daytime potential, because it is one of the "oldest" TV markets, has about 77% set ownership and has had seven stations operating for a considerable length of time. Hence, the story of the growth of daytime TV here can be of interest to operators and prospective operators in other markets, as well as to advertisers and agencies.

Last spring it seemed obvious to us at WCBS-TV and CBS-TV Spot Sales that the acceptance of daytime television by spot advertisers had not kept pace with its acceptance by viewers. At that time we started a continuing study and sales campaign which has brought new advertisers into the medium and encouraged others who had used it only in the evening to try the daylight version too.

One of the most significant studies we used was made by Advertest in May, 1952, in which there was a direct comparison of daytime viewing by women with the same month of 1951. It showed that there were about 24% more women viewing each day and that the gain in sets-in-use per daytime hour had increased about 38%.

Advertest also reported that these women watched daytime television for an average of 13 *hours* per week. The most awe-inspiring figure that could be drawn from this study was the 14,936,064 hours per week which Greater New York women were putting into the watching of television during the daytime. That was a gain of about 61% over the previous year and is a mighty significant figure for marketers and merchandisers to keep in mind. Nearly 15 million hours per week with one medium, in one part of the day, is something more than a sociological phenomenon.

Armed with this ammunition, we went to work. Our first effort was a modest-appearing, but well-documented, brochure which we called "In the Daytime, Too, It's Channel 2." In it we compared May, 1951, with May, 1952, showing:

a) The growth of general daytime viewing in the New York market.



* Mr. Lawrence has been general manager of WCBS-TV New York for the past year, joining that station after long executive service with various Cowles Broadcasting Co. stations, including WMT Cedar Rapids, Iowa, KRNT Des Moines, WNAX Yankton, S. D., and WHOM Jersey City. His latest pre-CBS post was vice president of WCOP Boston. In 1951-'52 he was First District director of NARTB.

A HOT TIME ON VIDEO

b) The increased number of women viewers;

c) The large increase in hours women watched TV;

d) The above-average gains in daytime audience made by WCBS-TV (the station's quarter-hour rating had risen 100%, from a 2.4 to a 4.8).

At the same time we introduced a new sales plan for daytime announcement users which we titled the "12 Plan." It was devised to encourage advertisers to use enough announcements each week to provide maximum unduplicated circulation, plus the sales power of repetition through adequate frequency. Under the "12 Plan," any advertiser using 12 or more daytime announcements per week receives a 45% discount from earned rate.

The next step was up to our salesmen.

They, too, knew that the daytime TV audience presented a great untapped market. Employing the personal approach, they visited agencies and clients, told them the facts and figures and sold them on the idea of getting into daytime TV in a big way. Many of the first to sign with WCBS-TV were the largest and most insistent advertisers. Included were such accounts as General Foods, Flako Products, Vicks, Lever Brothers, Best Foods, Pond's, Hudson Pulp and Paper, Bab-O, Philip Morris and many others. Today 28 advertisers are using the "12 Plan." In order to accommodate these "12 Plan" users, WCBS-TV a few weeks ago went on the air 90 minutes earlier every Monday-thru-Friday morning. Only recently, it added an additional 75 minutes to its Sunday morning schedule.

To bring advertisers up-to-date on our daytime progress, we issued a second brochure, titled "Daytime Is Better Than Ever," in the fall of 1952, which showed the strong advertising acceptance of daytime television, WBCS-TV style. It pointed out how one advertiser, using shared station identification announcements, was making 4,222,750 viewer impressions a week—using only Class C time—at a cost of only 9½ cents a thousand! And it showed the healthy rating climb of daytime TV, with programs on WCBS-TV holding eight of the top 10 positions.

On the programming side also we found that the elimination of juvenile shows in the late afternoon was a profitable move. The young-fry audience in New York was being split too thinly, with almost every station aiming its programming at children during those hours. Since the housewife is still the chief buyer in the American home, we program exclusively for her and other adult members of the family now. As a result, our *Late Matinee,* from 5-6 p.m. Monday-thru-Saturday, is completely sold out. And this series has 48 participations a week!

In many other time periods the daytime schedule is much stronger than it was a year ago. The CBS-TV network now has Arthur Godfrey on the air for a full hour four days a week in the morning, from 10 to 11 a.m. Our local programming begins at 7:50 a.m. with *News and Prevues,* followed by *Telecomics* and *Time for Beany,* at 8 a.m. and 8:15 a.m., respectively, for the children before they go to school, and by *Kovacs Unlimited* for a full hour beginning at 8:30 a.m. The latter show did an excellent job at 12:45-1:30 p.m. and needed the expansion to accommodate increased daytime announcement business.

In the afternoon, such network shows as *Art Linkletter's House Party* have attracted new viewers. These were recently augmented by *Freedom Rings* and *The Eddie Albert Show,* with *The Big Payoff* set to join the schedule early in April. Network-wise the daytime business has been developing too, and in both areas, local and network, there has been a constant effort to maintain the upward trend of daytime viewing and to keep more New York eyes on Channel 2.

All of this activity has been coupled with heavy promotional and publicity campaigns, at both the local and network levels. The portion of WCBS-TV's promotion budget devoted to daytime was increased from 10% to nearly 40%. We used considerable space for daytime TV advertising in the local edition of *Quick* magazine, in *TV Guide, Parkeast* and in the major daily newspapers. Of course, we also pushed our daytime program schedules with heavy on-the-air promotion.

Today WCBS-TV has twice as many daytime spot advertisers using three times as many announcements as it had last year at this time. Some of these advertisers have never used the medium previously. Others were using daytime TV on a small scale and increased their schedules to take advantage of the combination of greater net circulation and repetition through frequency. Others added to nighttime schedules to reach women more times each week at a low net cost.

As we move into 1953, everything points to a continuing upward trend in daytime viewing an advertising. It is a good safe bet that there will be:

a) More TV homes in the market;
b) More sets-in-use per quarter hour;
c) More women watching TV;
d) More hours of viewing per week.

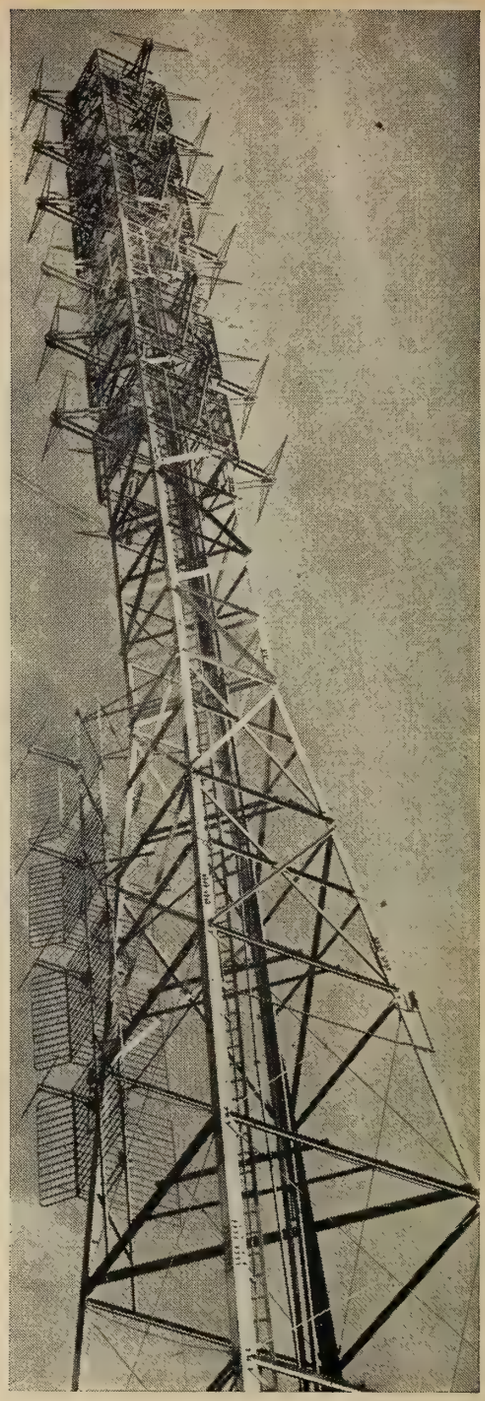
It is that combination which any advertiser who sells to women must weigh carefully in completing his 1953 advertising.

A year made a big difference in daytime audience. From May, 1951 to May, 1952, New York TV sets-in use gained 38%; about 24% more women were watching for an average of 13 hours per week. Total viewing in May, 1952, was nearly 15 million hours per week, up 61% over viewing the year before.



1951 1952

TWO ARE BETTER THAN ONE



TWIN antenna systems constructed at a total cost of $60,000 are being used by KRON-TV San Francisco, which believes it is the first single TV outlet to make use of this type of equipment.

The San Francisco NBC affiliate's double antenna systems thus protect its TV signal against interruption arising from storm or wind damage. The twin systems can be used interchangeably, with both picture and sound being fed to either antenna.

In operation since Jan. 3, the RCA TFS-6B4 double antenna group is believed by KRON-TV to be the first of its kind with a split feed. It is a variation of the so-called super-gain type, according to Chief Engineer Lee Berryhill, and transmits an omnidirectional pattern.

Located in an exposed site atop San Bruno Mountain, the KRON-TV tower is 1,480 ft. above sea level with a 1,441-ft. effective transmitting height for the double system. The station believes this is the highest origination point for any TV signal in Northern California.

Since the San Francisco Ch. 4 station's increase from 14.5 to 100 kw effective radiated power on Feb. 14, the KRON-TV signal normally has gone out simultaneously over both systems, Mr. Berryhill said.

The station's tower, as now modified, supports both antenna systems, each system consisting of three layers of vertically stacked dipoles covering all four sides of the tower. Immediately below the top three layers of the first antenna is the second antenna system of three layers of dipoles. Each layer is backed by reflecting screens placed on all four sides of the tower. Each antenna system includes 12 dipoles, or a total of 24 for both systems.

Separate coaxial lines feed the two antennas, with power divided equally between them by a dividing T in the KRON-TV transmitter building.

The double antenna power gain of 4.5 enables the station's new RCA 25-kw transmitter to operate at its maximum 100 kw.



RUN ON STOCKINGS

BOOM in sales at Shepard's shoe store in Lansing, Mich., was attributable to a 3:15-3:30 p.m. disc jockey show on WILS that city, aired for three days directly from the store. The five-a-week, participating *Club 1320* is conducted by Dave Froh, who admittedly beams his talk to a feminine audience. Shepard's sold 47 pairs of $1.35 nylons for 79 cents each 25 minutes after they were offered on one of the three broadcasts, according to Homer Shepard, proprietor of Shepard's, a regular sponsor of *Club 1320*. Some 1,000 autographed photos of Mr. Froh were given away during the three broadcasts, and other requests for photos have come from all over central Michigan, the station reports.



To sell Garden Supplies to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline



This season, as usual, there will be a bumper crop of back fence gardening conversation. But at the same time, *inland* Californians will be buying yards and yards of garden implements and supplies.

To tell them about *your* product, tell them on the BEELINE — a 5-station radio combination that gives you: —

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco and 3 leading Los Angeles stations *combined.* (BMB State Area Report)

LOWEST COST PER THOUSAND More audience, more favorable Beeline combination rates. (BMB and Standard Rate & Data)

Ask Raymer for full story on this 3½ billion dollar market — inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative

He's a cowboy who never shoots a varmint or hits leather to head 'em off at Eagle Pass, but a Washington food store chain is gambling $250,000 that he'll rope youngsters and their mothers into buying more Heidi bread than all the chuck wagons in the west could carry.



GIANT STORES BET A WAD ON A PEACE-LOVING COWBOY

By Jane Pinkerton

WHY DOES a local advertiser spend $250,000 a year on television, when the client used only an occasional participation before?

That's an answer which Giant Food Department Stores Inc., Washington, D. C., and WTOP-TV (CBS) find it easy to come by after months of preparation for an all-out promotion in behalf of Giant's 24 stores in the metropolitan area of the nation's capital.

Giant Stores, through Henry J. Kaufman and Assoc., Washington agency, is sponsoring 12 hours weekly of local programming on the CBS outlet there. The program is the *Pick Temple Show*; the star, Mr. Temple, a folksy, singing cowboy minus firearms who loves all the world's little critters and never uses the word varmint.

Random Last Year

Giant during the past year used a random participation schedule on Mr. Temple's show. During an executive review session, however, the food chain officials decided the time had come to push Heidi bread, sold only in the Giant outlets and made by a Giant subsidiary, Heidi Bakeries in nearby Silver Spring, Md. What was conceived as a small spot schedule for the bread, and, very incidentally, as a general Giant promotion, grew into a behemoth of local advertising.

Convinced that advertising should be comprehensive, meaningful and well done, Giant management turned down the less ambitious spot television plans and worked out complex details of an advertising, merchandising and promotion program which will cost about $250,000 the first year.

Because bread can be pitched easily to youngsters, the company went into the *Pick Temple Show* as a full-time vehicle. To gain the maximum in merchandising and a personalized touch, Giant insisted it buy Mr. Temple's services exclusively, using him on a firm one-year contract with option for another 52 weeks. Successful negotiations with WTOP-TV and John S. Hayes, president of the station (which is owned 45% by CBS and 55% by the *Washington Post*) resulted in cancellation of 11 spot schedules on the show and concentration on Giant sales messages starting March 1.

The cowboy-folk singer was selected because of the continuing craze among children for western heroes, and because competitive breads use similar idols (Sunshine bread uses Gene Autry; County Fair bread, the Cisco Kid, and Bond, Hopalong Cassidy). Giant had a wide choice of nationally-known cowboys which it could have sponsored on a local basis, but selected Mr. Temple because of his community identification, local popularity, availability for personal appearances and his uniquely-shaped cowboy personality which stresses the good behavior of children that concerned parents try to impress upon their offspring, usually without success.

Giant, because it is a local enterprise, feels a distinct responsibility to the community which it serves, says Robert Maurer, account executive and television director at Kaufman agency. Good business is good ethics, according to the definition in the



The moral here seems to be that if Heidi bread is good enough for Pick Temple's dog, it's good enough for Pick Temple's small fry audience. Watching Mr. Temple feeding Lady are Robert Maurer, of the Kaufman agency (extreme left) and Clarkson Gemmill, of Giant stores.



Millions of viewers weekly will follow the Visitor through barred gates into the lives of fascinating people. And, wherever he goes,

The Visitor Sells Your Products!

In your markets, at local prices, you can sponsor this high-rated program *exclusively*. As "THE DOCTOR" on NBC Network, it scored a 5-month average Nielsen of 29.2. In brand-new format, the show is fresh, appealing, popular.

What's more, each sponsor's sales efforts are strongly supported by advertising, promotion, publicity, exploitation and merchandising. You get the program PLUS the full force of this powerful backing.

Order "THE VISITOR" immediately for your specific markets. Don't delay. Call or wire today.

NBC FILM PROGRAMS



NEW YORK, CHICAGO, LOS ANGELES



Giant dictionary, and, Mr. Maurer adds, good public relations.

In his presentation to the client, outlining the many advantages of this kind of sponsorship, Mr. Maurer crystallized philosophies of many Giant executives by outlining the "irreparable damage or the immense good" which television can effect. Mr. Temple, they believe, is a force for good, giving entertainment to all members of the household, adults as well as youngsters.

Giant expects, in the first year, to build him into a Heidi trademark, personalizing him to the point where the other national cowboy figures retreat further into a netherland of unreality. Children want, on occasion, to see their favorite stars, a remote eventuality in the case of personalities like Mr. Autry. Mr. Temple, however, will be accessible on many occasions, most of which are tied in directly with the show and the heavy merchandising which accompanies it.

Merchandising experts at the client firm, the agency and the television station have devised an elaborate merchandising program calling for a many-faceted campaign of saturation throughout the entire Washington area.

Saddle-Broken by Mail

Initially, all youngsters can enroll as a Pick Temple Giant Ranger Cowhand by getting a pre-addressed business reply card in any of the 24 stores. (Giant will build six more this year.) This, when forwarded —and no "box top" gimmick is required— entitles the youngster to a cowhand button, membership card and Ranger pledge, health chart and letter of welcome.

The youngster notes his accomplishments during the next month on the health chart, and it is countersigned by his mother (the bunkhouse foreman) and returned to Giant Ranch headquarters, after which he gets a ranch hand button and a Range rule chart. After living up to simplified "rules of living" outlined on the second chart, he returns them to get more material. All youngsters who write in have their names and birth dates on file, and the company plans each year to send the child a gift, beginning with a personally-autographed picture of Mr. Temple.

The March 1 start began with distribution of more than 100,000 balloons, dropped into food store shopping bags by the checkers. The company, in its first printing, published 200,000 16-page full-color comic books, with the television show as the theme; designed and printed dozens of different end-labels for the bread-loaves (drawn from scenes familiar to children watching the show), and printed 45,000 (as the initial order) buttons, health charts, rule charts, membership cards and fan pictures. The pictures, incidentally, are all glossy prints, more expensive but of better quality than photo prints.

In-store promotion complements the out-of-store promotion, with the largest display life-size cardboard cutouts of Mr. Temple standing beside the chuck wagon (the back of a standard covered wagon) on which loaves of Heidi bread are displayed. The real chuck wagon appears on the

HOW'S YOUR LOCAL TV FUTURE?

By Don W. Lyon*

1. How can my station increase its share of audience?

2. How can all stations in my market increase the television sets-in-use index?

3. Are my rates too high?

4. Can I pare my operating expenses even more than they have been?

5. How many stations will there be in this market in five years?

6. How many television homes will there be?

7. What is my cost-per-thousand homes figure going to look like in five years?

8. How good a competitive figure will I be able to offer local advertisers at that time?

These are questions that will need answering, for regardless of the glowing profit picture of many stations, television is still a long-term investment. And although some of the questions are made academic now by an unrealistic competitive situation, one has only to visualize two to four more stations in each market to see how real these questions will be in five years. To answer them for all markets—or for any single market—is not the purpose of this analysis. Rather, this is an approach that can be used in each market so that an owner or manager can figure out his own answers and draw his own conclusions.

The tables should be used as examples of the method. Figures change almost weekly. New factors are added or deleted, and other variables are constantly being introduced. Whereas these variables prevent the tables from being used as answers, a manager nevertheless should, for his own market, be able to project his competitive picture five years into the future and see the problems that face him in administration, programming, promotion and sales.

Assumptions and Sources

Here are the assumptions made and the sources of information used to set up the tables:

A. The particular markets selected were chosen only because of geographic distribution and variety of size.

B. The number of stations for each market as listed in Table 1 is the same as the number of commercial channels allocated by the Commission.

C. In Table 2, the number of stations has been reduced by two in each case, with the exception of Providence, Rhode Island, where only one station was subtracted from the Commission's allocations. The purpose of this is only to help a manager make up his mind in deciding which gives him a lower cost per thousand television homes—i.e., fewer stations or a greater total sets-in-use-index. Notice that in some areas the higher sets-in-use index (60%) is more effective in lowering the cost per thousand homes than eliminating two of the future stations in those areas. This, of course, is due to the fact that in those markets with more than five stations, the increase in audience is greater when a larger percentage of the total is used than when a smaller percentage is divided among fewer stations.

D. The 1958 figure for television homes was obtained from the number of *radio* homes in each of the television market areas, according to an NBC study, as of May 1, 1952. This figure was selected because it seems to offer the most logical maximum. That some day there will be as many television homes as there are now radio homes seems very possible, but it's hard to imagine that, in five years, there will be significantly more television than radio homes. It is largely around this point that a manager must build his local television future. Without either (A) a phenomenally large number of television homes or (B) an unusually high sets-in-use index, so that his station has a great many homes watching his programs, he may not be able to meet the competition of other media. In many markets, this problem is not a great one now, but a lowered sets-in-use index, together with an increased number of stations, might make it an extremely serious one. There is no indication

* Mr. Lyon is a television consultant and director of television and radio at the U. of Rochester, New York.

show, serving as a background for the informal commercials which Mr. Temple gives. Mr. Temple shops in one of the Giant stores each week, but no prior announcement is made as to which store because the traffic flow would be completely disrupted.

Pony Picnic

Giant is planning a pony picnic, and has been scouting the territory around Washington for an appropriate site which could accommodate several thousand youngsters and (considerably fewer) ponies. A feature of the show is a free "ride" for guests on a fake pony in the studio.

Mr. Temple uses no written commercials or script, although he follows a fact sheet. He appears Mondays through Saturdays from 4 to 5:45 p.m. EST, during which time he gives three commercials and/or Giant mentions, all integrated into show continuity woven around the feature film. On Sundays, the program is aired from 11 to 12:30 p.m. Week-day audiences are estimated at 50,000 daily, topped by 75,000 on the weekend.

The initial promotion centers on Heidi bread (Mr. Temple greets his audience with "Heidi, partner") and general promotion for Giant, but subsequent plugs will probably be given to other Giant private-label items, such as its butter, eggs and coffee. Heidi, even though it is only a year old, outsells all other breads in Giant stores at the rate of three to one. In the Washington market, however, it accounts for a very small percentage of total bread sales. Market figures show generally that the top three ranks are taken by Wonder, Bond and Wright's, which, combined, get an estimated 55%-65% of the bread dollar in the area.

Old Hand

Mr. Temple has been a WTOP-TV personality since January 1951, and joined WTOP in 1948 when he handled a series of Sunday afternoon programs of folk music which preceded network broadcast of the New York Philharmonic. He is an authority on folk songs, many of which he has collected himself, and has several recordings in the American Folk Music collection at the Library of Congress in Washington. A so-termed "serious" folk singer, he was transformed into a popular cowboy figure with the addition of a 10-gallon hat and a television camera, both the ideas of Mr. Hayes, president of the station.

He is the "right" vehicle for television, in the opinion of Clarkson Gemmill, advertising director of Giant, who believes strongly in television but "treads carefully" in its presence because of its impact as a mover of merchandise and a molder of children's character.

Fan Letter

He and his Giant associates are delighted with fan and customer reaction, and with a rare kind of letter which a mother sent Mr. Temple last week. Commending the cowboy singer for "the fact that you never exploit children for the sake of a laugh at their expense," she noted "It is easy to play along with children's more primitive inclinations and win their applause, but it takes real skill to bring out the best in them and make them like it!"

As for the Temple folk music, "Our three-year-old copies you, singing (in his own way) sadly for 'When I Walked Down the Streets of Loredo,' and getting a twinkle in his eye and tapping his toe for 'Big Rock Candy Mountain.' I don't mean he sings them accurately, but he *feels* them, and that's what's important."

This kind of response, Giant executives believe, makes good friends, and good friends make fine customers.

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that television viewing five years from now will be significantly less than it is today, but certainly in view of radio's rather low average sets-in-use index, it is a possibility that must be considered, as audiences become more and more blase' about television.

E. The half-hour Class A rate used in each market is the average of the existing rates as listed in Standard Rate and Data. It is the one-time rate and includes no discounts, but neither does it include any costs for studio time, talent or production expenses.

F. The sets-in-use figure, of course, is either 40% or 60% of the projected television homes, with each station getting an equal share of that audience.

G. The cost per thousand television homes was arrived at by dividing the half-hour Class A average rate by the thousands of homes allotted to each station as its audience.

H. The cost per thousand newspaper homes was obtained as follows: 2400 lines were used as the basis for a full page. The flat line rate for general advertising, as given in Standard Rate and Data, was used for the paper having the largest circulation in each market. No combination rates were allowed, even though in many areas they are possible. No frequency discounts were allowed for either newspapers or television. No production costs for either medium were allowed. No readership figures or number of viewers per set were allowed. The unit of measurement in each instance was the cost per thousand homes—assuming only that a television set in use is being watched and that a newspaper delivered to the home is read.

These are the reasons and assumptions for the following tables, offered in the hope that they will prove helpful to you in determining future plans for the development of your station.

TABLE 1—

City	FCC Commercial Allocations	Average ½ hr A Time	TV Homes 1958	40% Sets In Use	Cost/M TV Homes	60% Sets In Use	Cost/M TV Homes	Cost/M N.P. Homes For Full Page
Baltimore	5	435	460,000	184,000	11.75	276,000	7.75	10.00
Birmingham	4	240	260,000	104,000	9.00	156,000	6.10	9.00
Boston	6	825	1,105,000	442,000	10.75	660,000	7.50	12.75
Buffalo	4	420	354,000	141,600	11.75	210,000	8.00	5.40
Chicago	9	910	1,730,000	692,000	11.75	1,038,000	7.90	5.25
Cincinnati	5	510	416,000	166,400	15.25	249,000	10.25	5.50
Cleveland	5	550	815,000	326,000	8.50	489,000	5.60	5.30
Detroit	5	810	935,000	374,000	10.75	561,000	7.20	4.70
Houston	5	360	333,000	133,200	12.50	199,000	9.00	6.00
Kansas City	5	470	455,000	182,000	12.50	273,000	8.60	6.30
Los Angeles	9	770	1,664,000	665,600	10.40	998,000	7.00	5.25
Milwaukee	5	576	409,000	163,600	17.00	245,000	11.75	4.30
Minneapolis-St. Paul	6	630	457,000	182,800	20.00	274,000	13.75	7.80
New York	7	1,655	4,190,000	1,676,000	7.00	2,514,000	4.60	4.10
Philadelphia	6	900	1,327,000	530,800	10.00	796,000	6.80	4.10
Pittsburgh	5	600	767,000	306,800	9.75	460,000	6.50	6.15
Providence	3	510	399,000	159,600	9.50	239,000	6.40	6.25
Rochester	4	410	203,000	81,200	20.00	128,000	12.80	10.90
San Francisco	9	510	967,000	386,800	10.75	580,000	7.90	8.30
St. Louis	6	570	585,000	234,000	14.50	351,000	9.75	5.15

TABLE 2—

City	FCC Commercial Allocations Minus Two	Average ½ hr A Time	TV Homes 1958	40% Sets In Use	Cost/M TV Homes	60% Sets In Use	Cost/M TV Homes	Cost/M N.P. Homes For Full Page
Baltimore	3	435	460,000	184,000	7.00	276,000	4.75	10.00
Birmingham	2	240	260,000	104,000	4.60	156,000	3.00	9.00
Boston	4	825	1,105,000	442,000	7.45	660,000	5.00	12.75
Buffalo	2	420	354,000	141,600	5.90	210,000	4.00	5.40
Chicago	7	910	1,730,000	692,000	9.20	1,038,000	6.00	5.25
Cincinnati	3	510	416,000	166,400	9.20	249,000	6.00	5.50
Cleveland	3	550	815,000	326,000	5.00	489,000	3.25	5.30
Detroit	3	810	935,000	374,000	6.50	561,000	4.25	4.70
Houston	3	360	333,000	133,200	8.10	199,000	6.00	6.00
Kansas City	3	470	455,000	182,000	7.75	273,000	5.00	6.30
Los Angeles	7	770	1,664,000	665,600	8.20	998,000	5.25	5.25
Milwaukee	3	576	409,000	163,600	10.50	245,000	7.00	4.30
Minneapolis-St. Paul	4	630	457,000	182,800	13.75	274,000	9.00	7.80
New York	5	1,655	4,190,000	1,676,000	4.90	2,514,000	3.25	4.10
Philadelphia	4	900	1,327,000	530,800	6.75	796,000	4.50	4.10
Pittsburgh	3	600	767,000	306,800	5.80	460,000	4.00	6.15
Providence	2*	510	399,000	159,600	6.30	239,000	4.25	6.25
Rochester	2	410	203,000	81,200	10.10	128,000	6.40	10.90
San Francisco	7	510	967,000	386,800	9.10	580,000	6.10	8.30
St. Louis	4	570	585,000	234,000	9.75	351,000	6.50	5.15

* Only one station was subtracted from the Providence allocations.



DISTINGUISHED service "Washingtonian" award of Washington, D. C., Junior Chamber of Commerce has been presented to John S. Hayes (l), president and general manager of WTOP-AM-TV Washington. Presenting award for "outstanding leadership and imaginative development of radio and TV programs" was Douglas R. Smith (r), National Savings & Trust Co. Chairman of awards committee was Judge Frank H. Myers (center), D. C. Municipal Court.

Stations Compete for Underwriters Awards

TWENTY radio stations and four TV stations, along with 44 newspapers, have been nominated by their respective communities for 1952 Gold Medal awards of the National Board of Fire Underwriters.

In announcing nominations last week, NBFU noted entries were recommended by fire department officials and civic leaders who judged the year-round contributions in fire prevention and fire safety. Radio and television station entries:

WKBW Buffalo, WJPD Ishpeming-Negaunee, Mich., WKZO Kalamazoo, WKMI Kalamazoo, WCCO Minneapolis, KMLB Monroe, La., WGH Norfolk, KFAB Omaha, WDBO Orlando, KWKW Pasadena, WJAR Providence, WRNY Rochester, KXA Seattle, KIRO Seattle, KRSC Seattle, KANS Wichita, WILK Wilkes-Barre, WSJS Winston-Salem, WTOB Winston-Salem, WNAX Yankton, S. D., WAAM-TV Baltimore, WBZ-TV Boston, KRLD-TV Dallas and WFMY-TV Greensboro.

The winner in each of the radio, television and newspaper classifications will receive a gold medal or $500 in cash, NBFU said. Honor awards also will be made. Selection of winners will be announced at a reception in New York April 9. This marks the first time a Gold Medal award will be made to a TV entry.

Judges serving on the panel for radio and television are Stuart Novins, CBS Radio director of public affairs; Leonard Blair, ABC eastern program director; Nat Shoehalter, WAAT-WATV (TV) Newark, N. J., director of public service programming, and Edward Stanley, NBC manager of public service programs.



Phil Rizzuto's Sports Caravan

a sparkling 15 minute transcribed radio series

About Phil. Everyone knows him . . . 12 years with the world champion Yankees.

About the Show. A fast-moving 52 quarter-hour sports program for twice-weekly broadcast. 26 weeks beginning mid-April through September, including a free-upon-request separate disc on which Phil will transcribe 5-second personalized lead-ins to commercials.

Production. Each transcription is double-faced, with 2 complete 15-minute shows, open-end for 1-minute commercials: open—middle—close.

Cost. Priced at incredibly low "quick-sale" rates.

For Details . . . Rates or Audition Discs Write, Wire or Phone

charles michelson, inc.
15 West 47th St., New York 36, N. Y.
Phone: Plaza 7-0695
In Hollywood—BOB REICHENBACH
6533 Hollywood Blvd., Hollywood 28, Calif.
Hollywood 9-4580

Ad Woman of Year Award Contest Closes April 1

DEADLINE for entries for the annual Advertising Woman of the Year award, sponsored by the Council on Women's Advertising Clubs of the Advertising Federation of America, is April 1.

Full details may be obtained from AFA headquarters, 330 West 42nd St., New York 36, or through any organization affiliated with AFA. Nominations may be made by individuals or organizations. Blanche Clair of Allen, Lane & Scott, Philadelphia, is general national chairman of the award committee. Winner will be announced at AFA's convention in Cleveland, June 14-17.

TV Script Contest

STUDENTS enrolled in colleges or universities offering courses in radio or TV are eligible to compete for the first annual Victor Frenkil TV Script Award. The prize, $500 for the television script showing the "greatest potential of professional ability," was announced last week by Prof. Warren L. Strausbaugh, acting head of the U. of Maryland speech department, which will make the selection. Entries should be sent before May 11 to George F. Batka, assistant professor of speech, U. of Maryland, College Park. Announcement will be made about May 25.

Utley, Murrow to Be Cited

SOUTHWEST Journalism Forum will present awards to NBC's Clifton Utley and CBS' Edward R. Murrow, among other newsmen, in Dallas, Texas, May 2. Mr. Utley, radio-TV commentator at NBC Chicago and columnist of the *Chicago Sun-Times,* will receive an award for "top radio reporting", and Mr. Murrow a similar one for television. Others to be honored include Ralph McGill, *Atlanta Constitution;* James Reston, *New York Times,* and Richard Rovere, *New Yorker* magazine.



MERCHANDISING plan for WOR New York and 4,100 drug stores launched by: (Seated, l to r): Dr. Robert L. Swain, ed., *Drug Trade News* and *Drug Topics;* William Crawford, sls. mgr., WOR; Dominick Forlizzo, pres., Pharmaceutical Council; (standing) Prof. S. B. Jeffries, adv.-merch. adviser to council; Dan McCullough, *Tello-Test,* show used by group; Richard Storm, sls. mgr., Schieffelin & Co.; R. Volkening, sls. mgr., Rogers Drug Co.



DISTINGUISHED service award for 1952 goes to Lowe Runkle (r), of Oklahoma City agency that name, from Jim Willis, WKY-TV, and pres., Oklahoma City Adv. Club for Mr. Runkle's work in city's United Fund Drive.



VISITING FIREMAN by his own admission is Edmund Abbott, radio-TV dept., Foote, Cone & Belding, Cgo., as he gets the treatment at KBIG Avalon, Calif. from secretaries Mary Lou Conte and Gloria Bizari.

FM RADIO pulled 3,000 pieces of mail during a two-week baseball promotion at WNEX-FM Macon, Ga. in a contest sponsored by Graybar Elec. Co., Zenith distributor. Marion Bragg (l), coml. mgr., and Bob Savage, spts. anncr. tabbed mail from 80 cities.



PROGRAMS & PROMOTION —

NBC EVENING PROGRAMS

NBC spot sales has issued a promotion piece designed to point up the sales impact of late evening NBC radio programs aimed at an all-adult audience in New York, Washington, Cleveland, Chicago and San Francisco. Titled "Billy the Kid Packs a Mighty Wallop . . . But it's His Daddy's Wallet That's Loaded," the folder claims that local NBC radio shows between 11 p.m. and midnight can deliver a sales message to "a vast, wide-awake audience for as little as 29 cents per thousand adult listeners."

NEW PACKAGE PLAN

WMAL-TV Washington has inaugurated a new package plan, called the "7-11" plan, according to an announcement made by Harvey Glascock, sales manager for WMAL-TV. Any advertiser buying 11 or more announcements per week now earns a frequency discount of 45% in addition to the station's regularly earned frequency discounts. Prior to the "7-11" plan, this additional discount amounted to 30% for a schedule of 11 or more announcements. Mr. Glascock pointed out that the purpose of the plan is to encourage large-volume advertisers to allocate bigger spot budgets to WMAL-TV and to allow the advertiser a greater spread of his budget throughout all time classifications.

FIRE COVERAGE

DUE to the chance passing of the WWJ-TV Detroit mobile unit, returning from a remote pickup, thousands of Detroiters were able to watch a $500,000 fire from their living rooms. Upon arriving at the scene of the fire, remote engineers obtained permission for the telecast and for newscaster Jack Clark to report the on-the-spot-at-the-moment coverage on his 11 p.m. newscast.

LONG-TERM ADVERTISERS

LITTLE Potts Furniture Store and Hampden Rug Cleaners have been advertising on WFBR Baltimore's *Club 1300* for 11 years, according to a trade magazine ad which is now being used as a promotion piece. The ad features the slogan: "Still riding WFBR's 'gravy train' after 11 years!" and further emphasizes the success of WFBR advertisers, both local and national.

DIET PROMOTION

TO PROMOTE Tafon weight-reducing product, Johnston, Freedy & Lampson Inc., Hollywood (distributors of drug products), is following the progress of ex-wrestler Jules Strongbow, who started Feb. 23 to lose 90 pounds in 90 days. In addition to 2½-minute five times weekly *How Much Does Jules Weigh* on KTTV (TV) Hollywood, firm also sponsors Monday evening wrestling, in which he handles interviews and color, half-hour weekly *Tito Guizar Show* and co-sponsors twice-weekly quarter-hour *Glamour Session* on same station. Agency is Frank J. Miller Adv., Hollywood.

ART CONTEST

AS a means of determining, at a low cost, what artistic talent was available in its local area, WLEC Sandusky, Ohio, offered $25 for a win-

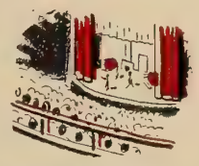
magnecord Voyager

for recording the world around



magnecord's new one-case portable professional tape recorder









The Famous Magnecorder— Standard of Broadcasters

Easiest to Handle— At last, a professional portable recorder and amplifier in a single case, light but rugged to take the most difficult remotes. The Voyager has been thoroughly field tested and it's been voted the best of travelers. Lighten *your* remote work, insure perfect recording — use the Voyager, newest member of the Magnecord family.

Professional Quality—Frequency response with tape is ± 2db from 50 to 15,000 cycles per sec. at 15 in. per sec. tape speed. The amplifier has bridging and low impedance mike inputs with 600 ohm output. Headphone monitor jack on front.

A Natural For Advertising Agencies— The Voyager is so flexible you can use it in a multitude of ways — air checks, development of spot announcements, program development, and with an amplifier and speaker, auditions, client presentations. Ultimate in quality.

For further information and demonstration, see your Classified Telephone Directory under "Recorders," or write



Magnecord, INC

Dept. B-3A, 225 W. Ohio St., Chicago 10, Ill.

ning sketch to be used as a visual identification station symbol for promotion material and possible slide TV use later. The board of directors of WLEC, who served as judges, had difficulty in choosing among the 47 entries submitted by commercial artists and students in the advanced art class of the local high school, but finally selected two winners, one for present promotion and one for a future test pattern. The contest stressed the idea angle rather than the finished product.

'CLOONEY CLUB'

IN APPRECIATION for promotion given Rosemary Clooney on KJUC Junction City, Kan., by Dean Curfman and John Webb on their respective programs, *Music for Milady* and *John's Web,* Messrs. Curfman and Webb were awarded a certificate of membership by the "Clooney Club" of Ft. Riley. The certificate, which measured 17 by 22 inches, was written in red ink as is all the club's correspondence, and contained few words other than those beginning with "c." The station relates it has done nothing in particular to promote the club; it just "grew."

CAREER OPPORTUNITIES

CLOSED circuit telecast designed to show high school seniors and juniors in the New York area opportunities for careers in science and engineering were carried from an ABC-TV studio to seven New York theatres March 21, 10-11 a.m. EST. Program was arranged by Technical Societies Council of New York through the cooperation of the Public Service Committee of Theatre Television Industry, New York U., and New York City Board of Education.

Love Those Pitches

LISTENERS in San Antonio like their radio commercials dished up regularly, and object to straight music without spots and participations.

KITE - AM - FM two months ago changed its policy of AM-FM program duplication during the daytime, and fed only music to the FM outlet, eliminating commercials and substituting 30 and 60 second breaks of silence.

After a month, the station surveyed listeners and found only one who preferred the broadcasts minus commercials, with 94 reporting they felt as though they "were missing something" and wanted the commercials back.

KITE-FM spots have been reinstated, continuing at night when the AM affiliate goes off the air.

FRENCH DRAMA SERIES

FRENCH Broadcasting System has recorded especially for the National Assn. of Educational Broadcasters a series of classical French dramas, acted by the Comedie Francaise, and a series of contemporary French music programs with commentary by the composers. The drama series had its premiere over WNYC New York on March 7 and, together with the music programs, will be made available to member stations of NAEB.

CREATURES OF IMPULSE

THE UNIVERSITY of Michigan announces a new series of television dramas to be launched by a half-hour play, "Creatures of Impulse," by W. S. Gilbert. The play, presented by the university in cooperation with WWJ-TV Detroit on March 14, marks the transfer to television of a radio series for children, *Down Story Book Lane,* presented by WWJ for the past four years. The new series of plays is a result of the joint efforts of James Hunter, program manager for WWJ-TV, and Professor Garrison, director, U-M TV. Under the supervision of Robert Ritter of WWJ-TV, the series will present original plays and adaptations, prepared by university students studying TV.

INSIDE THE KREMLIN

NEWSMEN Chris Condon and Bill Porter came up with an "All-Soviet" edition of *Who's News* on March 8, reports WTAG Worcester, Mass. Each week the news series gives biographical profiles of people in the headlines. On the "Soviet" program, Messrs. Condon and Porter presented life stories of Malenkov, Vishinsky, Beria and Stalin, plus speculation on what could be expected from the new regime, and as an extra gimmick, recorded excerpts from a Stalin speech. *Who's News* won a 1949 Peabody Award as the best news program in Massaschusetts.

MASS FOR SHUT-INS

A MASS originating from Dahlgren Chapel on the campus of Georgetown U., Washington, D. C., is being broadcast by WWDC Washington, every Sunday from 7:30 to 8:00 a.m. The "mass for shut-ins," under Father Francis Heyden, is designed for those who are prevented from attending church because of illness or physical disability. Although the program has been a regular radio feature in the Washington area since 1946, its switch to WWDC, as of March 8th, will permit the program to be heard in a wider area, according to a release from the station.

NEWSLETTER ON DEVELOPMENTS

SERIES of news letters on industrial developments in the area covered by the Crosley Broadcasting Corp. station is being sent to the advertising trade, it was revealed by Fred Gregg, promotion chief for WLW and WLWT (TV). The first letter outlined the industrial growth of the Pike County, Ohio, area where construction of the $5 billion atomic energy project is underway. Subsequent letters will be issued as new industry moves into the four-state area or other changes come in the economics of the region served by the Crosley radio and TV stations. The newsletters will quote independent and government sources.

WCBS GOES ON TOUR

IN RESPONSE to "ever increasing demands" from charities, civic clubs and community organizations, WCBS New York has adopted a formula long used successfully by the legitimate theatre. "Road shows" featuring top WCBS talent have been packaged by the station and will appear at benefits and local functions in nearby communities, program director Sam Slate announced last week. Varying in length built around local station personalities heard from 20 to 30 minutes, the "road shows" are daily on the CBS Radio key outlet.

PUBLIC SERVICE

EVERY time KISW-FM Seattle airs a public service announcement, the station returns the copy to the source supplying it with a covering note signed by Ellwood W. Lippincott, station owner. The note reads: "The attached an-

QUAD-CITIANS

cross the borders easily. They shop the retail stores of all the four cities . . . to get the products and the values they seek.

•

WHBF influences their movements a great deal.

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

National Advertisers

When Shopping for **BIG RETURNS** in the Maritimes, your best **"MARKET BASKET"** is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new
5000-WATT TRANSMITTER
HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

WRNY All-Music Format

ALL-MUSIC schedule of programming has been instituted by WRNY Rochester, 250 w daytime independent, and the station claims a "wonderful response" from both listeners and sponsors.



Mr. Huff

The all-music format, which the station claims is brand new to western New York and "possibly to the entire country," was devised by W. Eccles Huff, general manager. WRNY programming formerly was "very heavy" on sports coverage, Mr. Huff explains.

Instituted as "the successful answer to heavier competition by television in the years ahead in the Rochester market," the WRNY music format now is presented as one single program from sunrise to sunset. Spot news is given on the air as a listener service, but sports play-by-play, daytime serials and other such programs are banned.

Local business at the station, which now identifies itself as "WRNY Music," is up 30% since the change, Mr. Huff reports, adding that greater increases are expected during this year. Each of the four local salesmen carries on calls with him a portable radio to demonstrate WRNY music with his sales pitch. Extensive publicity has been begun to promote the changeover.

"WRNY Music" recently was purchased by Bachman Enterprises, owned by Stanley, Bernard and Jerome Bachman, from a Rochester group headed by Louis A. Wehle, board chairman of the Genesee Brewery.

Now comes April with its Spring Fashions In Western Montana it's fashionable to use . . .

The Art Mosby Stations

CBS KGVO · KANA

Missoula 5kw Day & Nite

Anaconda Butte 250 Watts

MONTANA

THE TREASURE STATE OF THE 48

Reps: GILL, KEEFE & PERNA N.Y., Chi., La. & S.F.

nouncements were broadcast over Seattle's Finer Music Station, KISW-FM, as a PUBLIC SERVICE and without cost." Dates and times of broadcast are indicated on each announcement.

THE EYES HAVE IT

STAN MATLOCK has collected more than 1,000 pairs of glasses in his recent campaign via his disc jockey program, *Magazine of the Air,* on WKRC Cincinnati. Mr. Matlock collected the specs—from sunglasses to bifocals—in conjunction with the national "Eyes for the Needy" organization, which salvages frames, bridgeworks, cases, and melts down gold to procure funds for glasses for needy persons. *Magazine of the Air,* previously a morning program, has been expanded to include an afternoon edition.

APPLE BLOSSOM TIME

FRANK HARDEN and Jackson Weaver, WMAL Washington's comedy disc jockeys, are taking to the road. The pair will air both their 10:15 network program and their 10:35 local program from the 26th Annual Shenandoah Apple Blossom Festival at Winchester, Va. The program will adhere to the same fundamental format of novelty records and ad lib humor plus brief interviews with visitors at the Festival.

AUDITIONING AT THEATRE

PERFORMERS doing their musical quiz program at a movie theatre will be tape recorded by WICC Bridgeport without audience awareness of what is going on. Should the audience's reaction merit it, the program will be put on the broadcasting schedule.

CHILI TODAY

NEWS and public affairs department of CBS Washington is thinking of covering its cluttered news desks with checkered tablecloths. It started when Bill Costello gave President Eisenhower's favorite chili recipe as his *White House Story of the Week* on his March 1 newscast. Network reports that letters began to pour into the office asking for copies of the recipe. More recently, the office began to get requests for another food dish—this time the bean soup which has been served in the Senate Dining Room since 1907. Paul Johnson, the headwaiter, aroused appetities when he mentioned the soup on *Washington, USA,* March 7.



CONTRACT for half-hour wrestling program on KTSM-TV El Paso, Texas, was signed by Richard Azar, owner of Dickshire Distributing Co., on behalf of Coors beer. Standing (l to r): Karl Wyler, KTSM-TV president and general manager; John Conboye, station salesman, and Paul Reeves, advertising manager, Adolph Coors Co. Pact covers 52 weeks of Wednesday evening matches from Chicago. In negotiating agreement, Coors adhered to policy of no-beer-advertising on radio-TV before 9 p.m.

Bird Calls

SUCCESSFUL recording experiment titled "Music and Bird Songs," conducted by James Fassett, CBS Radio supervisor of music, and Prof. P. P. Kellogg of the Lab. of Ornithology at Cornell U., is now being released to consumers through Cornell U. Press, Ithaca, N. Y. Most of the recorded notes of bird calls cannot be heard by the human ear when played at regular speeds. Hence the record was designed for playing at one-eighth the original speed. Recording, featuring 10 bird calls and six "frog calls," was originally broadcast May 25, 1952, on Mr. Fassett's program, *Your Invitation to Music.*

WEARING OF THE GREEN

"SURE and it's going to be a fine St. Patty's day on KYW, KYW-FM, your Westinghouse station in Philadelphia." Station breaks like this marked St. Patrick's Day on KYW from morn until midnight. In addition, the station sent listeners sprigs of real Irish shamrocks flown from Dublin in a tie-in promotion with TWA and conducted an Irish stew contest on *Anne Lee's Notebook.*

At least

60% of all television receiver tuners have at least one Mycalex 410 or 410X glass-bonded mica Tube Socket . . .

ASK YOUR CHIEF ENGINEER WHY

SINCE 1919 MYCALEX THE INSULATOR ®

MYCALEX TUBE SOCKET CORPORATION

Under exclusive License of Mycalex Corporation of America, world's largest manufacturer of glass-bonded mica products

CLIFTON, NEW JERSEY

IN THE 75th MARKET
– TEXAS' 5th
EL PASO

Land of the famous four C's . . . Cattle, Cotton, Copper and Climate . . . El Paso topped all of her larger sister cities in percentage of retail sales increase with a whopping 299.1% during the 1940-1950 decade. Retail sales in the rich El Paso market reached well over $500,000,000 last year. To take advantage of this favorable, active market, your advertising must effectively reach the majority of the El Paso Trade Zone's more than half-a-million population. This you can achieve with time on El Paso's only 10,000 Watt Station . . . KEPO.

Figures from Sales Management, May 10, 1952

Ask Avery-Knodel for complete details.

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

My, how you've grown



SCANDIA COSMETICS SALES BOOM!

WWDC in Washington makes businesses grow. Here's another factual story to prove that statement. Scandia Cosmetics reports more than $5,000 in sales for January alone—supposedly the slowest month in the year. All this with *only one* cosmetics outlet in town—Julius Garfinckel & Company. All this by using *only* WWDC to advertise its line of beauty aids.

Says KAROL LINDBERG, Vice-President in charge of sales for Scandia Corporation: "WWDC has done a phenomenal job for Scandia in the Washington market. From the first week of our operations in Washington, our sales have risen steadily. And the rate of increase is amazing. We are enthusiastic about the results WWDC has produced." WWDC can help *your* sales in the big Washington market, too. Let your John Blair man give you the story.

In Washington, D.C.—it's
WWDC
Represented Nationally by John Blair & Co.

PEOPLE

Advertisers

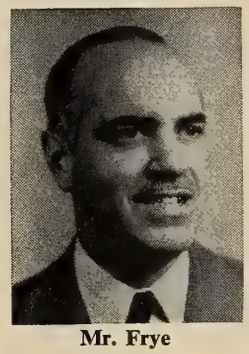
Merrold S. Johnson, advertising director of Hotpoint Inc., appointed advertising director, Bankers Life & Casualty Co. of Chicago.

Allen Paul, advertising department, Gladding, McBean & Co., L. A. (Hermosa tile and Franciscan Ware pottery) promoted to advertising manager. **A. R. Said,** assistant to vice-president in charge of sales, named general manager of Franciscan Dinnerware Div. **Phillip C. Starr,** sales department, promoted to field sales manager.

Warren E. Bragg, account executive in the ANPA Bureau of Advertising, Chicago office, to account group supervisor at Bureau's New York headquarters, succeeding **Bruce Robinson,** resigned.

Agencies

Mel Curtis, radio-TV director, Allen & Marshall Adv. Agency, L. A., elected vice-president.



Mr. Frye

George A. Frye, general manager, James Thomas Chirurg Co., N. Y., elected vice president and appointed sales development manager.

Edward Hillman Jr., director and traffic manager, WKRC Cincinnati, appointed radio-TV director, Strauchen & McKim Adv. Agency, same city.

Robert C. Lochrie, account executive with Galen E. Broyles Inc., Denver, named general manager of Curt Freiberger & Co., Denver.

Tom Monahan, copy chief, Yambert-Prochnow Inc., Beverly Hills, to Graham & Gillies Ltd., that city, as West Coast manager.

James C. Killingsworth, sales director, Platt TV Stores (Southern Calif. chain), has **purchased Holzer Co.,** L. A., renaming it **Killingsworth Co. Lou Holzer,** former president, will serve in advisory capacity. **Arnold Isaak,** head of own Chicago agency, to firm as account executive.

Irv Cotanch, account executive, Kelso Norman Adv., S. F., promoted to general manager. **Tom Killilea,** Honig-Cooper Co., that city, to agency as production manager.

Hank Levy to Vick Knight Inc., Hollywood, as public relations director.

Kermit R. Hansen, assistant business manager, *Omaha World-Herald,* to Allen & Reynolds, Omaha, in executive capacity. **Jack F. Keiner,** KOIL Omaha, to agency's radio-TV staff.

W. F. Armstrong appointed manager of newly opened Washington, D. C. office, Campbell-Ewald Co.

Clinton Carpenter, Ruthrauff & Ryan, N. Y., to Kenyon & Eckhardt, that city, in copy department.

Jo Ann Noll named TV script writer and actress for Curt Freiberger & Co., Denver.

Harry N. Goldberg, 48, president, Wayne Adv. Agency, Phila., died March 12.

Stations

Julian M. Kaufman, executive sales manager, KPHO-TV Phoenix, appointed assistant station manager.

Thomas B. Tighe, station manager, WJLK Asbury Park, N. J., appointed executive editor of *Asbury Park Press,* owner of station, replaced by **Everett Rudloff,** assistant manager and program director. **Charles F. Hill** appointed program director.

Robert S. Hix, former manager, KRES St. Joseph, Mo., and **Gene V. Grubb** to sales staff, KOA Denver, as sales manager and account executive, respectively.

William B. Johnson Jr., appointed account executive, WAVZ New Haven, Conn.

Fred Webb, program director, WGAA Cedartown, Ga., to WDMG Douglas, Ga., for administrative assignment.

R. C. Force, WKMH Dearborn, Mich., returns to WFRO Fremont, Ohio, as commercial manager, replacing **J. W. Kerr,** on indefinite leave of absence due to ill health. Mr. Force is also station's managing director.

George Hemmerle, sales analyst, KCBS San Francisco, becomes sales executive with KSFO-KPIX (TV), same city.

Larry Cotton appointed national sales manager, KFH Wichita.

Roger S. Underhill, sales manager, WJIM-TV Lansing, Mich., to WILS-AM-TV same city, as assistant commercial manager.

Boyd W. Lawlor, director of programs and sales promotion, WLOL Minneapolis, promoted to assistant manager.

Benedict Gimbel Jr., president and general manager of WIP Philadelphia, chosen to act as program chairman for Education Week for the Blind.

Charles G. Burke, general manager, KFGO Fargo, N. D., appointed state chairman of Churchmen of North Dakota, laymen's group of Protestant Episcopal Church.

Paul W. Morency, general manager of WTIC Hartford, honored with citation for outstanding service to 4-H Clubs of Connecticut and Massachusetts.

Ralf Brent, director of sales at WIP Philadelphia, appointed state membership promotion chairman for Pennsylvania by BAB.

William Shaw, manager, Columbia Pacific Radio Network and KNX Hollywood, and **Donald Norman,** manager, KNBH (TV) that city, appointed co-chairmen of radio-TV committee, L. A. Area Community Chest Public Information department.

Calvin J. Smith, president-general manager, KFAC Los Angeles, and president, Southern California Broadcasters Assn., received "outstanding service award" from L. A. Community Chest for SCBA support during 1952-'53 campaign.

Chester Herman appointed acting program director, WLW Cincinnati, replacing **William P. Robinson,** who transfers to WLWA (TV) Atlanta.

David A. Moss, program and sports director, WESC Greenville, S. C., to WCRS Greenwood,

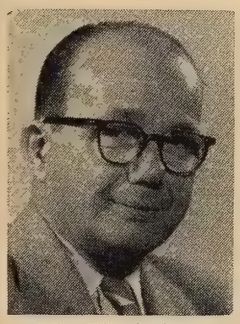
S. C., in same capacity. **Jean Tribble** to latter station as traffic manager.

Morton Sidley, assistant to **Lincoln Dellar,** owner of KXOA Sacramento, KDB Santa Barbara and KXOC Chico, to KFWB Hollywood as director of operations.

Lee Coney, news editor for Evening Star Bcstg. Co., Washington, licensee of WMAL-AM-TV, named chief news editor.

Bruno Olson, announcer, KSTT Davenport, Iowa, appointed production manager, replacing **Warren Anderson,** now program director, KFDA-AM-TV Amarillo.

Hugo Birmingham appointed production manager, WTMJ-TV Milwaukee. **Budd Reth** will assist him.



Mr. Birmingham

Lee Hedrick and **Frank Taylor** to announcing staff of WKRC Cincinnati. **Wayne Bell** to announcing staff of WKRC-FM and **Roy Gilligan** to WKRC-TV.

John Gibbs, news staff, WJOB Hammond, Ind., to news writing staff, WBBM Chicago.

Arnott Duncan, writer for *Arizona Republic,* to KRIZ Phoenix for sports commentary show.

Bob Reynolds appointed sports director of WJR Detroit.

G. Howard Tinley Jr., announcer, WREV-AM-FM Reidsville, N. C., to WFRC same city, in same capacity.

Bill Hailey Jr. to announcing staff, KHBR Hillsboro, Tex.

Ruth Crane, director of women's activities, WMAL-AM-TV Washington, nominated "Advertising Woman of the Year" by Women's Adv. Club of Washington.

Kal Ross, WMGM New York sportscaster, named sports editor of *Cue* magazine, in addition to duties at station.

Jonah K. Oxnam, formerly staff newswriter at WKRS Waukegan, Ill., to WBBM-AM-TV Chicago, in same capacity.

Owen Elliott, WSBT South Bend, to announcing staff, WBAP-AM-TV Ft. Worth.

Frank E. Heaston, formerly director of advertising, LeBlanc Corp., Lafayette, La. (Hadacol), to KSTL St. Louis, as director of promotion and publicity.

Harry Lockhart, program director, WKYW Louisville, to WAVE-AM-TV same city, as director of records and transcriptions.

Adrian Roberts, head of own Hollywood public relations firm and one-time promotion manager of Capitol Records, to KNBH (TV) that city as assistant promotion manager. He succeeds **Pace Woods,** named stage manager.

Norman Kraeft, farm director of WGN Chicago, elected to three-year term on board of directors of Livestock Conservation Inc., representing farm radio directors in group.

Want to know why a flock of top products are on WGRD, *exclusively,* in Grand Rapids? call—Gill-Perna, Inc.

Networks

Frank White, president of NBC, elected to board of directors of Better Business Bureau of N. Y., succeeding **Robert E. Kintner,** ABC president.

Charles V. Dresser, account executive, NBC-TV Spot Sales, N. Y., to NBC Spot Sales, Chicago, as manager.

John G. Connolly, reporter and sports writer for *Jersey City Journal-Observer,* to ABC's publicity department as staff writer.

Harry Wismer, sportscaster and executive, MBS, appointed chairman of sports committee for 1953 finance campaign, Boy Scouts of America.

William N. Jayme, assistant circulation promotion manager of *Life* magazine, named copy chief of CBS Radio's Sales Promotion and Adv. Dept.

Alan S. Lee, writer-producer of TV and industrial films, and **Jean F. Jones,** executive secretary at MBS Central Div., were married March 7.

Wells Church, CBS Radio director of news broadcasts, father of girl, Fay, March 6.

Manufacturing

W. L. Stickel, national sales manager, Hoffman Radio Corp., L. A., promoted to general sales manager. He succeeds **M. D. Schuster,** who joins McCormack & Co., S. F. (distributor of Hoffman TV sets), as vice president, director and partner.

Ed Wilder, manager of KLIZ Brainerd, Minn., to Gates Radio Co., Quincy, Ill., as sales engineer in N. Y. area.

C. Kenneth Hersey appointed sales manager of sound department, Hudson Radio & Television Corp., N. Y.

Harley T. Litteral appointed executive vice president, Belmont Distributor Inc., Raytheon radio-TV distributor.

Campbell Rutledge Jr. appointed assistant general manager, electrical products div., Corning Glass Works, Corning, N. Y. **Forrest E. Behm Jr.** appointed manager of division's pressware plant (TV bulbs), succeeding **Paul T. Clark,** now manufacturing manager, technical products.

Philip C. Erhorn appointed sales engineer, Audio & Video Products Corp., N. Y. **Edward J. Mearsheimer,** firm's chief accountant, promoted to controller.

E. R. Liberg, manager of engineering and service group of Audio-Video Products Corp., N. Y., appointed assistant manager of electronic sales for Graybar Electric Co., N. Y.

John F. Myers appointed regional sales manager, Stewart-Warner Electric, radio-TV-electronics products div., Stewart-Warner Corp., in New England states, plus Albany, Syracuse, Utica and Newburgh, N. Y.

Robert D. Winston, products sales engineer, Audio & Video Products Corp., N. Y., named sales manager, commercial products division.

Elliot Schick to engineering staff, Ebert Electronics Co., Hollis, N. Y.

Services

Michael Ames named vice president of David O. Alber Assoc. Inc., public relations and publicity organization.

Walter J. McLaughlin, administrative assistant, National Education Campaign of American Medical Assn., Chicago, opens own public relations firm at 525 Market St., S. F. Telephone is Yukon 2-2512.

Dick Fishell, head of own Beverly Hills public relations firm, father of girl, March 11.

Program Services

Richard Wendelken named executive producer, Jack Rourke Productions, Hollywood. Currently producer on KECA-TV Los Angeles *Beauty Parade,* he adds duties on KECA-TV *Ladies Matinee.*

Victor O. Bergquist, executive of Montgomery Ward & Co., to Capitol Records Inc., Hollywood, as treasurer.

Trade Associations

Bruce G. Rowley to Clear Channel Bcstg. Service, Washington, D. C., as assistant to **Hollis Seavey,** director. She replaces **Norma MaDan** [B•T, March 16].

Andrew N. McLellan appointed TV consultant to Canadian Assn. of Broadcasters, Toronto.



FOLLOWING is a list, released last week, of North American stations which are new, changing power or frequency or call letters, and other modifications and deletions of new and existing standard broadcast stations. The changes are provided member nations of the North American Regional Broadcasting Agreement. Countries providing the list below are Mexico, Cuba and the United States.

The Mexican list is No. 596 and was dated Feb. 10; the Cuban list includes Nos. 2, 3 and 4 which were dated Feb. 11, 12 and 16, and the U. S. list includes Nos. 496 and 497, dated March 4 and 11. The lists were received at B•T March 16.

These changes are made in accordance with Part III, Sec. F, of the NARB Agreement.

MEXICO

Call letters, location, power (in kw), antenna, schedule, class and proposed date of change or commencement of operation.

550 kc

XEUC Tehuantepec, Oaxaca, 0.25, Unl., IV, 7-26-53. (New)

560 kc

XEIO Aguascalientes, Ags., 1 D, 0.25 N, Unl., IV, 7-26-53. (New)

XEIU Manzanillo, Colima, 0.5 D, 0.25 N, Unl., IV, 7-25-53. (New)

XEUG San Cristobal las Casas, Chipas, 0.5, Unl., III-B, 7-25-53.

570 kc

XEHP Ciudad Victoria, Tamaulipas, 1 D, 0.15 N, IV, 6-5-53. (New)

XERR Monterrey, Nuevo Leon, 5 D, 0.25 N, Unl., III-B, 2-10-53. (Change in call letters)

580 kc

XEUD Tapachula, Chiapas, 0.5, Unl., III-B, 7-26-53. (New)

600 kc

XEIQ Lagos de Moreno, Jalisco, 0.25, Unl., IV, 7-24-53. (New)

630 kc

XEID Cananea, Sonora, 5 DA/N, Unl., III-A, 7-24-53. (New)

XEIZ Chilpancingo, Guerrero, 5 D, 0.25 N, Unl., IV, 7-26-53. (New)

670 kc

XEIS Ciudad Guzman, Jalisco, 1, Daytime, II, 7-24-53. (New)

710 kc

XEIE Parral, Chihuahua, 0.5, Daytime, II, 7-24-53. (New)

760 kc

XEHJ Zapotlanejo, Jalisco, 1, Daytime, II, 6-19-53. (New)

790 kc

XEPA Gomez Palacio, Durango, 0.25 DA, Unl., IV, 1-6-53. (Delete assignment)

810 kc

XEIC Ciudad Obregon, Sonora, 0.5, Daytime, II, 7-24-53. (New)

860 kc

XEIN Tepic, Nyarit, 1 D, 0.175 N, Unl., IV, 7-27-53. (New)

940 kc

XEJN Ciudad Reynosa, Tamaulipas, 0.2, Daytime, IV, 8-9-53. (New)

960 kc

XEUQ Zihuatanejo, Guerrero, 5 D, 0.25 N, Unl., IV, 7-26-53. (New)

970 kc

XEYA Irapuato, Guanajuato, 1 D, 0.1 N, Unl., III-B, 1-6-53. (Change in call letters—previously XEHE)

980 kc

XEIR Ocotlan, Jalisco, 1, Daytime, III, 7-24-53. (New)

990 kc

XEUB Oaxaca, Oaxaca, 5 D, 0.5 N, Unl., III-B, 7-26-53. (New)

XEUM Valladolid, Yucatan, 0.25, Unl., II, 7-26-53. (New)

1010 kc

XEIA Todos Santos, Baja Calif. (Terr. North), 0.25, Daytime, II, 7-24-53. (New)

1040 kc

XEIV La Piedad, Michoacan, 1, Daytime, II, 7-26-53. (New)

1160 kc

XEIW Uruapan, Michoacan, 1, Daytime, II, 7-26-53. (New)

1240 kc

XEIF San Blas, Sinaloa, 0.1, Unl., IV, 7-24-53. (New)

1250 kc

XEUO Chetumal, Quintana Roo, 0.25, Unl., IV, 7-26-53. (New)

XEUA Iguala, Guerrero, 1 D, 0.25 N, Unl., IV, 7-26-53 (New)

1260 kc

XEII Ciudad del Mais, San Luis Potosi, 0.25, Unl., IV, 7-24-53. (New)

1270 kc

XEFM Leon, Guanajuato, 0.1, Unl., IV, 2-10-53. (Delete assignment)

1290 kc

XEIX Jiquilpan, Michoacan, 1, Daytime, III, 7-30-53. (New)

1360 kc

XEUE Tuxtla Gutierrez, Chiapas, 1, Unl., III-A, 7-26-53. (New)

1400 kc

XEIH Fresnillo, Zacatecas, 0.25, Unl., IV, 7-24-53. (New)

1410 kc

XEIT Puerto Vallarta, Jalisco, 1 D, 0.25 N, Unl., IV, 7-26-53. (New)

XEUI Teapa, Tabasco 0.5, Unl., III-B, 7-26-53. (New)

XETH Villahermosa, Tabasco, 5 D, 0.5 N, Unl., III-B, 7-3-53. (New)

1420 kc

XEUP Cozumel, Quintana Roo, 0.25, Unl., IV, 7-26-53. (New)

1430 kc

XEUK Campeche, Campeche, 0.25, Unl., IV, 7-26-53. (New)

XEIP Salamanca, Guanajuato, 0.25, Unl., IV, 7-24-53. (New)

1450 kc

XEUJ Ciudad del Carmen, Campeche, 0.25, Unl., IV, 7-26-53. (New)

1490 kc

XEIB Todos Santos, Baja Calif. (Terr. South), 0.25, Unl., IV, 7-27-53. (New)

1500 kc

XEUH Villa Hermosa, Tabasco, 0.25, Unl., IV, 7-26-53. (New)

1520 kc

XEIG Mazatlan, Sinaloa, 0.5, Daytime, II, 7-24-53. (New)

1540 kc

XEIJ Cardenas, San Luis Potosi, 0.25, Daytime, II, 7-24-53. (New)

1550 kc

XEIL Minantitlan, Veracruz, 0.5, Daytime, II, 7-24-53. (New)

1570 kc

XEIK Panuco, Veracruz, 0.5, Daytime, II, 7-24-53. (New)

XEIM San Blas, Nayarit, 0.5, Daytime, II, 7-24-53. (New)

1580 kc

XEUL Progreso, Yucatan, 0.25, Unl., II, 7-26-53. (New)

1590 kc

XEMC Mexico, D. F., 10 D, 5 N, Unl., III-A, 3-19-53. (Increase in daytime power)

XEMB Monterrey, Nuevo Leon, 5 DA-N, Unl., III-B, 2-10-53. (Change in call letters—previously XEGQ)

CUBA

730 kc

CMCA Habana, Habana, 10, DA-1, Unl., II, 3-26-53. (PO: 1150 kc)

CMKJ Holguin, Oriente, 5, DA, Unl., II, 3-26-53. Cancel. (Vide: 740 kc)

740 kc

CMKJ Holguin, Oriente, 10, DA-1, Unl., I-D, 3-26-53 (PO: 730 kc)

CMCD Habana, Habana, 10, DA, Unl., II. Cancel. (Vide: 760 kc)

760 kc

CMCD Habana, Habana, 10, DA-1, Unl., II-E, 3-26-53. (PO: 740 kc)

CMJY Ciege de Avila, Camaguey, 1, ND, Unl., II, 3-26-53. Cancel. (Vide: 800 kc)

CMAB Pinar del Rio, P. R., 5, ND, Unl., II, 3-26-53. (Vide: 1070 kc)

800 kc

CMJY Ciego de Avila, Camaguey, 1, ND, Unl., II, 3-26-53. (PO: 760 kc)

1070 kc

CMBA Pinar del Rio, P. R., 5D/2N, ND, Unl., II, 3-26-53. (PO: 760 kc)

1150 kc

CMCA Habana, Habana, 5D/1N, ND, Unl., III, 3-26-53. Cancel. (Vide: 730 kc)

CMCM Habana, Habana, 0.25, ND, Unl., IV, 3-26-53. (Power, class, and assignment provisional: PO: 1460 kc)

Holguin, Oriente, 0.25, ND, Unl., IV, 8-28-53. (New)

1240 kc

CMAD Pinar del Rio, P. R., 0.25, ND, Unl., IV, 4-3-53 (Change in location)

1280 kc

CMHA Santa Clara, Las Villas, 1, ND, Unl., III, (Change in location)

1400 kc

CMKQ San Luis, Oriente, 0.25, ND, Unl., IV, Cancel. (Vide: 1460 kc)

Banes, Oriente, 0.25, ND, Unl., IV. Upon entry into force of NARBA. (PO: 1560 kc vide 1550 kc)

1450 kc

CMDX Baracoa, Oriente, 0.25, ND, Unl., IV, 7-19-53. (New)

1460 kc

CMKQ San Luis, Oriente, 0.5, ND, Unl., III. Will continue in operation on this frequency. (Vide: 1400 kc)

CMKT Holguin, Oriente, 0.5, ND, Unl., III. Cancel. (Vide: 1520 and 1550 kc)

CMCM Habana, Habana, 0.25, ND, Unl., IV, 3-26-53. Cancel. (Vide: 1150 kc)

CMZ Habana, Habana, 0.5, ND, Unl., III, 3-26-53. (PO: 1560 kc; provisional assignment)

1520 kc

CMKT Holguin, Oriente, 0.25, ND, Unl., II. Will continue in operation on this frequency until entry into force of NARBA. (Vide: 1460 and 1550 kc)

1550 kc

CMKT Holguin, Oriente, 0.25, ND, Unl., II. Upon entry into force of NARBA. (Vide: 1460 and 1520 kc)

Banes, Oriente, 0.25, ND, Unl., II. Cancel. (Vide: 1400 and 1560 kc) (New)

1560 kc

Banes, Oriente, 0.25, ND, Unl., II. Will continue in operation on this frequency until entry into force of NARBA. (Vide: 1400 and 1550 kc)

CMZ Habana, Habana, 5, ND, Unl., I-B, 3-26-53. Cancel. (Vide: 1460 kc)

UNITED STATES

570 kc

WFVG Fuquay Springs, N. C., 0.5, ND, Daytime, III, 3-11-54. (PO: 1460 kc, 1 kw, ND, D, III.)

580 kc

Lubbock, Tex., 0.5, DA, Daytime, III, 3-11-54. (New)

630 kc

KXXL Monterrey, Calif., 0.5, ND, Daytime, III, 9-3-53. (Reinstating notification which was deleted on Change List Number 494, dated Feb. 18, 1953.)

730 kc

Covington, La., 0.25, ND, Daytime, II, 3-11-54. (New)

770 kc

WABC New York, N. Y. (Change in call letters from WJZ.)

860 kc

Warren, Ark., 0.25, ND, Daytime, II, 3-4-54. (New)

920 kc

KBMY Billings, Mont. (Delete assignment—vide 1240 kc)

WOKY Milwaukee, Wis., 1, DA-1, Unl., III-B. (Delete notification shown on Change List 435, dated Dec. 12, 1951, for 1 kw-N/5 kw-D, DA-2, U, III-B; WOKY will continue in operation as above set forth.)

950 kc

WAGG Franklin, Tenn., 1, ND, Daytime, III. Now in operation.

960 kc

WATS Sayre, Penn., 1, ND, Daytime, III, 3-11-54. (PO: 1470 kc, 1 kw, ND, D, III)

990 kc

WBET Brockton, Mass. (Delete assignment—vide 1460 kc)



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Pittsburgh 19, Pa.

1010 kc

KMLW Marlin, Tex., 0.25, ND, Daytime, II. Now in operation.

1230 kc

KERV Kerrville, Tex. (Change in call letters from KEVT.)

1240 kc

Newcastle, Wyo., 0.25, ND, Unl., IV, 3-11-54. (New)

1370 kc

WDEF Chattanooga, Tenn., 5, DA-N, Unl., III-A. (Now in operation with increased nighttime power.)

WDOB Canton, Miss., 0.5, ND, Daytime, III. Now in operation.

1380 kc

KJIM Beaumont, Tex. (Change in call letters from KPBX)

1400 kc

Scranton, Pa., 0.25, ND, Unl., IV, 3-11-54. (New)

1420 kc

WOC Davenport, Iowa, 5, DA-2, Unl., III-A, 3-11-54. (Change in Nighttime and Daytime DA pattern.)

1460 kc

WBET Brockton, Mass., 1, DA-N, Unl., III-B. Now in operation

KSVP Lubbock, Tex., 0.5, ND, Daytime, III. Now in operation

1570 kc

Fairfield, Iowa, 0.25, ND, Daytime, II, 3-4-54. (New)

1600 kc

WJEL Springfield, Ohio, 1, ND, Daytime, III, 3-11-54. (PO: 0.5 kw, ND, D, III.)

New Grantees' Commencement Target Dates

‡On the air, operating commercially
* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KGGM-TV Albuquerque, N. M. (13)	3/11/53	CBS
WGEZ-TV Beloit, Wis. (57)	11/1/53	Weed TV
WHFB-TV Benton Harbor, Mich. (42)	2/11/53	Clark
Rudman-Hayutin TV Co., Billings, Mont. (8)	2/26/53	.....
KFYR-TV Bismarck, N. D. (5)	Unknown	.....
Rudman TV Co., Bismarck, N. D. (12)	1/15/53	.....
Cecil W. Roberts, Bloomington, Ill. (15)	Late Summer-Early Fall, '53	.....
WICC-TV Bridgeport, Conn. (43)	Late Summer-Early Fall, '53	Blair
TV Montana, Butte, Mont. (6)	3/4/53	.....
WTAO-TV Cambridge Mass. (56)	Late Summer-Early Fall, '53	.....
WCHA-TV Chambersburg, Pa. (46)	3/4/53	.....
Midwest TV Inc., Champaign, Ill. (3)	Late Summer '53	Forjoe
WKNA-TV Charleston, W. Va. (49)	2/26/53	.....
WAYS-TV Charlotte, N. C. (36)	Summer 1953	.....
WIND-TV Chicago, Ill. (20)	3/4/53	.....
KHSL-TV Chico, Calif. (12)	July	Weed TV
Telepolitan Bcstg. Co., Clovis, N. M. (12)	2/26/53	.....
WIS-TV Columbia, S. C. (10)	Fall 1953	Bolling
TV Columbus, Columbus, Ga. (28)	3/19/53	.....
WCBI-TV Columbus, Miss. (28)	Unknown	.....
KLIF-TV Dallas, Tex. (29)	3/11/53	.....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53	.....
	Unknown	.....
	2/12/53	.....
	Unknown	.....
	3/11/53	.....
	Unknown	.....
	3/11/53	.....
	Unknown	.....
	3/11/53	.....
	Unknown	.....
	2/12/53	.....
	Unknown	.....
	3/4/53	.....
	Unknown	.....
	3/4/53	.....
	Unknown	.....
	2/12/53	NBC
	9/1/53	Free & Peters
	3/11/53	.....
	Unknown	.....
	3/11/53	.....
	Unknown	.....
	2/12/53	.....
	Unknown	.....
	3/11/53	.....
	Unknown	.....



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Location & Channel	Date Granted & Target for Start	Network Representative
WMSL-TV Decatur, Ala. (23)	2/26/53	.....
Rollins Bcstg., Dover, Del. (40)	10/15/53	.....
Allen & Sons, Durham, N. C. (46)	3/11/53	.....
WEAU-TV Eau Claire, Wis. (13)	Unknown	.....
WECT (TV) Elmira, N. Y. (18)	2/26/53	NBC, DuM
KSPF (TV) Eugene, Ore. (20)	11/1/53	.....
KIEM-TV Eureka, Calif. (3)	2/26/53	Hollingbery
WINK-TV Fort Myers, Fla. (11)	Fall 1953	Hollingbery
KFSA-TV Fort Smith, Ark. (22)	2/26/53	.....
Tarrant County TV Co. Fort Worth, Tex. (20)	Unknown	Everett-McKinney
WTVS (TV) Gadsden, Ala. (21)	2/11/53	.....
WNCT (TV) Greenville, N. C. (9)	Unknown	.....
WGCM-TV Gulfport, Miss. (56)	2/11/53	.....
KHMO-TV Hannibal, Mo. (7)	Unknown	.....
Turner-Farrar Assn., Harrisburg, Ill. (22)	2/18/53	.....
WSVA-TV Harrisonburg, Va. (3)	Unknown	.....
WHKP-TV Hendersonville, N. C. (27)	3/11/53	.....
KID-TV Idaho Falls, Idaho (3)	3/11/53	NBC
KIFI-TV Idaho Falls, Idaho (8)	May-June	Devney
Las Vegas TV, Las Vegas, Nev. (8)	3/11/53	.....
KTRE-TV Lufkin, Tex. (9)	Midsummer '53	Headley-Reed
WETV (TV) Macon, Ga. (47)	2/26/53	.....
WMAZ-TV Macon (Warner Robins), Ga. (13)	Unknown	.....
WMRI-TV Marion, Ind. (29)	2/26/53	ABC
KRIO-TV McAllen, Tex. (20)	Late 1953	.....
Southern Oregon Bcstg Co., Medford, Ore. (5)	3/19/53	.....
KTYL-TV Mesa, Ariz. (12)	Unknown	.....
KMID-TV Midland, Tex. (2)	3/11/53	.....
KCJB-TV Minot, N. D. (13)	Unknown	.....
Rudman TV Co., Minot, N. D. (10)	3/11/53	Taylor
KGVO-TV Missoula, Mont. (13)	2/12/53	.....
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	8/1/53	.....
WCOV-TV Montgomery, Ala. (20)	3/11/53	CBS
WPAQ-TV Mt. Airy, N. C. (55)	Late 1953	Katz
WLBC-TV Muncie, Ind. (49)	Late Summer-Early Fall, '53	.....
KFXD-TV Nampa, Idaho (6)	3/11/53	.....
WKST-TV New Castle, Pa. (45)	Spring 1954	Gill & Perna
WJMR-TV New Orleans, La. (61)	2/19/53	.....
New Orleans TV Co., New Orleans, La. (20)	Unknown	.....
WACH (TV) Newport News, Va. (33)	2/19/53	.....
WMGT (TV) North Adams, Mass. (74)	9/18/52	.....
KLPR-TV Oklahoma City, Okla. (19)	4/1/53	Taylor
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	3/11/53	.....
J. D. Manly, Panama City, Fla. (7)	Fall 1953	.....
W. Va. Entprs. Inc., Parkersburg, W. Va. (15)	3/11/53	CBS, DuM
WTVH-TV Peoria, Ill. (19)	4/1/53	Walker-N.Y.; Holman-Cgo.
KOAM-TV Pittsburg, Kan. (7)	3/11/53	.....
WTVQ (TV) Pittsburgh, Pa. (47)	9/4/52	.....
KJRL-TV Pocatello, Idaho (6)	3/19/53	Meeker
KWIK-TV Pocatello, Idaho (10)	2/18/53	.....
WPMT (TV) Portland, Me. (53)	5/18/53	Bolling
WRAY-TV Princeton, Ind. (52)	2/26/53	.....
WNAO-TV Raleigh, N. C. (28)	Unknown	.....
WEEU-TV Reading, Pa. (33)	2/26/53	.....
	Unknown	.....
	2/11/53	.....
	Unknown	.....
	3/11/53	.....
	Unknown	.....
	2/26/53	.....
	Unknown	.....
	3/11/53	.....
	Unknown	.....
	3/11/53	.....
	Unknown	.....
	3/19/53	.....
	Unknown	.....
	2/18/53	.....
	September	.....
	3/4/53	.....
	Unknown	.....
	2/18/53	.....
	4/15/53	.....
	2/11/53	.....
	Unknown	.....
	2/11/53	.....
	6/15/53	.....
	2/11/53	.....
	Late Summer-Early Fall, '53	.....
	3/11/53	.....
	Spring 1954	Gill & Perna
	2/19/53	.....
	Unknown	.....
	9/18/52	.....
	4/1/53	Taylor
	3/11/53	.....
	Fall 1953	.....
	10/30/52	CBS, DuM
	4/1/53	Walker-N.Y.; Holman-Cgo.
	3/11/53	.....
	Unknown	.....
	9/4/52	.....
	3/20/53	Meeker
	2/18/53	.....
	5/18/53	Bolling
	2/26/53	.....
	Unknown	.....
	2/5/53	.....
	June	.....
	2/18/53	.....
	Unknown	.....
	2/11/53	.....
	Unknown	.....
	2/11/53	.....
	9/1/53	.....
	3/11/53	.....
	Unknown	.....
	2/11/53	.....
	Unknown	.....
	12/18/52	.....
	6/1/53	Petry
	2/26/53	.....
	8/1/53	.....
	12/23/52	.....
	August	Headley-Reed
	2/26/53	CBS
	Unknown	.....
	2/26/53	.....
	Spring 1954	Hollingbery
	2/11/53	.....
	9/1/53	.....
	3/11/53	.....
	Unknown	.....
	10/16/52	CBS
	5/1/53	Avery-Knodel
	9/4/52	NBC
	4/15/53	Headley-Reed

Location & Channel	Date Granted & Target for start	Network Representative
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53	.....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	Unknown	.....
WROM-TV Rome, Ga. (9)	3/11/53	.....
WKNX-TV Saginaw, Mich. (57)	2/11/53	.....
WIL-TV St. Louis, Mo. (42)	7/15/53	Weed
WCOW-TV St. Paul, Minn. (17)	10/2/52	.....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	4/1/53	Gill & Perna
WBOC-TV Salisbury, Md. (16)	2/12/53	.....
KFSD-TV San Diego, Calif. (10)	Late 1953	.....
L. A. Harvey, San Francisco (20)	3/11/53	Pearson
KVEC-TV San Luis Obispo, Calif. (6)	2/19/53	.....
WARM-TV Scranton, Pa. (16)	Unknown	.....
KDRO-TV Sedalia, Mo. (6)	3/11/53	CBS
Sherman TV Co., Sherman, Tex. (46)	10/1/53	.....
Plains TV Co., Springfield, Ill. (46)	3/19/53	.....
KCMC-TV Texarkana, Tex. (6)	Unknown	.....
KCEB (TV) Tulsa, Okla. (23)	3/11/53	Weed TV
Southern Ida. Bcstg. & TV Co., Twin Falls, Ida. (11)	11/13/52	.....
WGOV-TV Valdosta, Ga. (37)	6/1/53	Pearson
Polan Indstrs., Wheeling, W. Va. (51)	3/11/53	.....
KEDD (TV) Wichita, Kan. (16)	Unknown	.....
WILK-TV Wilkes-Barre, Pa. (34)	3/11/53	Pearson
WTOB-TV Winston-Salem, N. C. (26)	Late Summer '53	.....
KIMA-TV Yakima, Wash. (29)	2/11/53	Hollingbery
WNOW-TV York, Pa. (49)	Early Fall '53	Hollingbery
J. Steventon, Yuba City, Calif. (52)	2/26/53	.....
	Unknown	.....
	2/26/53	.....
	Unknown	.....
	2/5/53	.....
	May	Taylor
	2/26/53	.....
	Unknown	.....
	3/19/53	.....
	Unknown	.....
	2/26/53	.....
	Late Summer '53	Southern TV & Radio Sales
	2/11/53	.....
	October	.....
	2/18/53	.....
	5/15/53	.....
	10/2/52	ABC-DuM
	8/1/53	Avery-Knodel
	2/5/53	NBC, DuM
	July-August	.....
	12/4/52	.....
	7/1/53	Weed TV
	7/11/52	DuM
	Mid-Summer '53	Hollingbery
	3/11/53	.....
	Unknown	.....

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ACTIONS OF THE FCC

March 11 through March 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Station Authorizations as of Feb. 28, 1953*

	AM	FM	TV
Licensed (all on air)	2,392	577	101
CPs on air	17	34	46
Total on air	2,409	611	147
CPs not on air	132	20	221
Total authorized	2,541	631	368
Applications in hearing	167	4	61
New station requests	252	8	721
Facilities change requests	190	41	24
Total applications pending	993	107	815
Licenses deleted in Feb.	0	0	0
CPs deleted in Feb.	0	1	0

***Does not include noncommercial educational FM and TV stations.**

• • •

AM and FM Summary through March 18

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,400	2,380	191	293	165
FM	613	574	59	9	5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	102	194	296
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	129	18	147

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	753	337	598	483	1,078 [1]
Educational	22		27	15	22
Total	775	337	625	498	1,100

[1] One applicant did not specify channel.
[2] Includes 310 already granted.

• • •

Processing on city priority Gr. A-2 line has extended to city No. 310.
Processing on city priority Gr. B line has extended to city No. 201.

New TV Stations . . .

Decisions

Chico, Calif. — Golden Empire Bcstg. Co. (KHSL). Granted vhf Ch. 12 (204-210 mc); ERP 12.3 kw visual, 6.2 kw aural; antenna height above average terrain 400 ft., above ground 177 ft. Estimated construction cost $177,697, first year operating cost $120,000, revenue $120,000. Post office address P. O. Box 717, Merced, Calif. Studio location 336 Broadway. Transmitter location corner of Skyway and Neal Rd. Geographic coordinates 39° 44′ 38″ N. Lat., 121° 37′ 49″ W. Long. Transmitter and antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Kear and Kennedy, Washington. Principals include President, General Manager and Director **Mickey (Ruth) McClung** (92.5%), president of Merced Bcstg. Co. (KYOS Merced); Vice President **Martha McClung Roberts** (2.5%), Vice President Merced Bcstg. Co.; Treasurer **Hugh McClung Jr.** (5%), now in U. S. Army, treasurer Merced Bcstg. Co. File No.: BPCT-1310. City priority status: Gr. A-2, No. 426. Granted March 11.

San Francisco, Calif.—Lawrence A. Harvey. Granted uhf Ch. 20 (506-512 mc); ERP 94 kw visual, 50 kw aural; antenna height above average terrain 1090 ft., above ground 370 ft. Estimated construction cost $336,900, first year operating cost $275,000, revenue $300,000. Post office address 19200 South Western Avenue, Torrance, Calif. Studio location to be determined. Transmitter location 1 La Avenzada, San Francisco. Geographic coordinates 37° 45′ 20″ N. Lat., 122° 27′ 05″ W. Long. Transmitter and antenna RCA. Legal counsel Prichard & Brenner, Beverly Hills, Calif. Consulting engineer Western TV Consultants, Pasadena, Calif. Grantee is **Lawrence A. Harvey,** ⅓ owner of Harvey Machinery Co., Los Angeles, and ¼ owner Subway Terminal Corp., real estate, Los Angeles, and applicant for TV CPs in Los Angeles and Salem, Ore. File No.: BPCT-1490. City priority status: Gr. B-5, No. 212. Granted March 11.

San Luis Obispo, Calif.—The Valley Electric Co. (KVEC). Granted vhf Ch. 6 (82-88 mc); ERP 20 kw visual, 10 kw aural; antenna height above average terrain 790 ft., above ground 140 ft. Engineering condition. Estimated construction cost $131,927, first year operating cost $50,000, revenue $80,000. Post office address 851 Higuera St., San Luis Obispo. Studio location Mt. View and Hill Sts. Transmitter location 1.5 mi. E. of city. Geographic coordinates 35° 16′ 56″ N. Lat., 120° 38′ 01″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include **Christina M. Jacobson** (⅔) and **Leslie H. Hacker** (⅓). File No.: BPCT-355. City priority status: Gr. A-2, No. 377. Granted March 11.

Yuba City, Calif.—John Steventon. Granted uhf Ch. 52 (698-704 mc); ERP 91 kw visual, 46 kw aural; antenna height above average terrain 170 ft., above ground 204 ft. Engineering condition. Estimate dconstruction cost $181,886, first year operating cost $138,000, revenue $147,600. Post office address 320 A St., Yuba City, Calif. Studio and transmitter location: B St., Yuba City. Geographic coordinates 39° 08′ 12″ N. Lat., 121° 36′ 36″ W. Long. Transmitter DuMont, antenna GE. Consulting engineer Paul E. Leake, Lafayette, Calif. Sole owner is **John Steventon,** owner and operator J. Steventon (grain), San Francisco 75% of Yuba City Mills (feed, grain, seed mfr. and distributor), Yuba City, 25% owner Oroville Broadcasters (KMOR Oroville licensee). File No.: BPCT-1336. City priority status: Gr. A-2, No. 637. Granted March 11.

Dover, Del.—Rollins Bcstg Inc. (WJWL Georgetown, Del.). Granted uhf Ch. 40 (626-632 mc); ERP 195 kw visual, 100 kw aural; antenna height above average terrain 531 ft., above ground 541 ft. Engineering condition. Estimated construction cost $264,340, first year operating cost $150,000, revenue $175,000. Post office address Moore Bldg., Rehoboth, Del. Studio and transmitter location 1.4 mi. NE of Harrington on West side of U. S. 13. Geographic coordinates 38° 56′ 29″ N. Lat., 75° 33′ 58″ W. Long. Transmitter and antenna GE. Legal counsel M. R. Barnes, Washington. Consulting engineer G. R. Chambers, Rehoboth, Del. Principals include President **John W. Rollins** (62.5%), Vice President and Secretary **O. Wayne Rollins** (33.3%) and Treasurer **Katherine E. Rollins** (4.2%). Applicant also is licensee of WFAI Fayetteville, N. C., WRAD Radford, Va., and WRAP Norfolk, Va.; applicant also is applicant for new AM stations in Roanoke, Va., and Dover, Del. File No.: BPCT-1403. City priority status: Gr. A-2, No. 779. Granted March 11.

Fort Myers, Fla.—Fort Myers Bcstg Co. Granted vhf Ch. 11 (198-204 mc), ERP 9.6 kw visual, 4.8 kw aural; antenna height above average terrain 320 ft., above ground 343 ft. Engineering condition. Estimated construction cost $172,128, first year operating cost $125,000, revenue $125,000. Studio and transmitter location 54 East 1st St., Ft. Myers, Fla. Geographic coordinates 26° 39′ 03″ N. Lat., 81° 51′ 20″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Russell P. May, Washington. Grantee is licensee of WINK Fort Myers, Fla. Principals include President **Arthur McBride,** 25% owner of United Garage & Service Corp., Cleveland, and president and 15% owner of Cleveland Browns Football Team; Vice President **Daniel Sherby,** 50% owner of United Garage & Service Corp., 9% owner of Cleveland Browns, 12½% owner of Castle Outdoor Theatre Co. and 50% owner of Stacey Rowell Motors Inc.; Vice President **Arthur B. McBride Jr.,** 25% owner of United Garage & Service Corp. and 25% owner of Consensus News Co.; Secretary **Philmore J. Haber,** Cleveland attorney, and Treasurer **R. B. Milar,** assistant treasurer for United Garage & Service Co. Address: 54 East 1st St., Fort Myers, Fla. File No.: BPCT-875. City priority status: Gr. A-2, No. 396. Granted March 11.

Panama City, Fla.—J. D. Manly. Granted vhf Ch. 7 (174-180 mc); ERP 10.5 kw visual, 5.4 kw aural; antenna height above average terrain 340 ft., above ground 337 ft. Estimated construction cost $243,420, first year operating cost $210,000, revenue $240,000. Post office address c/o J. D. Manly Corp., Leesburg, Fla. Studio location to be determined. Transmitter location near 17th St. and Fortune Ave. (extended). Geographic coordinates 30° 10′ 52″ N. Lat., 85° 41′ 20″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Commercial Radio Equip. Co., Washington. **J. D. Manly,** grantee, owns construction business in Leesburg, Fla. File No.: BPCT-1571. City priority status: Gr. A-2, No. 198. Granted March 11.

Columbus, Ga.—Television Columbus (WDAK owns 50%). Granted uhf Ch. 28 (554-560 mc); ERP 89 kw visual, 48 kw aural; antenna height above average terrain 650 ft., above ground 490 ft. Engineering condition. Estimated construction cost $280,250, first year operating cost $250,000, revenue $200,000. Post office address Martin Bldg., Columbus. Studio location Martin Bldg., Columbus. Transmitter location 2.6 mi. W of Columbus, near Phenix City, Ala. Geographic coordinates 33° 27′ 48″ N. Lat., 85° 02′ 27″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks; Spearman & Roberson, both Washington. Consulting engineer Craven, Lohnes & Culver, Washington. This was a joint application by **Radio Columbus Inc.** (WDAK) and **Martin Theatres of Georgia Inc.** Each holds 50%. Principals in Radio Columbus Inc. include President **Allen M. Woodall** (33⅓%), estate of **Ernest D. Black** (33⅓%), Vice President-Treasurer **Howard E. Pill** (23⅓%), and his wife, **Margaret Aird Pill** (10%). Mr. Woodall is vice president and 25% owner of WRDW Augusta, Ga., and vice



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president-33⅓% owner of WMBL Macon, Ga. The late Mr. Black was 33⅓% owner WMBL and 25% owner WRDW. He died Sept. 5. His son-in-law, Charles W. Pittman, now controls WCOS Columbus, S. C. [B•T, Sept. 15]. Mr. Pill is president-25% owner of WSFA Montgomery, Ala. Principals in Martin Theatres of Georgia Inc. include President **E. D. Martin** (33⅓%), officer and 33.4% owner of Martin Theatres of Alabama Inc., officer-33⅓% owner Martin Theatres of Florida Inc., officer-50% owner Martin Theatres of Columbus Inc.: Vice President **R. E. Martin Jr.** (33⅓%), holding same interests as brother E. D. Martin; Secretary-Treasurer **C. L. Patrick,** officer but not stockholder in all Martin theatre firms above. Martin Theatres of Georgia is also owned 33⅓% by estate of **R. E. Martin Sr.** File No.: BPCT-1297. City priority status: Gr. A-2, No. 42. Granted March 11.

Warner Robins (Macon), Ga.—Southeastern Bcstg. Co. (WMAZ Macon) Granted vhf Ch. 13 (210-216 mc); ERP 300 kw visual, 150 kw aural, antenna height above average terrain 590 ft., above ground 555 ft. Engineering condition. Estimated construction cost $345,500, first year operating cost $200,000, revenue $230,000. Studio and transmitter Clinton Road at Boulevard St., 32° 51′ 26″ N. Lat., 83° 36′ 57″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis. Washington. Grantee is licensee of WMAZ-AM-FM Macon. Principals include President **George P. Rankin Jr.** (71%), chief engineer of WMAZ-AM-FM; Vice President **Wallace Miller** (3%), senior partner of Miller, Miller & Miller, Macon law firm; Secretary-Treasurer **Wilton E. Cobb** (23%), general manager of WMAZ-AM-FM, and **Mary S. Miller** (3%), wife of Wallace Miller. Address: 666 Cherry St., Macon, Ga. File No.: BPCT-473. City priority status: Gr. A-2, No. 623-A. Granted March 11.

Nampa, Idaho—Frank E. Hurt & Son Inc. (KFXD). Granted vhf Ch. 6 (82-88 mc); ERP 19.5 kw visual, 9.8 kw aural; antenna height above average terrain 2250 ft., above ground 108.8 ft. Engineering condition. Estimated construction cost $104,222, first year operating cost $95,000, revenue $105.000. Post office address: 1024 12 Ave. S.—Box 891, Nampa, Ida. Studio location: 1024 12th Ave. S. Transmitter location: Deer Point Peak, 10 mi. NNE Boise. Geographic coordinates 43° 44′ 37″ N. Lat., 116° 06′ 51″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **E. E. Coleman** (50%), stock held by E. E. Coleman as executor of estate of **Frank E. Hurt,** deceased; Secretary-Treasurer **Edward P. Hurt** (25%), Vice President **Maxine M. Hurt** (25%). File No.: BPCT-1298. City priority status: Gr. A-2, No. 336. Granted March 11.

Harrisburg, Ill.—Turner-Farrar Assn. Granted uhf Ch. 22 (518-524 mc); ERP 10.5 kw visual, 5.5 kw aural; antenna height above average terrain 510 ft., above ground 530 ft. Engineering condition. Estimated construction cost $167,194.-60, first year operating cost $75,000, revenue $60,-000. Post office address: 21½ W. Poplar St., Harrisburg, Ill. Studio and transmitter location 21 W. Poplar St., Harrisburg. Geographic coordinates 37° 44′ 20″ N. Lat., 88° 32′ 21″ W. Long. Transmitter DuMont, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Kear & Kennery, Washington. Principals include General Partners **O. L. Turner** (25%), **Oscar L. Turner** (25%), **Charles O. Farrar** (25%), **Ethel M. Turner** (20%), **Harry R. Horning** (5%). O. L. Turner has interests in: Turner-Farrar Theatres, operating a number of Illinois theatres; Grand Enterprises, Carrier Mills, Ill.; Albion Theatres Inc., Albion, Ill; Chester Theatres Inc., Chester, Ill.; Sparta Theatres Inc., Sparta and Coulterville, Ill.; Capitol Theatre Co., Rosiclare, Ill.; Galatia Theatre Co., Galatia, Ill. Oscar L. Turner and his wife, Ethel M. Turner, as partners, have interests in: Harrisburg Lumber Co., Harrisburg, Ill.; Turner-Farrar Theatres, Grand and Orpheum Theatres, Eldorado, Ill.; Grand Enterprises, Albion Theatres; Chester Theatres; Sparta Theatres; and half of several Harrisburg business buildings. Charles O. Farrar has interests in the following firms mentioned above: Galatia, Turner-Farrar, Albion, Sparta. Henry Horning has interests in Turner-Farrar, Sparta, Galatia. File No.: BPCT-1323. City priority status: Gr. A-2, No. 484. Granted March 11.

Marion, Ind.—Chronicle Pub. Co. [WMRI(FM)]. Granted uhf Ch. 29 (560-566 mc); ERP 15 kw visual, 7.6 kw aural; antenna height above average terrain 350 ft., above ground 381 ft. Estimated construction cost $175,622, first year operating cost $140,000, revenue $125,000. Post office address 610 South Adams St. Studio and transmitter location on Pennsylvania St. Geographic coordinates 40° 33′ 12″ N. Lat., 85° 38′ 45″ W. Long. Transmitter and antenna RCA. Legal counsel, Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Commercial Radio Equip. Co., Washington. Principals include President **Gardner J. Thomas** (2.65%), publisher; **Katharine L. Thomas** (16.8%), housewife; **Sara L. Fischer** (11.5%), housewife; Secretary **Richard E. Lindsay** (16.8%); Treasurer **Edward Camp** (4.24%); Vice President **David B. Lindsay Jr.** (8.04%), president of *Sarasota Herald-Tribune* and the *Sarasota Journal,* and others. File No.: BPCT-1569. City priority status: Gr. A-2, No. 165. Granted March 11.

Princeton, Ind.—Princeton Bcstg. Co. (WRAY). Granted uhf Ch. 52 (698-704 mc); ERP 95 kw visual, 54 kw aural; antenna height above average terrain 430 ft., above ground 416 ft. Engineering condition. Estimated construction cost $180,-281, first year operating cost $60,000, revenue $85,-000. Post office address Box 28, Princeton, Ind. Studio and transmitter location 0.6 mi. west of Princeton on No. side of Hwy. 64. Geographic coordinates 38° 21′ 25″ N. Lat., 87° 35′ 25″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Leon Sclawy, Washington, D. C. Consulting engineer Commercial Radio Equipment Co., Washington, D. C. Grantee is **M. R. Lankford,** sole owner, permittee and licensee of WRAY Princeton. File No.: BPCT-1563. City priority status: Gr. A-2, No. 655A. Granted March 11.

Davenport, Iowa — Mel Foster and Harold Hoersch. Granted uhf Ch. 36 (602-608 mc); ERP 15 kw visual, 7.6 kw aural; antenna height above average terrain 430 ft., above ground 437 ft. Estimated construction cost $200,504. first year operating cost $180,000, revenue $180,000. Post office address 316 Brady St., Davenport, Iowa. Studio and transmitter location immediately west of North Lincoln St. at West 11th St. and West 10th St. Geographic coordinates 41° 31′ 56″ N. Lat., 90° 36′ 55″ W. Long. Transmitter and antenna GE. Legal counsel Harold Hoersch, Davenport, Iowa. Consulting engineer Dale I. King, Washington, Ill. Principals include equal (50%) partners **Mel Foster,** president, treasurer and 82% owner of Mel Foster Inc. of Iowa and Mel Foster Inc. of Illinois (realtors, FHA mortgage correspondents), and with interest in various real estate firms, and **Harold Hoersch,** Davenport (Iowa) attorney, and with interest in various real estate firms. File No.: BPCT-1473. City priority status: Gr. B-2, No. 159. Granted March 11.

Salisbury, Md.—Peninsula Bcstg. Co. (WBOC and WESN-FM). Granted uhf Ch. 16 (482-488 mc); ERP 110 kw visual, 60 kw aural; antenna height above average terrain 400 ft., above ground 444 ft. Engineering condition. Estimated construction cost $296,400, first year operating cost $115,000, revenue $115,000. Post office address Radio Park, Salisbury, Md. Studio location Radio Park, Salisbury. Transmitter location same as studio. Geographic coordinates 38° 23′ 03″ N. Lat., 75° 34′ 48″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer A. D. Ring & Co., Washington. Principals include President **John W. Downing** (14.5%), Vice President **W. Lee Allen** (7.7%), Secretary-Treasurer **Avery W. Hall** (0.9%), Asst. Secretary and Manager **Charles J. Truitt** (2.1%), Asst. Treasurer **Lena R. Dashiell** (0.7%), **I. L. Benjamin** (10.5%), **Virginia Phillips Ward** (5.4%). The Shore Bcstg. Co. (WCEM Cambridge, Md.) is a wholly-owned subsidiary of applicant. File No.: BPCT-1304. City priority status: Gr. A-2, No. 360. Granted March 11.

Cambridge (Boston), Mass.—Middlesex Bcstg. Corp. (WTAO). Granted uhf Ch. 56 (722-728 mc); ERP 20 kw visual, 11.5 kw aural; antenna height above average terrain 470 ft., above ground 289 ft. Subject to condition that no construction be commenced until application (BPH-1821), which provides for changes in antenna system of WXHR-FM to provide for the TV antenna, is granted. Estimated construction cost $125,000, first year operating cost $190,000, revenue $200,-000. Post office address 439 Concord Ave., Cambridge 38, Mass. Studio and transmitter location Zion Hill, west of Ridge St., in town of Woburn, west of Winchester at site of WXHR (FM). Geographic coordinates 42° 27′ 18″ N. Lat., 71° 10′ 45″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Principal stockholder is President and Treasurer **Frank Lyman Jr.** (74%) and remaining 26%, which also is voted by Mr. Lyman, is owned by **Harvey Radio Labs, Inc.** File No.: BPCT-1485. City priority status: Gr. B-5, No. 208. Granted March 11.

St. Paul, Minn.—South St. Paul Telecasting Co. (WCOW). Granted uhf Ch. 17 (488-494 mc); ERP 180 kw visual, 96 kw aural; antenna height above average terrain, 560 ft., above ground, 554 ft. Engineering condition. Estimated construction cost $297,650, first year operating cost $275.000; revenue, $300,000. Post office address 208 Third Ave. N, South St. Paul. Studio and transmitter location Prior & Hewitt Aves. Geographic coordinates 44° 57′ 51″ N. Lat., 93° 10′ 49″ W. Long. Transmitter and antenna RCA. Legal counsel Abe Stein, Washington. Consulting enginer Lynn C. Smeby, Washington. Principals include Partners **S. J. Gray** (25%), **Howard D. Howard** (25%), **Albert S. Tedesco** (16⅔%), **Nicholas Tedesco** (16⅔%), and **Victor J. Tedesco** (16⅔%). File No.: BPCT-1389. City priority status: Gr. B-5, No. 207. Granted March 11.

Columbus, Miss. — Birney Imes Jr. (WCBI). Granted uhf Ch. 28 (554-560 mc); ERP 210 kw visual, 115 kw aural; antenna height above average terrain 470 ft., above ground 498 ft. Estimated construction cost $130,000, first year operating cost $100,000, revenue $90,000. Post office address Columbus, Miss. Studio and transmitter location Gilmer Hotel, Columbus. Geographic coordinates 33° 29′ 44″ N. Lat., 88° 25′ 46″ W. Long. Transmitter and antenna RCA. Consulting engineer Claude M. Gray. Grantee is owner of WCBI Columbus, Miss., WELO Tupelo, WNAG Grenada, WMOX - AM - FM Meridian, WROX Clarksdale. File No.: BPCT-1535. City priority status: Gr. A-2, No. 315. Granted March 11.

Missoula, Mont.—Mosby's Inc. (KGVO). Granted vhf Ch. 13 (210-216 mc); ERP 11 kw visual, 5.6 kw aural; antenna height above average terrain minus 690 ft., above ground 122 ft. Engineering condition. Estimated construction cost $117,800, first year operating cost $45,000, revenue $61,880. Post office address 127 East Main St., Missoula. Studio and transmitter location 127 East Main. Geographic coordinates 46° 48′ 30″ N. Lat., 113° 58′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Warren M. Mallory, Laramie, Wyo. Principals include President **A. J. Mosby** (99.36%), also licensee of KANA Anaconda; Vice President **Ruth G. Mosby** (0.54%), housewife, and Secretary-Treasurer **Marion E. Dixon** (0.05%), program director of KGVO. File No. BPCT-829. City priority status: Gr. A-2, No. 229. Granted March 11.

Albuquerque, N. M.—New Mexico Bcstg. Co. (KGGM). Granted vhf Ch. 13 (210-216 mc); ERP 89 kw visual, 45 kw aural; antenna height above average terrain 4,250 ft., above ground 163 ft. Estimated construction cost $448,000, first year operating cost $240,000, revenue $220,000. Post office address P. O. Box 1294, Albuquerque, N. M. Studio location Gentry at 4th St. Transmitter location Sandia Crest, Bernalillo County. Geographic coordinates 35° 12′ 53″ N. Lat., 106° 27′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **A. R. Hebenstreit** (74.6) and Vice President **S. P. Vidal** (25%). Grantee also is licensee of KVSF Santa Fe, N. M. File No.: BPCT-1393. City priority status: Gr. B-4, No. 201. Granted March 11.

Rochester, N. Y.—WHEC Inc. (WHEC). Granted vhf Ch. 10 (192-198 mc); ERP 118 kw visual, 59.2 kw aural; antenna height above average terrain 351 ft., above ground 325 ft. To share time with Veteran's Bcstg. Co. (below). Estimated construction cost $413,944, first year operating cost $524,700, revenue $684,000. Post office

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address 40 Franklin St. Studio location 40 Franklin St. Transmitter location Pinnacle Hill. Geographic coordinates 43° 08′ 07″ N. Lat., 77° 35′ 02″ W. Long. Transmitter GE, antenna Andrew Corp. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer B. C. O'Brien, Rochester. Principals include President **Frank E. Gannett**, Vice President **Clarence Wheeler**, Secretary-Treasurer **H. W. Cruickshank** and **Francke P. Pickard** (14.25%). Gannett Co. owns 85.75%. File No.: BPCT-326. City priority status: Gr. B-4, No. 191. Granted March 11.

Rochester, N. Y.—Veterans Bcstg. Co. (WVET). Granted vhf Ch. 10 (192-198 mc); ERP 118 kw visual, 59.2 kw aural; antenna height above average terrain 351 ft., above ground 325 ft. To share time with WHEC Inc. (above). Estimated construction cost $203,582, first year operating cost $227,000, revenue $482,000. Post office address 17 Clinton Ave., South Rochester. Studio location 17 S. Clinton Ave. Transmitter location on Pinnacle Hill. Geographic coordinates 43° 08′ 07″ N. Lat., 77° 35′ 02″ W. Long. Transmitter GE, antenna Andrew Corp. Legal counsel Frank U. Fletcher, Washington. Consulting engineer Bernard C. O'Brien, Rochester. Stock is owned and subscribed by more than 100 persons, including **Ervin F. Lyke**, WVET general manager-chief engineer, who is president-treasurer and will be 3.1% owner after new stock is issued; **Paul C. Louther**, vice president (1.54%); Secretary **Grantier Neville** (0.76%), attorney; and **Harold Carson** (1.6%), owner KCOC Hamilton and 16.66% owner CJVI Victoria and CKWX Vancouver. File No.: BPCT-833. City priority status: Gr. B-4, No. 191. Granted March 11.

Greenville, N. C. — Carolina Bcstg. System. Granted vhf Ch. 9 (186-192 mc); ERP 100 kw visual, 60 kw aural; antenna height above average terrain 860 ft., above ground 873 ft. Engineering condition. Estimated construction cost $200,966, first year operating cost $100,000, revenue $150,000. Transmitter and studio location on S. Evans St. extended, 2 mi. S. of city limits. Geographic coordinates 35° 34′ 17″ N. Lat., 77° 26′ 41″ W. Long. Studio equipment, transmitter and antenna RCA. Legal counsel Phillip Bergson, Washington. Consulting engineer Commercial Radio Equipment Co. Grantee is licensee of WGTC Greenville. Principals include President **Earl McD. Westbrook** (24%), 12% owner of WCKB Dunn, N. C., and Chevrolet dealer; Vice President **John H. Adams** (6%), owner Adams Radio Repair Shop; Secretary **A. Hartwell Campbell** (7%), 12% owner of WCKB and 49% owner of A.A.A. Tower Co.; Treasurer **Mrs. Virginia J. Adams** (6%), interest in Chevrolet dealership; Director **Mrs. Mary E. Jones** (10%), farming interests; Director **Fred Jones** (6%), no other interests, and three other minority stockholders. File No.: BPCT-898. City priority status: Gr. A-2, No. 321. Granted March 11.

Hendersonville, N. C. — Radio Hendersonville Inc. (WHKP). Granted uhf Ch. 27 (578-584 mc); ERP 20 kw visual, 10.5 kw aural; antenna height above average terrain 990 ft., above ground 346 ft. Estimated construction cost $174,800, first year operating cost $96,000, revenue not estimated. Post office address c/o WHKP Hendersonville, N. C. Studio location to be determined. Transmitter location top of Jump Off Joe Mountain, 3 mi. west of Hendersonville. Geographic coordinates 35° 18′ 43″ N. Lat., 82° 31′ 07″ W. Long. Transmitter and antenna RCA. Legal counsel John Creutz, Washington. Principals include President **Beverly M. Middleton** (25%), Vice President **Clarence E. Morgan** (50.25%), Vice President **Kermit Edney** (5%), Secretary **Evelyn Howe Middleton** (9.5%) and Treasurer **D. A. Gilmore** (3%). File No.: BPCT-803. City priority status: Gr. A-2, No. 791. Granted March 11.

Mount Airy, N. C. — Ralph D. Epperson (WPAQ). Granted uhf Ch. 55 (716-722 mc); ERP 21 kw visual, 11.5 kw aural; antenna height above average terrain 1,480 ft., above ground 370 ft. Engineering condition. Estimated construction cost $150,700, first year operating cost $125,000, revenue $135,000. Post office address WPAQ, Mount Airy, N. C. Studio location WPAQ Bldg. Transmitter location within park grounds of Pilot Mt., 3 mi. almost due south of town of Pilot Mt., 1,570 ft. west of spectacular pinnacle known as Pilot Knob. Geographic coordinates 36° 20′ 23.4″ N. Lat., 80° 28′ 48″ W. Long. Transmitter and antenna RCA. Legal counsel A. L. Stein, Washington. Grantee is **Ralph D. Epperson**, owner of WPAQ. File No.: BPCT-1329. City priority status: Gr. A-2, No. 691. Granted March 11.

Chambersburg, Pa.—Chambersburg Bcstg. Co. Granted uhf Ch. 46 (662-668 mc); ERP 105 kw visual, 55 kw aural; antenna height above average terrain 1,150 ft., above ground 167 ft. Engineering condition. Estimated construction cost $245,532, first year operating cost $90,000, revenue $75,000. Studio location Craft Press Bldg. Transmitter location on Appalachian Trail, Snowy Mtn., 1 mi. south of South Mountain Sanitarium, 39° 50′ 02″ N. Lat., 77° 29′ 41″ W. Long. Transmitter and antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Kear & Kennedy, Washington. Applicant is licensee of WCHA Chambersburg. Principals include President **C. M. Cassel** (8.2%); Vice President **John S. Booth** (32.6%), general manager of WCHA; Secretary-Treasurer **M. O. Warrenfeltz** (8.2%), and **T. K. Cassel** (25.8%), owner of WATS Sayre, Pa., and 99% owner of WDAD Indiana, Pa. Address Craft Press Bldg., Chambersburg. File No.: BPCT-806. City priority status: Gr. A-2, No. 313. Granted March 11.

Fort Worth, Tex. — Tarrant Television Co. Granted uhf Ch. 20 (506-512 mc); ERP 270 kw visual, 150 kw aural; antenna height above average terrain 320 ft., above ground 394 ft. Engineering condition. Estimated construction cost $402,500, first year operating cost $351,000, revenue $360,000. Post office address 1101 W. 7th St., Ft. Worth. Studio and transmitter location Fair Bldg., W. 7th St. & Throckmorton, Ft. Worth. Geographic coordinates 32° 45′ 10″ N. Lat., 97° 19′ 48″ W. Long. Transmitter GE, antenna RCA. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include general partners **K. K. Kellam** (30%), partner (11½% owner, 16½% of profits), Texas Motors (Ford distributor), Ft. Worth; **A. H. Lightfoot** (40%), 40% of Texas Motors, 40% of Southern Acceptance Corp. (automobile financing), Ft. Worth, and 40% of Blue Tag Car Co. (automobile business), Ft. Worth, and **Basil S. Roper** (30%), 11½% of Texas Motors. File No.: BPCT-790. City priority status: Gr. B-5, No. 205. Granted March 11.

Lufkin, Tex.—Forest Capital Bcstg. Co. Granted vhf Ch. 9 (186-192 mc); ERP 11 kw visual, 5.6 kw aural; antenna height above average terrain 670 ft., above ground 522 ft. Engineering condition. Estimated construction cost $223,160.13, first year operating cost $125,000, revenue $100,000. Studio location 114½ North First St., Lufkin. Transmitter location 1.4 mi. northwest of Clawson, east of Highway #69, Angelina County. Geographic coordinates 31° 25′ 09″ N. Lat., 94° 48′ 02″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of KTRE Lufkin. Principals include President **R. W. Wortham Jr.** (32%), executive vice president and director of Southland Paper Mills Inc., Lufkin; Vice President **E. L. Kurth Sr.** (16%), president and general manager of Angelina County Lumber Co., Keltys, Tex., president of Southland Paper Mills Inc., Lufkin, president of Wills Point Lumber Co., Wills Point, Tex., Farmers-Merchants Lumber Co., Brenham, Tex., and Lufkin Amusement Co., Lufkin; **Henry B. Clay** (9.5%), general manager of KWKH Shreveport, La.; **William E. Antony** (9.3%), chief engineer, KWKH, and partner and 25% owner of Bcst. Engineering Service, Shreveport (consulting engineers); **Mrs. Ola Thompson** (10%), stockholder in Angelina County Lumber Co., Keltys, Kurth Lumber Co., Jasper, Tex., and Lufkin Amusement Co., Lufkin; **L. A. Mailhes** (4.6%), general manager of *Shreveport Times*, and eight other minority stockholders. Address P. O. Box 701, Lufkin, Tex. File No.: BPCT-907. City priority status: Gr. A-2, No. 361. Granted March 11.

Harrisonburg, Va.—Shenandoah Valley Bcstg. Corp. (WSVA). Granted vhf Ch. 3 (60-66 mc); ERP 12.5 kw visual, 6.3 kw aural; antenna height above average terrain 1,750 ft., above ground 170 ft. Engineering condition. Estimated construction cost $152,952.18, first year operating cost $179,853.76, revenue $193,890.24. Post office address Rawley Pike, Harrisonburg, Va. Studio location 12 mi. N.W. of Harrisonburg, Va. Transmitter location 12 mi. N.W. of Harrisonburg. Geographic coordinates 38° 33′ 54″ N. Lat., 79° 01′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel William A. Porter, Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Frederick L. Allman** (99.35%), Vice President **Mary P. Allman** (0.65%) and Secretary-Treasurer **Harold A. Wright.** File No.: BPCT-1324. City priority status: Gr. A-2, No. 492. Granted March 11.

New Applications

San Jose, Calif.—John A. Vietor (re-submitted), uhf Ch. 48 (674-680 mc); ERP 112.2 kw visual, 60.3 kw aural; antenna height above average terrain 2,557 ft., above ground 112 ft. Estimated construction cost $216,530, first year operating cost $255,000, revenue $275,000. Post office address 6210 Camino de la Costa, La Jolla, Calif. Studio location to be determined. Transmitter location 11 mi. SE of Los Gatos, Calif. Geographic coordinates 37° 06′ 41″ N. Lat., 121° 50′ 37″ W. Long. Transmitter and antenna RCA. Legal counsel Laidler Mackall, Washington. Consulting engineer L. N. Papernow, San Diego. Applicant **John A. Vietor** has interest in T.B.C. Co., applicant for vhf Ch. 10, San Diego. City priority status: Gr. B-3, No. 174.

Augusta, Ga. — Augusta TV Co., vhf Ch. 12 (204-210 mc); ERP 61.95 kw visual, 37.24 kw aural; antenna height above average terrain 552 ft., above ground 400 ft. Estimated construction cost $175,000, first year operating cost $200,000, revenue $260,000. Post office address Box 298, Orangeburg, S. C. Studio location to be determined. Transmitter location one mi. N. of city limits of N. Augusta on Hwy. 25. Geographic coordinates 33° 31′ 10″ N. Lat., 81° 57′ 00″ W. Long. Transmitter and antenna RCA. Consulting engineer W. J. Holey. Owner **J. I. Sims** (100%), is president and 25% owner WTND Orangeburg, S. C. City priority status: Gr. A-2, No. 151.

Champaign-Urbana, Ill. — Champaign-Urbana TV Inc., uhf Ch. 21 (512-518 mc); ERP 16.1 kw visual, 8.69 kw aural; antenna height above average terrain 736 ft., above ground 750 ft. Estimated construction cost $205,342, first year operating cost $150,000, revenue $150,000. Post office address 1775 Broadway, New York. Studio location to be determined. Transmitter location ¼ mi. E of Lake of Woods Road, approx. 7 mi. NW of Champaign. Geographic coordinates 40° 11′ 45″ N. Lat., 88° 22′ 25″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer Wm. Albright, Urbana. Principals include President and Treasurer **Norman E. Blankman** (39%), realtor, New York; Secretary **Duncan M. Findlay** (17%), realtor, New York; Vice President **Alan Blankman** (17%), realtor, Baltimore; Vice President **Dallas W. Smythe** (4%), professor of economics, U. of Illinois, consultant, Lutheran Church, Missouri Synod, which is grantee uhf Ch. 30, Clayton, Mo., and **Herbert C. Rosenthal** (10%), Graphics Institute, New York. City priority status: Gr. A-2, No. 65.

Cadillac, Mich.—Sparton Bcstg. Co., vhf Ch. 13 (210-216 mc); ERP 302 kw visual, 141 kw aural; antenna height above average terrain 1,439 ft., above ground 1,080 ft. Estimated construction cost $469,014, first year operating cost $265,440, revenue $290,000. Post office address 2301 E. Michigan Ave., Jackson, Mich. Studio location 415 N. Mitchell St., Cadillac. Transmitter location R. R. No. 1. Geographic coordinates 44° 08′ 14″ N. Lat., 85° 20′ 51″ W. Long. Transmitter and antenna FTL. Legal counsel Henderson, Quail, Schneider & Pierce, Cleveland. Consulting engineer Scharfeld, Jones & Baron, Washington. Owner is **Sparks-Withington Co.,** Jackson, Mich. Officers include President **John J. Smith**, Secretary-Treasurer **Harold M. Johnston**, and Vice President **Leland T. Matthews**, who hold same offices with Sparks-Withington, manufacturer of TV cabinets, auto parts. City priority status: Gr. A-2, No. 510.

Minneapolis, Minn. — Northwestern Schools, Bible College, College of Liberal Arts, Theological Seminary (KTIS-AM-FM Minneapolis), uhf Ch. 23 (524-530 mc); ERP 88.5 kw visual, 44.25 kw aural; antenna height above average terrain 265 ft., above ground 317 ft. Estimated construction cost $174,438, first year operating cost $75,000, revenue $125,000. Post office address 50 Willow St. Studio location 50 Willow St. Transmitter location N. side Medicine Lake Rd., approx. 900 ft. W. of Turner's Cross Rds., 1.7 mi. W. of Mpls. city limits. Geographic coordinates 44° 59′ 51″ N. Lat., 93° 21′ 02″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young and Jansky, Washington. Consulting engineer

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NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

Charles B. Persons, Duluth, Minn. Applicant owns and operates Bible College, Minneapolis, College of Liberal Arts, Minneapolis; and Theological Seminary, Minneapolis. City priority status: Gr. B-5, No. 207.

St. Louis, Mo.—Missouri Valley TV Co. vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 60 kw aural; antenna height above average terrain 541 ft., above ground 636 ft. Estimated construction cost $392,554, first year operating cost $1,336,000, revenue $1,767,000. Post Office address 319 N. 4th St., St. Louis. Studio and transmitter location Marin Ave. and Broadway. Geographic coordinates 38° 41′ 18″ N. Lat., 90° 13′ 14″ W. Long. Transmitter and antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include **KSTP St. Paul, Minn.** (50%); President **Stanley Hubbard**, president KSTP; Vice President **Ethan A. Shepley** (2%); Secretary **William T. Jones Jr.** (1%), insurance agency, St. Louis; directors **Claude Siems**, and **Thomas F. Bragg**, directors KSTP; **Russel E. Gardner Jr.** (1.6%), investment banker, St. Louis; **Edmund T. Allen**, president, First National Bank of Clayton, Mo., and other businessmen in and near St. Louis. City priority status: Gr. B-4, No. 179.

Rochester, N. Y.—Federal Bcstg. System Inc. (WSAY Rochester) vhf Ch. 10 (192-198 mc); ERP 123 kw visual, 73.5 kw aural; antenna height above average terrain 498 ft., above ground 984 ft. Estimated construction cost $277,000, first year operating cost $245,000, revenue $250,000. Post Office address 328 Main St. East, Rochester. Studio and transmitter location Highland Avenue. Geographic coordinates 43° 08′ 06″ N. Lat., 77° 35′ 10″ W. Long. Transmitter and antenna RCA. Legal counsel Roberts & McInnis, Washington. Consulting engineer George C. Davis, Washington. Principals include **Gordon P. Brown** (100%), owner, and applicant for AM station at Cheektowaga, N. Y., under Niagara Bcstg. System. Applicant has protested grant of Ch. 10 on share-time basis to WHEC and WVET there [B•T, March 16]. City priority status: Gr. B-4, No. 191.

Spartanburg, S. C.—Piedmont Radio Co. uhf Ch. 17 (488-494 mc); ERP 8.7 kw visual, 4.65 kw aural; antenna height above average terrain 536 ft., above ground 517 ft. Estimated construction cost $120,000, first year operating cost $100,000, revenue $150,000. Post Office address Greenville, S. C. Studio and transmitter location U. S. Hwy. 178. Geographic coordinates 35° 00′ 05″ N. Lat., 82° 00′ 15″ W. Long. Transmitter and antenna RCA. Legal counsel Bankhead & Skinner, Jasper, Ala. Consulting engineer William E. Benns Jr., Washington. Principals include President **T. Julian Skinner Jr.** (25%), attorney; Vice President **W. E. Benns Sr.** (20%), 20% owner WVOK Birmingham, Ala.; Secretary **Virginia Mason** (28%), free lance writer; and **Rowland Sheppard Oliver** (27%), tobacco farmer. City priority status: Gr. A-2, No. 120.

Wenatchee, Wash.—Wescoast Bcstg. Co. (KVOS Bellingham) uhf Ch. 55 (716-722 mc); ERP 9 kw visual, 5 kw aural; antenna height above average terrain 1,678 ft., above ground 320 ft. Estimated construction cost $124,040, first year operating cost $160,000, revenue $170,000. Post Office address 20 Second Ave., Wenatchee. Studio location 20 Second Ave. Transmitter location a ridge of Laurel Hill, Sect. 8, Range 21 E, Twp. 21 N. Geographic coordinates 47° 19′ 23″ N. Lat., 120° 14′ 00″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Wm. L. Foss Inc. Washington. Principals include President **Rogan Jones** (79.75%); Vice President and Manager **James W. Wallace** (20%), and Secretary-Treasurer **C. W. Jones** (0.25%). City priority status: Gr. A-2, No. 400.

Applications Amended

Indianapolis, Ind. — Empire Coil Co. Request amendment of application to change frequency from uhf Ch. 26 to uhf Ch. 67; ERP from 105 kw visual, 56.8 kw aural to 124.75 kw visual, 67.13 kw aural; antenna height above average terrain from 517 ft. to 511 ft.; change type antenna; correct geographical coordinates and other equipment changes. (BPCT-1553.) Filed March 17.

Tulsa, Okla.—Fryer TV Co. Request amendment of application to change from uhf Ch. 23 to vhf Ch. 2; ERP from 249 kw visual, 131 kw aural to 100 kw visual, 50 kw aural; change type of transmitters; change antenna height above average terrain from 469 ft. to 439 ft.; other equipment changes. (BPCT-1629.) Filed March 16.

Bristol, Tenn. — Tri-Cities TV Corp. (WOPI). Amended to change name from Radiophone Broadcasting Station WOPI Inc., and change ERP from 100 kw visual, 50 kw aural to 62.1 kw visual, 37.25 kw aural; antenna height above average terrain from 807 ft. to 2,624 ft.; type antenna; type transmitter; transmitter location from 1.15 mi. from Windsor Ave. on Clifton Rd., Bristol, Tenn., to 3 mi. NW of Carter, Tenn.; and other equipment changes. (BPCT-1250.) Filed March 16.

Nashville, Tenn.—WSIX Bctsg. Station. Request amendment of application to change ERP from 316 kw visual, 158 kw aural to 316 kw visual, 168 kw aural; change antenna height above average terrain from 866 ft. to 1,065 ft., and other equipment changes. (BPCT-532.) Filed March 17.

Applications Passed-Over

Following is a list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of these applications in order to expedite processing of uncontested TV applications (list issued March 12):

GROUP A

Applicant	Location	Ch. No.	File No. (BPCT)
KFJI Bcstrs. Inc.	Klamath Falls, Ore.	2	1299
Klamath Falls TV Inc.	Klamath Falls, Ore.	2	1620
Pioneer Gulf TV Bcstrs.	Clearwater, Fla.	32	1301
WBOY Inc. (Tarpon Springs)	Clearwater, Fla.	32	1537
Sunbury Bcstg. Corp.	Sunbury, Pa.	65	1303
Radio Anthracite Inc. (Shamokin, Pa.)	Sunbury, Pa.	65	1405
M. & M. Bcstg. Co. Inc.	Marinette, Wis.	11	1534
Green Bay Bcstg. Co. (Menominee, Mich.)	Marinette, Wis.	11	1580
Valley Empire Telecasters	El Centro, Calif.	16	1555
Sidney A. Franklin Jr.	El Centro, Calif.	16	1564
WCAX Bcstg. Corp.	Montpelier, Vt.	3	1327
Colonial TV Inc.	Montpelier, Vt.	3	1557
Southwestern Pub. Co.	Henderson, Nev.	2	663
Boulder City Bcstg. Co.	Henderson, Nev.	2	1619
So. Ark. TV Co.	El Dorado, Ark.	10	1590
TV Enterprises Inc.	El Dorado, Ark.	10	1614

GROUP B

Ariz. TV Co.	Phoenix, Ariz.	3	Tend.
KTAR Bcstg. Co.	Phoenix, Ariz.	3	409
Maricopa Bcstg. Inc.	Phoenix, Ariz.	10	778
KOY Bcstg. Co.	Phoenix, Ariz.	10	Tend.
Alvarado Bcstg. Co.	Albuquerque, N. Mex.	7	721
Greer & Greer	Albuquerque, N. Mex.	7	Tend.
Greater Huntington Radio Corp.	Huntington, W. Va.	13	773
Ashland Bcstg. Inc.	Huntington, W. Va.	13	Tend.
Huntington Bcstg. Corp.	Huntington, W. Va.	13	Tend.
Interstate Bcstg. Corp.	Ogden, Utah	9	1463
United Bcstg. Co.	Ogden, Utah	9	Tend.
KOVO Bcstg. Co.	Provo, Utah	11	867
Central Utah Bcstg. Co.	Provo, Utah	11	Tend.
Allegheny Bcstg. Corp.	Irwin, Pa.	4	147
WCAE Inc. (Forest Hills)	Irwin, Pa.	4	293
Matta Enterprises (Braddock)	Irwin, Pa.	4	1467
Texas State Network Inc.	Fort Worth, Tex.	10	571
Lechner TV Co.	Fort Worth, Tex.	10	Tend.
Fort Worth TV Co.	Fort Worth, Tex.	10	Tend.
Cherry & Webb Bcstg. Co.	Providence, R. I.	12	223
Hope Bcstg. Co.	Providence, R. I.	12	Tend.
Independent Bcstg. Co.	Minneapolis, Minn.	9	366
Upper Midwest TV Co.	Minneapolis, Minn.	9	759
Family Bcstg. Corp.	Minneapolis, Minn.	9	795
Twin Cities Bcstg. Corp.	Minneapolis, Minn.	9	Tend.
Meredith Engineering Co.	Minneapolis, Minn.	11	Tend.
WMIN Bcstg. Co.	St. Paul, Minn.	11	343
Minn. TV Public Service Corp.	St. Paul, Minn.	11	844
Matheson Radio Corp.	Boston, Mass.	5	248
Greater Boston TV Corp.	Boston, Mass.	5	Tend.
Hildreth & Rogers Co.	Boston, Mass.	5	Tend.
J. D. Wrather Jr.	Boston, Mass.	44	Tend.
Mass. Teleradio Bcstg. Corp. (Medford)	Boston, Mass.	44	Tend.
Sunshine Bcstg. Co.	San Antonio, Tex.	12	427
Mission Bcstg. Co.	San Antonio, Tex.	12	535
Bexar County TV Co.	San Antonio, Tex.	12	Tend.
KFAB Bcstg. Co.	Omaha, Nebr.	7	390
Herald Corp.	Omaha, Nebr.	7	Tend.
Inland Bcstg. Co.	Omaha, Nebr.	7	Tend.
Utah Bcstg. & TV Corp.	Salt Lake City, Utah	2	1496
TV Corp. of Utah	Sale Lake City, Utah	2	1498
General Teleradio Inc.	San Francisco-Oakland	2	22
Tribune Bcstg. Co.	San Francisco-Oakland	2	843
Channel Two Inc.	San Francisco-Oakland	2	Tend.

Applications Dismissed

(By letter, March 9. Non-response to Sixth Report and Order.)

File No. (BPCT)	Applicant and Locations	Channel No.
575	T. M. & J. M. Gibbons, Phoenix, Ariz.	7
835	Harold L. Sudbury, East of Blytheville, Ark.	3
629	Tri-City Telecasting Co., Moline, Ill.	9
878	Cornbelt Bcstg. Co., Storm Lake, Iowa	34
586	William J. Baker, Albuquerque, N. M.	5
163	Allen B. DuMont Labs., Cincinnati, Ohio	2
161	Allen B. DuMont Labs., Cleveland, Ohio	2
524	Salt Lake City Bcstg. Co., Salt Lake City, Utah	7
420	Southern Bcstrs. Inc., Richmond, Va.	8
595	Richard Field Lewis Jr., Winchester, Va.	12

(By letter, March 10.)

569	Sierra Bcstg. Co., Visalia, Calif.	10
628	Northeast Iowa Radio Corp., Oelwein, Iowa	6
677	Sunflower TV Co., Wichita, Kan.	10
856	WLBG Inc., Laurens, S. C.	45

(By letter, March 11.)

1539	Herman M. Greenspun, Las Vegas, Nev.	8

(By letter, March 11. Non-response to Sixth Report and Order.)

711	Northwestern Theological Seminary and Bible Training School, Minneapolis, Minn.	9
382	Beck Studios Inc., Minneapolis, Minn.	7
583	Leland Holzer, Albuquerque, N. M.	5
605	Texas Telenet System Inc., Ft. Worth, Tex.	10
429	Howard W. Davis tr/as The WALMAC Co., San Antonio, Tex.	9
802	W. W. Lechner d/b as Alamo Televi-	35

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Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

File No. (BPCT)	Applicant and Location	Channel No.
	sion Co., San Antonio, Tex.	
568	Texas Telenet System Inc., San Antonio, Tex.	2
553	Granite District Radio Bcstg. Co., Salt Lake City, Utah	9
527	Edward Lasker, Salt Lake City, Utah (By letter, March 13.)	7
372	CBS Inc., San Francisco	9
151	Paramount TV Prods. Inc., San Francisco	9
375	Edwin W. Pauley d/b as TV Calif., San Francisco	11
247	Columbus Bcstg. System Inc., Boston	9
210	New England TV Co., Boston	13
475	Central States Bcstg. Co., Omaha	7
383	Hearst Radio Inc., Milwaukee	10
555	Charles E. Salik, San Diego	10
1606	T. B. C. TV Inc., San Diego	10

Existing TV Stations . . .

Decisions

KBMT (TV) Beaumont, Tex.—TV Bcstrs. Inc. Granted mod. CP to change transmitter location from 2.75 mi. west of Beaumont to U. S. Hwy. 90, 2 mi. east of Vidor, Tex.; studio location from "to be determined" to U. S. Hwy. 90 near Vidor, Tex.; ERP from 14 kw visual, 7.2 kw aural to 220 kw visual, 115 kw aural, antenna height above average terrain 500 ft. Granted March 17.

WBCK-TV Battle Creek, Mich. — Michigan Bcstg. Co. Granted mod. CP to change from 18.5 kw visual, 9.3 kw aural to 20.5 kw visual, 10.5 kw aural; antenna height above average terrain 580 ft. Granted March 12.

WDAY-TV Fargo, N. D.—WDAY Inc. Granted mod. CP to change ERP from 70 kw visual, 35 kw aural to 66 kw visual, 33 kw aural; change transmitter location. Antenna height 392 ft. Granted March 12.

Applications

KTYL-TV Mesa, Ariz.—Harkins Bcstg. Inc. Request mod. CP to change ERP from 27 kw visual, 13.5 kw aural to 33.2 kw visual, 16.6 kw aural; change transmitter location from On South Side U. S. Hwy. 80, 1 mi. W of Mesa city limits, near Mesa, to Mountain Park, 8 mi. S of Phoenix, Ariz., and make minor antenna and other equipment changes. Antenna height above average terrain 1567 ft. (BMPCT-1028.) Filed March 18.

WTVO (TV) Rockford, Ill. — Winnebago TV Corp. Request mod. of CP to change ERP from 15.5 kw visual, 8.5 kw aural to 19.6 kw visual, 9.8 kw aural, and make other equipment changes. Antenna height above average terrain 657.8 ft. Filed March 12. (BMPCT-1021.)

WIBM (TV) Jackson, Mich.—WIBM Inc. Request mod. CP to change ERP from 215 kw visual, 110 kw aural to 19.05 kw visual, 9.6 kw aural; change transmitter location from On Brown's Lake Road between Kimmel and Crouch Roads, 6.5 mi. S of Jackson, Mich., to 2511 Kibby Road, near Jackson, Mich.; install new transmitters and antenna system and make other equipment changes. Antenna height above average terrain 322 ft. Filed March 12. (BMPCT-1020.)

WFTV (TV) Duluth, Minn.—Great Plains TV Properties of Minn. Inc. Request mod. CP to change ERP from 17 kw visual, 9.6 kw aural to 14.5 kw visual, 7.8 kw aural; change transmitter location from corner of 9th St. and 6th Ave. West, to 4th Ave. and 10th St.; change studio location from "to be determined" to 4th Ave. and Superior St.; change transmitter system and type of antenna. Antenna height above average terrain 720 ft. (BMPCT-1031.) Filed March 18.

WLWT (TV) Cincinnati, Ohio—Crosley Bcstg. Corp. Request mod. CP to change transmitter amplifiers and type of antenna. Antenna height above average terrain 677 ft. (BMPCT-1029.) Filed March 18.

WTVT (TV) Chattanooga, Tenn.—Tom Potter. Request mod. of CP to change ERP from 275 kw visual, 140 kw aural to 238.97 kw visual, 123.80 kw aural; change studio and transmitter location from At Top of Lookout Mountain near Incline Station, Chattanooga, to 948-950 E. Third St., Chattanooga, and make antenna change. Antenna height above average terrain 81.88 ft. Filed March 12. (BMPCT-1019.)

KETX (TV) Tyler, Tex.—Jacob A. Newborn Jr. Request mod. CP to change ERP from 2.4 kw visual, 1.3 kw aural to 270 kw visual, 143 kw aural; change transmitter location from Atop Peoples National Bank Bldg. at College & Erwin, to U. S. Hwy. 271 near Winona, Tex.; change type of transmitters, make antenna and other equipment changes. Antenna height above average terrain 723 ft. (BMPCT-1030.) Filed March 18.

KTNT-TV Tacoma, Wash.—Tribune Pub. Co. Request mod. CP to change ERP from 29.5 kw visual, 15 kw aural to 125.685 kw visual, 62.8 kw aural, and change type of transmitters. Antenna height above average terrain 499.5 ft. (BMPCT-1033.) Filed March 18.

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New AM Stations . . .

Decisions

Note: See section on Hearing Cases for grants at Scranton, Pa., and Danville, Ill.

Applications

Wheaton, Md.—Scheewe Assoc., 540 kc, 250 w daytime, antenna height to be determined. Estimated construction cost $8,800, first year operating cost $3,500 per month, revenue $4,800 per month. Principals include President **Lawrence Scheewe** (35%), realtor, Washington, D. C.; Vice President **Rowland F. Kirks** (35%), president, National University, Washington, and Secretary-Treasurer **Carl L. Shipley** (30%), attorney, Washington, D. C. Post office address % Lawrence Scheewe, National Press Bldg., Washington, D. C. Filed March 12.

Broken Bow, Neb.—Gateway Radio & TV Inc., 1490 kc, 250 w unlimited, antenna height 175 ft. Estimated construction cost $20,394, first year operating cost $36,000, revenue $48,500. Principals include President and Treasurer **T. T. Varney** (63.6%), President Broken Bow State Bank; Vice President **Jacqueline Armstrong** (36.0%), and Secretary **C. A. Owen** (0.4%), rancher. Filed March 13.

Wilmington, N. C.—Port Bcstg. Co., 1230 kc, 250 kw unlimited, antenna height 150 ft. Estimated construction cost $13,360, first year operating cost $42,000, revenue $50,000. Owner of applicant is **Charles M. Morgan,** president and treasurer (69%) of City Finance Corp., Kinston, N. C. Filed March 12.

Morrisville, Pa.—Delaware Valley Bcstg. Corp., 1490 kc, 250 w unlimited, antenna height 175 ft. Estimated construction cost $14,180, first year operating cost $70,000, revenue $85,000. Principals include President and Treasurer **Robert E. Glass** (37.5%), Vice President **R. Joseph Kuklich,** ad agency, Philadelphia; Vice President **R. Joseph Kuklich** (25%), principal stockholder, R. Joseph Kuklich agency; Secretary **Samuel Sakowitz** (37.5%), TV technician; directors **William F. Morlok Jr.,** president, Newton Title & Trust Co., Newton, Pa., and **Pearce H. E. Aul,** attorney, Newton, Pa. and New York. Post office address % Robert Glass, 8311 Hull Drive, Wyndmoor, Pa. Filed March 12.

Memphis, Tenn.—Southern Bcstg. Service Inc., 730 kc, 250 w daytime, antenna height 275 ft. Estimated construction cost $26,500, first year operating cost $48,000, revenue $58,000. President **Henry G. Rudner Sr.** (60%); Secretary **Henry G. Rudner Jr.** (10%), both of Rudner Clinic, Memphis, and Vice President and Treasurer **William B. Rudner** (30%), vice president WMPS Memphis. Post office address 3992 N. Galloway Dr., Memphis, Tenn. Filed March 12.

Existing AM Stations . . .

Applications

KGMC Englewood, Colo.—The McMa Agency. Request CP to change frequency from 1220 to 1150 kc. Filed March 16.

WARN Fort Pierce, Fla. — Hurricane Bcstg. Service. Request CP to change hours of operation from daytime to unlimited using power of 500 w night and 1 kw day and install DA for night use only and change transmitter location (coordinates only). (1330 kc.) Filed March 18.

WAIN Columbia, Ky.—Tricounty Radio Bcstg. Corp. Request CP to change hours of operation from daytime to unlimited using 500 w night. Filed March 16.

WLCS Baton Rouge, La.—Air Waves Inc. Request CP to install old main transmitter as an auxiliary transmitter at present location of main transmitter to be operated on 910 kc, 250 w for auxiliary purposes only. Filed March 18.

WKDO Chattahoochee, Fla.—Tiger River Corp. Request CP to replace expired permit for a new standard bdcst. station to be operated on 1380 kc, 500 w day. Filed March 18.

WMEX Boston, Mass.—The Northern Corp. Request CP to increase daytime power from 5 kw to 10 kw and make changes in the daytime DA, and change type transmitter. (1510 kc.) Filed March 16.

WGSM Huntington, N. Y.—Huntington-Montauk Bctsg. Co. Request CP to increase power from 1 kw to 5 kw, install new transmitter and make changes in DA system. (740 kc.) Filed March 18.

KCTG Cottage Grove, Ore.—Coast Fork Bcstg. Co. Request mod. CP to change transmitter and studio locations from Cottage Grove to Springfield, Ore. (BMP-6144.) Filed March 17.

WSVA Harrisonburg, Va. — Shenandoah Valley Bcstg. Corp. Request CP to change power from 1 kw to 1 kw night and 5 kw day and change type transmitter. (550 kc.) Filed March 16.

Applications Dismissed

Yuma, Ariz. — Harkins Bcstg. Inc. Dismissed application for CP for a new station on 1240 kc, power 250 w and unlimited hours of operation. Dismissed March 17.

WCCP Savannah, Ga.—Carter C. Peterson. Dismissed application for CP to change frequency from 1450 to 1290 kc, increase power from 250 w to 5 kw, install new transmitter and DA for night use and change transmitter location. Dismissed March 17.

WPEO Peoria, Ill.—WPEO Inc. Dismissed application for CP to mount TV antenna on top of present AM antenna, and change studio location (1020 kc). Dismissed March 17.

Cancelled CP

WOKY Milwaukee, Wis.—Bartell Broadcasters Inc. Cancelled CP to increase power from 1 kw to 1 kw night and 5 kw day, install new transmitter and change from employing DA-1 to DA-2. Cancelled March 9.

New FM Stations . . .

Decisions

Golden, Col.—Evert A. Bancker Jr. Granted Ch. 253, ERP 2.25 kw; antenna 580 ft. Estimated construction cost $1,650, first year operating cost $12,000, revenue $10,000. Post office address Box 364, Rt. 3, Golden, Col. Mr. Bancker is at present time a student. Granted March 18.

Existing FM Stations . . .

Decisions

WJIZ (FM) Hammond, Ind.—South Shore Bcstg. Corp. Granted ERP change from 9.3 kw to 3.1 kw. Granted March 18.

WTCN-FM Minneapolis, Minn.—Minn. Television Public Service Corp. Granted change in ERP from 11 kw to 2.45 kw, and antenna height from 450 ft. to 430 ft. Granted March 18.

WWJ-FM Detroit, Mich. — The Evening News Assn. Granted change in ERP from 48 kw to 100 kw; antenna height from 660 ft. to 900 ft.; engineering condition that no construction begin until the WWJ-AM application is granted. Granted March 18.

WFAH (FM) Alliance, Ohio—Review Pub. Co. Granted change in antenna height from 250 ft. to 160 ft. Granted March 18.

Applications

WHBS-FM Huntsville, Ala.—Huntsville Times Co. Request CP to make changes in station; change type of transmitter, increase ERP to 25.8 kw; increase antenna height above average terrain 2 ft. (BPH-1838.) Filed March 17.

WKAT-FM Miami Beach, Fla.—WKAT Inc. Request mod. CP to change type of transmitter,

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Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

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No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

General manager for independent metropolitan market. Must have had previous experience as general manager small community. Fine opportunity. Box 94W, B•T.

Manager for progressive 5000 watt newspaper station in Georgia ranking first in its community. Good salary-bonus set-up, as well as excellent chance for advancement, for capable man who can sell and manage. Box 117W, B•T.

Commercial manager for top-rated NBC affiliate in highly competitive, medium sized, mid-Atlantic market. Reasonable guarantee, plus top commission. Opportunity for advancement to management of other stations in group. Box 159W, B•T.

Deep south station needs manager with proven sales record. Want real producer. No drinkers or drifters. Box 164W, B•T.

Immediate opening for experienced salesman as commercial manager. Salary plus commission. Contact Manager of KBIX, Muskogee, Oklahoma.

Commercial manager, who is willing to work to make better than average earnings. Contact Manager, KERB, Kermit, Texas.

Salesmen

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

Experienced salesman for well established Illinois daytimer. Good guarantee and house accounts to start. Right man will step into something good. Box 14W, B•T.

Salesman-announcer. Short announcing shift and sales. Salary and commission. Really good smaller market deal for good man. Southern Minnesota. Box 10W, B•T.

North Carolina station needs experienced salesman. Salary plus commission will give good income for man who can deliver results. Box 90W, B•T.

Commercial manager. Unusual opportunity for advancement offered by independent large metropolitan market for salesman or sales manager with good sales record. Box 93W, B•T.

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Announcer-salesman, Florida. Your sales chance. Salary plus commission. Box 111W, B•T.

Radio station sales executive under 45, upstate New York station, excellent opportunity, write giving background and experience. Box 128W, B•T.

Southern regional station, major market, NBC-affiliated, has immediate opening for experienced national sales manager. Minimum base salary $600 per month plus commission. TV application in hearing soon. Send complete background and references first letter. Box 143W, B•T.

Wanted: National salesman, network affiliate, top salary. Apply Box 165W, B•T.

Local salesmanager. Exceptional opportunity for young, aggressive, family man with proven record. Top organization, NBC affiliate in healthy two station market. All benefits including company paid retirement plan. Submit resume and availability. Confidential. WENY, Elmira, N. Y.

Experienced salesman for network station. Single station market. Television in a month. Good guarantee. Right man has outstanding opportunity. Call or write Bob Flynn, WOSH, Oshkosh, Wisconsin.

Help Wanted—(Cont'd.)

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

Experienced announcer with voice that sells. Emphasis news and sports. Good salary. CBS network station in Rocky Mountain region. Box 70W, B•T.

Combination announcer-engineer for small Virginia network station. Strong on announcing, $60.00 to start. No drunks or prima donnas. Box 115W, B•T.

1000 watt independent near Chicago has openings for two men, staff announcer and newsman experienced as beat reporter. Personal interview required. Box 134W, B•T.

Top wages for announcer with first phone. Permanent position open now in desirable location, CBS affiliate southwest. Full particulars first letter, references, tape or disc. All letters answered, tape returned. Box 167W, B•T.

Announcer, young, ambitious, experience secondary. Station within 100 miles N.Y.C. Tapes and discs not returned. Box 168W, B•T.

Wanted! DJ with first call license. Box 173W, B•T.

Announcer-engineer, North Carolina, top salary for man with good announcing ability. Box 174W, B•T.

Top rated announcer wanted, salary from $70 to $90 per week depending on ability, immediate opening. Interview necessary. KNCM, Moberly, Missouri.

Announcer-engineer with first phone. Emphasis announcing. $87.40 for 40 hours. Send letter and audition to KREM, Spokane, Washington.

Announcer wanted, good man, good education also interested doing other non-technical station work, 48 hours. Advise air mail complete information, audition, salary, photo, Radio Station KSPR, Casper, Wyoming.

KXGN, Glendive, Montana, needs announcer-engineer. Write Dan Palen, Manager.

Capable young announcer. Experienced. Versatile. Stable. Excellent control operator. Ability and attitude determine salary. Tape, photo, resume. Native southern applicants only. WCPS, Amand FM, Tarboro, N. C.

Combination man. New kw daytime, send resume, tape, photo, Robert Sidwell, WGEA, Geneva, Alabama.

Announcer-operator, tape, disc, photo WGTN, Georgetown, S. C.

Wanted—One able authoritative news and commercial announcer who wants to work and stay in Florida. Must have previous experience. Opening available now. Send tape, resume, references with phone numbers to WIRA, Ft. Pierce, Florida.

Sports announcer to write and air local sports. Some routine announcing. Must be familiar Illinois sports. Journalistic experience preferred. WLPO, La Salle, Illinois.

Combination announcer-engineer with first ticket, 1000 watt daytimer. Friendly small town. Forward audition, salary requirements and resume to WLSM, Louisville, Mississippi.

Help Wanted—(Cont'd.)

Wanted, mature announcer capable and experienced in handling commercials by leading southern Illinois station in largest southern Illinois city. Stability, integrity and air personality required. Salary open. Personal interview will be necessary. Send letter of application and audition to WMIX, Mt. Vernon, Illinois.

Wanted—Disc jockey who can sell merchandise. Must be good as salesman, interested in getting results. Good solid future with an aggressive, independent, metropolitan station. Income up to you. Send disc with first letter. WPIK, Washington, D. C., Alexandria, Va.

Wanted: Announcer with news, hillbilly and race disc jockey shows. Needed at once. Joe Phillips, Manager, WSSO, Starkville, Miss.

Technical

Wanted. First class engineer-announcer. Box 810S, B•T.

First class operator-announcer. Small midwest market. Box 141W, B•T.

Five thousand watts station needs first class operator. FM affiliate. Television application. Excellent working conditions. Apply by letter only. Box 130W, B•T.

First class ticket holder for small market station. State experience and salary requirements first letter. Upper midwest. Box 132W, B•T.

Wanted, chief engineer 5000 watt midwest directional, AM operation with TV application. Send full particulars including experience and minimum salary expected to Box 133W, B•T.

Michigan 250 indie needs engineer, car necessary. No floaters. Box 147W, B•T.

Engineer-announcer, holding first phone needed immediately. State salary required, audition disc or tape, photo, references, past experience. 1,000 watt North Carolina. Box 157W, B•T.

Combination engineer-announcer must be capable maintaining trans and studio equipment. Excellent working conditions, top salary. Write Manager, KERB, Kermit, Texas.

Immediate opening for transmitter operator. No experience required. WASA, Havre de Grace, Maryland.

Midwest, ABC affiliate. Fulltime. First phone operator, transmitter, remotes, recordings. Car necessary. Give full details, first letter. WGEM, Quincy, Illinois.

Opening for transmitter operator. 1st phone. No experience necessary. WIKB, Iron River, Michigan.

First phone transmitter operator, WJRI Lenoir, N. C.

Immediate opening for 1st phone engineer. WLIL, Lenoir City, Tenn.

Wanted — First phone transmitter operator. WPAZ, Pottstown, Penna.

Wanted, engineer with 1st phone and car. Promotion possible for experienced, aggressive man. Metropolitan Washington, D. C. area, WPIK, Alexandria, Virginia.

Wanted: Engineer experienced in control board operation, no announcing, 40 hour week, annual increases. Rush references, background, photo, Station WSRS, Cleveland 18, Ohio.

Wanted: One first class engineer. WSSO, Starkville, Mississippi.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Transmitter engineer. Experience and car necessary. Permanent position open immediately. WTAD, Quincy, Illinois.

Engineer-announcer wanted. Mississippi station. Mississippi Broadcasting Company, Meridian, Miss.

Production-Programming, etc.

Program director with initiative 500 watt rural independent. To produce fresh programs, supervise announcers and do all-round announcing. Only replies telling all and accompanied by audition considered. Box 20W, B•T.

Continuity writer-traffic director immediately. Woman preferred. Send copy samples and photo. Box 100W, B•T.

Continuity director. Experience, ability. Midwest regional. Starting salary to $75.00. Box 161W, B•T.

Help Wanted—(Cont'd.)

City editor wanted by midwest regional for three-man fulltime news department. Some air work. Excellent salary. Reply to Box 163W, B•T.

Continuity writer, fulltime position. Station located in northeastern state. Box 169W, B•T.

Traffic: Steno and type, young woman. Station in metropolitan N. Y. Box 170W, B•T.

PD for local station in midwest. Good steady position with chance for advancement. Also commercial copywriter needed. Box 182W, B•T.

Punch-writer. Well paying position open for young man or woman who can make commercial copy stand up and sell! Pioneer, midwest, regional network station desires to round-out continuity staff with experienced writer who can produce strong, brisk sales-copy. Earnings above average. Send sample copy, qualifications and photo to Program Director, WFDF, Flint, Michigan.

Experienced commercial copywriter who can announce. Send qualifications, references, sample copy, tape, picture, salary expected. Jim Smith, WHLL, Wheeling, W. Va.

Two local news reporters wanted at northern Illinois daytime independent. Air work is not essential. WKRS, Waukegan, Illinois.

TELEVISION

Salesmen

WJTV, Mississippi's first TV station has opening for one qualified salesman. John Rossiter, P. O. Box 40, Jackson, Mississippi.

Production-Programming, etc.

Accountant. Experienced radio or TV man or woman to head accounting department of new TV station operating soon in northern Illinois. Network billing experience desired. Box 146W, B•T.

TV station northeastern Ohio needs experienced film man to fill film director position. Wire or call immediately. Box 177W, B•T.

Situations Wanted

Managerial

Solid selling salesman presently employed, making five figured commission, wants opportunity to become sales manager in progressive radio and television station or applicant. Six years radio and television experience. Financially able to buy stock. Commission basis if possible. Box 98S, B•T.

Experienced announcer, copywriter, news editor, radio school instructor, now investment manager, wants to manage small-town radio station for percentage or stock option. Box 61W, B•T.

Manager or sales manager—20 years experience, 2 years TV. Strong on sales. Excellent reference. Go any place, prefer midwest or south. Box 62W, B•T.

Program director AM or TV; experienced all phases of both, college degree, family, draft exempt. Box 84W, B•T.

Allergic dust. Stockholder-manager must relocate timbered section. Thirteen years net and independent experience all phases including construction. Eight years successful management. Excellent references. Guarantee profit within six months or resign. Randall McCarrell, KBWL, Blackwell, Oklahoma.

Salesmen

Sales. Experienced, qualified. Want southern California small market. References. Write for interview, no obligation to you. Box 138W, B•T.

Salesman, experienced. Prefer southwest. Plenty on the ball. Available now. Box 150W, B•T.

Announcers

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

Experienced announcer. Network, independent, college, young, draft exempt. Desire permanent relocation. Tape, photo, Box 25W, B•T.

Situations Wanted (Cont'd)

Capable staff announcer. 10 years radio. College education. Community theatre experience. Age 34, married. Wants job in good production minded station in clean town over 75 thousand. Box 52W, B•T.

Sports play-by-play, authoritative commentary. All sports. Former collegiate, minor league baseball, pro football player. Presently employed. Five years experience. Television prospects. Good references. Box 54W, B•T.

Experienced TV cameraman, director, projectionist, photographer. Radio; sports, news, DJ, staff, net and independent. Draft exempt, college degree. Mid-Atlantic preferred. Will arrange personal audition. Box 83W, B•T.

Baseball play-by-play, football, basketball. 5 years experience. Excellent voice, highest recommendations. Baseball a must. Desire sports minded station. Consider all offers. Box 112W, B•T.

Top morning man available at right price. Eleven years experience. Box 126W, B•T.

Announcer, 7 years, college graduate, single 27. No mornings please. South, southwest preferred. Box 135W, B•T.

Sportscaster, 5 years experience play-by-play baseball, football, basketball. Desires topnotch sports play-by-play starting with 1953 baseball season. Good voice, thorough knowledge of sports, reliable, accurate. Tape, photo and top references. Box 136W, B•T.

Announcer: Four years experience, good references, 25, single, university graduate. Box 140W, B•T.

Announcer, 6 years experience radio all phases. Live show specialist, DJ, FCC permit, studying for license. Married. No floater. Looking for break into TV or will accept DJ-salesman with station promising future. California desired, will accept others. Presently at 1000 watter New York state. Box 145W, B•T.

Announcer for station routine, handle control board, single, reliable young man seeks permanent connection. Light experience, good potential. Travel anywhere. Available now. References, disc, resume. Box 149W, B•T.

Announcer with authoritative voice, strong on news. Experience as RFD. Three years writing capable copy for the masses as well as special copy. Some programming. All-round staff man you can depend on with versatile background. Married, draft exempt, age 30. Good record and references. New England preferred, other considered. Box 166W, B•T.

Announcer. Capable. Three years experience with network, independent station seeks advancement. College graduate; draft exempt; strong on news. Box 175W, B•T.

Need news man or wax purveyor. Experience, 6 years, married, two children. Desire to settle where seasons balmy and people convivial. Don't wish for success, happiness, wish to do something intelligent for a change. Salary is worth arbitration. Box 176W, B•T.

Announcer, fully experienced in all phases, all replies considered, hold first phone license. Box 179W, B•T.

Radio announcer-engineer has handled all shifts in both independent and network operation, emphasis on news and commercials. Three years announcing experience, seven technical, eight months assistant chief. Can you use a man with a smile in his voice. Box 180W, B•T.

Announcer, board operator, strong on news. Midwestern graduate. 24, single. Will travel. Disc, photo, data on request. Ken Berres, 436 N. Roy, Northlake, Ill. Fillmore 4-7618.

Situations Wanted—(Cont'd.)

Announcer, 50,000 watts. 5 years experience, single, 31. Larry Bosi, 3921 W. Polk Street, Nevada 8-8832, Chicago, Illinois.

Announcer-DJ, news and board man. Pathfinder graduate. No drinker, floater or smoker. Virginia or Maryland. Dick David, 5101 8th St., N. W., Washington, D. C., RA 6-5493.

Announcer, newscaster, sports, DJ, combo man. Theatrical background. Director, producer, writer. R. Douglas, 55 Chancellor Ave., Newark, New Jersey.

Announcer-engineer. Experienced. Rich, strong voice. Hold first phone. Available shortly. Write or wire John Fallon, General Delivery, Tucson, Arizona.

Announcer, good, news, sports, DJ, light experience. Conscientious, dependable. Disc, resume, references. Steve Gary, 151-10 Jamaica Avenue, Jamaica, New York.

Announcer: Draft exempt, 26 years old, married. Pathfinder School graduate. Versatile style. Experienced in all phases. Main interests, news, sports. Now employed, but desire to locate back home in northeast. Ken Johnston, WVIM, Vicksburg, Miss.

Announcer-operator. 6 years. All phases. Prefer N. Y. state, New Jersey, Pennsylvania. Good references. Tom Torrisi, 190 Sackman St., Brooklyn, New York.

Technical

First phone, inexperienced, technically trained, desires engineering position, single. Box 131W, B•T.

Engineer, first phone, 5 years experience, veteran, married, has car, desires permanent straight engineering. Box 144W, B•T.

1st phone. RCA Institute graduate. Single, car, available immediately. Box 155W, B•T.

Engineer, first class ticket. Available now. Prefer New England states. Box 171W, B•T.

First phone, nine months experience. Straight engineering, married, have diploma CIRE and car. Available now. Box 178W, B•T.

First class licensed, eight years transmitter, studio, remote. Write Engineer, 807 Wescott Street, Syracuse 10, New York.

1st class engineer, experienced broadcasting, will announce. Available. John Gilmore, 3844 Miller Ave., Jackson, Miss.

Production-Programming, Others

Continuity writer, versatile, good typist, excellent references. Progressive station anywhere. Box 74W, B•T.

Program director, experienced, 14 years radio. Now doing news and production for California network regional. $100 minimum. Any southern California station, interview at my expense, by writing Box 139W, B•T.

Radio and/or television news director-caster major market. Experienced. Box 160W, B•T.

Promotion, experienced idea man promotion, merchandising, publicity desires position aggressive AM-TV station. Thorough background all phases promotion. Box 172W, B•T.

Broadcaster, with 20 years experience,
will invest one million dollars
(more or less) in VHF TV Station

Address Box 30W

BROADCASTING • TELECASTING

Situations Wanted—(Cont'd.)

Lady copywriter, college graduate, single, attractive, experienced in Florida stations, available in four weeks. Box 82, Mt. Hope, W. Va.

Television

Managerial

TV management opportunity wanted. Thoroughly familiar with all phases TV station operation. Excellent record successful AM management. Stable, responsible family man. Can direct operation from CP to solid profitable operation. Good references. Write Box 941S, B•T.

Applicants for TV grants only: Are you faced with a hearing before the commission? Cash in on your opportunity to successfully compete for your channel. I am qualified to assist you in preparing and presenting your case. Activity in the radio and television field consists of experiences common to an applicant appearing in hearing before the commission, also station organization, managership and sales experience. Bond and references will be furnished. Western section of the country is desired. Write now to Box 181W, B•T.

Production, Programming, Others

Technical director-writer Dumont, RCA equipment; writing continuity, commercials; 27, single, college, prefer west coast. Box 154W, B•T.

Music director, staff musician (guitar). 1½ years experience. Know all music literature. College graduate, married, 28. Prefer midwest or west. Box 158W, B•T.

For Sale

Stations

Midwest: Will trade a fine station for profitable business income property. Box 125W, B•T.

1 kw in prosperous midwest area priced for immediate sale. Gates equipped, only four years old, excellent coverage, contact Box 148W, B•T.

Fulltime local independent in single station market, Pacific northwest. We have probably heard from and answered all the curiosity seekers and those who have no money or who want a "cheapie." If you have the money, and want sincerely to buy a station in a good market and can come and see it soon, then write immediately for details. Good price, good terms, good station, good business dealings. Let's get together. Box 151W, B•T.

Profitable midwest daytime AM. Ill health. Cash, principals only. Box 153W, B•T.

Equipment, etc.

Used heavy duty guyed tower; dismantled midwest area, suitable for AM, FM and for supporting some TV antennas. First $1,000 cash offer buys it. Box 999S, B•T.

Collins type 731-A FM transmitter with GE frequency and modulation monitor. Excellent condition. Best offer. Box 129W, B•T.

250 watt FM transmitter, Hewlett-Packard, monitor and two bay antenna. All in good condition. Box 137W, B•T.

New Minitape, need Magnecord and other equipment. Sell or trade. Mail list. Box 152W, B•T.

Mobile 150 megacycle transmitters for remote broadcast use. Shipped prepaid, on frequency, with completed FCC forms for CP and license. $200 complete, microphone to antenna. Chief Engineer, KOWH, Omaha, Nebraska.

REL model 707 STL $2,000.00 complete. Contact Chief Engineer, WJLD, Box 5767, Birmingham, Alabama.

For sale: Presto RC 10-14 tape recorder and 900-A2 amplifier in portable cases can be rack-mounted. Used less than year. A-1 condition. $650.00. WJTN, Jamestown, N. Y.

250 FM transmitter, modulation and frequency monitors. Contact Arthur Wilkerson, WLIL, Lenoir City, Tenn.

230' self-supporting insulated tower, two bay RCA Batwing FM antenna. 230' 1⅝" Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

For Sale—(Cont'd.)

Minitape, 2 mikes, miniature playback, charger, carrying case, etc. Like new. $250. Fontaine, c/o WTAG, Worcester, Mass.

3 practically new, complete GE Orthicon camera chains. Immediate delivery. Send for schedule A, for complete description. C.E.C., 500 Pacific St., Brooklyn, N. Y.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Equipment, etc.

Wanted: Radio relay truck equipped for broadcast use. Box 35W, B•T.

Need FM transmitter from 1 kw to 10 kw. Give lowest price and description. Box 127W, B•T.

Wanted to buy. 1 kw AM transmitter. Must be in good condition. Write full details and price to KMAC, San Antonio, Texas.

Need GE FA-8-C audio rack. Chief Engineer, KOWH, Omaha, Nebraska.

Wanted: 1000-watt AM transmitter, good condition, 250-foot tower and tuning unit. Contact Manager, WVOP, Vidalia, Georgia. Telephone 3029.

Wanted, RCA 76 consolette. Give full details, best price. Voice of the Andes, Talcottville, Conn.

Miscellaneous

FCC licenses in a hurry. Instruction by correspondence. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood 28, California.

Help Wanted

Salesmen

SALESMAN

for a top rated independent in a leading California market. 15% against draw. Bonus up to 22%. Our men make $5,000 to $12,000 annually.
Box 22W, B•T.

TV SALES MANAGER

A leading AM station is building its TV affiliate, the first in a large city. It is looking for a thoroughly experienced sales executive—an aggressive salesman—able to build and manage a hard-hitting sales department. A substantial salary, plus a profit-sharing bonus, make this a most attractive proposition. Only applicants with substantial past earnings, and a proven background in a similar capacity, will be considered. Give full particulars about your previous experience, earnings and salary expected. All replies will be treated confidentially. Box 142W, B•T.

Announcers

Announcer

with classical background for a top rated independent in a leading California market. Must have deep rich voice. 40 hours, $72.00 weekly to start. Periodic raises to $85.00 weekly. Must be good console operator. Station pays life insurance and hospitalization. No young disc jockey. Prefer mature family man. Box 23W, B•T.

Help Wanted—(Cont'd.)

Television

Production, Programming, Others

WANTED **GOOD-COOKER GOOD-LOOKER**

To take full charge of successful TV kitchen. Ability, experience and vitality essential. Send picture, all personal data, nature of present employment. Wonderful spot in eastern market. Box 53W, B•T.

Situations Wanted

Salesmen

I'M YOUR MAN . . .

IF YOU'RE LOOKING FOR SOMEONE OF OUTSTANDING REPUTATION AND ABILITY IN

NATIONAL SALES.

. . . important agency and network contacts

. . . keen administrator with managerial skill

. . . 16 years experience (radio and television)

NOW LOCATED IN NEW YORK CITY, BUT WILL MOVE AT ONCE FOR ATTRACTIVE SITUATION. PLEASE REPLY BOX 162W, B•T.

For Sale

Stations

Interest available

New TV Station

Excellent market.

Box 183W, B•T.

For Sale—(Cont'd.)

Equipment, etc.

FOR SALE

COMPLETE CHANNEL 16 TV STATION EQUIPMENT

Factory Guarantee

BOX 122W, B•T

FOR SALE

TV ANTENNA

RCA TF3A Channel 4, 5 & 6

FM TV TRIPLEXER

FM 96.1 mc TV Ch. 5

KSD-TV 1111 Olive St. St. Louis 1, Mo.

Miscellaneous

For the best in Complete Erection of Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

change type antenna, decrease antenna height above average terrain to 409.6 ft. (BMPH-4818.) Filed March 17.

Ownership Changes . . .

Decisions

WFRP Savannah, Ga. — Georgia Bcstg. Co. Granted consent to acquisition of negative control of licensee by John F. Pidcock, executor, Estate of Frank R. Pidcock Jr. Involves transfer of 80 shares stock from James M. Wilder to **Frank R. Pidcock Sr.** for cancellation of debt amounting to $8,203, and transfer of 120 shares from Estate of Frank R. Pidcock Jr. to John G. Williams (40 shares) for consideration of $4,166 and to John F. Pidcock (80 shares) for assumption of debt of Estate to Mrs. Frank Pidcock Sr. to amount of $12,500. Granted March 18.

(No call.) Fairmont, N. C.—Carolinas Bcstg. Co. Granted application for CP to replace expired CP for new AM station, 800 kc, 1 kw daytime; also granted consent to transfer control of permittee corporation from W. V. Morgan, W. D. Harris and Anne P. Harris to **Cutlar Moore**; consideration $1,500 plus assumption by Moore of transferors obligation to pay $18,000 due on stock. Mr. Moore is real estate broker in Lumberton, N. C. and 4% owner WTSB Lumberton. Granted March 18.

KWIN Ashland, Ore.—H. R. Morris, Trustee in Bankruptcy granted consent to assignment of license to **Rogue Valley Broadcasters Inc.**; consideration $45,000. Principals of assignee corporation include Secretary-Treasurer **W. D. Miller** (70%), lumber and lumber products, 98% owner KFJI Broadcasters, Klamath Falls, Ore.; President **H. Richard Maguire** (10%), manager of KFJI; Vice President **W. Don Miller** (10%), and **Orin E. Lewis** (10%). Granted March 18.

KNAF Fredericksburg, Tex.—Gillespie Bcstg. Co. Granted consent to transfer of control from Merle Moore and Walter T. McKay to **Arthur Stehling**; consideration $30,167 for 100%. Mr. Stehling is an attorney in Fredericksburg and President of Security State Bank, Fredericksburg. Granted March 18.

Applications

San Diego, Calif. — Airfan Radio Corp. Ltd. (KFSD). (Ch. 10, BPCT-313.) [B•T, July 14, '52.] Amend application to add to stockholders: **A. C. Blecksmith** (0.1%), and **John C. Merino** (0.1%). Filed March 16.

KCOK Tulare, Calif. — Geneva Anderson and **Rosalie Anderson,** Executrices of the Estate of Herman Anderson, request voluntary assignment of license to **Sheldon Anderson** to carry out Will and Final Decree of Herman Anderson, deceased. Sheldon Anderson has been General Manager KCOK, owner of 16⅔ of Bakersfield Bcstg. Co. (KAFY-AM-TV Bakersfield), and 15% interest in KYNO Fresno. Filed March 10.

WFTL Ft. Lauderdale, Fla.—Gore Pub. Co. Request voluntary assignment of license to **Tri-County Bcstg. Co.** Involves setting up new corporation including **Gore Pub. Co.** (78.57%) and **Noran E. Kersta** (21.43%). Involves purchase of 150 shares common stock by Mr. Kersta for consideration of $15,000. Mr. Kersta is presently owner of Noran E. Kersta Co., radio and TV consultants in Garden City, N. Y. Gore Pub. Co. holds CP for a new TV station on uhf Ch. 23, Ft. Lauderdale. Filed March 11.

Streator, Ill.—Stephen P. Bellinger, Vernon R. Nunn and **Roland J. DeMarco,** General Partners, and **Charles G. Campbell, Frank G. Wolf, H. Paul Waterbury** and **Josephine Grandini,** Limited Partners, d/b as Streator Bcstg. Co. Request voluntary assignment of CP to **Stephen P. Bellinger, Charles Vandever, Vernon R. Nunn, Joel W. Townsend, Ben H. Townsend, Morris E. Kemper, T. Keith Coleman** and **Jack H. Wiedemann,** d/b as Streator Bcstg. Co. Only consideration involved is reimbursing assignors for cost of application totaling $675.40. New partners hold controlling interest in WVMC Mt. Carmel, Ill. Filed March 17.

WABJ Adrian, Mich.—James Gerity Jr. requests voluntary assignment of CP and license to **Gerity Bcstg. Co.** (On 1500 kc, CP 1490 kc.) Involves change of name of licensee only. Mr. Gerity retains 100%. Filed March 17.

KBIM Roswell, N. M.—Theodore Rozzell and **William Paul Brown,** d/b as Radio Station KBIM, request voluntary assignment of CP to Messrs. **Rozzell Brown** and **Vernon Newton Hughes,** d/b as Radio Station KBIM. Mr. Hughes will receive 10% interest, no monetary consideration. He has been chief engineer at KICA Clovis, N. M. Filed March 17.

WJET Erie, Pa.—Myron Jones. Request voluntary assignment of license to **The "Jet" Bcstg. Co.** No consideration involved. Principals of assignee include President **Myron Jones** (51%); Vice President **Frank Dieringer** (12½%), chief engineer WFMJ Youngstown, O. and 38⅔% owner WBEX Chillicothe, O.; and Secretary-Treasurer **William Fleckenstein** (36½%), engineer at WFMJ. (1570 kc.) Filed March 12.

WBIR Knoxville, Tenn.—Radio Station WBIR Inc. Request voluntary transfer of control from **Gilmore N. Nunn** (now 52%) to **Radio Cincinnati** (now 20%), **Martha Henderson Ashe, Robert L. Ashe,** and **John P. Hart** (now 5%), for total consideration of over $65,000. Radio Cincinnati is licensee of WKRC-AM-FM-TV Cincinnati, Ohio, 20% owner of TV Indianapolis, applicant for uhf Ch. 8, Indianapolis, and owner of WTVN Columbus, Ohio. John P. Hart is Vice President of WBIR Inc. In event of grant of this request, Hulbert Taft Jr., Executive Vice President of Radio Cincinnati Inc. will become President and Director of WBIR Inc., and David G. Taft, vice president of Radio Cincinnati Inc. will become a director of WBIR Inc. Filed March 12.

KTHT Houston, Tex.—Roy Hofheinz. Request voluntary assignment of license to **Texas Radio Corp.** Involves change from individual to corporation for tax purposes. (790 kc.) Filed March 12.

KJAM Vernal, Utah—James C. Wallentine, tr/as **Uintah Bcstg. Co.,** request voluntary assignment of license to **Uintah Bcstg. & TV Co.** Consideration 40,175 shares $1.00 par stock. Assignee includes Mr. Wallentine (82.35%), and others, including **Howard D. Johnson,** president of KNAK Salt Lake; **Leland Elwin Walker,** manager KJAM, and **G. Stanley Brewer,** principal owner of KOPP Ogden, Utah. Filed March 17.

Opinions and Orders . . .

WOSA Wausau, Wis.—Alvin E. O'Konski. FCC dismissed protest filed Feb. 2, 1953 by WSAU Inc. (WSAU Wausau) directed against the Commission's "conditional grant without hearing, made on Jan. 2, 1953" of application to increase power of station WOSA and to move main studio and transmitter location from Merrill to Wausau, Wis. Action Feb. 19.

KGAL Lebanon, Ore.—W. Gordon Allen. FCC dismissed protest filed Jan. 30, 1953, by Symons Bcstg. Co. (KLXY Spokane, Wash.), directed against grant of CP to KGAL to change frequency from 930 to 920 kc and change from daytime to unlimited time operation. Action Feb. 19.

FCC on March 5 initiated rule making to incorporate in Part 3 of its rule and regulations governing radio broadcast services that part of the CONELRAD Plan which pertains to the conduct of broadcast stations during an alert. As announced Dec. 2, 1952, the plan would enable cooperating AM stations to remain on the air immediately before and during an air attack under conditions which would minimize the use of radio signals as a navigational aid to hostile aircraft. No engineering method has yet been found to enable FM and TV stations to continue broadcasting in such an emergency. Comments may be filed on or before March 24, 1953.

Hearing Cases . . .

The Enterprise Co., Beaumont, Tex. — FCC denied petition to enlarge the hearing issues in the proceeding involving its application and those of Beaumont Bcstg. Corp. and KTRM Inc., each seeking CP for new TV station on vhf Ch. 6, Beaumont. Petition was to include, with respect to the application of KTRM Inc., issues dealing with multiple ownership and the concentration of the media of mass communications. (Dockets 10286 through 10288.) Action March 3.

Remote Control and Operator Rules—On petition of the International Brotherhood of Electrical Workers, AFL, the Commission on March 5 stayed, until further order, effective date of the report and order published Feb. 4, 1953, amending parts 3 and 13 of its rules and regulations with respect to the license requirements of operators of certain AM and FM stations and for the remote control operations of such stations, which were to have become effective March 6, 1953. (Docket 10214.)

Wichita, Kan.—Sunflower TV Co. FCC granted petition to dismiss without prejudice application for new TV station on vhf Ch. 10, Wichita. (Docket 10258; BPCT-677.) Action March 11.

Bradbury Heights, Md.—Chesapeake Bcstg. Co. Final decision announced to deny application for CP for new AM station at Bradbury Heights, Md., to operate on 1540 kc, 1 kw, daytime. Cmr. Hyde dissented. (Dockets 7760; BP-4698.) Final decision March 9.

Scranton, Pa.—Scranton Radio Corp. Final decision to grant application for CP for new AM station at Scranton, Pa., to operate on 1400 kc, 250 w, unlimited time; engineering conditions (Docket 9640; BP-7184.) Final decision March 9.

Danville, Ill.—Vermilion Bcstg. Corp. Final decision to grant application for CP for new AM station at Danville, Ill., 980 kc, 1 kw, unlimited, using same DA day and night; engineering conditions. (Docket 9496; BP-7114.) Final decision March 9.

Flint, Mich.—Trebit Corp. and **W. S. Butterfield Theatres Inc.** Commission denied petitions seeking review of the Hearing Examiner's Memorandum Opinion and Order of Jan. 14, 1953 granting a petition of WJR The Goodwill Station Inc. for leave to amend its application for a new TV station in Flint, Mich. to operate on vhf Ch. 12. (Dockets 10268 et al.) March 9.

Lafayette, La.—Evangeline Bcstg. Co. Commission denied application to mod. CP to change daytime power from 1 kw to 5 kw using non-DA, and change type of transmitter, operating on 1330 kc with 1 kw night, DA night. (Docket 9739; BMP-5098.) March 6.

Reading, Pa. — Radio Reading. Commission denied a petition for rehearing filed by John J. Keel and Lloyd W. Dennis Jr. tr/as Radio Reading, directed against the decision of Sept. 16, 1952 which denied the application of Radio Reading for a CP for new AM station at Reading to operate on 1510 kc, 1 kw, unlimited time DA. (Docket 9446; BP-7589.) March 6.

Spokane, Wash.—Louis Wasmer. Granted motion to amend TV application (vhf Ch. 2) [B•T, March 9], (1) to include his current balance sheet; (2) to include a modified program schedule with attendant changes in staffing, revenue, and operational cost estimates; and (3) to include modified and additional engineering information. (Docket 10422, BPCT-920.) March 17.

WABC Albuquerque, N. M.—Examiner J. D. Cunningham granted motion that **American Broadcasting Paramount Theatres Inc.** (WABC) be substituted for American Broadcasting Co. (WJZ) as a respondent in the proceeding re application of KOB Albuquerque for extension of special service authorization. (Docket 10336; BSSA-275.) March 17.

KPLN Camden, Ark.—Mid-South Bcstg. Co. Granted, in part, petition filed by KPLN insofar as it requests reconsideration of Commission action of Dec. 31, 1952 designating for hearing application for license to cover CP for KPLN (Docket 10363; BL-4782); cancelled hearing and removed said application from hearing docket to be further considered with examination of

pending application for assignment of CP to R. D. James Jr. (BAP-178.)

New Petitions . . .

March 11

Alaska Bcstg. Co. (KTKN), Ketchikan, Alaska. CP for power increase to 5 kw daytime on 930 kc (BP-8463).—Reply to opposition which was filed by Aurora Bcstrs. Inc. (KABI) which opposed application of Alaska Bcstg. Co. (KTKN) for power increase. KTKN asserts in its reply to KABI that the latter assumed "fallacy of high conductivity" in Ketchikan area, and that because population is expanding in the opposite direction from KABI, the latter does not want any other station to increase its power because even from its present location "KABI cannot deliver as good a signal as KTKN over the Ketchikan district. . . . KABI . . . does not want this difference to become even more apparent," alleges KTKN.

March 12

Rudman Television Co., Minot, N. D. CP for new TV station, vhf Ch. 10, ERP 58 kw visual and 31 kw aural, antenna 390 ft. (BPCT-1320).—Protest by North Dakota Bcstg. Co. (KCJB) to grant of CP to Rudman on grounds that erection of Rudman's antenna will cause radiation in directions undersirable to KCJB. KCJB asks that Rudman be required either to insulate its antenna tower or select site far enough from KCJB that it cannot influence KCJB's pattern, or that Rudman CP be rescinded and that application of Rudman be set for hearing.

Key Bcstg. System Inc. Application for new AM station, 1300 kc, 250 w daytime (Docket 10279 BP-8422).—Petition filed by Wodaam Corp. (WOV New York, N. Y.) for authority to intervene in proceeding because grant of application would cause objectionable interference to WOV in seven-mile area.

Spartanburg, S. C. New TV vhf Ch. 7.—Reply and motion to strike petition of Spartan Bcstg. Co. (WORD) filed by WIS-TV Corp. (WIS-TV), Columbia, S. C., because Spartan petition fails to satisfy requirements of Sec. 309 (c) of Communications Act, is not "party in interest", and WORD can still prosecute its application for Spartanburg.

Fort Wayne, Ind. New TV uhf Ch. 33. (Dockets 10299, 10300, BPCT-516, 979).—Proposed findings of fact and conclusions in proceeding involving mutually-exclusive applications of Northeastern Indiana Bcstg. Co. (WKJG) and News Sentinel Bcstg. Co. (WGL) filed by competing applicants and Chief, FCC Broadcast Bureau. Each applicant found itself best qualified, but Chief, FCC Broadcast Bureau. found News Publishing Co., owner of News Sentinel Bcstg. Co., engaging in monopolistic and what Chief, FCC Broadcast Bureau, characterized as illegal practices which reflect upon qualifications of News Sentinel Bcstg. Co. to hold permit sought.

March 13

Memphis, Tenn. Bluff City Bcstg. Co. (WDIA), CP for change from 730 kc to 1070 kc and power increase from 250 w to 50 kw D, 5 kw N, DA-2. (BP-8343).—Protest to grant filed by The Television Corp. (WAPI), Birmingham, Ala., which operates on 1070 kc with 10 kw fulltime but is applicant (BP-8679) for 50 kw fulltime on same frequency. WAPI asserts it is party in interest, that WDIA operating with 50 kw would cause objectionable interference to WAPI operating with 50 kw, and that WDIA grant be rescinded and application set for hearing.

Old Hickory, Tenn. New TV vhf Ch. 5.—Reply by Life & Casualty Insurance Co. to motion for reconsideration of Commission order which passed over Old Hickory, Tenn., of Capitol Bcstg. Co., which requested its application be granted and that of Life & Casualty Insurance Co. be dismissed. Life & Casualty Insurance Co. asserts that to locate its studio in Nashville while occupying a channel allocated to Old Hickory would be for good cause and that Sec. 3.613 is not applicable in this case.

Allocation of vhf Ch. 4 to Fayetteville, W. Va.—Robert F. Thomas Jr. (WOAY), Oak Hill, W. Va., filed petition for extension of time within which to file reply to opposition by Daily Telegraph Co. to proposed rule making and reply to statement by WCAE Inc. (WCAE). In its reply to WCAE WOAY asserts vhf Ch. 4 can be allocated to both Fayetteville, W. Va., and Pittsburgh, Pa., and still meet minimum FCC milage separations.

Chattanooga, Tenn. New TV vhf Ch. 12.—Petition for extension of time filed by Southern Television Inc. in which to reply to petition of Tri-State Telecasting Corp. which seeks conditional grant.

Philadelphia, Pa. New TV uhf Ch. 23.—Petition filed by Daily News Television Co. requesting oral argument on what it calls "deficiencies, discrepancies and inadequacies" of mutually-exclusive application of Lou Poller.

March 16

Bristol, Va. New TV vhf Ch. 5—Opposition to petition for conditional grant of Appalachian Bcstg. Corp. (WCYB) filed by Radiophone Bcstg. Station WOPI Inc. (WOPI) and Tri-State Television Corp., alleging that WCYB conduct may most charitably be evaluated as "gross indiscretion" and that WOPI did not file "block" or "strike" application.

Amherst, Mass., and North Adams, Mass. New TV allocations for uhf Ch. *82 and uhf Ch. *80.—Petition filed by Western Massachusetts Educational Television Council for amendment of Sec. 3.606 of FCC TV Rules in order to have a state-wide educational TV network. Uhf Chs. 82 and 80 are available for allocation to Amherst and North Adams, petition states.

The W. L. Greenshaw Co. (WWHG) and Hornell Bcstg. Corp. (WLEA), Hornell, N. Y. Initial decision favoring fulltime operation for WWHG (Docket 10060 et al., BP-8024, BMP-5636).—Motion to strike, reply to exceptions and request for oral argument filed by WLEA in answer to WWHG.

AB-PT merger (Docket 10031 et al., 10046 et al, and 10110).—Motion to dismiss "protest" of Zenith Radio Corp. filed by Balaban & Katz Corp. Balaban & Katz Corp. asserts Zenith is stranger in AB-PT proceedings and cannot make claim for vhf Ch. 4.

Sacramento, Calif. New TV uhf Ch. 46.—Joint petition of John Poole Bcstg. Co. and Jack O. Gross to dismiss application of Jack Gross and to grant application of John Poole Bcstg. Co. Because applicants were not able to arrive at suitable merger agreement, John Poole Bcstg. Co. has paid Jack Gross $6,701.69 for the latter's expenses involved in filing Sacramento application.

March 17

AB-PT merger (Docket 10031 et al., 10046 et al. and 10110).—Motion to dismiss or deny protest of Zenith Radio Corp. filed by Columbia Bcstg. System. CBS asserts that Zenith chose to stay out of hearing so cannot now petition for a change nor can Zenith assert hearing was not held, claims CBS, when testimony went on for 93 days.

Albuquerque Bcstg. Co. (KOB) for extension of Special Service Authorization (Docket 10336, BSSA-275).—Proposed findings of fact and conclusions filed by Westinghouse Radio Stations Inc., license of WBZ Boston, which assert KOB should stay on 770 kc and that protest of ABC be dismissed.

Glenville, W. Va. New TV vhf Ch. 5.—Petition by Polan Industries to allocate vhf Ch. 5 to Glenville, W. Va., so that good TV coverage may be given to widespread rural area of West Virginia.

WHEC Inc. (WHEC) and Veterans Bcstg. Co. (WVET), Rochester, N. Y. CPs for new TV vhf Ch. 10 stations (share-time).—Protest to grants and request for hearing filed by Federal Bcstg. System Inc. (WSAY), in which protestant requests FCC accept its application for filing, rescind CPs granted WHEC and WVET, and designate all three applications for hearing.

Alvin G. Flanagan. Permit to locate TV studio at San Diego.—Petition to designate application of Alvin Flanagan for hearing filed by Kennedy Bcstg. Co. (KFMB-TV).

NBC and DuMont. Permits to transmit television programs to foreign station.—Petition to designate applications of NBC and DuMont for hearing with that of Alvin G. Flanagan filed by Kennedy Bcstg. Co. (KFMB-TV).

Aladdin Radio & Television Inc. (KLZ) and Denver Television Co., Denver, Col. Initial decision favoring Aladdin Radio & Television Inc. (KLZ) for vhf Ch. 7 (Dockets 9041 and 10240, BPCT-426 and -951).—Statement in support of initial decision filed by Aladdin Radio & Television Inc. (KLZ), exceptions to initial decision filed by Chief, FCC Broadcast Bureau, and Denver Television Inc. Chief, FCC Broadcast Bureau, does not, however, except to examiner's final conclusion in initial decision, but only to certain provisions. Some exceptions to certain provisions also filed by Aladdin, and general exceptions to entire conclusion filed by Denver.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 8. Further hearing. Examiner Elizabeth C. Smith. Contestants: Westinghouse Radio Stations Inc. (KEX), Portland TV Inc., Cascade TV Co. and North Pacific TV Inc.

Sacramento, Calif.—New TV, vhf Ch. 3. Further hearing. Examiner Thomas H. Donohue. Contestants: KCRA Inc. (KCRA) and Sacramento Bcstrs. Inc. (KXOA).

March 23

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Scharfman. Contestants: Ridson Inc. (WDSM Superior) and Lakehead Telecasters Inc. (WREX Duluth). Possible merger reported under consideration.

Wichita, Kan.—New TV, vhf Ch. 10. Further hearing. Examiner Hugh B. Hutchison. Contestants: Mid-Continent TV Inc. and KAKE Bcstg. Co. (KAKE).

March 30

Duluth, Minn.—Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Scharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) and Red River Bcstg. Co. (KDAL Duluth). Possible merger reported under consideration.

April 6

Fort Wayne, Ind.—New TV, uhf Ch. 69. Hearing to begin. Examiner Leo Resnick. Contestants: Radio Fort Wayne Ind. (WANE) and Anthony Wayne Bcstg.

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) and TV Spokane Inc.

April 7

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing, Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa), Orange TV Bcstg. Co. and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa).

April 15

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) and Stark Bcstg. Co. (WCMW).

April 27

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc., Columbia Empire Telecasters Inc. (KPOJ is 40% owner) and Northwest TV and Bcstg. Co.

May 11

Portland, Ore.—New TV, vhf Ch. 6. Hearing to begin. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) and Pioneer Bcstrs. Inc. (KGW).

Continued Without Date

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Annie Neal Hunting. Contestants: Port Arthur College (KPAC Port Arthur) and Smith Radio Co., Port Arthur. Jefferson Amusement Co., Beaumont, seeks to be included as party.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion. Docket 10089. Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Killeen, Tex.—New AM, 1050 kc, 250 w daytime. Examiner not designated. Contestants: High Lite Bcstg. Co. and KHFT Bcstg. Co.

Lancaster, Pa.—New TV, vhf Ch. 8. Examiner J. D. Bond. Contestants: WGAL-TV (now on Ch. 8 conditionally) and Peoples Bcstg. Co. (WLAN).

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) and Sacramento Telecasters Inc.

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd d/b as Cal Tel Co. and Maria Helen Alvarez.

Sacramento, Calif.—New TV, uhf Ch. 46. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. and Jack O. Gross. Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Wichita, Kan.—New TV, vhf Ch. 3 Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH), Taylor Radio & TV Corp. (KANS) and Wichita TV Corp.

Theatre Television—Allocation of frequencies of exclusive theatre TV circuits. Before Commission *en banc.*

Routine Roundup . . .

March 12 Decisions

BY COMMISSION EN BANC

Advised of Hearing

WGBI-TV Scranton, Pa., Scranton Broadcasters Inc.—Is being advised that application (BAPCT-32) for assignment of CP to MCL Telecasting Corp. involves questions which indicate necessity of hearing. (Comrs. Walker and Bartley voted for grant.)

March 12 Applications

ACCEPTED FOR FILING

License for CP

WXOK Baton Rouge, La., Capital City Bcstg. Co.—License for CP (BP-8309), as mod., which authorized new AM (BL-4930).

WCHL Chapel Hill, N. C., Village Bcstg. Co.—License for CP (BP-8052), as mod., which authorized new AM (BL-4927).

KDSJ Deadwood, S. D., Heart of the Black Hills Station—License for CP (BP-7597), as mod., which authorized change in facilities (BL-4626).

Change Hours of Operations

WOKE Oak Ridge, Tenn., Air Mart Corp.—Mod. CP (BP-8287), which authorized change in

frequency, to change from D to unl., install DA-N, make changes in ant. system and change trans. location (BMP-6148).

License Renewals

Following stations request renewal of license: **WBAA West Lafayette, Ind.,** Purdue U. (BR-501); **WCCO Minneapolis, Minn.,** Midwest Radio Television Inc. (BR-659); **KWAD Wadena, Minn.,** Associated Bcstrs. Inc. (BR-2300).

March 13 Applications

ACCEPTED FOR FILING

Erect New Antenna

WINK Ft. Myers, Fla., Ft. Myers Bcstg. Co.—CP to erect new ant. and mount TV ant. on top and change trans. location (contingent on grant of BPCT-875) (BP-8873).

Modification of CP

WISP Kinston, N. C., Edwin J. Schuffman—Mod. CP (BP-8438), which authorized new AM, for approval of ant., trans. location and specify studio location (BMP-6150).

License Renewals

Following stations request renewal of license: **WBET-FM High Point, N. C.,** Enterprise Pub. Co. (BRH-204); **KTUL-FM Tulsa, Okla.,** Tulsa Bcstg. Co. (BRH-567).

Extension of Completion Date

WNOS (FM) High Point, N. C., The North State Bcstg. Co.—Mod. CP (BPH-1756), which authorized new FM for extension of completion date (BMPH-4817).

March 16 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WLBS Birmingham, Ala., WLBS Inc.—Mod. CP (BP-8457), which authorized change in trans. location, for extension of completion date (BMP-6151).

Change Hours of Operation

WAIN Columbia, Ky., Tricounty Radio Bcstg. Corp.—CP to change from D to unl., using power of 500 w N (BP-8779).

License for CP

WSLM Salem, Ind., Don H. Martin—License for CP (BP-7481), as mod., which authorized new AM (BL-4932).

WHLN Harlan, Ky., Blanfox Radio Co.—License for CP (BP-8474), which authorized changes in ant. and ground system (BL-4933).

WTOW Whitesburg, Ky., KY-KV Bcstg. Corp.—License for CP (BP-8279), as mod., which authorized new AM (BL-R-4943).

WBET Brockton, Mass., Enterprise Pub. Co.—License for CP (BP-7743), as mod., which authorized change in frequency, hours of operation and installation of DA-N (BL-4934).

WLSM Louisville, Miss., Louisville Bcstg. Corp.—License for CP (BP-8433), which authorized new AM (BL-4948).

WDEF Chattanooga, Tenn., WDEF Bcstg. Co.—License for CP (BP-8065), which authorized increase in N power and changes in DA (BL-4935).

KVSP Lubbock, Tex., Hub Bcstg. Co.—License for CP (BP-8423), as mod., which authorized new AM (BL-4944).

Modification of CP

KRSD Rapid City, S. D., Heart of the Black Hills Station—Mod. CP (BP-7904), which authorized new AM, for approval of ant. and trans. location and specify studio location. AMENDED to change ant. height and studio location (BMP-5661 AMENDED).

March 17 Decisions

ACTIONS ON MOTIONS
By Examiner William G. Butts

Louis Wasmer, Spokane, Wash.—Granted motion to amend TV application (Docket 10422, BPCT-920), to (1) include current balance sheet; (2) include modified program schedule with attendant changes in staffing, revenue and operational cost estimates; and (3) to include modified and additional engineering information.

By Examiner Basil P. Cooper

Tampa Television Co., Tampa, Fla.—Granted petition to amend TV application (Docket 10330, BPCT-1302), to state certain radio ownership interests held by W. Walter Tison, WBRC Birmingham, Ala., for short period in winter of 1945, which information was inadvertently omitted from application.

By Examiner Thomas H. Donahue

Sacramento Telecasters Inc., Sacramento, Calif.—Dismissed as moot petition of Nov. 7, 1952 to amend TV application (Docket 10298; BPCT-976).

By Examiner James D. Cunningham

WABC American Bcstg.-Paramount Theatres Inc.—Granted motion that American Bcstg.-Paramount Theatres Inc. (WABC) be substituted for American Bcstg. Co. Inc. (WJZ) as respondent in proceeding re application of KOB Albuquerque, N. M. for extension of SSA (Docket 10336; BSSA-275):

By Examiner H. Gifford Irion

WVCH Chester Pa., James M. Tisdale—Upon motion by WVCH, continued indefinitely hearing now scheduled for March 25 re application (Docket 10089; BP-8100), for reason that WGSM Huntington, N. Y., party respondent in proceeding has filed application to improve facilities which may affect consideration of application filed by WVCH.

March 17 Applications

ACCEPTED FOR FILING
Extension of Completion Date

WVAM Altoona, Pa., The General Bcstg. Corp.—Mod. CP (BP-8325), as mod., which authorized installation of new trans., for extension of completion date (BMP-6153).

KPTV(TV) Portland, Ore., Empire Coil Co.—Mod. CP (BPCT-925), as mod., which authorized new TV, for extension of completion date (BMPCT- 1025).

WISO Ponce, Puerto Rico, South Puerto Rico Bcstg. Corp.—Mod. CP (BP-8074), which authorized new AM, for extension of completion date (BMP-6152).

License Renewals

Following stations request renewal of license: **WBOC Salisbury, Md., The Peninsula Bcstg. Co.** (BR-1090); **KNUJ New Ulm, Minn., KNUJ Inc.** (BR-2309); **KRJF Miles City, Mont., Star Printing Co.** (BR-1143); **WBUZ(FM) Oakland, Md., Chesapeake Bcstg. Co. (BRH-136) KWAR (FM) Waverly, Iowa, Wartburg Normal College of the Lutheran Church** (BRED-82).

March 18 Decisions

BY COMMISSION EN BANC

License Renewals

Following stations granted renewal of licenses on regular basis:

KRIB Mason City, Iowa; KRUL Corvallis, Ore.; KFJB Marshalltown, Iowa; KPRS Kansas City, Mo.; KOKX and KOKX-FM Keokuk, Iowa; WJMA Orange, Va.; WBRW Welch, W. Va.; KFMA Davenport, Iowa.

March 18 Applications

ACCEPTED FOR FILING

Modification of CP

WANA Anniston, Ala., Anniston Radio Co.—Mod. CP (BP-8688), as reinstated which authorized new AM, for approval of ant., trans. and studio locations and change type trans. (BMP-6154).

License for CP

WGEA Geneva, Ala., Geneva County Reaper—License for CP (BP-8407), as mod., which authorized new AM (BL-4950).

WMOZ Mobile, Ala., Gadsden Radio Co.—License for CP (BP-8409), as mod., which authorized new AM (BL-4949).

WNEB Worcester, Mass., New England Bcstg. Co.—License for CP (BP-8695), which authorized change in ant., trans. and studio locations (BL-4939).

WDOB Canton, Miss., Madison County Bcstg. Co.—License for CP (BP-8075), as mod., which authorized new AM (BL-4940).

WAGG Franklin, Tenn., Williamson County Bcstg. Co.—License for CP, (BP-8125), as mod., which authorized new AM (BL-4946).

KMLW Marlin, Tex., Hugh M. McBeath Jr. and Charles E. Reagan—License for CP (BP-5631), as mod., which authorized new AM (BL-4942).

WNVA Norton, Va., Blanfox Radio Co.—License for CP (BP-8473), which authorized changes in ant. and ground system (BL-4941).

WRIS Roanoke, Va., Cy N. Bahakel—License for CP (BP-8441), as mod., which authorized new AM (BL-4938).

License Renewals

Following stations request renewal of license: KLMR Lamar, Colo., Southeast Colorado Bcstg. Co. (BR-2091); WGST Atlanta, Ga., Georgia School of Technology (BR-441); KWSK Pratt, Kan., The Pratt Bcstg. Co. (BR-2747); WCAL Northfield, Minn., St. Olaf College (BR-671); KWLM Willman, Minn., Lakeland Bcstg. Co. (BR-1097); KWHP Cushing, Okla., Cimarron Bcstrs. (BR-2749); WORA Mayaguez, Puerto Rico, Radio Americas Corp. (BR-1764); KVAN Portland, Ore., Vancouver Radio Corp. (BR-1027).

Extension of Completion Date

WSEE-TV Tiverton, R. I., New England Television Co.—Mod. CP (BPCT-1003), as mod., which authorized new TV, for extension of completion date to 9/1/53 (BMPCT-1032).

APPLICATIONS RETURNED

License for CP

KLX Oakland, Calif., Tribune Building Co.—License for CP (BP-5293), which authorized change in existing facilities.

Assignment of License

KYNO Fresno, Calif., Radio KYNO, The Voice of Fresno—Voluntary assignment of license to Robert Schuler, Lester Eugene Chenault and Bert Williamson d/b as Radio KYNO, The Voice of Fresno.

WSSO Starkville, Miss., The Starkville Bcstg. Co.—Involuntary assignment of license to Grady Imes Ruth Hartness, executrix of estate of James P. Hartness, deceased, C. C. Hollinshead and Joe Phillips, a partnership d/b as Starkville Bcstg. Co.

Acquisition of Control

KUGN Eugene, Ore., KUGN Inc.—Voluntary acquisition of control of licensee corporation by C. H. Fisher thru purchase of 50 shares of stock from O. E. Berke and P. R. Berke.

Upcoming Events

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

March 25: Meeting of Northern California Chapter, American Assn. of Advertising Agencies, St. Francis Hotel, San Francisco.

March 26-28: Alabama Broadcasters Assn. annual spring meeting, Florence, Ala.

March 26-28: Board of Governors, Canadian Broadcasting Corp., meeting at Ottawa.

March 27-28: Florida Television Conference for TV applicants, WTVJ (TV) Miami.

March 28: West Virginia Broadcasters Assn. annual spring meeting, Daniel Boone Hotel, Charleston, W. Va.

April 2: Illinois Broadcasters Assn. spring meeting, Hotel Leland, Springfield, Ill.

April 11: New England Radio Engineering Meeting, sponsored by the North Atlantic Region, Institute of Radio Engineers, U. of Connecticut, Storrs, Conn.

April 12: Seventh annual Frances Holmes awards luncheon, Hotel Statler, Los Angeles.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 22: AP Broadcasters regional meeting (Virginia, Maryland-District of Columbia, West Virginia, Pennsylvania-Delaware AP groups), state and joint sessions, National Press Club Auditorium, Washington, D. C.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28-May 2: National Television News Seminar, co-sponsored by Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 28-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Floridan Hotel, Tampa, Fla.

May 2: Southwest Journalism Forum, Dallas, Tex.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.

June 17-19: NARTB Combined Boards of Directors, Washington.

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Bargain Basement Season

GENERAL MILLS, for some curious reason, seems bent on knocking the props from under radio and television, the media on which it depends most heavily to sell its products. Two GM agencies, Knox-Reeves for Wheaties, Dancer-Fitzgerald-Sample for Kitchen-Tested Flour, are asking station operators to throw away their rate cards and, in effect, to submit bids for the GM business.

Obviously, General Mills will match the results of the agencies' proposals and whenever either gets a better rate the other will immediately demand it. Indeed, under the standard AAAA contract form, a station is honor-bound to offer any reduction given one client to all other advertisers.

The unique thing here is that General Mills is throwing the same bait to TV stations that it is using on AM outlets. If television succumbs to off-the-card dealing at this stage of its youth, there is not much hope for its acquiring stability as it grows older.

It's a truism that in the long run rate cutting benefits nobody. A special deal given one agency never remains a secret for long; other buyers demand better special deals of their own and none of them is happy with what he gets, each fearing that someone else has secured better terms. And when that somebody else is another agency working for the same advertiser, both agencies are bound to be unhappy all the time.

The advertiser who tries to get special deals from stations often, if not usually, finds that what he gets is no bargain. If he takes run-of-station time he finds his commercials aired at times of minimum audience. If he insists on specified times, he gets only the less desirable stations.

For a station, rate-cutting is a short-cut to bankruptcy. One special deal inevitably leads to others and soon no one is willing to buy time at card rate. As suspicion mounts, few buyers will use the station at all if anything else in town is available.

This is not to say that there is no place for extra discounts for large purchases of time. Volume discounts always have had their rightful place in the broadcasting picture. But when a special price for a special package is set, it should go on the rate card immediately and other advertisers, those already on the station as well as prospects, should be promptly notified that the same price is available to them under the same conditions.

"A thing is worth what you have to pay for it" is still a pretty good rule of business for both buyer and seller. Radio, as the first and only true mass medium, reaching more than 98% of all U. S. homes, farm, small town and big city, is worth more than some buyers, and even some sellers, seem to think.

OUR GOOD neighbor, Canada, has raised the salary of the chairman of Canadian Broadcasting Corp., equivalent to our FCC, from $15,000 to $17,500. No doubt he's well worth it. Our FCC Chairman draws $15,000—as do other FCC members. We think there's a raise due, maybe for all of our Commissioners, but most certainly for the Chairman who is forced to carry a prodigious load.

Congress, Color & Common Carriers

THE MOST radio-active Congress in history is functioning in Washington. One would judge, from a reading of the legislative calendar, that the solons now are for (or against), by, and of radio and television.

And, depending upon where you sit, the legislative activity is for good or evil. Foremost on the slate, headline-wise, are the color TV investigation and the McCarthy-directed imbroglio over the Voice of America. But more deeply significant and dangerous to our free institutions is the talk about applying the common-carrier concept to the broadcast services. That would mean rate-making. It would place radio and television on a level with the railroads, telephone and telegraph companies and other equipment and communications "carriers."

On the plus side is a new bill by Rep. Kit Clardy (R.-Mich.) to change the law so that all licenses issued by the FCC would be for an indefinite term and subject to revocation (not renewal) by the courts, rather than the FCC. It would place the burden of proof on the FCC, where it belongs, and not on the licensee who now lives by the whim of the regulatory authority and on the slender thread of a three-year license for radio and a one-year tenure for TV.



Drawn for BROADCASTING • TELECASTING by Frank Tabor

"I wonder what he'll think of next. Yesterday, I caught him trying to bake beans in the crystal oven."

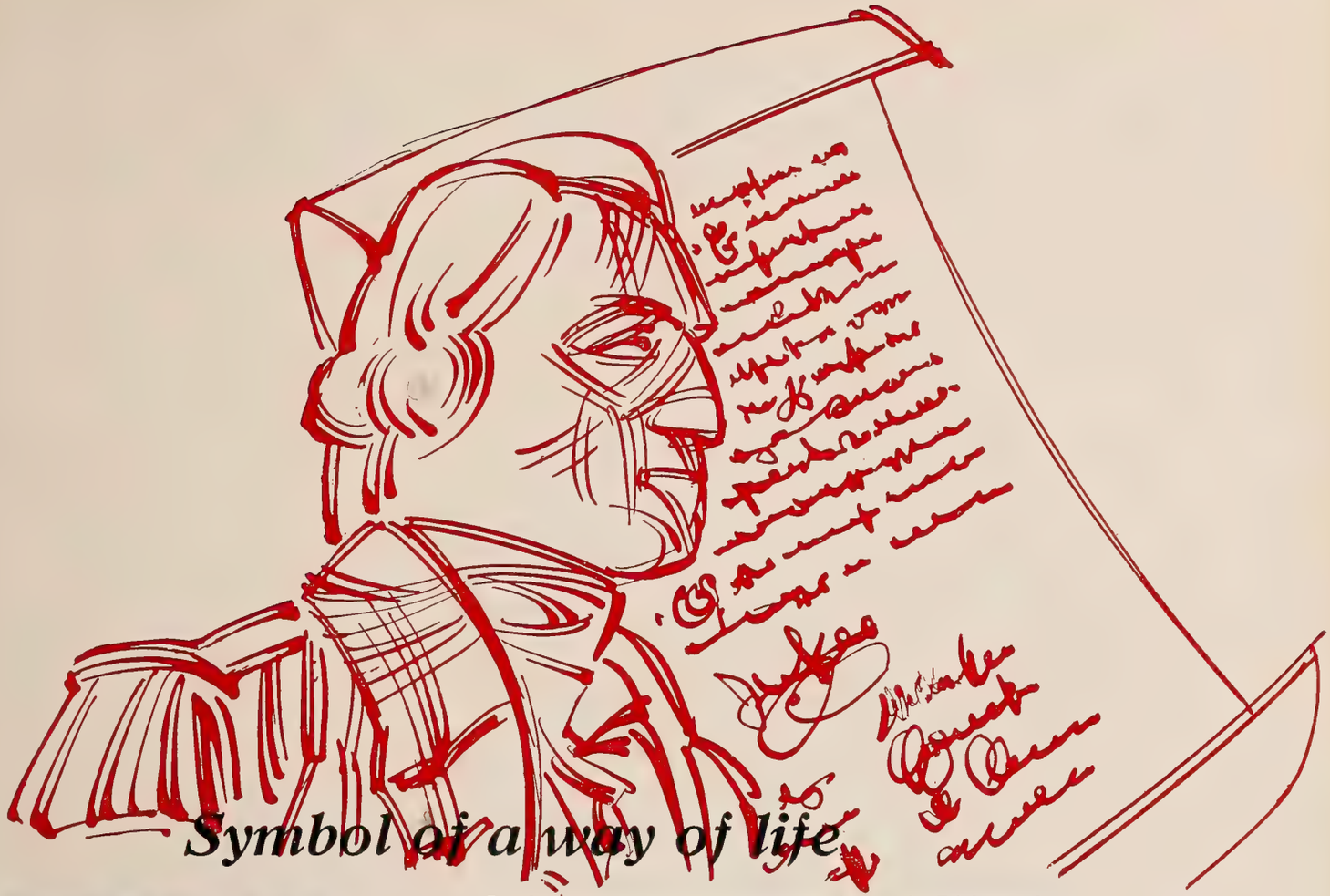
Evident in this unprecedented activity is a contest for leadership in the handling of publicity-packed broadcast investigations. It is between the Senate and House Commerce Committees. Heretofore the Senate has always taken the lead. But this time it's different. While the new GOP Chairman of the Senate Committee (Mr. Tobey) basks in the limelight of his waterfront investigation (TV pickup and all), the new House Committee chairman (Mr. Wolverton) has scheduled hearings to begin tomorrow on color TV. Mr. Wolverton has other plans, too, including the mischievous common carrier concept, network licensing, clear channels, newspaper ownership and trafficking in licenses.

What makes the veteran Mr. Wolverton grasp the common carrier issue is hard to fathom. While he insists he isn't advocating it, the very fact that he raises the question—dormant for years even during the balmiest days of the New Deal—is alarming. Mr. Wolverton is the head of a committee organized by the Republican majority. The prime plank in the GOP platform is for less, rather than more, government regulation. It fosters full freedom of the media for the dissemination of information. To control rates is to control the every act of the art or industry. It is one step removed from outright government ownership. Besides, the law governing radio, enacted originally in 1927, and reviewed in almost every Congress since, specifically precludes the broadcast services from public utility-common carrier regulation.

Color TV is a headline hunting perennial. It will be another inquisition into "Who killed cock robin?" It will yield the information that progress has been made, but that color tubes (compatible, that is) can't be produced on a production line basis, that costs would be out of line and that at this stage it would take a junior engineer to tune a set. The effect of the publicity will be to depress the sale of black and white sets and perhaps slow up the inauguration of new stations, notably in uhf.

It was, perhaps, inevitable, that Congressional attention should focus on the broadcast media. The impact of coverage of the conventions and the elections presaged that.

The big danger is the going may get so hot that a move to abolish the FCC by ripper legislation will catch on fire. This would place in jeopardy both the regulated and the regulators.



Symbol of a way of life



Houdon's Statue of Washington,
in the Capitol Rotunda, Richmond

In the rotunda of the Capitol Building in Richmond
is Houdon's statue of General George Washington,
labelled by historians the most important in the world.
Symbol of courage, faith, devotion to the cause of freedom,
this memorial (the only one for which Washington posed)
is a fit present-day reminder
that man's pursuit of freedom is eternal.
Among the most powerful weapons of the American way of life
is freedom of expression—
well served by countless radio and television stations. Among these
The First Stations of Virginia, WMBG-AM, WCOD-FM, WTVR-TV,
are privileged to be numbered.

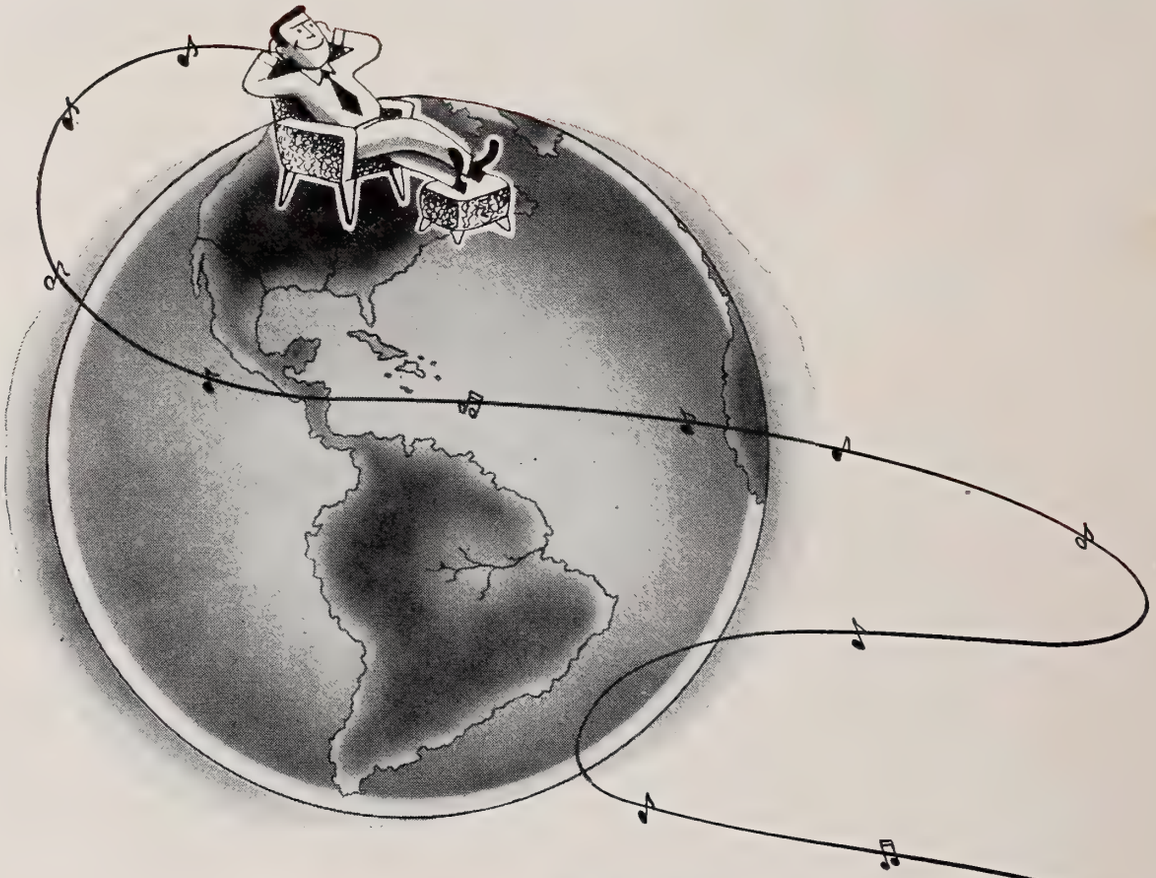
WMBG AM **WCOD** FM **WTVR** TV

Havens & Martin Stations are the *only*
complete broadcasting institution in Richmond.

Pioneer NBC outlets for Virginia's first market.
WMBG Represented Nationally by The Bolling Company
WTVR Represented Nationally by Blair TV, Inc.



Detroiters never had it so good...



A total of 1,355,000 Detroiters are employed . . . an all-time high! Of this, 736,000 are factory workers—highest figure in the past 8 years, and about equal to the highest in the war years. These factory-employed Detroiters are drawing paychecks averaging over $90 weekly—highest of the nation's major markets.

This all adds up to bank savings that totaled a billion dollars, and retail sales that approached 4 billion dollars last year.

If you've got something to tell and sell Detroiters, you'll always find attentive ears tuned to WWJ . . . through 1½ million home radios and ½ million auto radios. For 32 years, WWJ has been a part of Detroit . . . for 26 years, WWJ has been an NBC affiliate. And because WWJ has drawn the most ears through the years, it costs you LESS-per-thousand listeners than the average cost of radio time in Detroit.

The time to sell Detroit is NOW . . . *the "time" to buy is on WWJ!*

WWJ AM-FM
Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Associate
Television Station WWJ-TV

THE WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEO. P. HOLLINGBERY COMPANY

MARCH 30, 1953

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

Four Firms Reach 5-Station TV Limit
Page 27

arnoff Sees TV-Tape As Boon to Medium
Page 43

NTSC Color Tests Seen Next Move
Page 54

BS Radio Establishes Floor on Rates
Page 70

FEATURE SECTION
Starts on Page 75

22ND year

THE NEWSWEEKLY OF RADIO AND TV

RADIO—10.4 HOURS

Television — 2.6 hrs. per day

Daily Newspapers — 1.2 hrs. per day

Magazines — 0.79 hrs. per day

Weekly Newspapers — 0.17 hrs. per day

Iowa's 806,000 families spend more than TWICE as much time with RADIO as with all other media COMBINED!

and WHO continues to be Iowa's BEST ADVERTISING BUY!

Send for the FACTS TODAY

These facts are taken from the 1952 Iowa Radio-Television Audience Survey conducted by Dr. F. L. Whan of Wichita University, and his staff. The new Survey again proves that radio is by all odds Iowa's best advertising value . . . *and that WHO continues to be Iowa's best advertising buy!*

WHO
for Iowa PLUS
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Go where there's GROWTH...





Tourists Love Kentucky... $393,000,000 worth*!

Kentucky has welcomed a steady stream of visitors since the historic visits of Charles Dickens and Louis Phillipe. By 1952 tourist business hit an all-time high with nearly $400 million being spent by tourists in Kentucky. Fostered by excellent roads and splendid state parks, this bonus income benefits farmer and urban business men alike. Already showing an increase of 245% over 1947, this flood of tourist dollars continues to grow. Predictions are that Kentucky's tourist trade will reach the 500 million dollar mark by 1955!

**Estimated from surveys by Kentucky Division of Publicity.*

Go where there's GROWTH...

GO WHAS!

No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.
—"Benson and Benson"



CBS

WHAS

Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Station Manager

Represented Nationally by Henry I. Christal Co., New York, Chicago, San Francisco



we
can't
remember . . .

a better December

or November for that matter. WTRY's local sales in November and December were the highest in the station's history.

IN FACT, WTRY'S LOCAL SALES IN 1952 WERE 22% GREATER THAN 1951.

WTRY

ALBANY 8 MI.
TROY 4 MI.
SCHENECTADY 10 MI.

for the station with the greatest local acceptance
Use WTRY

ALBANY - TROY - SCHENECTADY
980 - CBS - 5000 WATTS

represented by HEADLEY-REED

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD RADIO...50,000 WATTS



DELIVERS

6 OUT OF 10 — First Place Shows Evening

6 OUT OF 10 — First Place Shows Daytime-5 Days

7 OUT OF 10 — First Place Shows Saturday and Sunday-Daytime

Pulse Report: Dec. 17, Jan. 2-8.

That is why

KRLD

is your best buy

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President

The Branham Company, *Exclusive Representative*

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

Exclusive Outlet for CBS Network Programs for the Dallas and Fort Worth Areas.

closed circuit

WHEN PRESIDENT Eisenhower last week named Edward F. Howrey, new appointee, as chairman of Federal Trade Commission to succeed James M. Mead (who remains), it was generally assumed he would follow the same procedure on FCC with John C. Doerfer, Wisconsin Public Service Commission chairman, slated for chairmanship, but that isn't necessarily so. Mr. Doerfer did not discuss FCC chairmanship with White House authorities prior to his appointment (see editorial, page 122).

★ ★ ★

TO BE uncorked at NARTB Convention in Los Angeles next month will be Philco's new 16 mm film scanner described by those who should know as "revolutionary." It's said to improve quality by about 50% and is easily adapted to color by simple process of changing head.

★ ★ ★

WITHIN NEXT month FCC may complete plans for holding hearings on specialized FM services, such as Storecasting, Transit Radio, etc., to ascertain whether they conform with rules as broadcast services. It's possible that pay-as-you-go television also may be drawn into this hearing orbit since issues are related on question "what constitutes broadcasting?"

★ ★ ★

RECENT VISIT of RCA-NBC Chairman David Sarnoff, RCA President Frank Folsom and top NBC executives to NBC Central Division facilities had more than routine significance. NBC Chicago was asked to justify its TV talent originations as part of overall reappraisal that also includes New York and Hollywood. NBC Chicago officials put together hour-long kinescope presentation showcasing local talent.

★ ★ ★

FIRST OFFICIAL move of FCC in modifying its procedures under final TV allocations report expected to give big markets now under-served first break in hearings. Hence such markets as St. Louis, Kansas City and Miami will move to head of list rather than way down line.

★ ★ ★

AFTER SUDDEN call from Chmn. Chas. A. Wolverton of House Interstate & Foreign Commerce Committee, FCC met in extraordinary session Friday afternoon to discuss its testimony before committee on color TV issue tomorrow (Tuesday). Mr. Wolverton said committee desired to have Commission respond to questions raised on color (see story, page 54). It's good guess that FCC won't move on approval of another color system except along lines of its original procedure requiring field testing and meeting of minimum criteria.

★ ★ ★

THAT PLANS for separation of Voice of America and related international information activities are well underway reflected in high-level meetings in Washington last week at call of President Eisenhower's psychological warfare chief, C. D. Jackson. U. S. Advisory Commission had recommended separate agency of government, possibly of cabinet rank, and sentiment generally favors this. April 15 reportedly is deadline of Jackson group, to beat anti-Voice forces to punch, what with five Congressional committees investigating IAA. Truman budget of $135 million also slashed to $80 million, with further cuts in sight. (Last year it was $88 million.)

★ ★ ★

CHICAGO UNLIMITED, organization devoted to promoting radio-TV business and originations, shopping around for top-level liaison man to sell agencies and advertisers on getting advertisers to place business there.

★ ★ ★

SHORTLY TO be announced will be election of John W. Steen, Westinghouse Radio Stations Inc. attorney, headquartered in Washington, to board of directors. He will succeed A. W. Robertson, chairman of finance committe of parent Westinghouse Electric Corp., who gradually has been shedding responsibilities. Mr. Steen joined WRS in 1944.

★ ★ ★

CAMPBELL'S Pork & Beans, through Compton Adv., New York, planning to increase frequency of its spot announcements as much as 50%, effective April 20th, in number of markets.

★ ★ ★

WISCONSIN stations now participating in Chicago Cubs Midwest Baseball Network will continue through 1953, but probably switch to Milwaukee Braves next year. Network covers 15 stations, with WIND Chicago originating. Liggett & Myers Tobacco Co. (Chesterfield cigaretes) sponsors radio broadcasts. Miller Brewing Co. will sponsor Milwaukee Braves on radio this year, with possible regional network originating station not yet announced.

IN THIS ISSUE

LEAD STORY

"Charmed circle" of those owning allowable maximum of five TV stations expands by two, and another, Storer Broadcasting, would own five with optioned purchase of WBRC-AM-TV Birmingham for $2.4 million. *Page 27.*

ADVERTISERS & AGENCIES

Philip L. Graham, publisher of *Washington Post* (WTOP-AM-FM-TV Washington, WMBR-AM-TV Jacksonville), assumes chairmanship of The Advertising Council. *Page 29.*

FACTS & FIGURES

TV revenues in 1952 from time and talent sales were $336.3 million, 43% bigger than in 1951, according to preliminary FCC figures. *Page 32.*

PROGRAM SERVICES

TV Roadshows Inc., modern version of traveling theatrical company, will provide network-caliber live programs for one-night local telecasts. *Page 40.*

TRADE ASSOCIATIONS

BAB board approves $642,000 budget. *Page 40.*

David Sarnoff predicts taped TV will be ready by 1956. *Page 43.*

More than 35,000 members jam convention of Institute of Radio Engineers in New York. *Page 46.*

GOVERNMENT

If nobody makes a formal petition in next four months or so, the FCC will reopen the color television question itself. *Page 54.*

STATIONS

Two more TV outlets go on the air. *Page 64.*

NETWORKS

CBS Radio, which took lead in network rate cuts, takes lead in announcing stability has returned. *Page 70.*

New American Broadcasting-Paramount Theatres Inc. issues first financial report. *Page 72.*

FEATURES

How an appliance store uses mystery tunes. *Page 77.*

The ABC's of radio and television: A source work on broadcasting history, regulation and composition. *Page 78.*

UPCOMING

April 2: Illinois Broadcasters Assn., Spring Meeting, Hotel Leland, Springfield.

April 14-15: Color TV Demonstrations for House Commerce Committee, Princeton, N. J., and New York.

April 16-19: 23d Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

(For other Upcomings, see page 109)

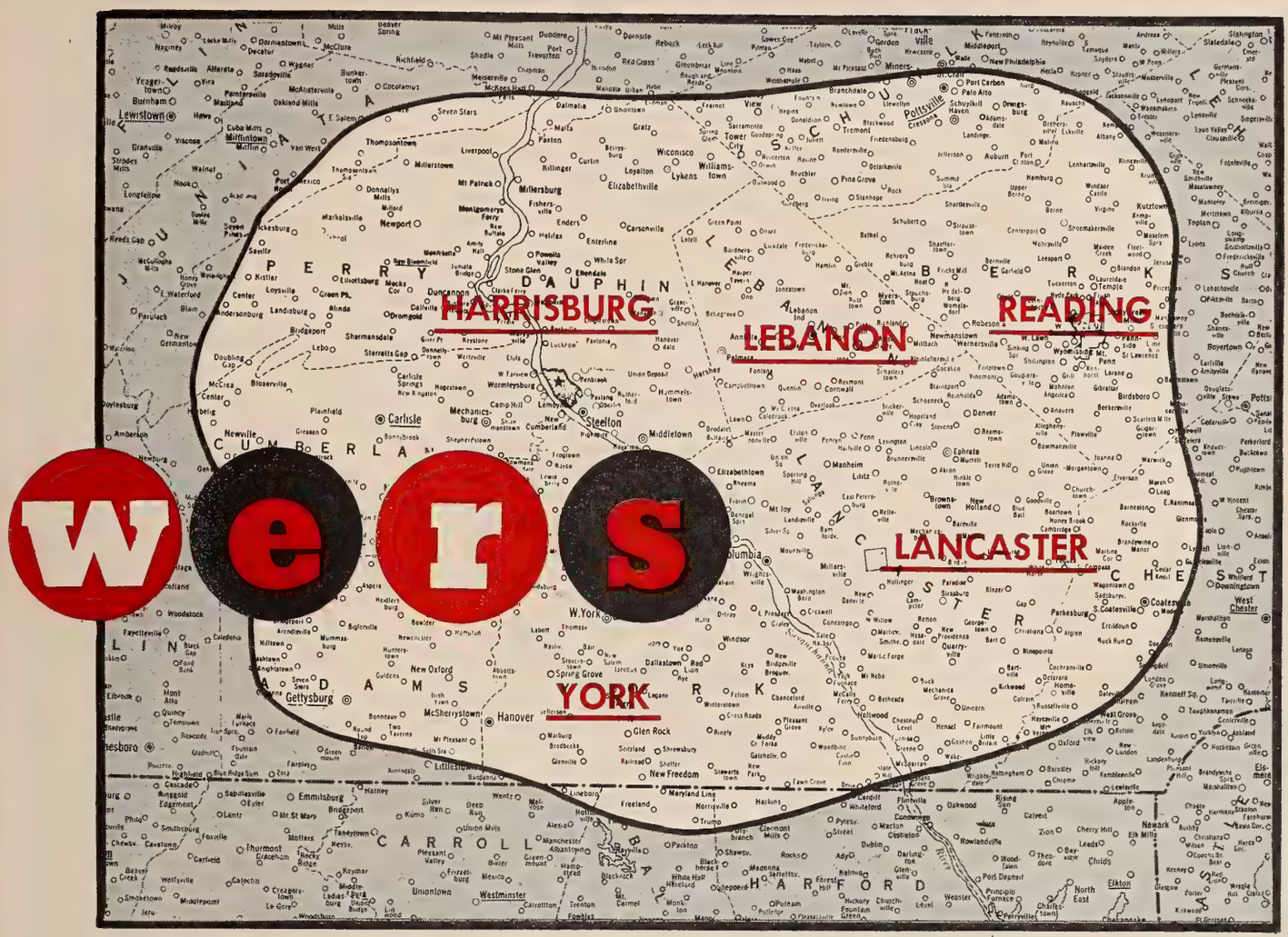


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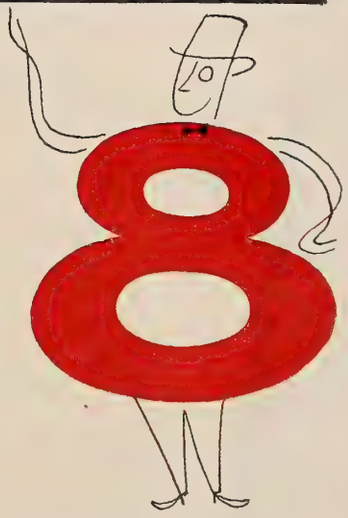
...not just
market
data

WGAL-TV

Lancaster, Pa.



WGAL-TV viewers support Mr. Channel 8, symbol of WGAL-TV's increased power, in his market claims. Although mail comes to WGAL-TV from a great many miles away, the heaviest response comes from the white area above. WGAL-TV didn't draw the map...its viewers from Harrisburg, York, Lancaster, Reading, and Lebanon did! For larger coverage, bigger audience, greater sales potential, ***buy*** WGAL-TV.



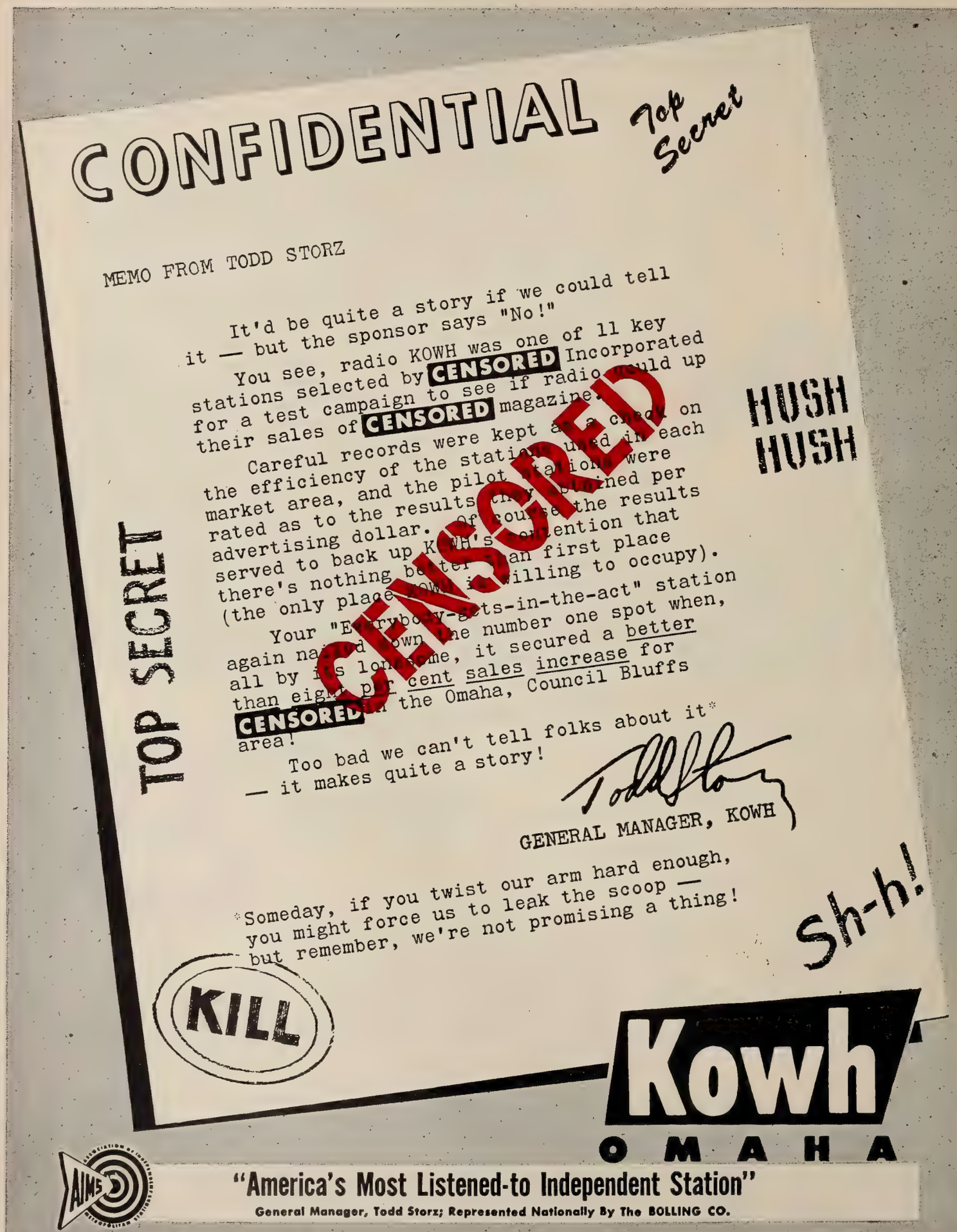
Mr. Channel Eight

WGAL

AM FM TV
A Steinman Station
Clair R. McCollough, Pres

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco


CONFIDENTIAL
Top Secret
MEMO FROM TODD STORZ
It'd be quite a story if we could tell it — but the sponsor says "No!"
You see, radio KOWH was one of 11 key stations selected by CENSORED Incorporated for a test campaign to see if radio could up their sales of CENSORED magazine.
Careful records were kept a check on the efficiency of the stati used in each market area, and the pilot stations were rated as to the results ch obtained per advertising dollar. Of cou the results served to back up KOWH's contention that there's nothing bet than first place (the only place KOWH is willing to occupy).
Your "Everybody-gets-in-the-act" station again nailed down the number one spot when, all by its lonesome, it secured a better than eight per cent sales increase for CENSORED the Omaha, Council Bluffs area!
Too bad we can't tell folks about it* — it makes quite a story!
GENERAL MANAGER, KOWH
*Someday, if you twist our arm hard enough, you might force us to leak the scoop — but remember, we're not promising a thing!
TOP SECRET
HUSH HUSH
CENSORED
Sh-h!
KILL
Kowh
OMAHA
AIMS
"America's Most Listened-to Independent Station"
General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

33 CBS-TV Basics On New Rate Card

CBS-TV issued new rate card Friday, effective April 1, which raises number of basic interconnected ("must buy") affiliates from 30 to 33 and provides reduction in Saturday afternoon rates but does not call for any station rate increases not previously announced. New card (No. 9), supplanting one effective last Dec. 1, covers 100 affiliates, of which 82 are interconnected.

Saturday afternoon rate reduction accomplished by making Class A rates no longer applicable to those periods. Class C rates, which currently end at 1 p.m., extended to 2 p.m. local time, and Saturday 2-6 p.m. periods put on Class B rates. Increase in basic interconnected group accomplished by promotion of WHBF-TV Rock Island from supplementary group and by addition of two new stations: KGUL (TV) Galveston (see story page 69) and KTNT-TV Tacoma. Notice of new card being sent to advertisers and agencies by William H. Hylan, CBS-TV sales vice president.

TV Network Officials Ponder $5,000 Fight Levy

TV NETWORK authorities Friday pondering possible effects of decision of International Boxing Managers Guild to demand minimum of $5,000 for each fighter in main bout on network TV, plus reduction of number of TV "fight nights" from six to four per week, effective June 15.

Chris J. Witting, managing director of DuMont, commented briefly as he knew only "what was in papers." He sees possibility of boxing promoters "outpricing themselves" if flat fee is charged for each boxer on network telecast, recommending graduated scale with lower sum for beginners and non-draw names. Whether sponsors would sit still for higher costs would depend on caliber of fight, he said. DuMont pays $8,000 weekly for Monday night package from Brooklyn's Eastern Parkway arena, with $3,000 each for boxers and $2,000 for promoters.

Other network officials did not comment on Guild's decision.

IBMG's stand was voted by delegates to Guild general meeting in New York Thursday and was based largely on theory that fighters are underpaid; that TV has reduced number of fight clubs, and that if fighter makes bad showing in bout that is telecast, then his reputation is damaged, he has hard time getting further matches immediately and should be compensated. Guild secretary-treasurer Bill Daly was quoted as saying ruling would be strictly enforced, with member-violators to be "kicked out of the Guild and boycotted."

Demanded $5,000 minimum said to be considerably larger than fighters have been receiving from network TV except in championship or prestige bouts. Usual payments said to range from around $1,500 to $3,500 or $4,000.

TV FOR BANKS

TELEVISION intercommunication system to speed up identification of signatures on withdrawal slips to be placed into operation at New York Savings Bank today. Spokesman said that when customer wants to make withdrawal, teller gives account number to bookkeeping department which finds proper card, places it under TV camera, and image showing genuine signature is flashed on monitor screen and six others in tellers' department, for comparison with signature tendered at teller's window.

• BUSINESS BRIEFLY

RETURN TO SPOT • Wildroot Co., Buffalo, planning to return to spot announcement radio campaign effective early in April in number of markets. Agency: BBDO, N. Y. Advertiser also sponsors two Mutual network programs.

CORNFETTI ACTIVITY • Some spot activity in radio is expected to pop soon for General Foods' Cornfetti. Agency: Young & Rubicam, N. Y.

ANNOUNCEMENT DRIVE • Kaiser-Frazer cars, through William H. Weintraub & Co., N. Y., placing two-week radio spot announcement campaign starting April 15 in about 20 markets.

CAMELS SPONSOR SHOW • R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels, Cavalier cigarettes), sponsoring Joe E. Brown in show 15 minutes before, and 10 minutes after, all New York Yankee home baseball games over WPIX (TV) New York, starting April 10. Agency: William Esty & Co., N. Y.

SINGER SPONSORS • Singer Sewing Machine Co., N. Y., will sponsor *Singer Four Star Playhouse* every week, instead of alternate weeks (CBS-TV, Thurs., 8:30-9 p.m. EST), effective Sept. 24. Contract, placed through Young & Rubicam, for 52 weeks.

WESTERN UNION ON RADIO • Western Union was to start sponsorship of *Telegrams For You* last night (Sunday) on ABC Radio (8:55-9 p.m.), in what was said to be its first use of network radio. Agency: Albert Frank-Guenther Law, N. Y.

MUSICAL SPOTS • Phil Davis Musical Enterprises signed by C. L. Miller Co. and Corn Products Refining Co. to originate and produce musical commercial for Niagara Instant Cold Water Starch, which is planning southern regional spot radio campaign.

CLIMAX NEARED IN COLOR TV HEARING

CONGRESSIONAL hearing on color TV came closer to climax Friday when Rep. Charles A. Wolverton (R-N.J.), chairman of House Commerce Committee, announced that FCC officials would be interrogated tomorrow (Tuesday) instead of after Easter recess as previously planned (see story page 54).

Friday session saw Dr. W. R. G. Baker, GE Electronics Department vice president and chairman of National Television System Committee, appeal for time to complete compatible NTSC field tests. He asked that FCC recognize and support NTSC program and upon completion of tests that Commission adopt NTSC system. He urged that FCC permit colorcasts during regular program day instead of confining test periods to "off-hours."

Following completion of field tests, NTSC will petition FCC to adopt standards, Dr. Baker said. In statement issued Friday, Philco also announced that it would petition for adoption of NTSC standards following tests. Earlier in week, RCA had said it would ask FCC to adopt NTSC standards.

NTSC was close to complete standards in Spring 1952, Dr. Baker revealed, but signals failed to work with "few hundred thousand" early model receivers still in use. He also told of writing FCC Chairman Paul A. Walker in December 1952, asking that FCC "invite" NTSC to demonstrate system. Chmn. Walker replied Commission could not act without petition, Dr. Baker said.

Color TV is from 9 to 15 months away, Dr. Baker said. He said 18 different "prototype" compatible color TV receivers had been tested with NTSC signals last week, all operating "very well indeed."

Standards evolved by NTSC—comprising 200 engineers from 28 member companies—are broad enough, Dr. Baker said, to provide for free competition among set makers and advances in technology of color TV. He said he believes that RCA and Chromatic (Lawrence) tri-color tubes are most promising, but held out possibility third tube, combining best of these two might appear.

Heated implication that manufacturers engaged in "sit down strike" by failing to produce receivers on FCC-approved field sequential system—as charged earlier this month by Sen. Edwin C. Johnson (D-Colo.) [B•T, March 16] —made by Rep. Carl Hinshaw (R-Calif.). He virtually charged that industry waged "insurrection" against FCC by not falling in line. Dr. Baker denied this and Rep. Wolverton called attention to 1951 FCC color order which held door open for other color systems.

Remarks of Rep. Wolverton that CBS acknowledged deficiencies of field sequential system — made during Friday's meeting — brought immediate telegram of denial from CBS President Frank Stanton. Mr. Stanton said he felt CBS system still "best, most workable and most economical color system."

Deny WLEX Injunction

TEMPORARY injunction denied Tuesday by circuit court in Lexington, Ky., where WLEX sought it as replacement for restraining order issued against WVLK, both of that city [B•T, March 23]. WLEX charges WVLK with "fraudulent" and "false" advertising claims, alleges $55,000 damages and sought an injunction before civil trial begins. Court ruled temporary injunction was not necessitated because many of challenged WVLK acts have been completed. Civil action began in Fayette circuit court fortnight ago, after which WLEX petitioned FCC to open WLVK's upcoming application for license renewal so opposing arguments could be filed.

DETROIT'S BASEBALL
DOUBLE HEADER





BATTING 1000 ON TIGER GAMES IN '53

ON TV... IT'S WJBK-TV EXCLUSIVELY for all 35 Televised Tiger games

ON RADIO... IT'S WJBK, KEY STATION for the largest independent baseball network ever created, bringing sports fans every Detroit Tiger game, night and day, at home and away (108 day games, 46 night games), all broadcast by Detroit's favorite sportscasters, VAN PATRICK and DIZZY TROUT.

HIT A HOMER!

DOUBLE YOUR SALES IMPACT IN DETROIT HOMES!

Buy the stations that are tops with sports fans in the nation's hottest sports town . . . tops in programming . . . tops in sales results. Baseball coverage alone is reason enough why WJBK and WJBK-TV are radio-TV buys you can't pass by!

WJBK-TV CHANNEL 2

A STORER STATION

WJBK AM FM 1490 ON DIAL

STORER BROADCASTING COMPANY

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY

at deadline

Three New Mergers; Other FCC Actions

MERGERS of competitive TV applicants for uhf Ch. 27 at Rochester, N. Y., and vhf Ch. 6 at Duluth, Minn.-Superior, Wis., reported in filings at FCC Friday, along with bids for new TV stations in three other cities.

Genessee Valley TV Corp., Rochester, owned 100% by Schine Chain Theatres (55% owner WPTR Albany), amends to transfer half interest to Ch. 27 competitor WRNY Rochester, latter dropping its application.

Complex plan proposed at Duluth-Superior, where WDSM Superior and WREX Duluth are already in hearing for Ch. 6. Lakehead Telecasters Inc., whose principals own WREX, petitions for dismissal of its bid, its owners acquiring option to purchase 49% holding in Ridson Inc., competitor for Ch. 6 and licensee of WDSM. Hearing status would be retained, thus preventing new conflict from another applicant. Ridson Inc. would prosecute its TV bid, but would transfer WDSM to Lake Superior Broadcasting Co., WREX licensee, and Ridson Inc. principals would buy majority interest in Lake Superior Broadcasting. WREX, temporarily off air, would be dropped. ABC affiliate, WDSM is assigned 5 kw on 710 kc, directional night. WREX, Mutual outlet, is assigned 1080 kc, 10 kw day, 5 kw night, directional day and night.

New TV applications:

Mt. Pleasant, Mich.—Paul A. Brandt, owner WCEN there and WBRN Big Rapids, seeks uhf Ch. 47, ERP 21.69 kw visual and 10.85 kw aural, antenna 314.5 ft. above average terrain.

Asheville, N. C.—Asheville-Citizens Times Co. (WWNC) seeks vhf Ch. 13, ERP 58.22 kw visual and 29.11 kw aural, antenna 906 ft.

Wausau, Wis.—Rep. Alvin E. O'Konski (R-Wis.), operator WOSA there, seeks vhf Ch. 7, ERP 11.5 kw visual and 5.75 kw aural, antenna 748 ft.

Dismiss TV Bids

WSMB New Orleans dismisses its bid for uhf Ch. 32 because United Paramount Theatres, 50% owner, acquired five-station maximum in merger with ABC [B•T, Feb. 16]. Action eliminates contest on Ch. 32 for bid of Community TV Corp. (WBOK principals are part owners), newly amended to switch from uhf Ch. 26.

Westinghouse Radio Stations Inc., purchaser of WPTZ (TV) Philadelphia for $8.5 million from Philco Corp., dismisses bid for uhf Ch. 17, freeing competitive bid of WKDN Camden.

Asks Conditional Grant

KOAT Albuquerque, vhf Ch. 7 applicant in contest with Greer & Greer, asks FCC for conditional grant pending hearing, charging bid of its competitor is defective since overlap would occur with new Greer grant (KTVK) on Ch. 2 at Santa Fe.

Seek New Channel

Allocation of vhf Ch. 2 in area of Montgomery and Handley, W. Va., asked of FCC by WTIP Charleston, W. Va., and WMON Montgomery. They plan joint TV bid.

Deny Strike Threat

SPOKESMAN for International Alliance of Theatrical & Stage Employes (AFL) denied Friday that union had threatened to strike against television networks with respect to jurisdiction of front and rear view projector operators employed at NBC and CBS-TV. Jurisdictional question at NBC-TV involves IATSE and National Assn. of Broadcast Engineers & Technicians; CBS-TV, IATSE and International Brotherhood of Electrical Workers. Both cases referred to NLRB for ruling.

PARADE COVERAGE

CBS-TV and NBC reported Friday they are still seeking sponsors for their coverage of Easter parade in New York, and ABC-TV said its program has been sold on local co-op basis by five of 11 stations that thus far have contracted for coverage. ABC-TV and CBS-TV have scheduled Easter Parade programming from 1-2 p.m. EST, and NBC, 12:30-1:30 p.m. Easter Parade last year was sponsored over NBC by Pepsodent Div. of Lever Bros. and General Tire & Rubber Co., over CBS-TV by Susquehanna Waist Co.

Barrett Urges Watchdog

EDWARD W. BARRETT, former Assistant Secretary of State for Public Affairs, recommended Friday to Senate Foreign Relations subcommittee that joint Congressional committee, such as Senate-House Atomic Energy Committee, be established to watchdog International Information Service. In apparent reference to charges aired before Sen. Joseph R. McCarthy's Permanent Investigation Committee, Mr. Barrett said, "There is little basis for the recently headlined and well-rehearsed allegation made elsewhere by a handpicked group of disgruntled and frightened little men."

Lucy First for Year

FOR SOLID YEAR, *I Love Lucy* has outranked all other network shows on ratings and number of viewers, American Research Bureau reports. *Lucy* has been No. 1 in popularity for nine consecutive months, exclusive of summer hiatus. Two competing shows, *Comedy Hour* (NBC) and *Toast of the Town* (CBS), hit their highest audience ratings in March, with both in the 10 for the first time together, ARBI survey for that month shows.

Street Elected ABA Head

MALCOLM STREET, WHMA Anniston, elected president of Alabama Broadcasters Assn. at two-day meeting ended Friday at Florence. J. Dige Bishop, WCTA Andalusia, elected vice president and Richard D. Biddle, WOWL Florence, secretary-treasurer. Ralph W. Hardy, NARTB vice president, addressed ABA on government's attitude toward broadcast regulation.

United Broadcasting Enlarges

COMPLETION of motion picture-TV-industrial film division and appointment of film staff announced by William L. Klein, president of United Broadcasting Co., for his firm. Firm will be known as United Film & Recording Studios after April 1. Appointments involve Arthur E. Haug as photography director and Frank W. Richter Jr. as chief engineer.

J. Walter Thompson Moves

WASHINGTON office of J. Walter Thompson Co. has moved from Washington Star Bldg. to 1737 De Sales St., N. W.

PEOPLE

AL REIBLING, business manager of Kudner Agency, N. Y., promoted to manager of Television and radio department, Myron P. Kirk, vice president and director of radio and television, announced last week. At same time, **HANK LADD,** member of agency's production staff, named general supervisor of television and radio production.

GEORGE L. GREISBAUER, sales manager WMAL-TV Washington, and **EDWARD A. DALY,** NBC station relations contact representative join Paul H. Raymer, station representation firm, as account executives in Television Spot Sales Dept. of New York office. Mr. Greisbauer formerly was sales manager of WMAL, before that account executive with WNBW (TV) Washington. Mr. Daly formerly was account executive, eastern sales office, Paramount Television Productions, owner of KTLA (TV) Los Angeles.

SEYMOUR EDWARDS, owner of housewares business, to Fuller & Smith & Ross, N. Y., as associate account executive on Westinghouse Electronic Tube Div. account.

ALFRED H. BUSCH elected secretary of Stewart-Warner Corp.

DR. HARRY J. SKORNIA, former radio director, U. of Indiana, named executive director of National Assn. of Educational Broadcasters effective June 1. Dr. Skornia now completing two years service as radio attache, American embassy in Austria and Red-White-Red network there. He also will serve on special radio project in U. of Illinois communications division.

ANDERSON F. HEWITT, former chairman of board and chief executive officer of Hewitt, Oglivy, Benson & Mather, on April 1 will join Kenyon & Eckhardt as vice president, account supervisor and director.

IRVING A. FEIN, director of publicity and exploitation for CBS Radio in Hollywood for past 18 months, named to new post of director of public relations, CBS Radio, Hollywood.

BERNARD J. PROCKTER, president of Prockter Television Enterprises, appointed chairman of radio-TV and stage artists division of United Jewish appeal.

Mrs. Muriel King

FUNERAL services were held yesterday (Sunday) for Mrs. Muriel King, 35, wife of Gerald L. King, president of United Television Programs and Standard Radio Transcription Services. Services were held at Riverside Chapel, New York. Mrs. King died Wednesday in Hollywood following cerebral hemorrhage.

Raytheon Merger

MERGER of Raytheon Television & Radio Corp., Chicago, wholly-owned subsidiary of Raytheon Mfg. Co., Waltham, Mass., into parent company as of close of business May 31 announced Thursday by Raytheon President C. F. Adams Jr. Television, radio and government business presently carried on by Raytheon Television & Radio Corp. will be continued as divisional operation of parent company.

Nielsen Adds Agencies

NIELSEN coverage service now comprises agency clients with annual radio-TV billings of over $375 million, A. C. Nielsen, president of market research firm, announced. Nine new agencies added as subscribers to service: Sullivan, Stauffer, Colwell & Bayles; Doherty, Clifford, Steers & Shenefield; Sherman & Marquette; Ruthrauff & Ryan; Hewitt, Ogilvy, Benson & Mather; William Esty Co.; Cunningham & Walsh; Weiss & Geller, and Erwin, Wasey & Co.

IN THE
Upper Midwest...

KSTP-TV
Now
Reaches
Over a
Million
People
Regularly
With Its
New
100,000
Watts!



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THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

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Jane Pinkerton, *News Editor.*

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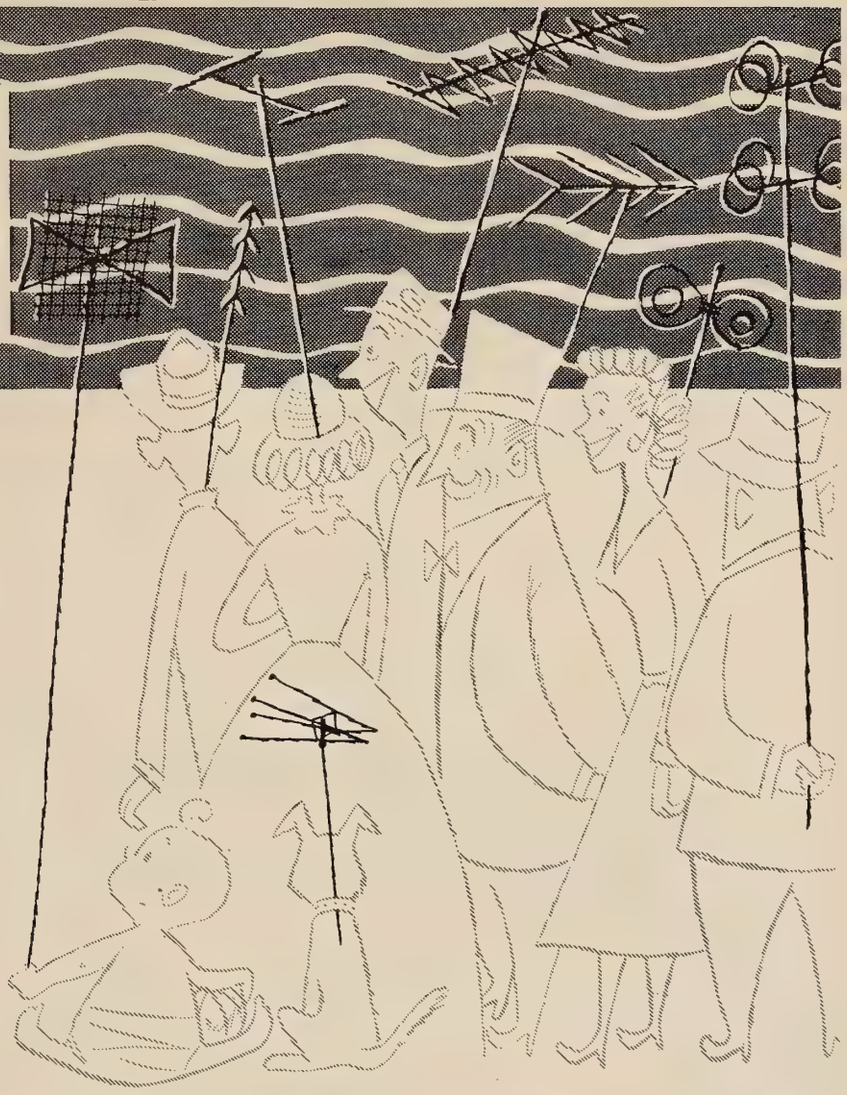
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Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 isues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg, U.S. Patent Office
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In Jackson, Mississippi's Capital, It's...

WJTV
CHANNEL 25



Mississippi's ONLY Television Station

Central Mississippi—one of the nation's fastest growing markets—watches its ONLY TELEVISION STATION, WJTV . . . and what it watches, it likes!

Live local programming? Yes! Although it hit the air only a few weeks ago, already WJTV is programming both live local and interconnected network from ten o'clock in the morning through to midnight. And the live programs it's producing . . . with *multiple-camera operation* . . . number more than 20 per week! A full time, fully staffed station, operating in one of the most modern RCA-equipped television studios in America, WJTV is giving Mississippians intelligent, adult, smooth performance. And Mississippians are giving WJTV a rebel yell of enthusiastic approval.

Proof of their enthusiasm is the increase in number of sets. An RTMA county-by-county survey of the area showed around 7800 sets in the area 10 days after WJTV began operations. But a count derived from a survey of distributors and leading dealers . . . *only nine weeks after WJTV began operations* . . . was 13,426. Almost double . . . and the number is increasing every day.

Take a look at our coverage, too. We are happy to quote from the following unsolicited letter:

> We feel that your station is delivering quality television signals, with coverage comparable to VHF stations that have been established for many years. . . . *Your present coverage of fifty miles radius from Jackson is more than we had anticipated.*
>
> /s/ V. P. Spence
> *Philco Sales Manager*
> *Cabell Electric Co.*

There is no controversy about UHF down here. It's television . . . it's WJTV television . . . it's UHF INTERFERENCE-FREE PICTURE WITH VHF COVERAGE . . . and the thousands of viewers in the Central Mississippi market love it.

WJTV

Mississippi's First Television Station
Represented Nationally by THE KATZ AGENCY

JACKSON, MISSISSIPPI

JOHN ROSSITER, *Manager*

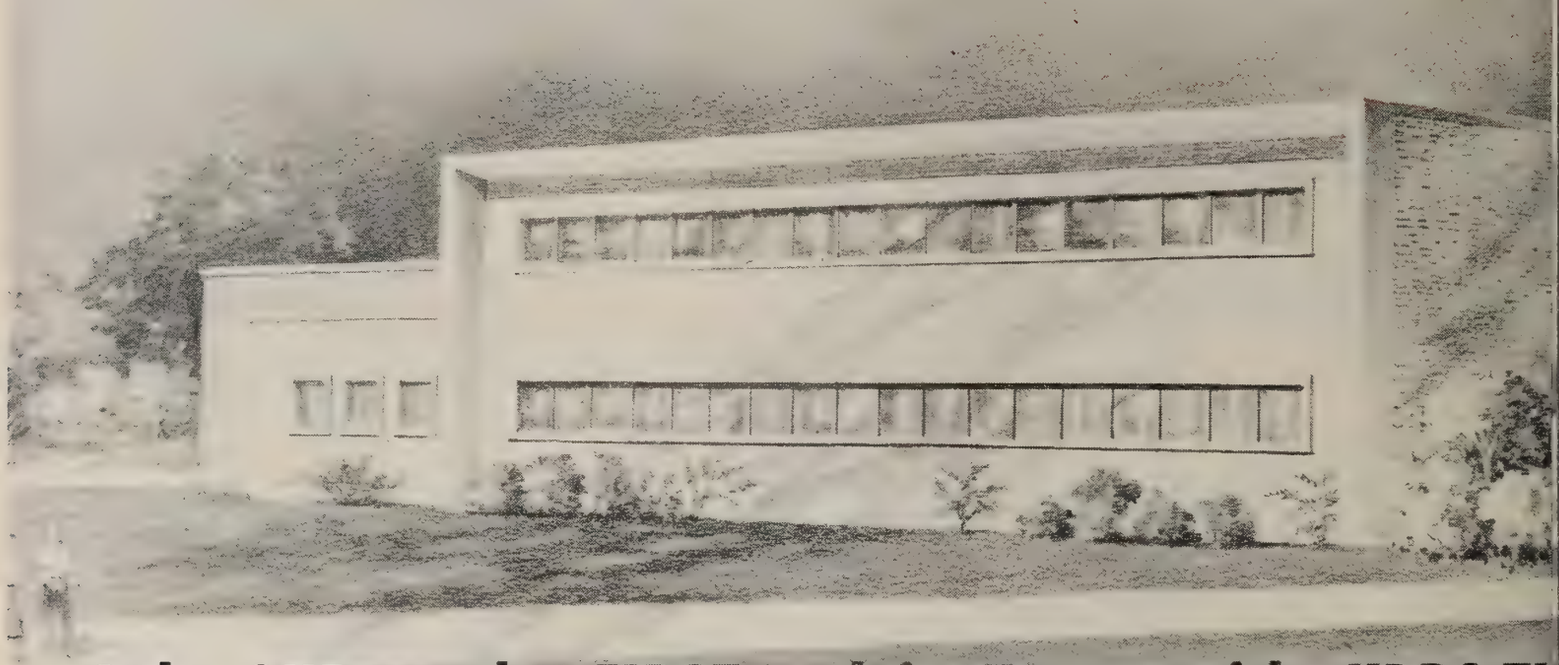
CBS PRIMARY AFFILIATE NBC . . . DUMONT . . . ABC

Owned by Mississippi's two state-wide newspapers

The Clarion Ledger and JACKSON DAILY NEWS

BUILT BY EXPERIENCE

KPRC-TV BIGGER



Only *ONE* can be ***FIRST*** and in Houston it's ***KPRC-TV***

first in time . . . first in know-how . . . first in facilities . . . first in the homes of Houstonians! And now, KPRC-TV is first to combine with AM and FM to give Houston a complete, new Radio-Television Center, one of the finest, most modern in the nation.

KPRC-TV

Channel 2 - Houston

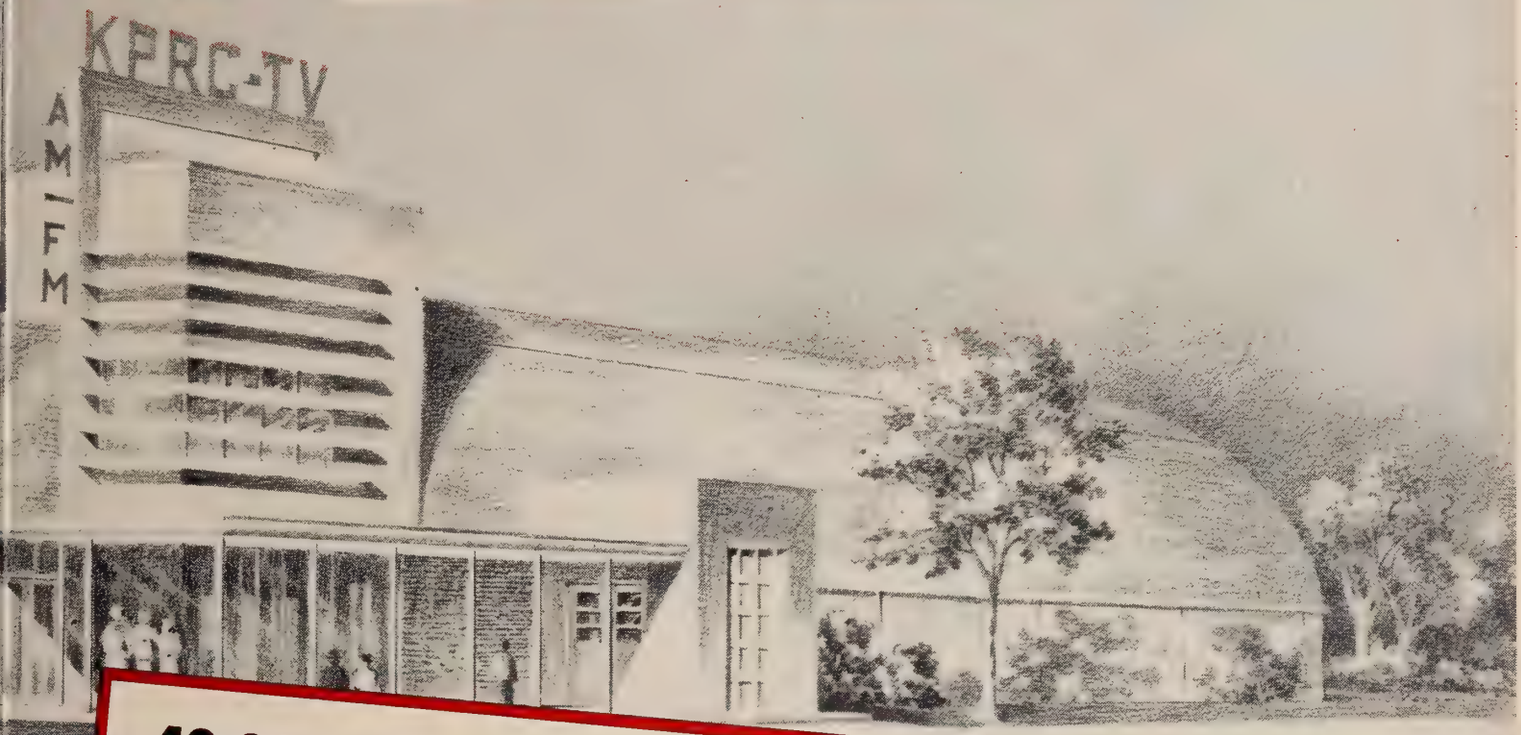
NBC • CBS • ABC • DUMONT

JACK HARRIS, Vice President and General Manager

Nationally Represented by **EDWARD PETRY AND CO.**

. BACKED BY POWER★

and BETTER!



40,000 square feet of completely air-conditioned floor space

3 LARGE TV STUDIOS

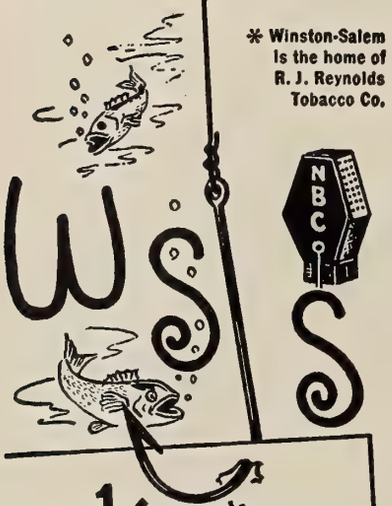
A garden studio for outside shows
An audience-participation studio seating 200 people
4 radio studios
Doorways in all television studios, large enough to admit automobiles
3 rear screen projectors — one for each studio
12 microphones in each studio
3 film previewing studios
Viewing booths over each studio
Complete audition facilities
Separate controls for directors and engineers
Three "memory booths" for announcers and actors
4,000 square feet of prop room space

★ **KPRC-TV will telecast with 65,000 watts of power with a new amplifier until June, when it will increase its power again to maximum power of 100,000 watts on Channel 2.**

SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem Is the home of R. J. Reynolds Tobacco Co.



1/5th* of all
North Carolina's
Population
Resides in
WINSTON-SALEM'S
WSJS
15-COUNTY
MARKET
*$738,700
S.M. 1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

THE PARROT

Program: Armstrong Circle Theatre, Tues., March 24, 9:30-10 p.m. on NBC-TV.
Sponsor: Armstrong Cork Co.
Composer: Darrell Peter.
Conductor: Darrell Peter.
Librettist: Frank P. De Felitta.
Cast: Jo Schillig, Marden Bate, Chester Watson, Shannon Bolin, Robert Holland, Michael Pollock and a parrot.
Two-Piano Accompaniment: Bernard Gabriel and Marion Machino.
Director: Garry Simpson.
Producer: Hudson Faussett.

MUSICAL drama as an art form has been conspicuous by its absence in our video world. Except for seasonal performances of *Amahl and the Night Visitor,* which NBC commissioned Gian Carlo Menotti to write two years ago, opera has not been tapped as likely television fare. But last Tuesday, *Armstrong Circle Theatre* took an experimental plunge and presented a half-hour comic opera in English. "The Parrot" concerned itself with a bird that had inherited a fortune and along with it the contempt of three slighted relatives of the deceased.

This was an ambitious undertaking in any man's language and as an experiment it was an interesting show. Although the story line of the piece itself was not adequately developed, the music form which it illustrated certainly has a place in television programming if composers familiarize themselves with the framework of the medium and work within it as dramatists have done.

Fact gets along better with a stopwatch than does fantasy. It's a wise librettist who sticks to a simple plot. Because of the complications which this particular story implied, "The Parrot" more closely resembled an outline of a larger work than an opera complete in itself.

Two pianos were used in the production in place of an orchestra. The chief merit of "The Parrot" was its score. The music didn't dominate the actors or the story but supported them—a pleasant change from the often overdone clashing cymbals and rolling drums of classic opera.

* * *

ACADEMY AWARDS

Simulcast on NBC-AM-TV March 19, 10:30 p.m.-12 midnight.
Sponsor: RCA Victor Div., RCA.
Agency: J. Walter Thompson Co.
M.C.s: Bob Hope, Hollywood; Conrad Nagel, New York.
Radio Commentator: Paul Douglas, Hollywood.
Producer: Robert Welch.
Directors: William Bennington, Hollywood; Warren Jacober, New York.

IT IS doubtful that any known standards of criticism apply to a television what-is-it like the presentation of Hollywood's Academy Awards, an interminable parade of actresses and actors stepping up to eulogize one another, an assignment that obviously strains their every resource in make-believe.

The program would probably have escaped notice here had it not contained a commercial which, while simple in concept and execution, must be acknowledged as being as persuasive as any seen on the screen.

It was a commercial for RCA Victor television sets. An announcer appeared in two images, each outlined by the characteristic shape of an RCA receiving set screen. He pointed out that one indeed was an RCA set and the other was merely a screen-shaped hole in which he was actually appearing. The challenge, of course, was to distinguish which was the image on the set and which was the one being directly shot by the TV camera. At the end of the commercial he put his arm through the empty frame. Until that moment, this viewer had been unable to decide which "screen" was which.

It would be hard to beat that as a demonstration of picture clarity. If an adequate audience stayed around that far through the program, RCA Victor probably got its money's worth out of this extravagant production, for which the sponsor paid the movie academy $100,000 for the privilege of promoting films.

* * *

COLGATE COMEDY HOUR

NBC-TV, Sun. at 8-9 p.m. EST.
Sponsor: Colgate-Palmolive-Peet Co.
Agency: Sherman & Marquette.
Executive Producer: Sam Fuller.
Producer-Director: Ernest Glucksman.
Musical Director: Al Goodman.
Production Supervisor: Edward Sobol.
TV Director: Alan Yorkin.
Origination: El Capitan Theatre, Hollywood.
Stars: Bud Abbott & Lou Costello; Eddie Cantor; Bob Hope; Dean Martin & Jerry Lewis, and Donald O'Connor.
Guest Star: Sid Miller.

COMEDY stars, who usually alternate on Colgate-Palmolive-Peet's *Colgate Comedy Hour* every Sunday evening on NBC-TV, got together on March 22 to stage a super production for the series' 100th telecast. This seemed a happy enough idea. After all, it isn't every day that Bob Hope, Eddie Cantor, Abbott & Costello, Donald O'Connor and Martin & Lewis face the same cameras on the same hour-long show. But the outcome was something of a letdown.

Each of these stellar comic attractions was allotted a certain time to act up in the brand of comedy at which he was most proficient. No attempt was made to relate these segments to one another or to the show as a whole.

The ball started rolling with Bob Hope and a 10-minute gag summation of his success in the motion picture industry. He sang a few songs too—one a parody on "Buttons and Bows" which he didn't bother to commit to memory.

Eddie Cantor, who launched the *Comedy Hour* in 1950, was back for the anniversary doings with a skit in which Maxie the Taxi and Abraham Lincoln had a *tete a tete* on democracy and by-products thereof. "Message" comedy—and apparently there is such a thing—is hard to bring off. But no matter how you slice it, Mr. Cantor has a charm all his own with an Irving Berlin song. The three he did on Sunday's show accounted for some of the brighter moments on the program.

Abbott & Costello went through their usual "who's on first" routine. This time the situation involved a boxer and his trainer but the jokes had a familiar ring.

Donald O'Connor seemed to have a better time than his fellow players and as a consequence his stint was far more entertaining. When this man sings or clowns or does both at the same time, he enjoys himself—a must in show business.

Just to make sure you didn't go away relaxed, Dean Martin and Jerry Lewis appeared to wind up the celebration—and wind it up they did with their usual bang.

This anniversary telecast, which climaxed $14 million worth of entertainment provided by Colgate-Palmolive-Peet since the series be-

WVOK *gives you*

*16,270 MORE RADIO homes than the NEXT TWO BIRMINGHAM stations combined

STATION	Average Daily Radio Homes*
WVOK	303,430
"A"	149,530
"B"	137,630
"C"	135,910

*These figures are from the Neilsen coverage survey and represent average daytime radio homes.

690 KC **WVOK** 50,000 W

Birmingham, Alabama

Call Collect: Ira Leslie—WVOK National Sales, Birmingham 6-2924

RADIO REPRESENTATIVES, INC. • New York, Chicago, Hollywood



gan, would have been a more notable event had the stars shelved their usual routines and worked together as a cast in a single production. As it was, the *Comedy Hour* plodded along in a disconnected slowly-paced fashion. It lacked the over-all polish expected of professional showmen. Pound for pound the show was about as light and palatable as the mammoth cake made out of soap which had been whipped up to fete the program, its producers and its stars.

* * *

BOMB TARGET, U.S.A.

CBS Radio, 9-10 p.m., March 20.
Narrator: Arthur Godfrey.
Commentators: Charles Collingwood, David Moore and Peter Hackes.
Producer: Irving Gitlin.
Supervisor: Stuart Novins.
Original Music: Ben Ludlow.
Musical Conductor: Alfredo Antonini.

THE need for preparedness in civil defense organization was vividly underlined in CBS Radio's full-hour documentary, *Bomb Target, U.S.A.*, tape recorded at more than 100 key points across the country and presented March 20.

The program was a formidable task, and its result deserves tribute to CBS Radio's officials and a staff of 31 newsmen. It had some of the best elements of drama—suspense, pathos, humor, and tragedy. And in the best documentary tradition, it presented facts and figures, opinions and viewpoints from civil defense officials throughout the country, Army and Navy authorities, and the little guy in the street who is doing his share toward making his country safe.

The program built up excitement as CBS correspondents Charles Collingwood, David Moore and Peter Hackes, aboard a B-29 simulating attacks on New York, Chicago, and San Francisco, reported their progress toward their "targets" as radio, ground observer, anti-aircraft, and jet interceptor fight plane units went into action "against" them.

If any criticism can be directed toward such a laudable project, it is that an hour is too long to sustain audience interest. In view of the subject matter here, this criticism might more properly be directed against the public. But as narrator Arthur Godfrey called in officials and volunteers throughout the country, the listener may well have tended to lose contact with the central dramatic motif—the bomb attacks. Though a half-hour program might have necessitated the elimination of much authoritative testimony, it should have brought more sharply into focus the message that many localities are not prepared, and that "it" could happen here.

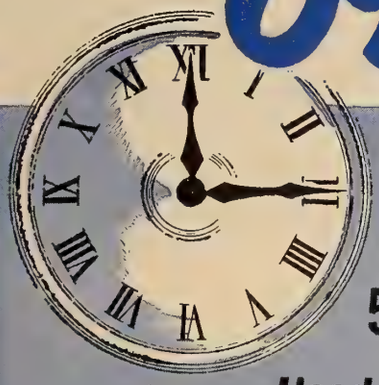
BOOKS

TELEVISION AND EDUCATION IN THE UNITED STATES. By Charles A. Siepmann. International Documents Service, Columbia U. Press, 2960 Broadway, New York 27. 132 pp. $1.

PUBLISHED by the United Nations Educational, Scientific & Cultural Organization (UNESCO), this paper-bound booklet is described as a preliminary and provisional report, for the benefit of UNESCO member states who plan to develop TV, on the U. S. television system's experiments in the interests of education, science and culture. Chapters on television discuss the U. S. system, audience and effects, network educational policies and practice, TV at colleges and universities, TV and schools, research findings and conclusions.

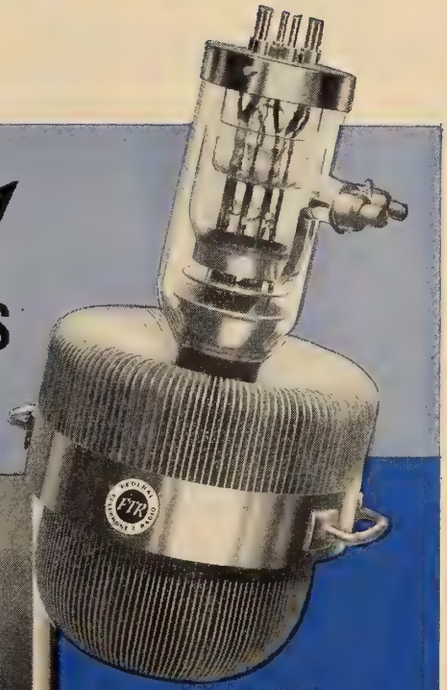
CANADIAN BROADCASTING CORPORATION NOW AT...

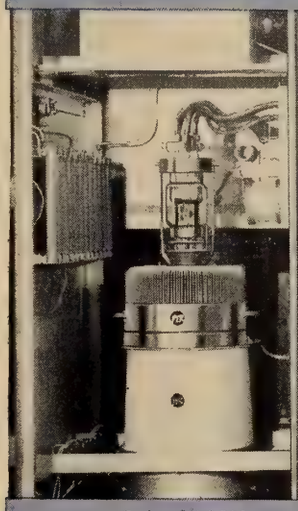
69,000 HOURS



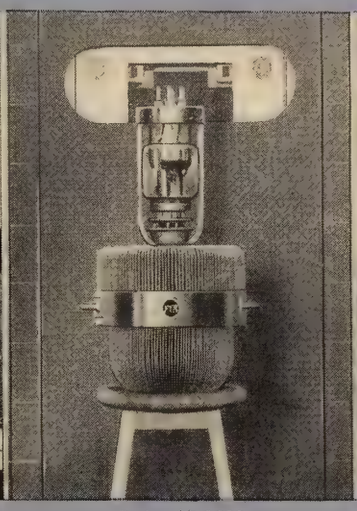
WITH 3 *Federal* 50 KW POWER TRIODES

Used in 18-Hour Daily Runs!

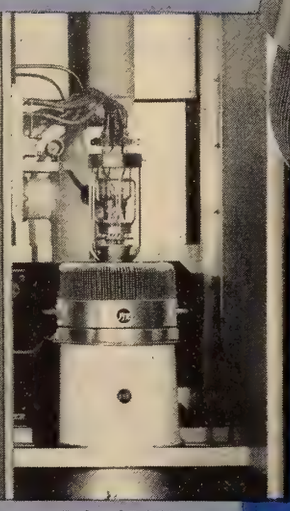




Federal F-9C31
22,255 HOURS
Still in Service



Federal F-9C29
21,015 HOURS
Now used as a Spare



Federal F-9C31
25,629 HOURS
Still in Service

THORIATED Tungsten Filaments in Federal's F-9C31 · F-9C29 SAVE POWER EQUAL TO THE PRICE OF A NEW TUBE PER YEAR!

THIS is the life story of 3 of numerous Federal power triodes used by the Canadian Broadcasting Corporation at station CBX, Lacombe, Alberta: Since October, 1948, to recent date, these tubes have served for 69,000 hours. Both F-9C31's appear to have full emission and capability of many more hours. The F-9C29—used in modulator unit—is on standby after 21,015 hours.

Behind the long performance of these 3 tubes is Federal's pioneering in the *multi-strand thoriated tungsten filament,* which permits hairpins to expand *individually* . . . eliminates stresses which might be conducive to filament warping.

Cathodes of this type provide lower operating temperatures . . . keep components cooler, more durable. Because *less* filament power is consumed, tube life is *longer* . . . operating costs are *lower.* The power saved per-tube-per-year equals the price of a *new* tube!

For full information on Federal's F-9C31 and F-9C29, or Federal quality-controlled tubes of any power output, write Dept. K-119

Federal always has made better tubes"

FEDERAL TELEPHONE & RADIO · FTR · AN IT&T ASSOCIATE

Federal Telephone and Radio Corporation

VACUUM TUBE DIVISION

100 KINGSLAND ROAD, CLIFTON, N. J.

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

MEMO

Be sure to call Weed today and ask about the "Jet Fire" WPTR Merchandising plan that covers the Albany-Schenectady-Troy area!

our respects

to DAVID H. BARNOW



AT Beltone in Chicago, radio is being used to reach the hard-of-hearing at the direction of a dynamic but self-effacing man, a would-be lawyer turned salesman.

He is 40-year-old David Barnow, general sales manager of Beltone Hearing Aid Co., which has mushroomed to leadership in its field in the comparatively short span of 13 years. As sales chief, Mr. Barnow also doubles in advertising, handling radio and other media allocations.

It is no accident that Beltone is perhaps the first hearing aid firm to buy a full half-hour network program—or that it spends more on radio than all such enterprises combined in the industry. Mr. Barnow has been sold on radio because, as he puts it, "Radio has paid for itself a thousand times over—in point of response and sales—radio has sold itself."

Last year Beltone spent approximately $1 million on all advertising, with perhaps another $250,000 at the dealer level. The recent purchase by Beltone of *Life Begins at 80* on nearly 110 ABC radio outlets points up Mr. Barnow's conviction about radio. The program represents an expenditure of more than $350,000 in production alone, not counting time charges.

Show Starts April 8

Beltone has purchased *Life Begins at 80* on an alternate week basis for 26 weeks starting April 8. Mr. Barnow reasons:

"What better program to reach the market we're interested in? We know that it has a certain appeal for oldsters and they, having purchased our product, will convey their satisfaction to their friends."

Beltone originally purchased a one-time shot of *Life* for March 25, using it as a test vehicle. Tracing Beltone's growth—and not incidentally his own philosophy—Mr. Barnow says:

"In advertising, we believe we've been the dominant factor in the hearing aid business. We have averaged better than $1 million a year for the past eight years, with the last few years ranging closer to $1.25 million in both national and local advertising . . . "

If Beltone is one of the outstanding success stories in American business, Mr. Barnow rightfully can claim a large share of credit.

A native Chicagoan, Mr. Barnow was born on Christmas Day 1912. He got his educational grounding at Northwestern U. and set out to learn law at the John Marshall Law School. Finding himself afflicted with a kind of double-vision, he turned away from law and into commerce.

Insurance Salesman

His first sales experiences were as sales correspondent for a music publisher and as agent for Real Silk hosiery. In 1936 he joined the A. B. Kimball Co. (pianos) as a salesman. Insurance seemed a good field to try, so Mr. Barnow became associated with Connecticut Mutual Life Insurance Co. He built an enviable sales record and branched out as an agency supervisor. He received the degree of Chartered Life Underwriter—highest achievement in the insurance field.

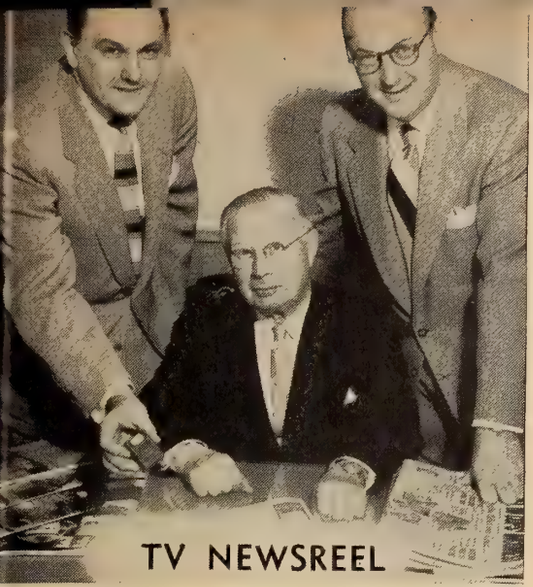
His affiliation with the newly-formed Beltone in July 1943 stemmed from a family connection. His sister, Fay, is the wife of Samuel Posen, who founded the firm in 1940. Mrs. Posen checks advertising copy, but the overall advertising—plus important distributor relations—are supervised by Mr. Barnow. He deals directly with Olian & Bronner, the advertising agency which handles the Beltone account.

This distributor relationship is not to be minimized for around this liaison with the field—and the loyalty of distributors—Beltone has built a solid advertising program—attributable in no small measure to Mr. Barnow's friendly working relations. Distributors in turn buy radio time to buttress their local campaigns.

Looks for Two Factors

Riding herd on advertising allocations, Mr. Barnow looks for two factors: Hard-of-hearing prospects who actually will write in for further information, and sales volume. Radio fulfills both requirements satisfactorily, Mr. Barnow feels.

Mr. Barnow and his wife, Ruth, have three sons, Bruce, Barry and Phillip. He is a vice president and board member of the American Hearing Aid Assn. and immediate past chairman of the board of governors of the Hearing Foundation.

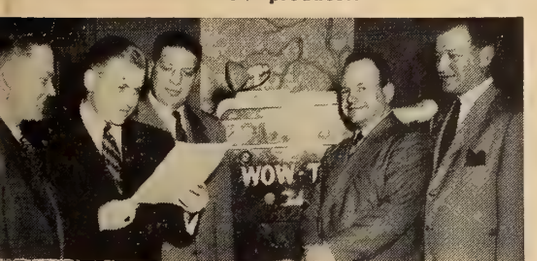


TV NEWSREEL

THOR adds TV to its ad campaign with purchase of ABC-TV *Quick As a Flash*. Sales planners (l to r): Robert J. Runge, adv. mgr.; Frank Simpson, v.p.; Thos. Chadwick, sls. mgr.



J. R. RICHARDSON Co., food mfg. rep., Winston-Salem, N. C., signs for hour-long *Saturday Night Jamboree* on WFMY-TV Greensboro, N. C. L to r: Buzz Hassett, station sls.; John Richardson, gen. mgr., George Perry, WFMY-TV producer.



SCRIPT for new Standard Oil (Ind.) show on WOW-TV Omaha, *Bill McBride and the News*, is checked by (l to r) A. V. Fraser, asst. gen. mgr., Standard; Mr. McBride, prog. dir. WOW-TV; L. B. Kelly, mgr., Omaha Div., Standard; Fred Ebener, WOW-TV sls. mgr., and James Shelby, radio-TV dir., McCann-Erickson, Chi.

CHARITY groups can compete for $1,000 prize on new *Reward for Talent*, sponsored by Guenther Brewery on WAAM (TV) Baltimore. Handling negotiations are (seated, l to r) Ken Carter, WAAM (TV) gen. mgr.; Arthur Goldman, Guenther adv. dir.; (standing) Baxter Ward, m.c.; Brent Gunts, packager.



In Which Algy writes to . . .

Mr. MacDonald Dunbar

Ted Bates, Inc.

New York City



Dere Mac:

Spring sure is here in th' hills which now look mighty purty in green. Spring also starts them long trains of coal headin' fer th' Great Lakes and keeps our peeple busy producin' and haulin' it. When th' work gits hot and heavy down here, our peeple know how to keep Kool 'cause they hear all about them fine cigarettes on WCHS with 5,000 on 580. Coal and chemiculs and lumber, etc., all make money fer our WCHS listenurs and I've heerd tell thet WCHS sure makes money fer its advertisurs. I guess thet's 'cause WCHS has more folks listenin' then any othur station in th' state.

Yrs,

Algy



WCHS

580 KC · 5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

Now in Operation in Iowa's Largest TV City:

KVTV Channel 9 ... SIOUX CITY, IOWA

A Cowles Station with the same top management as WNAX-570, Yankton-Sioux City

Serving 31 prosperous counties in Iowa, South Dakota, and Nebraska

Facts about the station

Programming started March 29;
VHF. Only station in the market.
Affiliated with CBS, DuMont.
Interconnected for live network programs.
Power: Video—28,950 watts; audio, 15,600 watts.
Antenna height: 705' above average terrain.

Facts about the market

Retail sales $607 million; population 555,000;
Families 164,000; buying income $770 million.

TV sets in area

37,097 as of January 30 (RTMA).

KVTV Channel 9 SIOUX CITY, IOWA

National Representative, The Katz Agency



Willard W. Hanes

on all accounts

WILLARD W. HANES, in charge of all West Coast originated radio and TV shows for Campbell-Ewald Co., Hollywood, is currently involved in handling the NBC-AM-TV *Dinah Shore Show* for Chevrolet Motor Div. of General Motors.

Mr. Hanes, who comes from the East, followed a path to the West as a result of a restlessness and a desire to try something new and different.

Born in Buffalo ("never mind when"), he decided after working in a bank for three years that it was no kind of life for him. Heading for Colorado Springs, because a friend said it was a nice place to go, he went to work for the Chamber of Commerce as assistant manager. During the next 13 years he worked on such events as community rodeos and air meets.

There in 1936 Mr. Hanes met the colorful and wealthy Spencer Penrose, who owned and operated the Broadmoor Hotel. He joined forces with Mr. Penrose as manager of the rodeo staged during the Will Rogers Shrine dedication. He added the managerial duties of a stadium and indoor ice rink, and assisted in the promotion and advertising of the hotel itself. Mr. Hanes developed an amateur national collegiate hockey association and started the national figure skating championships held in Colorado Springs.

Joined KMPC in 1943

Mr. Hanes arrived in Hollywood in 1943. For the next three years he directed publicity-promotion-advertising for KMPC.

A photographer by interest, Mr. Hanes made it pay by joining Campbell-Ewald's Los Angeles office in 1948 to do picture stories for Chevrolet's *Friends* magazine.

This activity led to buying radio time for local Chevrolet dealers and writing some commercial copy. The agency made its first West Coast entry into TV for Chevrolet Dealers of Southern Calif. in February 1950, with *Triple Feature Theatre* on KECA-TV Los Angeles.

Late in 1951, Chevrolet placed *Dinah Shore* on NBC-TV for two quarter-hours weekly, and he was assigned to the show's commercials. Now Mr. Hanes has charge of that program and the radio version which Chevrolet has added to its sponsorship.

Three years ago Mr. Hanes walked into a camera shop to pay a bill, met the office manager, Sunny, and shortly thereafter married her. They make their home in suburban Westwood.

WDSU-TV UNMASKS MARDI GRAS FOR THE NATION!



- Millions had heard about it—millions had read about it—but until this year, relatively few Americans had actually *seen* New Orleans' famed Mardi Gras.

- When WDSU-TV—Louisiana's *first* television station—beamed the first network telecast of this colorful spectacle to the nation, it scored a solid hit. The results were mildly sensational—with audience ratings for the entire sixty minute period showing unusually large gains. Reviews in leading papers throughout the country echoed audience reaction by praising the excellent presentation of this local celebration to a national audience.

- This is but another example of our effort to always be "first" in serving New Orleans—and the nation!

- Write, Wire or Phone BLAIR-TV!

WDSU-TV
CHANNEL 6
NEW ORLEANS

STANDARD ELECTRONICS

VHF-UHF TV TRANSMITTERS

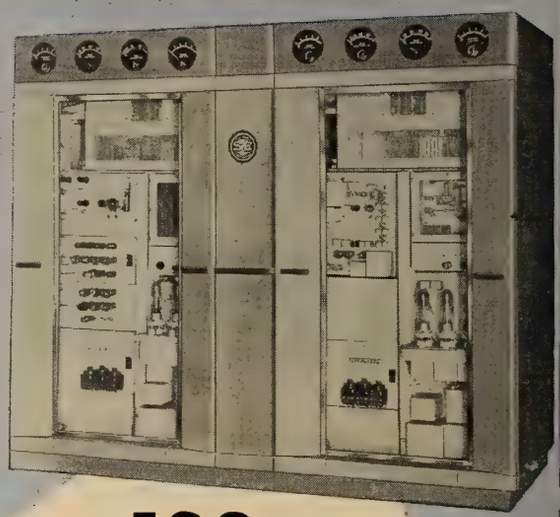
A COMPLETE LINE OF VHF-UHF TRANSMITTERS AND AMPLIFIERS

with all the

Money-Saving and

Design Features

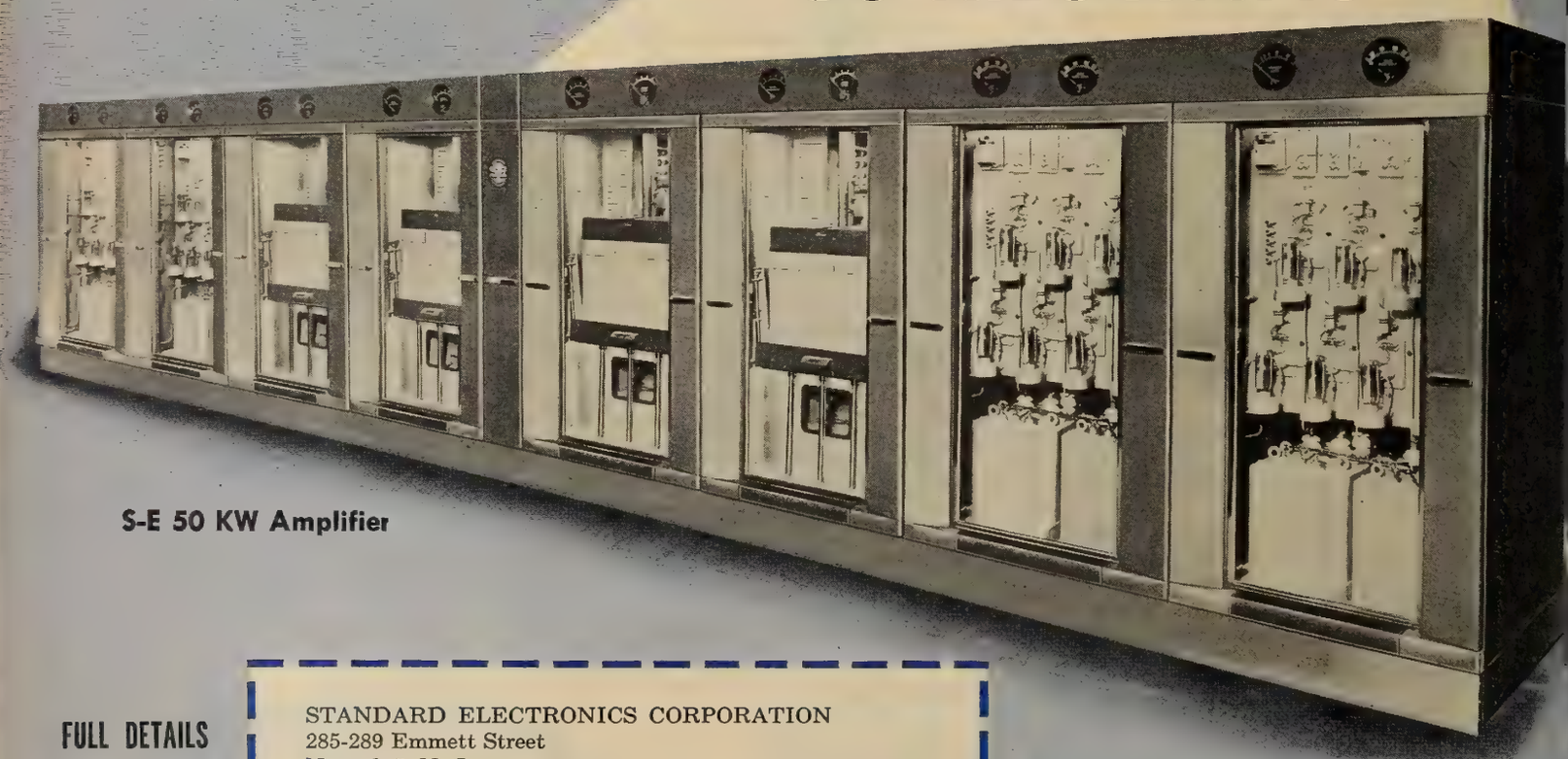
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500 WATTS

e-x-p-a-n-d-a-b-l-e to

50 KILOWATTS



S-E 50 KW Amplifier

FULL DETAILS WITHOUT COST OR OBLIGATION

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FILL IN COUPON AND RETURN

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STANDARD ELECTRONICS CORPORATION
285-289 Emmett Street
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I would like more information on the Standard Electronics Add-A-Unit TV Transmitter.

VHF.....UHF.....Amplifiers.....

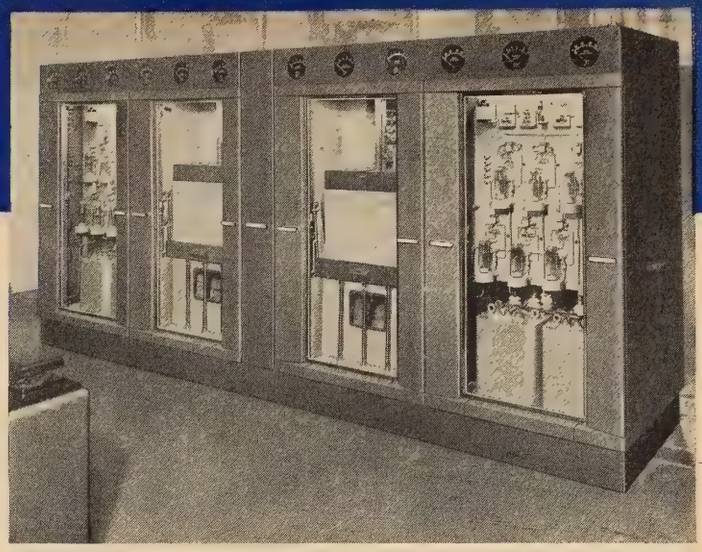
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Standard

Put You on The Air QUICKER!



Standard Electronics high power 20 KW Amplifier installed at WOR-TV Channel 9, New York, September, 1952.

S-E Money-Saving Features

MINIMUM STATION PACKAGE

Get on the air quickly, inexpensively with Standard Electronics Minimum Station Package. Depending on your channel allocation, *order* a 500 watt VHF or 1KW UHF transmitter, a high gain antenna, sync generator, monitoring equipment and a film system.

EXPANDABLE

The minimum station package can be expanded without scrapping a single piece of equipment, when you are permitted to increase power. Simply add S-E Add-A-Unit amplifiers for higher power even up to 50 KW output.

S-E TRANSMITTERS COST LESS INSTALLED

Add-A-Unit design saves building alteration expense. Units are easily adapted to any station layout, straightline . . . "U" . . . "L".

LOWER TUBE COSTS

Aging tubes, incapable of supplying power in the visual section are interchangeable with the aural section where power requirements are considerably less.

S-E Design Features

TRANSMITTER

Basic VHF unit is the 500 watt visual and 250 watt aural unit; basic UHF is 1,000 watts visual and 500 watts aural—a complete self-contained transmitter, in either case.

INCREASED POWER

Transmitter power can be increased by simply adding a S-E Add-A-Unit amplifier to provide complete transmitters up to 50KW without scrapping a single piece of equipment.

VERSATILE

S-E Add-A-Unit amplifiers can be added to existing station equipment regardless of make.

SELF-CONTAINED

Compact, completely self-contained . . . no external blowers or transformer vaults needed.

ACCESSIBILITY

All tubes and major components are visible and accessible from the front. Full length glass doors provide easy access and add eye appeal.

All S-E VHF-UHF Transmitters are equal to or exceed FCC standards and RTMA Standards as set forth in TR 104-A or latest revision thereof.

Electronics Corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

285-289 EMMETT STREET • NEWARK 5, N. J.

STANDARD S/E ELECTRONICS

Like a cat goes for milk

Just like a cat goes for milk, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces big results at low cost. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce big results for you, too—at low cost. Get your Forjoe man to give you all the details.



IN BALTIMORE WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

BROADCASTING TELECASTING

March 30, 1953 Vol. 44, No. 13

STORER OPTIONS FIFTH TV AS TWO OTHERS REACH LIMIT

Tentative agreement to purchase WBRC-AM-TV Birmingham for $2.4 million is reached by Storer Broadcasting Co., while FCC approves construction permits for fifth TV station for Empire Coil and Wrathall-Carman-Smith groups. Thus, with NBC, CBS and AB-PT, there are six groups in five-station "charmed circle."

TELEVISION'S "charmed circle" of operators who hold the maximum allowable limit of five stations was boosted from three to six by virtue of actions last week.

Storer Broadcasting Co. reached a tentative agreement to purchase WBRC-AM-TV Birmingham from Eloise H. Hanna for $2,400,000.

FCC granted Empire Coil Co. (Herbert Mayer enterprises) its fifth authorization—for uhf Ch. 67 in Indianapolis.

FCC issued to Grant R. Wrathall-Frank C. Carman-David G. Smith group a construction permit of vhf Ch. 2 in Salt Lake City via the marriage procedure, boosting their holdings to substantial interests in five stations.

Thus, these three groups are added to NBC and AB-PT which held the five station maximum prior to the 1948 TV freeze. CBS owns three, substantial minority in two more.

The Storer transaction, subject to FCC approval, gives that company five vhf TV stations. It presently owns seven radio stations. It is presumed that Storer, upon approval of this transfer, will drop its pending applications for Miami (Ch. 10) and Wheeling (Ch. 9). The company, however, has long sought a lifting of the FCC limit of five-TV-station ownership and presumably will pursue that quest. Both NBC and CBS likewise have endorsed an increase in TV ownership quotas.

Storer now operates WSPD-TV Toledo, WJBK-TV Detroit, WAGA-TV Atlanta and KEYL (TV) San Antonio. AM stations are WSPD, WJBK, WAGA, WGBS Miami, WWVA Wheeling, WMMN Fairmont and WSAI Cincinnati.

WBRC-TV is assigned Ch. 6 and has been authorized visual power of 14.25 kw and aural, 7.25 kw. Affiliated with NBC, interconnected, the station began operating in 1949 and is controlled by Mrs. Hanna. The transaction, it is understood, is being negotiated through Howard E. Stark, New York media broker.

WBRC, established in 1925, operates on 960 kc with 5 kw. It likewise is NBC-affiliated.

Empire Coil Co., operator of pre-freeze vhf Ch. 9 WXEL (TV) Cleveland and post-thaw uhf Ch. 27 KPTV (TV) Portland, Ore., was awarded its fifth construction permit—for uhf Ch. 67 at Indianapolis. The New Rochelle, N. Y., electronic parts manufacturer also holds post-thaw grants for uhf Ch. 26 KDEN (TV) Denver and uhf Ch. 25 KCTY (TV) Kansas City, both under construction.

Messrs. Wrathall and Carman hold one-half interest in Utah Broadcasting & Television Corp., awarded vhf Ch. 2 at Salt Lake City, one of three "marriage" applications approved by the Commission last week among its total of 11 new TV station authorizations. Half interest in the grantee is held by the Tribune Pub. Co., former competitor for the channel until the merger a fortnight ago [B•T, March 23]. The publishing firm plans to give up its part interest in KALL there, a condition of the grant. Messrs. Carman and Wrathall retain separate ownership of KUTA there.

Messrs. Wrathall, Carman and Smith own 16.75% each in vhf Ch. 4 KOPR-TV Butte, Mont., and 12.75% each in vhf Ch. 8 KWIK-TV Pocatello, Ida. Messrs. Carman and Smith hold 25% each in vhf Ch. 9 KGEM-TV Boise, Ida., Mr. Wrathall recently dropping his 25% holding in that outlet. Messrs. Carman and Smith hold 12.5% each in vhf Ch. 11 KLIX-TV Twin Falls, Ida., Mr. Wrathall owning 25%. The latter also is 50% owner of uhf Ch. 28 KICU (TV) Salinas, Calif. [See protest of Salinas Ch. 8 action below.]

The other merger applications approved by FCC last week included Television Services of Knoxville for uhf Ch. 26 and Minnesota-Iowa Television Co. for vhf Ch. 6 at Austin, Minn. [B•T, March 23].

Television Services of Knoxville is a merger of the original applicant of the same name and former Ch. 26 competitor W. R. Tuley, an oilman. Mr. Tuley acquires 80% interest. Harold H. Thoms and J. Horton Doughton, former 50% owners, now own 10% each. Mr. Thoms is 99% owner of WISE Asheville, N. C., 75% owner of WEAM Arlington, Va., 13.5% owner of WSSB Durham, N. C., and 25% owner of WAYS Charlotte and WCOG Greensboro, N. C. Mr. Doughton owns 25% in WAYS and WCOG.

Minnesota-Iowa Television is a merger of two former competitors for Ch. 6, South Central Minnesota Television Co. and KAUS Austin, principals in latter retaining control.

Comr. Hennock Dissents

Comr. Frieda B. Hennock dissented in all three of the merger grants.

But while last week's actions represented continuing effort on the part of the Commission to keep new TV station grants flowing as steadily as possible, there were other television developments which observers fear may stem this continuing tide of authorizations.

● In what was termed an unexpected and unprecedented action, FCC did an about-face respecting "economic" protests of non-hearing TV grants pursuant to Sec. 309(c) of the Communications Act and called for hearing on its uhf Ch. 35 grant at Muskegon, Mich., to Versluis Radio & Television Co. Heeding advice of the U. S. Attorney General, FCC reversed an earlier ruling which had dismissed a protest of the Versluis grant, filed by WGRD Battle Creek [B•T, March 23]. FCC set hearing for April 22.

● The reversal, which renders moot WGRD's pending complaint before the U. S. Court of Appeals for the District of Columbia, is seen in both industry and FCC quarters as unloosing a virtual flood of economic protests of non-hearing TV grants, some already received at the Commission. Others also question how far the privilege of protest will be extended under further interpretation of Sec. 309(c).

● One major problem seen as a result of the new interpretation of protestants' rights under Sec. 309(c) stems from the law's requirement that each protest be answered by FCC within 15 days and hearings, where indicated, must be "expedited." It is feared normal new-TV station comparative hearings will be pushed aside as hearing examiners are put on Sec. 309(c) protest cases.

Augment Protests

Gordon Brown's Sec. 309(c) protest of the share-time grant on vhf Ch. 10 at Rochester, N. Y., to WHEC and WVET there [B•T, March 16]—the first believed filed since the WGRD complaint—was augmented last week by the following two new petitions.

● Public Information Corp., licensee of WSSB Durham, N. C., and applicant for uhf Ch. 46 there, filed protest of the Commission's grant several weeks ago of the merger application of T. E. Allen & Sons Inc. and WTOB Winston-Salem for Ch. 46 at Durham [B•T, March 2]. WSSB charges FCC acted too quickly and didn't allow proper notice.

● Salinas-Monterey Television Co., uhf Ch. 28 grantee at Salinas, Calif., protests the Commission's share-time grant on vhf Ch. 8 in that area to KMBY Monterey and KSBW Salinas, charging injury from "monopoly" of the four major network services.

The 11 new grants boost post-thaw authorizations to 325, and the total of outstanding TV authorizations in the U. S. and its territories to 433 stations, of which 147 are now in commercial operation. Two more were to begin over this past weekend (see story page 64).

The new grants:

Knoxville, Tenn. (City priority Group A-2, city No. 21)—Television Services of Knoxville (merger of broadcasters Harold H. Thoms and J. Horton Doughton with former competitor W. R. Tuley, latter acquiring 80%), granted uhf Ch. 26, effective radiated power of 21 kw visual and 10.5 kw aural, antenna height above average terrain 480 ft. (Comr. Frieda B. Hennock dissented).

Austin, Minn. (Group A-2, No. 218)—Minnesota-Iowa Television Co. (merger of South Central Minnesota TV Co. and KAUS, latter retaining control), granted vhf Ch. 6, ERP 18.5

kw visual and 9.3 kw aural, antenna 420 ft. (Comr. Frieda B. Hennock dissented.)

Victoria, Tex. (Group A-2, No. 339)—KNAL Television Co. (KNAL), granted uhf Ch. 19, ERP 20 kw visual and 13.5 kw aural, antenna 330 ft.

Grand Junction, Col. (Group A-2, No. 371)—Western Slope Broadcasting Co. (KFXJ), granted vhf Ch. 5, ERP 1.45 kw visual and 0.85 kw aural, antenna minus 10 ft.

Yuma, Ariz. (Group A-2, No. 571)—Valley Telecasting Co., granted vhf Ch. 11, ERP 29 kw visual and 14.5 kw aural, antenna 260 ft.

Des Moines, Iowa (Group B-3, No. 171)—Rib Mountain Radio Inc. (same ownership as WEAU Eau Claire, Wis.), granted uhf Ch. 17, ERP 180 kw visual and 98 kw aural, antenna 580 ft.

Indianapolis, Ind. (Group B-4, No. 187)—Marion Radio Corp. (WBAT Marion), granted uhf Ch. 26, ERP 95 kw visual and 51 kw aural, antenna 370 ft.

Indianapolis, Ind. (Group B-4, No. 187)—Empire Coil Co., granted uhf Ch. 67, ERP 125 kw visual and 68 kw aural, antenna 510 ft. (Comr. Eugene H. Merrill not participating.) This is fifth TV station granted Empire Coil, limit now allowed by FCC's rules.

Boston, Mass. (Group B-5, No. 208)—E. Anthony & Sons Inc. (WNBH-AM-TV New Bedford), granted uhf Ch. 50, ERP 255 kw visual and 135 kw aural, antenna 540 ft. (Chairman Paul A. Walker and Comrs. Frieda B. Hennock and Eugene H. Merrill dissented.)

San Antonio, Tex. (Group B-5, No. 209)—Alamo Television Co. (owned by oilman W. W. Lechner), granted uhf Ch. 35, ERP 230 kw visual and 120 kw aural, antenna 420 ft. (Comr. Eugene H. Merrill not participating.)

Salt Lake City, Utah (Group B-5, No. 211)—Utah Broadcasting & Television Corp. (merger of original applicant of same name and competitor TV Corp. of Utah, owned by Tribune Pub. Co., part owner KALL there), granted vhf Ch. 2, ERP 27.5 kw visual and 14 kw aural, antenna 3,980 ft. Subject to condition that permittee divest itself of all interest in KALL and Intermountain Network. (Comr. Frieda B. Hennock dissented.)

'Concentration of Control'

As she dissented a fortnight ago when the Commission granted vhf Ch. 11 at Twin Falls, Ida., to KLIX there [B•T, March 23], Comr. Hennock said respecting the Salt Lake City Ch. 2 authorization to Utah Broadcasting:

I dissent from the Commission's grant of a construction permit because there are basic questions of policy raised therein which I believe have not received adequate consideration.

Today's grant of a TV construction permit adds further to the concentration of control of broadcasting facilities by a group composed of Carman-Wrathall-Smith and [Edna O.] McCrea. This group already owns 50% of two TV stations as well as (excluding Wrathall) a majority interest in a third TV station, all in Southern Idaho, and in two of these stations is associated with the J. Robb Brady Trust Co. which has an additional TV station of its own [KIFI-TV Idaho Falls]. And, in addition to ownership of an AM station in Salt Lake City, this same group has other AM-FM interests in same general area.

Comr. Hennock, in her protest of the Ch. 26 grant to Television Services of Knoxville, stated she dissented "on the ground that this application raises substantial questions of undue concentration of control over broadcasting facilities."

It was Comr. Merrill, however, who spelled out his dissent to the grant of Ch. 50 at Boston to E. Anthony & Sons, operator of WNBH-AM-TV New Bedford and WOCB West Yarmouth. Comr. Merrill said in part:

The distance between the transmitters of these two television stations, which will be under common control, is 50 miles. The overlap of areas served by the two stations at maximum power and antenna heights or at even considerably less power and antenna heights is apparent.

I forsee, if the trend continues of permitting over-concentration of limited television facilities in the same area being under common control, a degree of regulation of television broadcasting industry that would not otherwise be necessary. This might follow because of such concentration: (a) limiting competition; (b) adversely affecting the diversification of control over the sources of programs to the television public; (c) causing excessive concentration in the dynamic television field, and (d) affecting the development of competitive practices seriously threatening the capacity of other licensees to compete effectively.

In other actions, the Commission granted a special temporary authorization to Howard-Yale Inc., Palm Springs, Calif., to construct and operate an experimental 2-w booster station atop Howell Peak to amplify signals of all Los Angles vhf stations and providing test wireless community TV system.

Eugene Television Inc., applicant for vhf Ch. 13 at Eugene, Ore., and representing a merger of the TV bids of KORE and KUGN there, was advised a hearing will be necessary on the question of common AM ownership.

FCC also amended earlier grant of vhf Ch. 10, Minot, N. D., to Rudman Television Co., to include condition that the TV antenna must not adversely affect AM operation of KCJB there. FCC dismissed KCJB's protest as moot.

Rudman Television is solely owned by oilman M. B. Rudman, who was the first to acquire four post-thaw TV grants [B•T, March 9]. Besides the Minot permit, Mr. Rudman holds authorizations for vhf Ch. 12 at Bismarck, N. D., uhf Ch. 35 at Galveston, Tex., and vhf Ch. 8 at Billings, Mont., the latter in conjunction with oilman Albert Hayutin.

Besides Mr. Rudman and Storer Broadcasting, another with interests in four TV stations is Crosley Broadcasting Corp. Crosley is operator of WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton, all Ohio, and WLWA (TV) Atlanta, Ga.

Concerning the controversial case involving WGRD's protest of the Versluis Muskegon grant, FCC stated in its memorandum opinion and order that "upon its own motion" the Commission "has reconsidered its action of Feb. 5, 1953, dismissing the protest of Music Broadcasting Co. [WGRD] to the grant on Dec. 23, 1952, of the [Versluis application]. The Commission has considered further the protest, and the motion to dismiss the protest filed by Versluis Radio and Television Inc., and has taken official notice of the papers on file with U. S. Court of Appeals for District of Columbia Circuit in consolidated action pending for review of Commission's orders herein."

Claim Is Recognized

"In light of its reconsideration," the opinion said, "the Commission concludes that the protest filed by Music contains allegations sufficient to indicate that Music, as the licensee of a standard broadcast station at Grand Rapids, Mich., will be economically injured by the proposed operations of the applicant, and is therefore 'a party in interest' within the meaning of Sec. 309(c) of the Act. The Commission adheres to the view that the term 'party in interest' is a limited one, and that the case of *FCC v. Sanders Bros. Radio Station,* 309 U.S. 470, establishes the boundaries of the category of persons who may be considered parties in interest because of economic injury. . . ."

FCC set aside its dismissal of the WGRD protest and ordered hearing upon "the matters put in issue by said protest," including propriety of the Versluis TV site under the rules, whether "false information" was submitted in certain balance sheets filed with FCC by Versluis Radio and whether applicant's sale of WOOD-TV Grand Rapids (formerly WLAV-TV) "establishes applicant lacks necessary character qualifications to be a TV licensee."

WGRD has charged Leonard Versluis made a $1 million profit in sale of WLAV-TV to WOOD, alleging "trafficking" in the transfer.

Effective immediately, and pending outcome of April 22 hearing, FCC "postponed" its Dec. 23 grant of the Versluis application. Comr. Robert T. Bartley dissented from FCC majority in the reversal, holding the turnabout action is not consistent with legislative history respecting Sec. 309(c), particularly this Senate Committee statement:

Fear has been expressed that use of 'parties in interest' might make possible intervention into proceedings by a host of parties who have no legitimate interest but solely with the purpose of delaying license grants which properly should be made. The Committee does not so construe the term 'party in interest'; 'parties in interest' because of electrical interference are fixed and defined by the Supreme Court decision in the KOA case (319 U.S. 239) and the Commission's rules and regulations; *'parties in interest' from an economic standpoint are defined by the Supreme Court decision in the Sanders case* (309 U. S. 470). (Senate Report No. 44 on S. 658, 82nd Cong. 1st Sess., p. 8). (Emphasis supplied.)

FCC spokesmen last week could not estimate full consequences of the reversal order, but they did say they expect more than a few economic protests of non-hearing grants. One official observed the normal hearing procedures could be put virtually to a standstill by expedited Sec. 309(c) protest hearings.

Another FCC official recalled that the Commission specifically warned Congress of the potential dangers inherent in the McFarland amendments of the Communications Act which resulted in new construction of Sec. 309(c).

Attorney General's View

After WGRD protested to the Court of Appeals, it is understood, FCC learned that the U. S. Attorney General construed Sec. 309(c) to mean WGRD is a party in interest, hence he could not support FCC's reply to the complaint in court. FCC Chairman Walker reportedly met Attorney General Herbert Brownell a fortnight ago, and Mr. Brownell later wrote his views in a letter to Chairman Walker.

As the Attorney General, aside from courts, is chief interpreter of federal laws, it is believed FCC decided to short cut possible lengthy court proceding and on its own motion acknowledged validity of WGRD protest.

Gordon Brown, licensee of WSAY Rochester and applicant for Ch. 10 there, in his protest of the Ch. 10 share-time grant to WHEC and WVET, observes that "the basic purpose of Sec. 309(c) . . . is to permit protests to unreasonable grants made prior to an opportunity for a studio and objection to applications for radio or television facilities."

Mr. Brown charges FCC acted too quickly upon the amended share-time bids, preventing filing and consideration of his Ch. 10 bid.

Similarly, WSSB Durham holds FCC acted too quickly on the Allen grant for uhf Ch. 46 at Durham, pointing out the merger was filed Feb. 20 and announced as granted on Feb. 26, but that on Feb. 25 its own bid had been tendered and the Commission staff had been informed over the Washington Birthday holiday weekend that WSSB planned to file. WSSB claims FCC improperly returned the application since as a matter of law, in view of the holiday on that Monday, its bid was timely.

Salinas-Monterey Television Co., uhf Ch. 28 grantee [KICU], Salinas, Calif., and protestant of share-time grants on vhf Ch. 8 to KSBW and KMBY, is owned by Grant R. Wrathall and S. A. Cisler Jr. Mr. Cisler's protest:

My partner and I are parties in interest as contemplated by Congress in Sec. 309(c) inasmuch as the proposed combination as granted by the Commission will result in unfair competition and an impossible situation as shown below in sales rates and availability of network programs. [We] also protest on behalf of the public . . . in that the combination as authorized by the Commission will result in a strong connection with the networks tying up network programs making it impossible for KICU to obtain a source of programs.

KICU contends KSBW gets funds through advances from 25%-owner *San Francisco Chronicle,* operator of NBC-TV affiliate KRON-TV San Francisco, thus influencing program policy. KICU asserts KMBY is obtaining funds from 24%-owner Bing Crosby, citing his CBS contracts.

AD COUNCIL GAVE $1½ BILLION IN TIME-SPACE DONATIONS—GRAHAM

President Eisenhower addresses a White House meeting of nearly 200 Advertising Council members and high government officials, acknowledging the council's public service work. 'Washington Post' (WTOP-AM-FM-TV and WMBR-AM-TV Jacksonville) publisher Philip Graham becomes the first media executive to assume the council's highest office. NARTB's Harold Fellows, CBS-TV's J. L. Van Volkenburg and NBC's Frank White are elected directors.

TIME and space totaling $1½ billion have been contributed to public services through Advertising Council campaigns, Philip L. Graham, publisher of *The Washington Post* (WTOP-AM-FM-TV and WMBR-AM-TV Jacksonville) told the council Tuesday as he assumed its board chairmanship.

Mr. Graham took office Tuesday during an all-day council session with highest government officials. He was elected by the council board at a Monday meeting [Closed Circuit, March 23].

Work of the council received recognition from President Eisenhower as the Tuesday meeting opened at the Executive Offices in Washington. The President showed familiarity with the council's work and spoke highly of advertising's public service contributions. The remarks were off-the-record.

Ninth White House Session

The conference was the council's ninth White House meeting. Presiding was C. D. Jackson, special advertising assistant to the President. Among those who spoke during the day were Sherman Adams, assistant to the President; Joseph M. Dodge, Director of the Budget; George M. Humphrey, Secretary of the Treasury; Sinclair Weeks, Secretary of Commerce; Charles E. Wilson, Secretary of Defense; John Foster Dulles, Secretary of State, and Ezra Taft Benson, Secretary of Agriculture.

Attending the conference were nearly 200 executives heading a substantial section of important corporations. Among radio delegates were Fred Bohen, Meredith Publishing Co.; Gardner Cowles, Cowles Magazines; Ralph W. Hardy, NARTB; Robert Hinckley, ABC; Edgar Kobak, consultant; Eugene Meyer, *Washington Post;* Paul W. Morency, WTIC Hartford; Frank Stanton, CBS; Niles Trammell, Biscayne Television Corp.; J. L. Van Volkenburg, CBS; Frank White, NBC; Chris J. Witting, DuMont Television Network.

In his acceptance speech, Mr. Graham said the 12-year-old council now is donating over $100 million annually in time and space. He traced the council's part in promoting registration and voting in the last Presidential election, an achievement that brought it the first place award of American Heritage Foundation (see photo).

Mr. Graham reviewed the council's philosophy in preserving the American economic system by increased productivity as a basis for national security. He reminded that the council's work in preserving voluntary solution of problems is conducted at no cost to the American taxpayer and with a half-million dollar budget.

Dispelling any notion that the present Administration is strictly a friend of wealth and power, Mr. Graham warned that President Eisenhower "is not hiring himself out as wet nurse for American business and industry."

In succeeding Henry J. Morgens, vice president in charge of advertising for Procter & Gamble Co., Mr. Graham becomes the eighth person and first media executive to hold the highest office in the national, non-profit public service advertising organization. Mr. Morgens now assumes chairmanship of the board's planning committee and becomes a director-for-life.



AWARD of American Heritage Foundation to the Advertising Council for its register-vote campaign is presented to Philip L. Graham (c), *Washington Post* (WTOP-AM-FM-TV), new chairman of council, and Howard J. Morgens (r), Procter & Gamble Co., retiring chairman, by Thomas D'Arcy Brophy, Kenyon & Eckhardt, Foundation president.

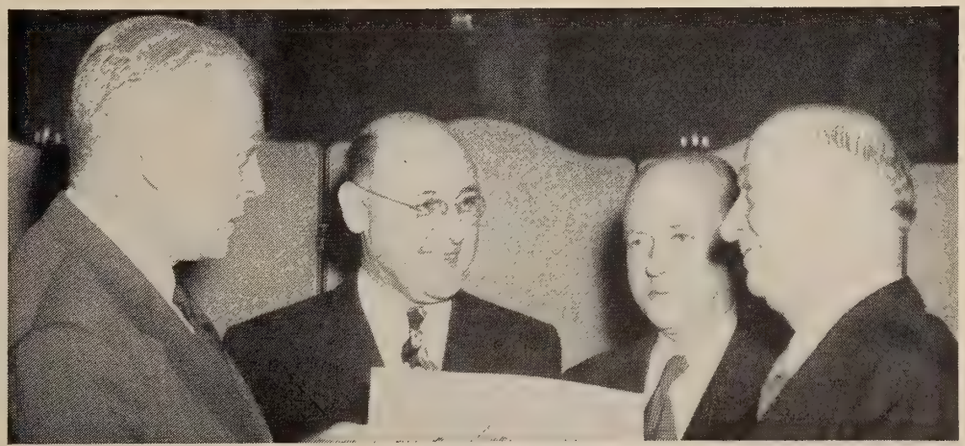
A highlight of the meeting was presentation to the council by Thomas D'Arcy Brophy, president of the American Heritage Foundation, of the first place award in the 1952 national "register and vote" competition. The award is a four-foot-high reproduction in full color of Arthur Szyk's painting of the Declaration of Independence with marginal illuminated sketches of significant events in American history.

Stuart Peabody, assistant vice president of the Borden Co., was elected a vice chairman of the council's board. Re-elected as vice chairmen were Louis N. Brockway, executive vice president of Young & Rubicam, and Leo Burnett, president of Leo Burnett Co.

The directors also re-elected Theodore S. Repplier as president of the council; Allan M. Wilson and George P. Ludlam, as vice presidents; Frederic R. Gamble, president of the American Assn. of Advertising Agencies, as secretary, and Paul B. West, president of the Assn. of National Advertisers, as treasurer.

Eight new directors, who represent various facets of the advertising industry, include:

Harold E. Fellows, NARTB president; J. L. Van Volkenburg, CBS-TV president, and Frank White, NBC president, radio and television; Edward G. Gerbic, vice president in charge of merchandising and advertising, Johnson & Johnson Inc., and H. M. Warren, vice president in charge of advertising and sales promotion, National Carbon Co., advertisers; Fred Adams, president, G. M. Basford Co., advertising agencies; William E. Robinson, executive vice president, *New York Herald Tribune,* newspapers; Myles Standish, chairman of the Outdoor Advertising Assn. of America, outdoor advertising.



FIRST PRIZE citation goes to the City of Rochester from the American Heritage Foundation for its record during the election last fall, when 98.5% of all eligible voters cast a ballot. Taking part in the telecast presentation were, l to r, Thomas D'Arcy Brophy, president, Kenyon & Eckhardt agency, and president of the Foundation; Don U. Bridge, president, Rochester Advertising Council; William Fay, vice president, Stromberg-Carlson and general manager WHAM-AM-TV, and Mayor Samuel B. Dicker. WHAM-TV later sponsored a dinner for 50 of the City's leading businessmen and civic workers.

Week's TV Buys Discredit Warning of Price Boycott

FOR ALL the recent plaints about television pricing itself out of the market, evidence last week suggests favorable TV time periods still are being snatched up as soon as available. Radio, too, came in for additional revenue.

Procter & Gamble's Lilt, for example, will sponsor part of *The Jackie Gleason Show* on CBS-TV, Saturday, 8-9 p.m. EST, which will be dropped by Bristol-Myers May 2.

Lilt will become the third advertiser on the show May 16, when it starts sponsorship for five times with an option to further the contract. Other advertisers are Thomas Leeming & Co. and Schick Inc.

Meanwhile, Bristol-Myers, for its Sal Hepatica, has bought half-hour live hillbilly programs in 20 major cities, once a week, to run until June 30. Agency is Young & Rubicam, New York.

Coca-Cola Co. is plunging into a regular television series, its first. The soft drink firm also will use a radio program. On April 29, Coca-Cola will pick up the NBC-TV 7:30-7:45 p.m. period, Wednesday and Friday, which will be dropped by Procter & Gamble's Tide the preceding week. The show will feature Eddie Fisher, vocalist, and Don Ameche.

Radio Version

The television program will be taped, edited and presented on NBC radio Tuesdays and Fridays, 8-8:15 p.m. EST, to mark Coca-Cola's first return to radio since last July. The firm last sponsored Mario Lanza in a radio program once a week. D'Arcy Agency, New York, handles the Coca-Cola account.

NBC-TV expects to sell the Monday 7:30-7:45 p.m. period to another advertiser by next week.

Colgate-Palmolive-Peet will retain its 11:30-11:45 a.m. Monday-through-Friday time on NBC radio but will replace the present program, *Bob and Ray,* with a new one, effective today (Monday). This show, titled *The Phrase That Pays,* will feature Red Benson as m.c., and will offer such unusual "bonus" prizes as percentage ownership of a professional wrestler, interest in a Broadway play or real estate. Agency is Sherman & Marquette, New York.

Liggett & Myers (Chesterfield cigarettes), through Cunningham & Walsh, New York, has decided upon the summer replacement for its Perry Como show, three times weekly on CBS-TV, effective June 24. The hot weather version of the Chesterfield show will feature vocalists Bob Eberle and Helen O'Connell.

Carter Products, New York (Arrid and Rise), through Sullivan, Stauffer, Colwell & Bayles, New York, had planned to cancel its sponsorship of *City Hospital,* Saturday, 1:30-2 p.m. on CBS Radio, but now has renewed the program for another season.

AMERICAN AIRLINES SIGNS 3-YEAR PACT

SIGNING of a three-year contract described as covering the largest single amount of advertising in the history of radio broadcasting was announced Thursday by Adrian Murphy, president of CBS Radio, and C. R. Smith, president of American Airlines.

Deal, it is understood, will cost American Airlines more than $1 million for the three-year period.

The contract, long under negotiation, provides American Airlines with a total of more than 30,000 radio broadcast hours on six CBS radio stations on schedules after midnight. According to Mr. Murphy, it represents the first large-scale move to exploit the after-midnight audience.

Under terms of the contract, it was announced, American Airlines, starting about mid-April, will promote its services within the hours from midnight to 5:30 a.m. EST Monday through Friday, and Saturday midnight to normal station opening time Sunday morning on WCBS New York, WEEI Boston, WBBM Chicago, KNX Los Angeles, KCBS San Francisco and WTOP Washington. CBS owns all but WTOP, in which it has a 45% non-voting interest.

The programs will be conducted by local station personalities and will feature light music with news on the hour, local weather conditions and general information for the traveling public.

Commenting on the arrangements, Mr. Smith declared:

"American Airlines flies wherever people in its areas want to go, and the program schedule of these six stations reaches the people at our principal points of departure. We are delighted to pioneer in this expansion of radio's usefulness to the community."

Mr. Murphy voiced appreciation of American Airlines' "recognition of radio's reach and vitality," and added that "tangible benefits should accrue to radio stations throughout the country as the effectiveness of all-night broadcasting is demonstrated on such a large scale."

Kiesewetter Assoc. Renamed

KIESEWETTER ASSOC., New York advertising agency founded 23 years ago, has changed its name to Kiesewetter, Baker, Hagedorn & Smith Inc. There are no other changes in personnel or operations, spokesman reported. The agency continues to occupy offices at 9 East 40th St., New York 16. Principals are H. M. Kiesewetter, president, and Vice Presidents Samm S. Baker, Horace Hagedorn and H. Bechtel Smith.

* * *



Mr. Kiesewetter



Mr. Baker



Mr. Hagedorn



Mr. Smith

Frank R. Griffin Dies

FRANK R. GRIFFIN, 58, vice president and member of the board of Compton Adv., New York, died last Monday in Johns Hopkins Hospital, Baltimore, after a long illness. His home was in Bronxville, New York.



Mr. Griffin

Surviving are his widow, Elsie; two daughters, Mary and Elsie, and a sister, Mrs. Morgan Hand of Bellefontaine, Ohio.

Packard Begins Campaign

PACKARD Motor Car Co. last week started a $250,000 test drive utilizing Chicago radio, television and other media on the first lap of a projected six-month campaign for two new car lines [AT DEADLINE, March 23]. The drive may be extended to other markets next fall. Agency is J. R. Pershall Co., Chicago.

NEW BUSINESS

Rich Plan, L. A. (home freezer food plan), added transcribed quarter-hour program, *Friendly Philosopher,* on six stations this month, augmenting original 14-station line-up. Nine mid-western markets will be added soon. Agency: J. Russell Calvert & Assoc., L. A.

Toni Co., Chicago, sponsoring 11:30-11:45 p.m. EST Tues., Thurs. and Fri. portion of *Friend in Need,* ABC radio, Mon.-Fri., 11:30-12 noon EST, audience participation program starring Dennis James, effective last Tues. Agency: Leo Burnett Co., Chicago.

Minnesota Mining & Mfg. Co. (Scotch cellophane tape) to sponsor Tues. segment of *Ding Dong School* on NBC-TV (Mon.-Fri., 10-10:30 a.m. EST), effective May 5. Agency: BBDO Minneapolis.

Agency Appointments

General Cigar Co., N. Y., names Young & Rubicam, N. Y., effective April 1, for Robert Burns Cigars and Robert Burns Cigarillos, in addition to White Owl brand.

United States Tobacco Co. names C. J. LaRoche & Co. for new test of oval, king-sized Sheffield cigarettes in several major markets.

J & J Food Co., Cincinnati ("Pump 'N Joe" food products), appoints Robert Acomb Inc., Cincinnati.

Angostura-Wuppermann Corp. appoints Ruthrauff & Ryan, N. Y., for Angostura bitters, effective immediately.

Burkhardt Brewing Co., Akron, Ohio, appoints Rollman & Peck, Cincinnati.

Buxton Inc., Springfield, Mass. (billfolds), appoints Doyle Dane Bernbach Inc., N. Y.

One of the more delightful Paul Bunyan legends concerns the Time-stretcher. Seems Paul wasn't accomplishing enough in a "normal" day, so he invented a machine to make the days twice as long.*

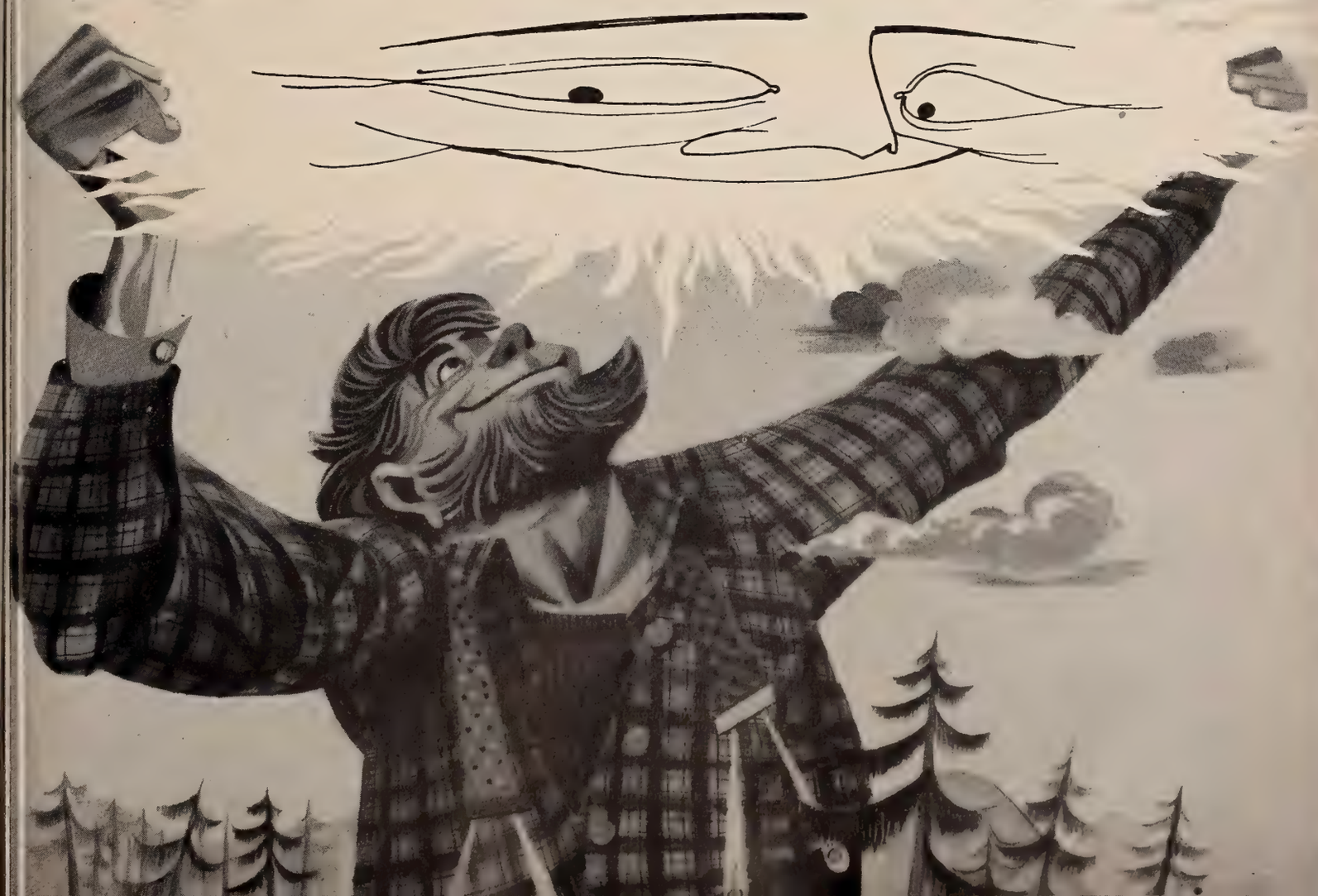


Tops the Time-stretcher!

Today it's obsolete, because (no legend *this*!) WCCO Radio accomplishes wonders in even the shortest periods of time. By speaking for you to *more people in more markets*, over a vaster area (some 86,700 square miles), than any other Northwest station. WCCO Radio covers 109 primary Northwest counties—reaching more people in 82 of them than any of the more than 200 other stations heard throughout the entire area!** To make time with your Northwest customers, let Northwest favorites such as Cedric Adams, Bob DeHaven, Stew MacPherson, Maynard Speece, Halsey Hall, and Allen Gray speak for you, on... **WCCO RADIO**

Minneapolis-St. Paul · 50,000 watts
Represented by CBS Radio Spot Sales

*Some of these days are still around. Can't you recall some Mondays that seemed twice as long as usual? **SAMS, 1952.



TELEVISION RECEIPTS JUMP 43%, BRING IN $336.3 MILLION IN '52

FCC reports the TV industry's business on the basis of preliminary estimates. Most post-freeze stations, being late starters, show red for their year's totals.

THE TELEVISION industry's revenues in 1952 spurted to $336.3 million in a 43% increase over 1951's receipts of $235.7 million, the FCC reported Thursday in a compilation based on preliminary estimates submitted by TV networks and stations. The figure represents sale of time, talent and program material to advertisers.

Income for the TV industry jumped 31% for a total of $54.5 million before federal income tax, the preliminary report indicated. The 1951 figure was $41.6 million.

TV networks and their 15 o & o TV outlets reported total revenues of $191.9 million, nearly 50% over their 1951 receipts of $128.4 million. They reported 1952 expenses at $182.9 million and income of $9 million. A 56% increase in network expenses for 1952 ($117.4 million in 1951) was reported responsible for the $2 million income drop from a 1951 income figure of $11 million.

Conversely, network AM income, including 18 o & o stations, increased in 1952 to $11.2 million, some 18% above 1951 income of $9.5 million and $2.2 million above that of 1952 network TV, because of a decrease in 1952 AM operating expenses ($89.5 to $85.9 million) which more than offset a slight decline ($99 to $97.1 million) in 1952 AM revenues. The 1952 income figure contrasted with 1951 when for the first time network TV income passed that of network AM. (1950 network AM income, $18.7 million; network TV, minus $10 million.)

The 93 non-network-owned pre-thaw TV outlets fared much better in 1952. With a slower expense increase of 28%, they received total revenues of $143.7 million, 33% above 1951, and income before federal tax of $45.6 million, up 51% from 1951. The stations' 1952 TV income figure compared with $49.2 million income received by 2,175 AM stations in 1951, latest year for which data is available.

Revenues received by the 14 post-freeze TV outlets authorized in 1952 were more than offset by expenses, with only three of these in operation more than two months of that year. The 14 estimated total revenues at $700,000 and expenses of $800,000, a loss of $100,000.

Of the 108 TV outlets operating all of 1952 (all pre-thaw), only 94 reported profits. Those making profits reported average income at $453,000, compared to $330,000 in 1951. Of these TV outlets, 16 reported incomes of $1 million or above in 1952.

Smaller Deficits

The number of stations reporting losses in 1952 was the same (14) as 1951, but losses were smaller. Seven estimated losses of less than $100,000. Two stations reported maximum losses of $400,000 to $800,000. For 1951 two stations had reported losses upward of $800,000 and two others from $400,000 to $800,000.

The two seven-station markets, New York and Los Angeles, were where nine of the losing stations were located. Of the 14 losing stations, seven estimated total revenues of $2 million or more. None of the 40 outlets in single-station markets reported a 1952 loss.

The five remaining profitable stations in Los Angeles and New York estimated average total revenues at $5 million, expenses $3.3 million and income $1.7 million. The nine losers reported average total revenues of $2.3 million, expenses $2.6 million and losses of $0.3 million.

The 40 outlets in single-station markets averaged $1,400,000 total revenues, $768,000 expenses and $632,000 incomes. Average total revenues of $745,000 were reported by 13 stations in metropolitan areas of less than 250,000. These reported average expenses of $429,000 and incomes of $316,000.

New York led all cities with $28.2 million in total station revenue. Los Angeles had $18 million. Chicago led cities with at least three TV outlets with $16.2 million total revenues, while Atlanta was last with $2.4 million. Biggest gain in this category was in San Francisco, where three stations estimated total revenue at $5.7 million, an increase of 57.6% over 1951.

Total AM and TV network income for 1952 is estimated at $289 million; for 1951 the figure was $227.4 million. Total AM and TV network expenses for 1952 are estimated at $268.8 million; the 1951 figure, $206.9 million. Total AM and TV network profits for 1952 are estimated at $20.2 million, a drop of $0.3 million from $20.5 million for 1951.

The FCC noted that networks engaged in joint radio-TV operations report that certain overhead expenses not readily allocable have been charged to radio, and figures to that extent may understate AM and overstate TV income.

Of 94 pre-thaw stations which reported income in 1952, 12 estimated incomes of $1.5 million and over, while of 92 stations reporting in 1951 only four were in this income bracket, and none of the 53 reporting in 1950. The number of $1 to $1.5 million stations dropped from seven in 1951 to four in 1952. Only one station in this category was reported in 1950.

Stations with incomes from $600,000 to $1 million increased from 12 in 1951 to 17 in 1952, with only three reporting this figure in 1950. In the $400,000-$600,000 income bracket, outlets increased from 15 in 1951 to 19 in 1952; in the $200,000-$400,000 class, the number dropped from 23 in 1951 to 22 in 1952. The number remained the same for the $100,000-$200,000 stations (16), but outlets with

* * *

BROADCAST REVENUES, EXPENSES AND INCOME OF TELEVISION NETWORKS AND STATIONS

	1949-1952 ($ Millions) 1952 (Estimated)	1951	1950[2]	1949[3]
Broadcast Revenues				
4 Networks (including 15 o&o stations)	$191.9	$128.4	$55.5	$19.3
93 TV stations	143.7	107.3	50.4	15.0
14 TV stations[1]	.7	—	—	—
Industry total	$336.3	$235.7	$105.9	$34.3
Broadcast Expenses				
4 Networks (including 15 o&o stations)	$182.9	$117.4	$65.5	$31.4
93 TV stations	98.1	76.7	49.6	28.2
14 TV stations[1]	.8	—	—	—
Industry total	$281.8	$194.1	$115.1	$59.6
Broadcast Income (Before Federal Income Tax)				
4 Networks (including 15 o&o stations)	$ 9.0	$11.0	($10.0)	($12.1)
93 TV stations	45.6	30.6	.8	(13.2)
14 TV stations[1]	(.1)	—	—	—
Industry total	$54.5	$41.6	($9.2)	($25.3)

( ) Denotes loss.
[1] Authorized during 1952; all in operation less than six months during the year.
[2] 1950 data covers 4 networks including their 14 owned and operated stations and 93 television stations.
[3] 1949 data covers 4 networks including their 14 owned and operated stations and 84 television stations.

NUMBER OF TV STATIONS[1] CLASSIFIED BY SIZE OF METROPOLITAN AREA SHOWING NUMBER REPORTING INCOME OR LOSS WITHIN EACH GROUP AND AVERAGE REVENUES, EXPENSES AND INCOME[3] OF ALL STATIONS IN GROUP

Population[4] of Metropolitan Area	Total	1952 Number of Stations Reporting Income	Reporting Loss	Average Per Station Broadcast Revenues	Broadcast Expenses ($ Thousands)	Broadcast Income[3]
Under 250,000	13[2]	13	—	$ 745	$ 429	$316
250,000- 500,000	25	24	1	1,099	716	383
500,000-1,000,000	26	24	2	1,342	891	451
1,000,000-2,000,000	14	12	2	1,817	1,155	662
2,000,000 and over	30	21	9	3,236	2,362	874
Total	108	94	14	$1,802	$1,238	$564

[1] Excludes data for 14 stations starting operations in 1952.
[2] Includes two stations in communities not classified as metropolitan areas.
[3] Before Federal income tax.
[4] 1950 Census of Population

TV STATIONS[1] CLASSIFIED BY NUMBER OF STATIONS IN COMMUNITY SHOWING NUMBER REPORTING INCOME OR LOSS AND AVERAGE REVENUES, EXPENSES AND INCOME[2] FOR ALL STATIONS IN EACH GROUP

Item	1952 Number of Stations Reporting Income	Reporting Loss	Average Per Station Broadcast Revenues	Broadcast Expenses ($ Thousands)	Broadcast Income[2]
40 One station communities	40	—	$1,400	$ 768	$632
11 Two station communities	21	1	1,165	775	390
8 Three station communities	22	2	1,916	1,303	613
2 Four station communities	6	2	2,605	1,797	808
2 Seven station communities	5	9	3,294	2,876	418
Five stations reporting income			5,009	3,306	1,703
Nine stations reporting loss			2,342	2,638	(296)
Total	94	14	$1,802	$1,238	$564

( ) Denotes loss.
[1] Excludes data for 14 stations starting operations in 1952.
[2] Before Federal income tax.



Experts predicted 300 to 500 new savings accounts

KYW and JACK PYLE PRODUCED 2500

There are two acid tests for pulling power in a radio personality

One is sales. The other, popularity in personal appearances.

KYW personalities score high on both. Here's just one example. At the opening of the new Cottman Street office of Philadelphia's Bell Savings and Loan Association, the big drawing card was Jack Pyle, KYW's terrifically popular star of the "Musical Clock" show. And according to a letter to Jack Pyle from Herbert L. Gross, Bell's executive vice-president:

The experts predicted that we would open between 300 and 500 new savings accounts. But they figured without Pyle. When word got around that you were in the neighborhood, everyone rushed to put his money in a safe place and we opened over 2500 accounts!

To get action like this in Philadelphia.. on the air or on the spot.. put KYW to work for you! Free & Peters has details.

KYW
PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE
RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

SPONSOR-TELEPULSE ratings of top spot film shows

Period: 1-7 December 1952

	TITLE (DESCRIPTION), SYNDICATOR, PRODUCER	Multi-market average weighted rating	7-STATION MARKETS		4-STATION MARKETS		3-STATION MARKETS								2-S
			N.Y.	L.A.	Chi.	Wash.	Atlanta	Balt.	Cinc.	Cleve.	Columbus	Det.	Phila.	S. Fran.	Birm.
√	***Range Riders*** (Western), CBS Film Sales, Flying "A"	21.6	*	6.5	*	*	*	*	*	24.5	*	*	25.0	25.3	*
***	***Superman*** (kid show), MPTV, Robt. Maxwell	21.1	*	*	18.8	*	*	*	*	*	*	9.3	*	*	22.8
√	***Boston Blackie*** (mystery), Ziv TV	19.4	6.9	*	28.2	*	*	11.5	35.3	*	24.5	*	11.8	20.8	*
√	***Cisco Kid*** (Western), Ziv TV	19.1	10.2	12.9	18.4	10.6	19.8	17.3	25.3	24.5	*	20.3	20.5	20.5	27.8
√	***Jeffrey Jones*** (mystery), CBS Film Sales, L. Parsons	18.9	*	*	20.4	*	*	*	*	*	*	7.8	*	17.8	*
**	***Hopalong Cassidy*** (Western), NBC Film	18.0	14.2	12.0	16.8	20.0	*	17.5	17.3	15.3	14.3	15.8	27.3	28.5	*
√	***Foreign Intrigue*** (adventure), JWT, Sheldon Reynolds	17.7	18.9	10.4	12.6	17.6	15.3	*	21.3	19.3	*	17.3	14.5	17.8	*
***	***Kit Carson*** (Western), MCA TV, Revue Productions	17.7	*	11.4	16.0	9.8	15.3	12.8	*	12.5	13.3	*	24.8	21.8	*
√	***The Unexpected*** (drama), Ziv TV	17.6	14.2	.4.0	16.4	*	9.0	9.0	*	18.8	28.5	17.0	12.0	28.5	*
*	***Abbott & Costello*** (situation comedy), MCA TV, TCA	16.8	18.0	10.9	*	*	*	10.8	*	12.3	*	*	16.8	24.8	*
√	***Dangerous Assignment*** (adventure), NBC Film, Donlevy	16.4	13.7	10.5	15.8	12.2	28.8	8.5	19.8	14.3	16.8	15.3	15.3	24.3	*

7 OF THE FIRST 11

TOP FILM SHOWS ON KROD-TV channel 4

Proof of Programming and Viewer Leadership

√ Indicates currently telecast on channel 4

* Moves to Channel 4 on April 10th, now on another channel

** Not currently telecast but owned by KROD-TV and available for sponsorship

*** Not available for local sales in the El Paso Market

YOU'LL *SELL* MORE ON CHANNEL 4

1st in Film Shows
1st in Live Shows
1st in Network Shows
1st in Results for Advertisers

KROD-TV
EL PASO, TEXAS

CBS TELEVISION NETWORK
and
Dumont Television Network

RODERICK BROADCASTING CORP.

Dorrance D. Roderick
Chairman of the Board

Val Lawrence
Pres. & Gen. Mgr.

Dick Watts
TV Sales Mgr.

FOR DETAILED INFORMATION AND AVAILABILITIES CONTACT YOUR NEAREST O. L. TAYLOR OFFICE

less than $100,000 income dropped from 15 in 1951 to 4 in 1952.

Of 105 stations in operation for a full year during 1951 and 1952, their changes in income status were as follows: Increased loss in 1952 (2), decreased income in 1952 (9), income in 1951 and loss in 1952 (5), decreased loss in 1952 (5), loss in 1951 and income in 1952 (6) and increased income in 1952 (78).

A total of 108 pre-thaw TV outlets in various revenue brackets for 1952 are listed below by number as to whether they reported income or loss, with the average revenue and income per station computed by FCC:

Less than $500,000—income 2, loss 1, revenue $365,000, income $57,000; $500,000-$750,000—income 11, loss 2, revenue $577,000, income $117,000; $750,000-$1,000,000—income 15, loss 2, revenue $878,000, income $225,000; $1,000,000-$1,250,000—income 11, loss 1, revenue $1,091,000, income $437,000; $1,250,000-$1,500,000—income 10, loss 1, revenue $1,384,000, income $366,000; $1,500,000-$2,000,000—income 18, loss 0, revenue $1,732,000, income $585,000; $2,000,000-$2,500,000—income 7, loss 2, revenue $2,231,000, income $560,000; $2,500,000-$3,000,000—income 5, loss 4, revenue $2,688,000, income $312,000; $3,000,000 and over—income 15, loss 1, revenue $4,205,000, income $1,734,000.

Three Months for 'Lucy'

FOR THE THIRD successive month, CBS-TV's *I Love Lucy* took first place in the six cities in the "Hooperade of TV Stars" for February, according to C. E. Hooper Inc. "Hooperade" covers New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit. Three other programs placed among the first 15 in all cities in February. They are NBC-TV's *Dragnet, You Bet Your Life* and *Colgate Comedy Hour.*

TELESTATUS®

Weekly TV Set Summary—March 30, 1953—Telecasting Survey

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	.....	.....
Amarillo	KGNC-TV	15,448	.....
Ames	WOI-TV	131,369	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	215,000	.....
Atlantic City	WFPG-TV	8,228	8,228
Austin	KTBC-TV	23,339	.....
Baltimore	WAAM, WBAL, WMAR-TV	467,417	.....
Bangor	WABI-TV	16,000	.....
Baton Rouge	WAFB-TV	.....	.....
Binghamton	WNBF-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	151,000	.....
Bloomington	WTTV	221,800	.....
Boston	WBZ-TV, WNAC-TV	1,029,151	.....
Buffalo	WBEN-TV	336,931	523
Charlotte	WBTV	307,805	.....
Chicago	WBBM-TV, WBKB, WGN-TV, WNBQ	1,341,717	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	402,000	.....
Cleveland	WEWS, WNBK, WXEL	739,702	.....
Colorado Springs	KKTV	16,500	.....
Columbus	WNBS-TV, WLWC, WTVN	279,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	246,871	.....
Davenport	WOC-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	19,545	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	246,871	.....
Galveston	KGUL-TV	.....	.....
Grand Rapids	WOOD-TV	233,961	.....
Greensboro	WFMY-TV	156,548	.....
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV, KONA	17,597	.....
Houston	KPRC-TV	237,000	.....
Huntington-Charleston	WSAZ-TV	180,996	.....
Indianapolis	WFMB-TV	332,000	.....
Jackson	WJTV	11,300	11,300
Jacksonville	WMBR-TV	101,000	.....
Johnstown	WJAC-TV	621,244	.....
Kalamazoo	WKZO-TV	241,832	.....
Kansas City	WDAF-TV	281,228	.....
Lancaster	WGAL-TV	212,412	.....
Lansing	WJIM-TV	171,350	.....
Lawton	KSWO-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA, KNXT, KTTV	1,536,852	.....
Louisville	WAVE-TV, WHAS-TV	232,693	.....
Lubbock, Tex.	KDUB-TV	22,104	.....
Lynchburg	WLVA-TV	40,500	1,500
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	194,987	.....
Miami	WTVJ	174,700	.....
Milwaukee	WTMJ-TV	416,706	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	360,100	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Nashville	WSM-TV	107,108	.....
New Britain	WKNB-TV	225,000	36,600
New Haven	WNHC-TV	349,000	.....
New Orleans	WDSU-TV	174,485	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	161,585	.....
Oklahoma City	WKY-TV	193,700	.....
Omaha	KMTV, WOW-TV	179,303	.....
Peoria	WEEK-TV	24,000	18,075
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,200,318	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	580,000	.....
Portland, Ore.	KPTV	72,839	72,839
Providence	WJAR-TV	284,000	.....
Pueblo	KDZA-TV	13,000	.....
Reading	WHUM-TV	84,748	84,748
Richmond	WTVR	162,517	.....
Roanoke	WROV-TV, WSLS-TV	50,100	14,000
Rochester	WHAM-TV	177,500	.....
Rock Island	WHBF-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
St. Louis	KSD-TV	490,000	.....
Salt Lake City	KDYL-TV, KSL-TV	121,100	.....
San Antonio	KEYL, WOAI-TV	133,721	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	533,735	.....
Schenectady-Albany-Troy	WRGB	261,400	.....
Seattle	KING-TV	243,000	.....
South Bend	WSBT-TV	30,669	30,669
Sioux City	KVTV	.....	.....
Spokane	KHQ-TV, KXLY-TV	24,701	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	.....	.....
Syracuse	WHEN, WSYR-TV	217,263	.....
Tacoma	KTNT-TV	.....	.....
Toledo	WSPD-TV	224,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	142,360	.....
Utica-Rome	WKTV	89,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	436,849	.....
Wichita Falls	KWFT-TV	.....	.....
Wilkes-Barre	WBRE-TV	40,000	40,000
Wilmington	WDEL-TV	132,121	.....
York	WSBA-TV	28,534	28,534
Youngstown	WFMJ-TV, WKBN-TV	88,000	22,000

Total Sets in Use 22,468,866

Total Stations on Air 152* Total Markets on Air 100*

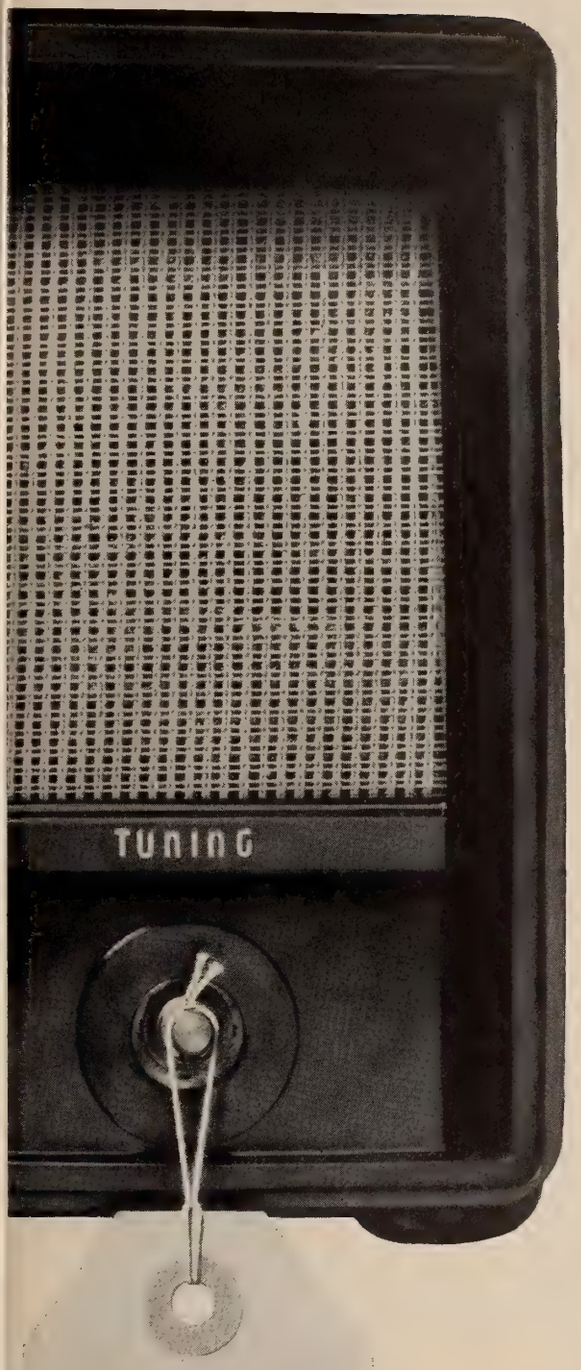
* Includes XELD-TV Matamoros, Mexico

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U.S. however, is unduplicated estimate.





The day they threw the



This is the first time Americans have selected their most popular radio programs without once turning the dial—day or night.*

And no wonder it took them so long to agree.

For they're the biggest, most varied audience ever served by one medium: 45 million families, who depend so much on radio that in the last seven years alone, they've bought 100 million new sets (with knobs).

When such an audience can agree so completely on 20 favorite shows, 20 sponsors are naturally elated. As are 70 other advertisers on the CBS Radio Network, who are quick to see the value of listening habits that are fast becoming dial fixations. *(CBS Radio stations get more hours of attention than any other network—in both television and non-television areas.)*

All CBS Radio clients are netting a double profit. A marketing advantage from the reach and penetration and low, low cost of radio itself. And an advertising advantage from the clear-cut audience leadership which only the programming imagination of CBS Radio can offer. (Perhaps that's why *the number of advertisers on the CBS Radio Network has grown over 45% in the last five years.)*

When you're using network radio—and it's the only way to combine frequency and impact, coverage and economy—it's pretty clear that there's just one place to be:

THE CBS RADIO NETWORK
Where America Listens Most

because all ten of the most popular nighttime shows— and all ten of the most popular daytime shows— are now on one network!

knob away

★N.R.I., Feb. 1-7, Top 10 once-a-week nighttime programs and Top 10 multi-weekly daytime programs.

'Lux Theatre' Takes Lead In Nielsen Radio Listing

CONTINUING its climb from fifth place the first week in February and second place the following week, *Lux Radio Theatre* moved into the top spot among the first 10 network evening, once-a-week radio programs listed by A.C. Nielsen Co. ratings for the third week, Feb. 15-21.

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
(Average For All Programs)		(2,820)
1	Lux Radio Theatre (CBS)	6,087
2	Jack Benny (CBS)	5,997
3	Charlie McCarthy Show (CBS)	5,236
4	Our Miss Brooks (CBS)	5,013
5	Amos 'n' Andy (CBS)	4,878
6	Arthur Godfrey's Scouts (CBS)	4,834
7	People Are Funny (CBS)	4,834
8	Suspense (CBS)	4,386
9	Bob Hawk (CBS)	4,073
10	Gene Autry Show (CBS)	3,983
EVENING, MULTI-WEEKLY		
(Average For All Programs)		(1,432)
1	One Man's Family (NBC)	2,596
2	News of the World (NBC)	2,462
3	Lone Ranger (ABC)	2,417
WEEKDAY (Average For All Programs)		(1,969)
1	This Is Nora Drake (Seeman) (CBS)	3,536
2	Ma Perkins (CBS)	3,491
3	Our Gal, Sunday (CBS)	3,446
4	Romance of Helen Trent (CBS)	3,446
5	Guiding Light (CBS)	3,401
6	Perry Mason (NBC)	3,357
7	Arthur Godfrey (Nabisco) (CBS)	3,357
8	Arthur Godfrey (Liggett & Myers) (CBS)	3,178
9	This Is Nora Drake (Toni) (CBS)	3,178
10	Road of Life (CBS)	3,178
DAY, SUNDAY (Average For All Programs)		(1,253)
1	True Detective Mysteries (MBS)	2,909
2	New York Philharmonic (CBS)	2,864
3	Shadow, The (Sylvania) (MBS)	2,462
DAY, SATURDAY (Average For All Programs)		(1,790)
1	Theatre of Today (CBS)	4,118
2	Stars Over Hollywood (CBS)	3,446
3	Fun For All (CBS)	2,864

Copyright 1953 by A. C. Nielsen Company

Comedy Variety Tops 'Pulse'

COMEDY VARIETY programs led TV program types in popularity for February, according to Multipulse TV Program Trends released last week by The Pulse Inc. Full list of 23 program types according to number of quarter-hours and average rating for the week of Feb. 1-7 shows quiz-audience participation programs in the lead with 107 quarter-hours on the air. Complete list follows:

(From Multi-Market TelePulse)

	#¼ Hrs.	Avg. Rtg.
Quiz-Audience Participation	107	10.6
Drama & Mysteries	83	18.8
Daytime Variety	72	9.4
News	66	5.8
Kid Shows	56	11.8
Comedy Situation	40	22.1
Comedy Variety	38	29.6
Forums & Discussions	31	4.1
Interviews	31	6.4
Serial Stories	23	9.5
Education & Science	20	5.0
Wrestling	20	6.5
Boxing	19	17.3
Westerns & Serials	16	8.6
Musical Variety	15	14.1
Religion	11	5.4
Homemaking-Service	10	2.1
Film Shorts	6	4.1
Music	6	9.1
Talent	6	18.6
State of Union Message	5	22.5
Feature Films	2	11.9
Miscellaneous	4	1.9
Total	687	

Schwerin Advises Pre-Tests

LOW STANDARD of many TV commercials is attributable to the extreme cautiousness of advertisers which, in turn, stems from the high cost of TV production, Horace S. Schwerin, president of Schwerin Research Corp., asserted last Wednesday.

Addressing the Chicago Television Council, Mr. Schwerin said new ideas can be reliably and inexpensively pre-tested in "rough" versions made for a few hundred dollars.



PLANS FOR OPERATION of the new NBC Film Div. are discussed at New York conference by sales staff and two Canadian representatives (l to r): Clifford Ogden, supervisor film sales, Western Div.; Leonard C. Warager, supervisor film sales, Eastern Div.; Robert W. Sarnoff, vice president in charge of Film Div.; John B. Cron, national sales manager; Carl M. Stanton, director, and H. Weller Keever, supervisor of film sales for the Central Division.

NTFC FORUM VIEWS PROGRESS OF FILM

TECHNICAL progress in various areas of television film making was outlined by a panel of seven speakers at a three-hour forum in New York Thursday under auspices of the National Television Film Council.

Centering on the general theme of "Engineers, Electronics and Techniques," the discussion reviewed technological advances in specific fields and embodied suggestions and advice to assist TV film producers. The session was arranged by NTFC to acquaint members with current scientific developments and with techniques under experimentation.

The effect of television on film manufacturing was discussed by E. M. Stifle of the Eastman Kodak Co., Rochester, who noted TV uses about 50% of motion picture film. He stressed importance of TV to film manufacturers by referring to research facilities set up by major manufacturers to test film quality.

"Eastman Kodak, for example," Mr. Stifle continued, "has set up a black-and-white transmission channel, stimulating conditions at the networks, where we are continuously experimenting with such factors as speed and contrast.

"The company also has established a color television studio in Rochester," Mr. Stifle added, and is conducting closed-circuit experimentation.

John Stott of the Tri-Art Color Corp., New York, urged cooperation between TV cameramen and the laboratories to improve television film quality. He cited several techniques developed by laboratory firms to overcome weaknesses in film prints.

Emphasizing that his remarks were "purely speculative," Dr. Peter C. Goldmark, vice president in charge of CBS Labs., expressed belief the use of magnetic recording tape in television would surpass that of films. He said sharp competition "was bound to develop between tape and film," but pointed out this "was certain to lead to improvements in both film and tape."

The use of special effects equipment to reduce television costs was reviewed by C. Graydon Lloyd of General Electric Co., Syracuse. He paid special attention to the development of a montage amplifier by GE and other companies and suggested producers use this device in integrating local commercials with feature films.

Other speakers included Edward Schmidt of Reeves Soundcraft Corp., and Vernon Duke of NBC.

Dr. Alfred N. Goldsmith, television engineering consultant, introduced the speakers and served as moderator. Presiding at the meeting was Arche Mayers, NTFC president.

Film Sales

Two new sales and four renewals of **Paramount Television Productions'** *Time for Beany* children's series were announced last week. Markets carrying series now total 22. WBEN-TV Buffalo and WTVI (TV) St. Louis have purchased five programs a week for 13 weeks. Renewals are WCBS-TV New York, WGN-TV Chicago, KHQ-TV Spokane and KGMB-TV Honolulu.

* * *

Sales of 26 1951-52 feature motion pictures—consisting of the so-called "Lippert Group" to NBC's WNBK (TV) Cleveland and to WWJ-TV Detroit were announced last week by **Joseph P. Smith,** general manager and sales vice president of **Tele-Pictures Inc.,** New York.

* * *

INS-Telenews has sold its entire group of services to the **Nippon Television Network of Tokyo** under a long-term contract and its daily TV news package service to WPTZ (TV) Philadelphia and KDZA-TV Pueblo, Colo.

* * *

Sarra Inc., Chicago, has completed a series of film commercials for **Thor Corp.,** ABC-TV's *Quick as a Flash,* through **Henri, Hurst & McDonald; Atchison, Topeka & Sante Fe Railway, Clint Youle's** *Weatherman* program, WNBQ (TV) Chicago, through **Leo Burnett Co.; Sunbeam Corp.,** NBC-TV's *Window on Washington,* through **Perrin-Paus,** and **Pillsbury Mills** for its buttermilk biscuits, through **Campbell-Mithun.**

Distribution

Cornell Film Co., New York, TV film distribution firm, announces signing with the State Dept. for the department's use of 12½-minute film, "Old MacDonald's Farm." The film will be released to U. S. embassies throughout the world in 39 different language versions.

Availabilities

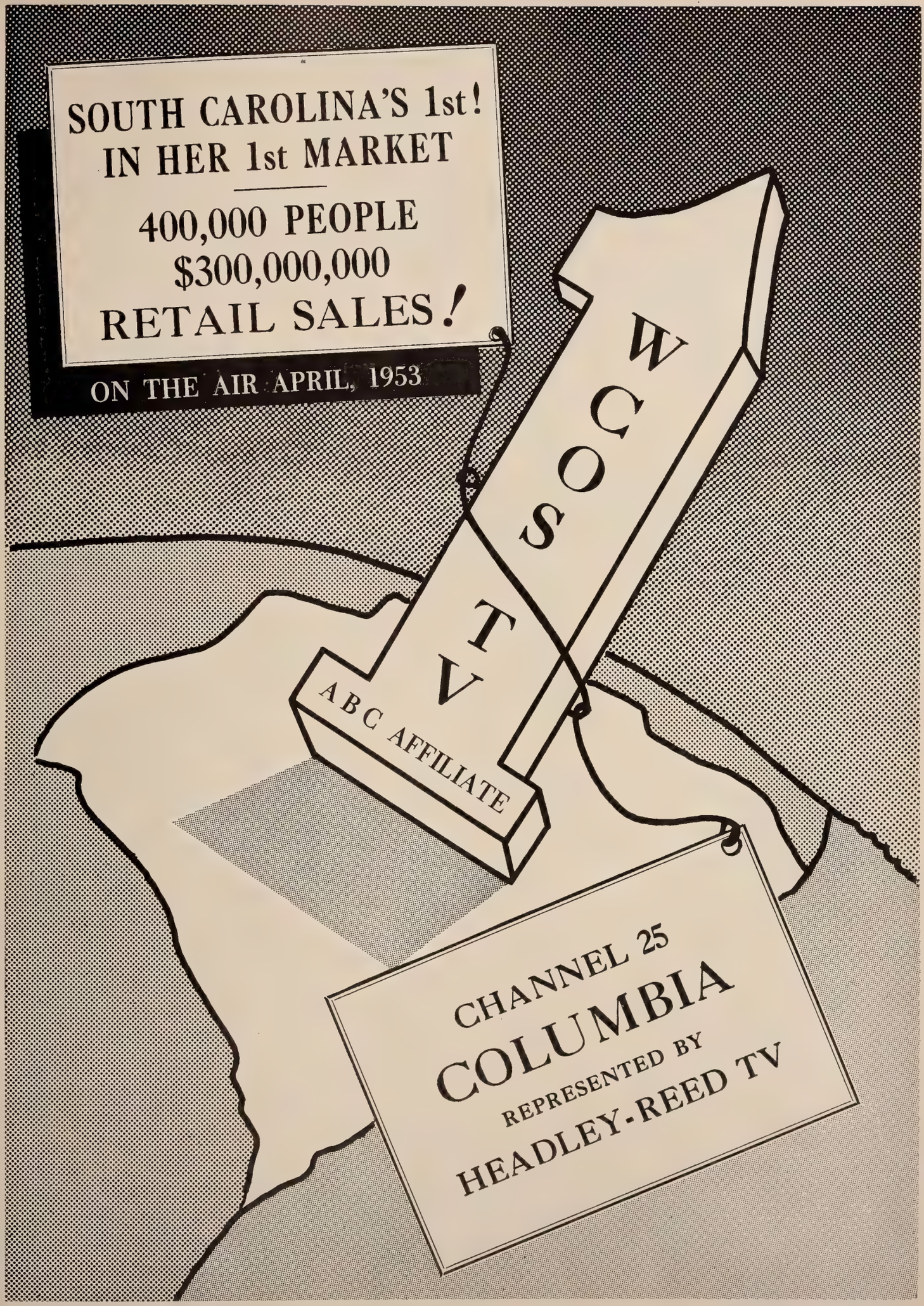
Simmel-Meservey TV Productions Inc., Beverly Hills, has set May 15 as release date on *Stories of Yesterday's World,* a series of 13 quarter-hour programs filmed abroad in kodachrome. Written and photographed by **Jackson Winter** and narrated by **Marvin Miller,** series recounts stories of far-off times and peoples.

Production

Blinkey Productions Inc., New York, has begun its new children's TV series, *The Adventures of Blinkey.* Produced by **Murray King,** series will consist of 26 12½-minute films.

* * *

Screen Gems, New York, film producers, has announced a new half-hour TV series titled *Fair Trial.* The series will consist of documentary dramas of actual court trials. Starting date for first film is April 14.


SOUTH CAROLINA'S 1st!
IN HER 1st MARKET
400,000 PEOPLE
$300,000,000
RETAIL SALES!
ON THE AIR APRIL, 1953
WCOS
TV
ABC AFFILIATE
CHANNEL 25
COLUMBIA
REPRESENTED BY
HEADLEY-REED TV

ROAD SHOWS FOR TV PLANNED BY FIRM

Complete television shows—of the same calibre as network programs—are to be provided local and regional advertisers in individual markets.

TRAVELING companies of actors making one-night stands—the oldest kind of show business—will become the newest kind of television this summer when TV Roadshows Inc. starts sending its packaged video programs out on the road for one-night live local telecasts.

The idea, according to James Beach, who has just resigned as assistant to the radio and TV director of Biow Co. to devote full time to the new venture, is to enable the local and regional advertiser to sponsor the same type of program his national competitors now have on the TV networks.

The plan works like this:

The advertiser gets a half-hour "Show of the Month," delivered to his city every fourth week as a package, produced, rehearsed and ready to go onto the stage of a local theatre or auditorium and before the cameras of his local station, which has received directions, diagrams of camera positions, etc., in advance. The producers guarantee top performers, writers and producers, with a minimum production budget of $50,000 per show.

Each show will be different; each will be built around the special talents of the star; there will be comedy-variety, situation comedy, musical revue and other popular types of entertainment, Mr. Beach said, written, produced and directed by creative people with network credits and industry reputations. The directors for each production during its New York rehearsal period will travel with the company to supervise each local telecast.

The program is being offered for presentation in the following eastern and midwest markets: Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Indianapolis, Kansas City, Milwaukee, Minneapolis-St. Paul, New York, Philadelphia, Pittsburgh, Schenectady, St. Louis and Washington.

Prices per production are scaled in accordance with the number of TV sets in the station's coverage area, ranging from $6,300 in markets with 600,000 sets or less to $12,901 for markets with more than 3 million TV receivers. Minimum contract is for six programs, with 13-time (full year) contracts signed before June 1 getting a 5% discount.

Asked about time clearance for one show every four weeks, Mr. Beach said that in many cases he felt the local advertiser would sponsor film programs in the intervening weeks. Even where this does not happen, he said he believes stations advertisers will be glad to have TV Roadshows for the prestige involved.

With Mr. Beach in the new venture as president, he said, are George Duram, former vice president of Geyer Adv., who is sales manager of TV Roadshows, and two other agency executives—Byron McKinney and Richard M. Dunn, who are retaining agency connections.

Thesaurus Baseball Show

RCA Recorded Program Services sent to Thesaurus subscribers last week a series of 10-minute radio sports shows titled *Baseball Today*. Scheduled for use daily during the 26 weeks of the baseball season, the program will feature local and national baseball scores, lineups, and league standings, plus music from the Thesaurus transcription library.

INS-INP Facsimile Service Begins Today at WBAL-TV

A FACSIMILE service furnishing TV stations both news and photos on a single circuit is being announced today (Monday) by Seymour Berkson, general manager of International News Service. WBAL-TV Baltimore is the first station client, but Mr. Berkson said others will be added beginning May 1, and that coast-to-coast service soon will be available.

The use of facsimile to deliver news pictures for telecasts was started by INS-INP's television department Jan. 12 with service for NBC-TV's *Today* program [B•T, Jan. 12].

Under the service, news reports and news photos will be received in client TV stations' studios from INS-INP via facsimile equipment developed by Hogan Labs. International News Facsimile will operate on a 24-hour-a-day leased telephone circuit, according to Mr. Berkson, and pictures will be provided in a form especially processed for TV use.

"For the first time," Mr. Berkson said, "video coverage of national and international news will keep pace with audio coverage. The same machine that delivers a news bulletin will deliver, a few minutes later, a picture to back it up."

Transmissions currently originate from the INS-INP headquarters in New York. Installation of transmitters in bureaus throughout the country is planned.

Essential advantage of the service, Mr. Berkson said, is that it was developed specifically for television. He said the system not only is faster than ordinary methods of news and photo transmissions, but that copy needs no processing at the receiving end. Transmission and reception are at the rate of 1½ inches per minute.

Mr. Berkson said the facsimile wire will carry complete TV newscasts in which "live news, photos and INS-Telenews films are integrated into 5-, 10- or 15-minute programs."

UTP Offers 'Package' For New TV Stations

A PROGRAM package plan designed to assist new TV stations until they build up sufficient set circulation was announced Wednesday by United Television Programs.

It was described as "a special dollar-stretching" plan that will offer a half-hour UTP show for an average price as low as $36.50.

UTP Promotion Manager Monroe Mendelsohn said the plan provides for a contract on a yearly basis, with the stations receiving 390 half-hour programs to be used within the year. The package consists of: *Heart of the City, Royal Playhouse, Counterpoint, Dick Tracy, Old American Barn Dance, Hank McCune Show, Hollywood Off-Beat, Sleepy Joe,* and *Enchanted Music.*

Clients will be provided with extensive program advertising and promotional material, Mr. Mendelsohn said.

ASCAP Luncheon Held

NATIONAL Press Club, Washington, D. C., Thursday honored a group of composers and authors, members of the American Society of Composers, Authors and Publishers (ASCAP) at a luncheon. Guests attending and taking part in the "Newsmen's Musical Matinee" included Pfc. Eddie Fisher, recording artist; Toby Deane, radio-TV songstress; Deems Taylor, past president of ASCAP who served as master of ceremonies, and Hoagy Carmichael.

BAB BOARD OKAYS $642,000 BUDGET

Objectives will be more research, integration of advertiser promotion locally and nationally, and a hike in member services.

AN EXPANDED and strengthened BAB campaign to sell radio's sales effectiveness was set in motion last week with the BAB board's approval of a $642,000 budget for the fiscal year starting April 1.

The new year's campaign objectives as outlined at the board meeting, held Monday in New York, included:

(1) "Searching studies of nighttime radio's audience and sales potential"—for which, it was reported, negotiations with various research organizations are now in progress, with details of the exact type and style of research to be decided upon when the organization is selected.

(2) "Increasing radio's sales effectiveness by three times over"—described as a tripling of the various studies of the sort which have gone into BAB's past "Count Your Customers" and "Sears Counts Its Customers" presentation, and in a similar presentation not yet released.

(3) "A campaign coordinated by BAB which will put all BAB's 785 stations working on local distributors and brokers." Plans for this drive call for BAB staff work at the national level to be backed up by local stations on a coordinated basis. As the BAB staff undertakes to sell a national advertiser on the effectiveness of radio, member stations throughout the country will seek to get the advertiser's local and regional branches to add their persuasive support.

Boost Sales Pressure

(4) "Tripling sales pressure on advertisers at the national level." This is to be accomplished by the addition of at least two fulltime salesmen to the New York staff to augment the selling activities now being handled by three top BAB executives.

(5) "Increasing membership usage of BAB services"—this is an educational project to be accomplished through some 44 clinics planned for the coming year, the forthcoming BAB sales session during the NARTB convention, and other methods.

The $642,000 budget approved for 1953-54 compares with the current $600,000.

The board meeting, presided over by Chairman Charles C. Caley, WMBD Peoria, heard President William B. Ryan predict, on the basis of a six-part membership solicitation plan, that station membership would achieve a net gain of at least 215 to reach a total of 1,000 by April 1954.

In the course of the meeting, the board took action to let radio stations outside the U. S. become members.

The board also heard plans for national and local promotion, and reports from Chairman Caley, BAB staff executives and board officials and committee chairmen.

Simon Goldman, WJTN Jamestown, N. Y., BAB secretary, reported on new members; Gene L. Cagle, KFJZ Fort Worth, membership committee chairman, on current membership status; Donald Thornburgh, WCAU Philadelphia, promotion committee head, on activities of both the promotion and research committees, and Kenyon Brown, KWFT Wichita Falls, Tex., finance committee chairman, on BAB's financial status.

Hopalong Cassidy



More popular than ever, a better salesman than ever, "Hoppy" will move your product too!

The cowboy who made cowboys famous is available for exclusive sponsorship . . . at a local market price. And Hopalong Cassidy is a bigger buy than ever before.

Ratings like 28.6 in Philadelphia and 28.3 in San Francisco say so.

Success stories like the 200% sales jump for Nehi beverages say so.

And you'll say so when "Hoppy" puts his salesmanship to work for you . . . takes your product to the top of your industry.

Moreover, with this PROFIT-PROVED program you get large and loyal audiences PLUS a field-tested, hard-hitting campaign of local advertising, promotion, publicity, exploitation and merchandising.

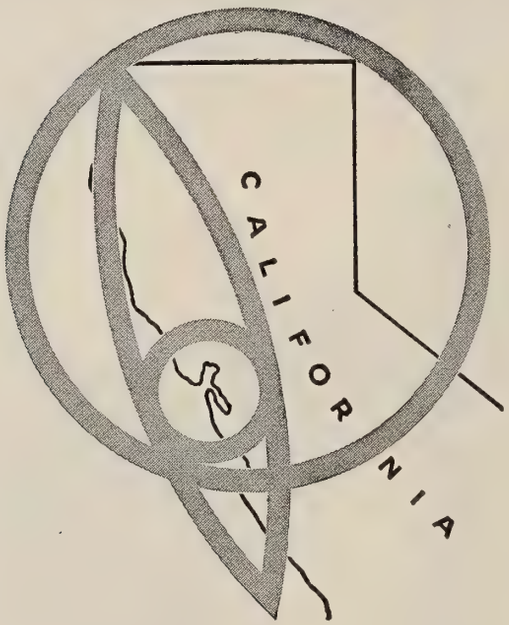
"Hoppy" may still be available in your markets. But hurry! Call, wire or write today.

NBC FILM DIVISION



NEW YORK, CHICAGO, LOS ANGELES

Wide Circle Coverage plus greater Audience make KNBC, San Francisco, Northern California's No. 1 Advertising Medium



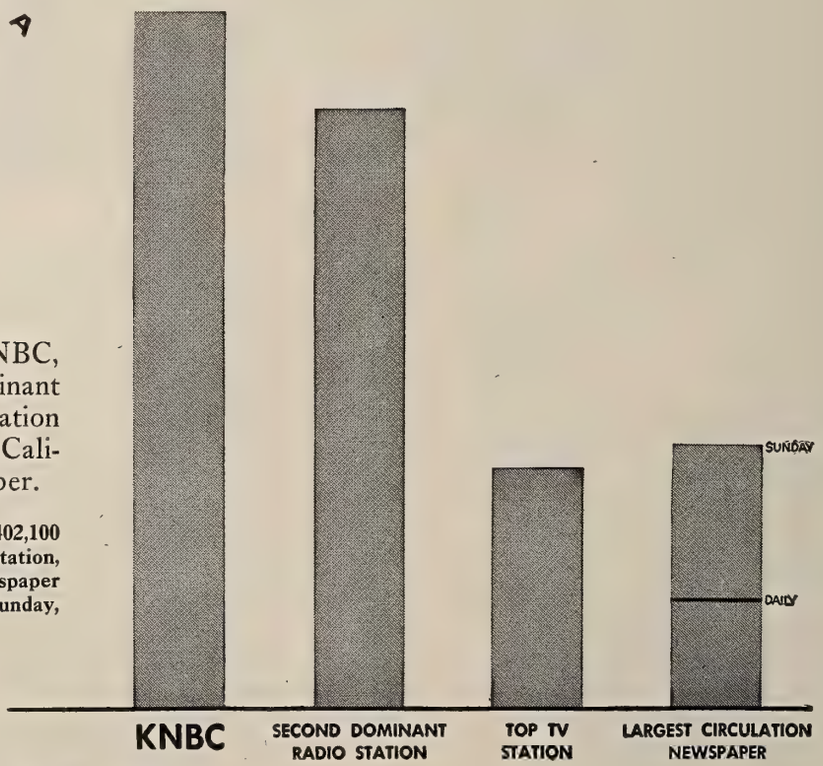
WIDE CIRCLE COVERAGE

KNBC's 50,000 watt *non-directional* transmitter blankets the great San Francisco-Oakland Metropolitan Market—and all the thriving plus-markets of Northern California. ...The narrow elipse represents the coverage pattern of the other two dominant 50,000 watt, *directional* transmitters. Tiny circle represents Northern California's TV coverage.

GREATER AUDIENCE

Bars represent homes reached by KNBC, San Francisco . . . by second dominant radio station . . . by dominant TV station . . . and by circulation of Northern California's largest circulation newspaper.

Actual figures **(Nielson):—KNBC, night, 1,402,100 ...2nd station, night, 1,215,910...Top TV station, night, 496,130 . . . Largest circulation newspaper (Standard Rate & Data) daily, 215,362; Sunday, 527,095.**



KNBC *San Francisco*

REPRESENTED BY NBC SPOT SALES. IN THE SOUTHERN STATES, BY BOMAR LOWRANCE AND ASSOCIATES, INC. CHARLOTTE, NORTH CAROLINA AND ATLANTA, GEORGIA

TV TAPE BENEFITS TO ACCRUE SOON, SARNOFF DECLARES AT IRE BANQUET

Reporting on recent demonstrations of TV tape, the RCA board chairman told the Institute that it will be in practical use by 1956.

TAPE RECORDINGS of TV programs will be a reality by 1956, Brig. Gen. David Sarnoff, RCA board chairman, declared Wednesday.

Chief speaker at the annual banquet of the IRE convention at New York's Waldorf-Astoria, where he was awarded the Institute's first Founders Award (see story page 103), Gen. Sarnoff recalled that in 1951, when his 45th anniversary in radio was commemorated by the renaming of RCA Labs. as the David Sarnoff Research Center, he had asked that by 1956 the scientists invent three new devices—an inexpensive tape recorder of television pictures, an electronic air-conditioner and a true amplifier of light.

His first request is well on the way to being fulfilled, Gen. Sarnoff told the IRE. At a recent demonstration he "saw a television program coming from New York and being simultaneously recorded on tape in the Princeton laboratories 45 miles away. The recording was played back instantly," he reported.

"The quality of the recorded picture still needed improvement—but even its present performance convinced me that I will have the television tape recorded before the time I specified," the RCA board chairman stated.

"Tape recordings will obsolete the use of film for television and reduce over-all cost," Gen. Sarnoff said. "Small degradations which mark the various steps in the production of a film, creating a cumlative effect in the final print, will be eliminated. This new method will revolutionize the entire art. As a simpler and cheaper process, it will extend into color television, and it may extend into the motion picture industry itself.

"As you all know, the recording of sound on magnetic tape already has reached a high degree of perfection. When recorded sound has served its purpose it can be wiped off and the tape used over again. I believe that we now stand on the threshold of the same service for sight."

As to his other two wishes, Gen. Sarnoff reported he "saw signs of life" in the all-electronic air-conditioner, although it is "still in the embryonic stage." The true amplifier for light is the "toughest" problem of the three, he said, but he still believes that it will be solved.

Nearer at hand, Gen. Sarnoff foresaw closed circuit TV becoming a common tool of school and home as well as of business. A simplified closed circuit TV system providing "a vidicon camera attachment for a standard home television receiver" (demonstrated by RCA at a Thursday IRE session) can be connected as easily as a record player and makes every TV set in the land a potential closed circuit system, he said. The reduced cost makes it available for small as well as large business concerns, he noted, providing a visual intercommunication system between office-factory and warehouse.

"When the cost of the camera attachments is sufficiently low to permit their use in the average home, they may make the television receiver truly the control center of the home," Gen. Sarnoff predicted. "The snap of a switch will turn the receiver from the broadcast program to view the children asleep in the nursery or at play in the yard, or the cooking on the kitchen range. The housewife not only will hear but also will se the caller at the door before she opens it."

Solid-state electronic developments will produce great changes in industry before 1960, Gen. Sarnoff predicted, as electronic devices become transistorized. Electronic appliances may well find their way into the home, he said. "Air-conditioners, using electronics, eliminating motors, blowers and compressors and therefore noiseless in operation, may lead a mighty procession of household products to new markets."

Electronics also will revolutionize many business procedures and provide new safeguards against disease, Gen. Sarnoff foresaw. Television, heretofore used chiefly in broadcasting, will move in closed circuit form into industry, replacing human observers in positions of "danger, remoteness or discomfort." Schools will use closed circuit TV to "bring talks and demonstrations to the entire school or to selected classes, without loss of time or the confusion attendant to a call for assembly."

As to the future, Gen. Sarnoff told his audience that as engineers they should take "special pride in the fact that America, supremely the land of liberty, is also supremely the land of science. . . . Without freedom," he concluded his address, "there can be no genuine research, which is the uninhibited pursuit of truth no matter where it may lead."

station managers are invited!

To send their women broadcasters and executives to the Second Annual Convention of American Women in Radio and Television. They'll have a chance to meet top clients and time-buyers and hear important discussions like these:

What's Ahead for Women's Programs
From Idea to Sales Success
The Its and Bits of Television
The Operational Activity Behind the Scenes
Take a Look at Yourself
Management Policies and Program Building for the Independent Radio Station
Effective Public Service Programming

The registration fee is $15.00 for members and $20.00 for non-members. The only extra costs are travel and hotel room.

FOUR DAY MEETING

IN ATLANTA, GEORGIA

April 30-May 3
at the Atlanta Biltmore Hotel

Send in this coupon now:

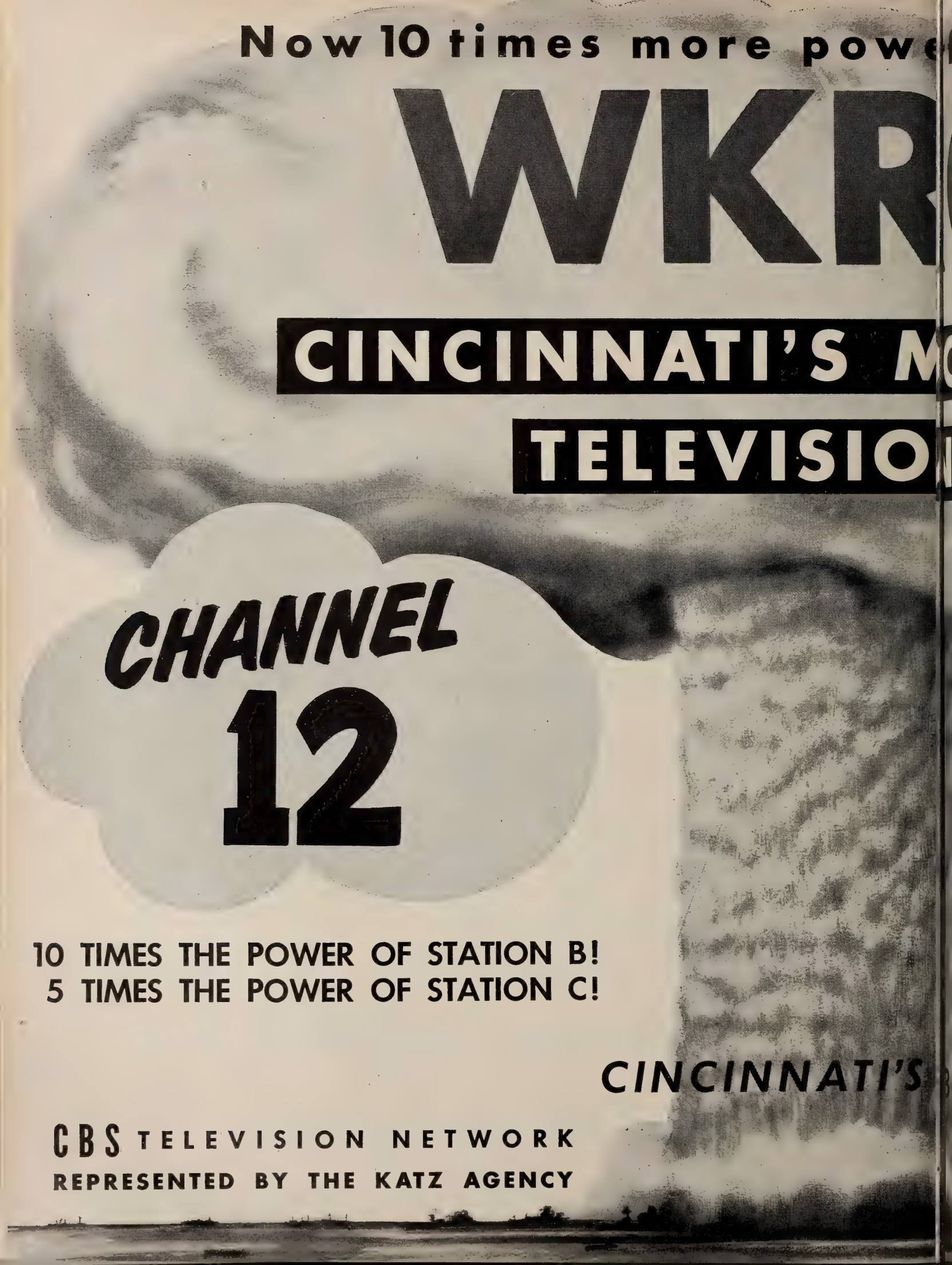
AWRT, Room 5634, 70 East 45th Street, New York 17, N. Y.

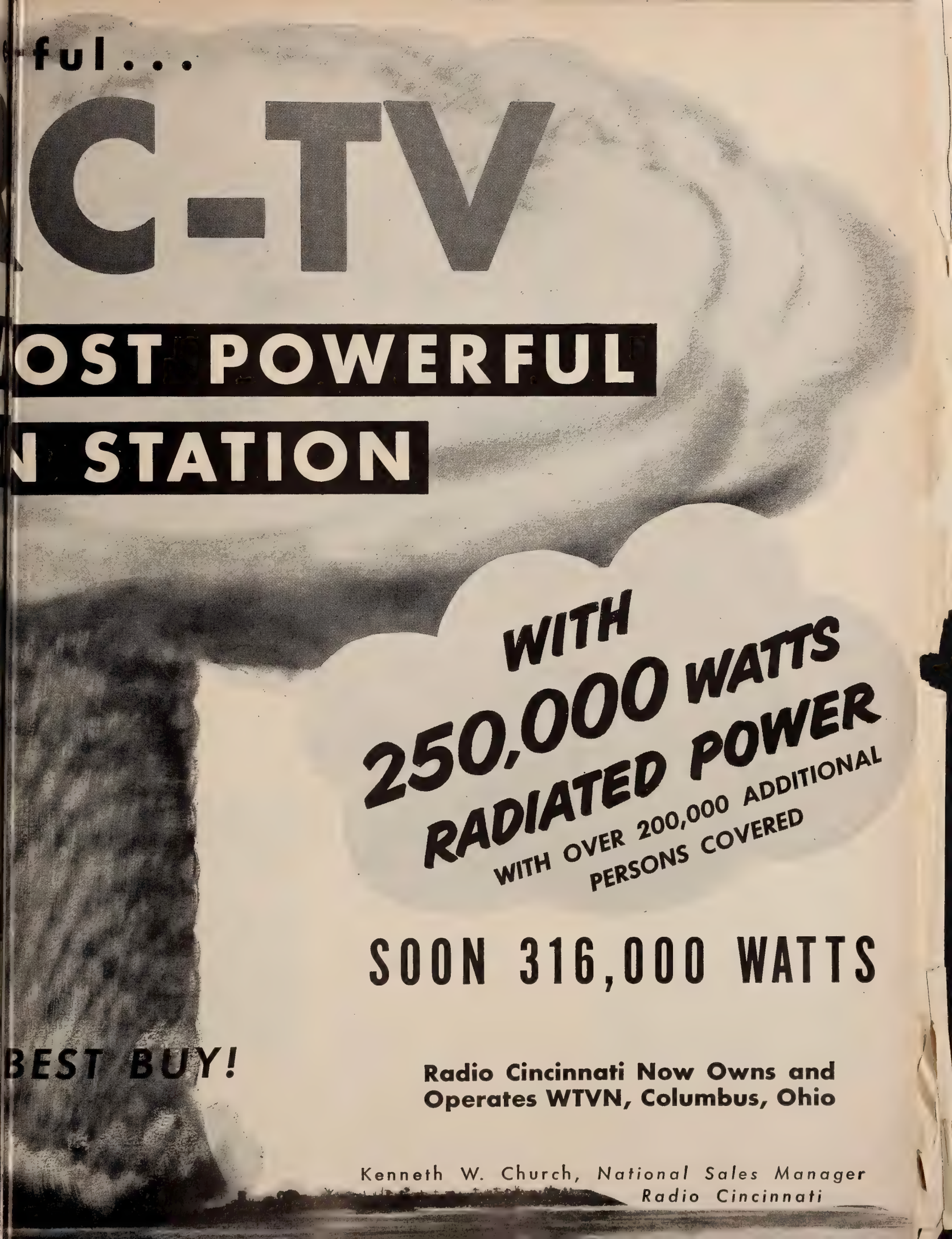
Name .....

Position .....

Call Letters .....

Address .....


Now 10 times more powe
WKR
CINCINNATI'S M
TELEVISIO
CHANNEL
12
10 TIMES THE POWER OF STATION B!
5 TIMES THE POWER OF STATION C!
CINCINNATI'S
CBS TELEVISION NETWORK
REPRESENTED BY THE KATZ AGENCY


-ful...
C-TV
OST POWERFUL
N STATION
WITH
250,000 WATTS
RADIATED POWER
WITH OVER 200,000 ADDITIONAL
PERSONS COVERED
SOON 316,000 WATTS
BEST BUY!
Radio Cincinnati Now Owns and
Operates WTVN, Columbus, Ohio
Kenneth W. Church, National Sales Manager
Radio Cincinnati

IRE SETS NEW ATTENDANCE MARK; ATTENTION ON COLOR TV'S STATUS

Over 35,000 jammed last week's annual convention of the Institute of Radio Engineers which saw a good portion of the agenda devoted to the NTSC's color system.

THE MORE THAN 35,000 scientists, researchers and engineers attending last week's convention of the Institute of Radio Engineers in New York—breaking all previous attendance records by a healthy margin—talked of many things: Cybernetics, nucleonics, digital computors, airborne electronics, electronics in medicine, of almost everything, in fact, except radio.

Mostly they talked about television, particularly the compatible system of colorcasting now undergoing its final field tests (which developments in Washington indicate soon will become the standard for color TV), and about transistors, those tiny new competitors of the vacuum tube.

The Monday and Tuesday technical sessions on TV were devoted to descriptions of various features of the color system devised by the National Television System Committee, the all-industry group which for more than two years has been working to perfect a compatible method of broadcasting color pictures to provide color to those who want it without taking TV service away from the owners of the 23 million monochrome sets now in use in the country.

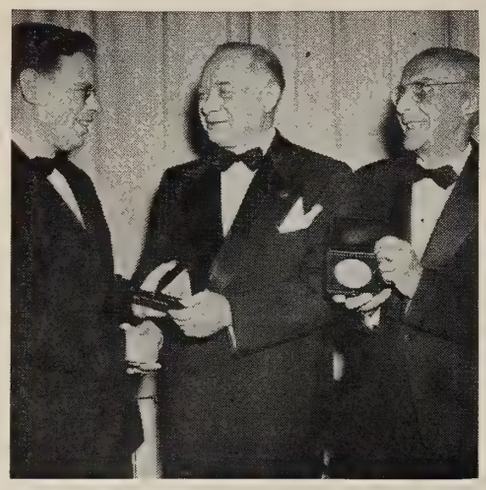
Donald Richman of Hazeltine Corp. read two papers on color synchronization problems which he summed up as demonstrating that the NTSC system will deliver the right color to the right place at the right time. William E. Good, General Electric Co., described the use of the crystal filter in color synchronization while Paul W. Howells and J. S. S. Kerr of GE discussed transients and transient response in color TV.

The colorimetric properties of gamma corrected color systems were explained by Donald C. Livingston, Sylvania Electric Products. A. P. Stern, GE, talked on phase measurements in color TV, and Charles E. Page, Hazeltine, described a monitoring system for NTSC color signals. Methods of matrixing in an NTSC receiver were outlined by W. M. Quinn, GE, at a Thursday session on broadcast receivers.

Speaking at the Wednesday morning session on television broadcasting, R. D. Kell of RCA Labs. presented a paper prepared with A. C. Shroeder, also of RCA Labs., dealing with making the optimum use of the radio frequency channel for color in the NTSC system. He pointed out that for compatibility the brightness factor of the picture is transmitted as amplitude modulation in the usual way, with a subcarrier introduced to carry the color information, which need not include any of the already transmitted brightness. Only two colors need be transmitted directly, he said, the third being added at the receiver.



THEY'RE BOTH SMALL, but this comparison emphasizes just how small Westinghouse's new mite-size transistor (r) really is. Development models shown at New York's IRE meeting are expected to have an almost unlimited life, the company reports. Vacuum tube model (l) is in current use.



RADIO ENGINEERS heard Brig. Gen. David Sarnoff (c), RCA board chairman, give the principal address at the banquet Wednesday night when he was named first recipient of the new Founders Award, given to leaders in radio and electronics. IRE's Medal of Honor went to John M. Miller (r), Naval Research Lab., Washington, D. C., for his pioneering scientific and engineering contributions. IRE President James W. McRae is at left.

A "master plan for the organized development" of a radio station just entering TV was described by Allen R. Kramer of Kramer, Winner & Kramer, architects and broadcast engineers, in a paper prepared with Edwin R. Kramer, given at the same session. Plan assumes an initial TV operation almost exclusively of film, network and remote programming, building up to live programs with studio audiences, with the structure so laid out that it is capable not only of expansion along one line but of rearrangement of existing facilities to form totally new plans should TV in that community develop differently than originally contemplated.

R. H. Tanner, Northern Electric Co., described two types of speech input consoles, one designed for use by CBC in major TV studios, the other for more modest layouts outside the major Canadian cities. A novel feature of the first type, he said, provides for accentuating the sound of certain instruments of an orchestra to coincide with the movement of the camera in a musical simulcast, while the pickup for radio broadcast gives a balanced orchestral sound. The smaller station console, only 22 inches long and providing for five input channels, is so built, Mr. Tanner said, to permit two or perhaps three to be joined at the end to double or triple the scope of their service.

Also presented at this session was a paper prepared by F. G. Kear, Kear & Kennedy, and J. G. Preston, ABC, dealing with a change in TV transmitting antenna designs, formerly aimed at concentrating the radiated energy in the direction of the horizon but within the last year designed to cover most effectively the particular type of area the individual station serves with the power available to it.

John Rustin, Allen B. DuMont Labs., discussed the use of high gain amplifiers in high power vhf TV transmitters.

A flexible TV studio intercommunications system for use by directors and supervisors in giving instructions during rehearsals and broadcasts was discussed in a paper prepared by R. D. Chipp and R. F. Bigwood of DuMont and presented by Mr. Chipp at the Wednesday afternoon TV Broadcasting symposium.

Paper Presents Tour

A technical tour of CBS-TV's new Hollywood TV City both in its present four-studio stage and as it will be when all the contemplated 24 studios have been built, was conducted in a three-part paper presented by three CBS-TV engineers, Richard O'Brien gave an overall description, Price Fish went into more details of the video equipment, and Robert Monroe described the audio.

Jess Epstein presented a paper prepared with D. W. Peterson, both of RCA Labs., on an experimental study of wave propagation at 850 mc made last summer, when signals from antennas at various heights on the WOR-TV tower at Bergen, N. J., were measured along two routes, one flat terrain heavily built up, the other hilly rural country. The conclusion presented by Mr. Epstein was that an engineer can take free space theoretical field strength and reduce it by theoretical knife edge diffraction shadow loss and by "suitable empirical experience factors" and come up with a useful prediction of the kind of coverage he may expect from his uhf TV station.

High power uhf by means of Klystron tubes was discussed by N. P. Hiestand, Varian Assoc., A. Rankin and H. M. Crosby of GE, during the afternoon session. Mr. Crosby pointed out that unlike conventional power tubes which operate most efficiently at lower frequencies, the Klystrons are at their best in the uhf region. In addition to the 5 kw Klystron-based uhf



EXPERIMENTAL transistors designed with cooling fins or coolant tanks so they can operate at higher power are examined by Dr. D. A. Jenny of RCA's David Sarnoff Research Center, who appeared before IRE with Dr. L. D. Armstrong to describe the new devices. He reports these transistors can be operated at 1 w, compared to about 5/100ths w for smaller, uncooled transistors.

Now

WMBR-TV

who has been opening doors for
sponsors since 1949 with a sure-handed
combination of CBS Television and local shows
(46 local shows per week, *27 live*)

in

JACKSONVILLE

with North Florida and South Georgia,
one of the South's wealthiest
TV markets . . . with a 10% higher per capita income
than the South's average

is represented by

CBS TELEVISION SPOT SALES

who offers you the keys to Jacksonville
and nine other big-city
and big-money TV markets, including
the nation's four largest.*

**CBS Television Spot Sales also represents*
WCBS-TV, *New York,* WCAU-TV, *Philadelphia,* WTOP-TV, *Washington,*
WBTV, *Charlotte,* WBBM-TV, *Chicago,* WAFM-TV, *Birmingham,*
KGUL-TV, *Galveston-Houston,* KSL-TV, *Salt Lake City,* KNXT, *Los Angeles,*
and CTPN, *the CBS Television Pacific Network.*



IRE PRESIDENT James W. McRae (l), Bell Labs., congratulates John V. L. Hogan, Hogan Labs., after presenting him with an IRE Founders plaque last Monday.

transmitter announced by GE two years ago, GE is now building 12-kw transmitters which, with special antennas, will provide an effective radiated power of up to 300 kw, he said. These have already been installed at two stations—WHUM-TV Reading, Pa., and WWLP (TV) Springfield, Mass.—which are getting about 265 kw ERP, Mr. Crosby reported. High transmitting power, he said, will be a major factor in improving uhf reception.

Development of an "internal magnetic focus" gun for TV picture tubes, eliminating the external focus coil and ion trap magnet, was annouced at the convention by General Electric Co., which displayed a 21-inch tube (21JP4) and announced plans for making tubes of this type in all sizes. Grady L. Roark, manager of GE equipment tube sales, predicted that this tube, whose focus is locked in at the factory and cannot be disturbed by servicemen or set owners, will replace present types of picture tubes.

GE meanwhile displayed a new 5 kw power tetrode (GL-6182) designed to operate over the entire uhf band, and a new 250 w power tetrode (GL-6283) for use as a driver tube in uhf transmission. The 5 kw tube was described as the newest and most powerful addition to GE's line of ceramic-and-metal envelope transmitting tubes, and was said to be capable of operating at seal temperatures as high as 200 C. The 250 w tube is designed to drive GE's two 1-kw uhf transmitting tubes and its 15-kw Klystrons, and was said to have, like the GL-6182, a high degree of mechanical strength, capable of resisting seal temperatures as high as 200 C. Both tubes are in production at GE's Schenectady tube plant.

DuMont Labs. introduced during the IRE meeting a miniature TV camera unit, the "Tel-Eye," containing a complete camera chain with associated power, synchronizing, RF, monitoring and output equipment, plus the camera itself, in a camera head about the size of a portable typewriter case. Designed for closed circuit use, it can be used with any standard TV receiver without altering the set and will feed multiple TV sets at distances up to 2,000 feet, company spokesmen said.

IRE conventioners also got the first look at a new DuMont video recorder which uses a special 7-inch high voltage, high definition blue phosphor tube, alumunized to give double the normal light output, plus other features said to produce superior recorded TV programs. The recorder can produce either the usual positive picture for a photographic negagtive or, if speed is essential, a negative picture which can be developed as a positive record after exposure in the recording camera.

Uhf Signal Aired

To enable exhibitors at the IRE convention to show uhf equipment in operation, the DuMont experimental uhf station, KE2XDR New York, kept black-and-white uhf signals on the air during the four-day meeting.

"Transistors will extend electronics and add to the opportunities to use electronics to serve mankind," James McRae, Bell Labs. executive and IRE president, said Monday at a news conference on transistors.

One future use of transistors likely will be to amplify video signals in intercity transmission, said R. L. Wallace Jr. of Bell Labs., who displayed a transistor-amplifier about 1½ inches long and 15/100 inches in diameter, small enough to fit inside a coaxial circuit. He stressed the experimental nature of this development, stating it was still in the laboratory stage and not yet perfected or ready for regular use in TV circuits.

A hermetically-sealed junction transistor operating in a pot of boiling water was demonstrated by General Electric Co. James Sweeney, GE sales manager for germanium products, explained that this demonstration proves the device's ability to operate under conditions of high heat and humidity, often important for commercial as well as military equipment. Small quantities will be available to development labs and engineering groups in a few months, he said, with mass production scheduled for fall.



NEW DuMont video recorder, which Allen B. DuMont Labs. claims is "far superior" to recorded television programs available from current recording systems, was introduced at IRE and demonstrated by Herbert Foster, TV engineer in the DuMont research division. Gains were caused by "refinements in the picture tube and associated electronic circuits," DuMont claims.

Use of transistors in hearing aids was shown and described by Dr. Gedding of Raytheon Mfg. Co. He noted that a transistor-powered hearing aid will operate for a full year, whereas, normal hearing aid batteries have to be replaced daily. Raytheon also demonstrated a transistor-powered portable radio receiver.

Military applications of transistors were shown by Capt. Gerald Epstein and S. E. Petrillo, who said that the normal requirement of a combat division is a boxcar full of batteries every two days, so that small long-lived devices like transistors become of utmost military importance.

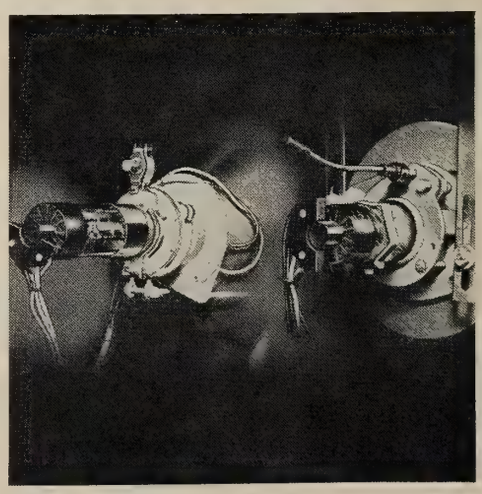
Liquid and metallic cooling of transistors



J. B. EPPERSON (l), chief engineer at WEWS (TV) Cleveland, presided at IRE's Wednesday morning symposium on television broadcasting. With him is Lewis Winner, chairman, IRE broadcast transmission systems group, which sponsored the session.



AN 18-POUND portable TV camera designed to replace a standard 350-lb. setup was shown by Allen B. DuMont Labs. at the IRE convention. Called the Tel-Eye, the camera will plug into a standard wall socket. It is 14 in. long, 9⅜ in. high and 4⅝ in. wide. DuMont sets the price at $2,850.



GENERAL ELECTRIC displayed what it says is the first internal magnetic focus gun (l) at the IRE convention last week. Picture shows "simplicity" of installation of the internal system for picture tubes, contrasted with the external magnetic focusing unit (r).



In Detroit, America's 5th Market, this is the proved "success formula":

Take the overwhelming popularity and community acceptance of radio station WWJ. . . . plus the prestige and network programming of its NBC affiliation. Add the ¾-million Auto Radios, and the 1½-million Home Radios in the primary listening area.

A multitude of successful advertisers, during the past 32 years, have followed this formula for doing BIG business in a market with the largest income per family of any major market in the U.S.A.

Through WWJ, you reach more of those families in the middle income group and above, than other Detroit stations do . . . for *less* than the average cost-per-thousand-listeners for radio time in Detroit.

The time to sell Detroit is now . . .
the time to buy is . . .

WWJ AM-FM

Associate Television Station WWJ-TV

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION. *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY CO.

Advertisement Advertisement

CALIFORNIA'S KEY-TELEVISION STATION

CHANNEL 3 KEY-T

KEY-Television NEWS

PUBLISHED BY SANTA BARBARA BROADCASTING AND TELEVISION CORPORATION

KEY CALIFORNIA STATION FILLS GAP

Links Northern and Southern Calif. Distribution

Northern and Southern California distribution meets at the San Luis Obispo County line, with *each market larger than most of the forty-eight states* in population, buying power or any other gauge of value. KEY-T links these two great markets which are by far the fastest growing areas in America.

WHEN

KEY-T goes on the air officially this midsummer (on or about July 1, 1953), supplying television coverage which has been needed for years in the huge coastal area of California.

HOW

Because of strong power (50,100 watts), and extreme height of transmitter (4200 feet), KEY-T will be dominant in it's steady flow of signal. It was the need for this type of television coverage in Coastal California which moved the Santa Barbara Broadcasting and Television Corporation to plan and build a powerful regional station for Channel 3.

WHO

KEY-T is owned and operated by the Santa Barbara Broadcasting and Television Corp., with Harry C. Butcher, owner of Radio KIST, Chairman of the Board. Colin M. Selph is President and General Manager, Cecil I. Smith, vice-president and treasurer, Alvin C. Weingand, secretary. Others associated with the corporation are Ronald Colman, Charles H. Jackson, Jr., and Arthur F. Marquette.

COST

KEY-T "down-to-earth" rates are based upon two primary factors: 1—An NBC estimated "to start with" 43,500 sets *unduplicated* by NBC (Channel 4) and CBS (Channel 2) in Los Angeles in the south portion of the KEY-T A and B coverage area. 2—KEY-T regional rates are not only competitive with other media, but the cost per thousand is surprisingly low.

Yours for the Asking!

Wire, write or phone KEY-T, or your nearest Hollingbery office, for *"The Selling Key-To Coastal California"* in handy file folder size. It's loaded with factual information on one of America's most responsive markets . . . served by California's KEY-Television station . . . KEY-T. Phone Santa Barbara 3981 or George P. Hollingbery Company.



Pereira and Luckman Design First Hexagonal Studio With Central Control

The beautiful new KEY-T studio atop Mesa Hill, overlooking the City of Santa Barbara, embodies the ultimate in functional design. Most unusual feature is 52 foot hexagonal-shaped studio, creating six stage areas. Outdoor studios adjacent to the hexagonal will be used for interviews, scenic events and automobile, appliance and similar shows.

"TENT COVERAGE"

Engineering Surveys Forecast Coastal Coverage "Like A Tent" to Nearly Two Million People

The new KEY-T transmitter, like a tent-pole high on TV Peak, 4200 feet above sea level in the Santa Ynez coastal mountain range, will "tent-cover" the entire coastal area. Coverage indicated by tests and reliable authorities will be remarkably free from "dead spots" because of the unusual height from which signal starts. Signal will reach through Santa Barbara, Ventura and San Luis Obispo counties, into Kern County and a large portion of Los Angeles . . . a total coverage area potential of 1,922,502 people, owning 402,692 TV sets, according to conservatively estimated figures as of July 1, 1953. In addition, KEY-T will have an impressive, unduplicated set coverage within the above area.

50,000 WATT KEY-T DEBUTS WITH 4 NETS

NBC, CBS, ABC, Dumont Recognize Station Value

With the signing of affiliation contracts with all four networks, KEY-T assures viewers the finest schedule obtainable from network programming. In addition to the top network programs, KEY-T will provide special features such as local, regional and national news, California Kitchen, Fiesta Hour, Feature Films, current subject forums, farm and ranch roundtables, sports news, public service informational programs, special events, educational and religious programs.

The KEY-T basic policy is to present the best possible programming to the greatest number of homes in the huge area which will be covered. KEY-T thanks Dumont, ABC, CBS and NBC for unusual recognition.

CALLED 'SELLING KEY TO COASTAL CALIF.'

To achieve full coverage necessary for vital coastal areas of California, agencies and timebuyers recognize that the word "key" in KEY-T means the station which cannot be overlooked to reach a great market in the Northern and Southern California distribution link.

Station is called "The Selling Key To Coastal California" for a very important reason . . . over 400 miles of California coast between Los Angeles and San Francisco . . . the area served by KEY-T is strategically located in this rich market. Signals from outside television stations are either weak or nonexistant in a large portion of this area.

A glance at the map of California will show the need for using KEY-T to sell this rich market, where two automobiles per family, a modern home and good living is the standard.

Advertisement Advertisement

were described by Dr. L. D. Armstrong and Dr. D. A. Jenny of RCA's David Sarnoff Research Center during the Tuesday afternoon session on transistors. The first method involves replacement of the plastic case normally surrounding the germanium wafer of a junction transistor by a thimble-sized metal tank filled with a cooling liquid. In metallic cooling, the transistor is encased in a metal cup which offers a relatively wide area for dissipating heat, or special cooling fins are attached to the outer casing.

The alloy process of making a germanium n-p-n (negative-positive-negative) junction transistor was described by Dr. Jenny in another paper at the same session. Laboratory tests, he said, have shown that the new n-p-n transistors can provide an output current 100 times or more greater than input current. Designed as a direct counterpart of RCA's p-n-p type, the n-p-n transistor can be used with the p-n-p type in novel circuit arrangements to compliment or reinforce each other. This relationship was discussed by George C. Sziklai of RCA Wednesday.

Power Transistor Shown

A power transistor, RD-PX, which provides the basis for the power stage of a radio receiver, was demonstrated at the IRE show by Germanium Products Corp. The set employed no vacuum tubes and only two transistors, one the power transistor, which the company said reduces power requirements to less than 1/100th. The transistor demonstrated was running a six-volt battery and was said to be good for at least a year of normal usage.

General Electric Co. demonstrated a new germanium rectifying device, using it to operate a DC motor direct from an AC power line. The device is a custom application of the germanium junction rectifiers now being mass produced by GE, the company said.

First printed circuit component with molded-in inserts tieing in with the printed circuit themselves was shown at the IRE meeting by Mycalex Corp. of America. Development was possible, company said, because the insulation material features a coefficient of thermal expansion close enough to those of most inserts, including silver and steel, to hold the inserts tight over operating temperatures.

Vidicon Camera Uses

Simple Vidicon camera attachment easily connected to the family TV receiver can turn the set into a family control center, with mother switching momentarily from her telecast entertainment to take a swift look at junior asleep in the nursery or at the dinner cooking on the kitchen range, Dr. Vladmir Zworykin, vice president and technical consultant of RCA Labs., said Thursday at the IRE convention, where the hookup was demonstrated. When mass-produced, it is hoped the cost of the unit can be reduced to no more than the price of a TV receiver, he said. He predicted widespread use of this low-cost closed circuit TV device in business and education as well as in the home.

A method of tape recording which permits the time of a speech or musical performance to be compressed as much as ten or 20% without being noticeable to listeners and as much as 80% without losing intelligibility was described and demonstrated Thursday by Prof. Grant Fairbanks, Dean W. L. Everitt and R. P. Jaeger, all of the U. of Illinois [B•T, March 23]. The process also can be worked in reverse to stretch the performance, it was stated. Suggested applications include broadcast use to tailor-make programs running long or short to fit airtime precisely.

BAB SALES AIDS AT NARTB MEET

Broadcast Advertising Bureau's afternoon meeting for broadcasters is set for April 28. Top BAB officers will present the bureau's series of projects.

EXPANDED program of sales aids for radio stations will be unveiled by Broadcast Advertising Bureau during the NARTB Los Angeles convention April 28-May 1. BAB will hold an afternoon meeting for all broadcasters Tuesday, the 28th.

As at Chicago last year, BAB plans a dramatic presentation of its methods of promoting radio sales. The event will be staged in the Biltmore Theatre, which seats 1,600.

NARTB last week worked out details of some of the convention features starting with the formal opening Wednesday, the 29th.

Charles C. Caley, WMBD Peoria, BAB board chairman, will tell the story of the organization's sales-stimulating activities during the past year. William B. Ryan, BAB president, will discuss principal objectives for the coming year.

Kevin Sweeney, vice president, and Jack Hardesty, local promotion director, will give a series of presentations showing how new projects will be handled and describing specific services. Mr. Ryan will join in the presentations (see BAB board story this section).

As now planned, BAB plans a series of projects aimed at stimulation of nighttime radio. Second project is a program directed at retail advertising, including efforts to bring radio bigger slices of the $450 million department store advertising fund and the $260 million grocery budget.

A third project has as its goal the tripling of BAB's sales effort at the national level. Gail Blocki, BAB's midwestern sales director, will explain details of this program.

National Plan

BAB's convention program will outline a plan to extend national advertising penetration at the local level.

The sales-effectiveness (count-your-customers) tests are to be tripled during the year. Package goods and other commodities will be added to the scope of these tests, along with additional media.

BAB's afternoon-long program will be conducted on a rapid-fire basis and kept within a two-hour period. It will include success stories showing how aggressive radio presentations have brought new business to stations and networks.

Three sales rooms will be used by BAB on the second floor of the Biltmore Hotel, where the light equipment-service exposition will be held. Staff members will be available for conference. Attending for BAB, in addition to Messrs. Ryan, Sweeney, Hardesty and Blocki will be Bill Morrison, assistant secretary-treasurer.

Current membership of BAB includes 785 AM stations, with the list of associates also increasing.

As NARTB progressed with its convention planning Clair R. McCollough, Steinman Stations, chairman of the convention committee, announced tentative composition of several panels.

The NARTB's agenda includes invocation at the Wednesday morning general session by James Francis Cardinal McIntyre of Los Angeles, following the formal opening by Mr. McCollough. Brig. Gen. David Sarnoff, RCA chairman of the board, will deliver the keynote address and then receive NARTB's First Annual Keynote Award.

NARTB President Harold E. Fellows will deliver the luncheon address. The afternoon general session is titled "Principles of Profitable Radio Station Operation." Paul W. Morency, WTIC Hartford, will preside. On the afternoon program will be Mr. Fellows and Richard M. Allerton, NARTB research manager. A special panel will join the discussion.

UHF Panel Planned

Robert D. Swezey, WDSU-TV New Orleans, will preside at a TV session Thursday morning in his capacity as TV board chairman. Thad H. Brown Jr., NARTB vice president and TV counsel, will describe NARTB's progress in servicing television members. A panel discussion, "What About Uhf," will be followed by another on "Film's Place in Television."

President Fellows will preside at the noon luncheon, at which FCC Chairman Paul Walker will speak. A special feature will be appearance of one of the Voice of Democracy winners.

Both radio and TV will be covered in the afternoon, which opens with a general panel discussion on "Small Market Television." Following will come two simultaneous panels on labor and radio programming. These, in turn, will be followed by simultaneous panels on radio merchandising and sports-public events (both radio and TV). The annual banquet will be held Thursday night.

The half-day Friday session opens with the annual business. Judge Justin Miller, NARTB board chairman and general counsel, will preside. Mr. McCollough will preside at a panel discussion featuring FCC members and staff executives. Third feature will be a discussion of the Television Code. John E. Fetzer, WKZO-TV Kalamazoo, Mich., will preside as chairman of the Television Code Review Board. Final workshop feature will be a panel titled "Meet the Trade Press." The convention closes Friday noon.

Wayne Coy, KOB-TV Albuquerque and former FCC chairman, will preside at Thursday afternoon panel on small market television, Among others on the panel are Gaines Kelley, WFMY-TV Greensboro, N. C.; W. D. Rogers Jr., KDUB-TV Lubbock, Texas.; James D. Russell, KKTV (TV) Colorado Springs, and Robert Lemon, WTTV (TV) Bloomington, Ind.

Leslie C. Johnson, WHBF Rock Island, Ill., will chairman a radio-TV labor panel Thursday afternoon. Others on the panel will be Victor A. Sholis, WHAS-TV Louisville; Richard A. Moore, KTTV (TV) Los Angeles, and Victor C. Diehm, WAZL Hazleton, Pa., and Joseph A. McDonald, NBC.

William D. Pabst, KFRC San Francisco, newly-elected NARTB District 15 director, will be chairman of a Thursday afternoon radio program panel which will include William B. Quarton, WMT Cedar Rapids, Ia.; Leonard Kapner, WCAE Pittsburgh; Jack L. Pink, KONO San Antonio, and Barney Schwartz KPRL Paso Robles, Calif.

A session for FM stations is scheduled Tuesday morning, prior to the formal opening, with an NARTB TV membership business session to run simultaneously. Slated to be chairman of the FM meeting is Michael R. Hanna, WHCU-FM Ithaca, N. Y., chairman of the association's FM Committee.

Three days of technical papers will feature the annual Engineering Conference starting at 9:15 a.m. Wednesday.

The equipment exposition will open Tuesday.


GOOD



For years, Mister PLUS has been chanting variations on a single theme: *network radio is the best buy in advertising.* As star vocalist for Mutual, he now takes stage center with a resounding new refrain: *network radio—Mutual-style—will keep right on being the best buy, come what may.* And he accompanies these original lyrics with the following solid facts:

1. Throughout Non-TV America, where nearly 17,000,000 radio families are still beyond reach of television, Mutual delivers *double* the audience tuned to any other network.*

2. Throughout TV America (where radio listening still adds up to over 72,000,000 family-hours a day, vs. 85,000,000 for TV)† Mutual now applies a 50% discount to evening radio costs.

3. Throughout all America, Mutual will apply that same discount to evening costs for all affiliates within effective range of TV, six months after each new television tower is installed.*

To the man in the sponsor's box, this means a guaranteed good buy forever—on the one network that's geared for low-cost mass sales, today *and* tomorrow—starting right now in 1953. May we translate this into profit-encores for *you*?

*J. A. Ward, Inc., million-interview Non-TV America study.
†A. C. Nielsen, Inc., January-December, 1952.
*MBS Rate Card #17, effective January 1, 1953.

MUTUAL

the PLUS network of 560 affiliates

Rollinson to Direct SRA Advertiser Relations

CRUSADE for Spot Radio seems "certain of success," John Blair, president of Station Representatives Assn., stated last week in announcing that Reg Rollinson had been engaged, effective April 1, as SRA's director of advertiser relations.



Mr. Rollinson

More than 190 radio stations have agreed to contribute one-half of their one-time daytime announcement rate per month to support the SRA plan for an all-out sales drive for spot radio, T. F. Flanagan, SRA managing director, said, but he and Mr. Blair stressed that additional station subscribers are necessary to carry out the sales plans announced by SRA [B•T, March 2].

NARTB Names Barton

JACK L. BARTON has been named assistant manager of the NARTB Station Relations Dept. by President Harold E. Fellows. He replaces William K. Treynor, recently elevated to manager of station relations and transferred from San Francisco to Washington, D. C.



Mr. Barton

Mr. Barton will be based in San Francisco starting May 1. He left last week on an extended field trip through the south and southwest. Before joining NARTB last October, Mr. Barton was a broadcast representative for Capitol Records.

Coe Named IBA Head

DEE COE, WWCA Gary, was elected president of the Indiana Broadcasters Assn. March 20. Retiring president O. E. Richardson, WASK Lafayette, was named to the board of directors.

Five other officers go into office with Coe. They are: William E. Rippetoe, WBOW Terre Haute, vice president of AM; Harry Bitner Jr., WFBM Indianapolis, vice president of FM-TV; Robert Williams, WFML (FM) Washington, secretary-treasurer; Robert Enoch, WXLW Indianapolis, assistant secretary, and Ronney Householder, WJVA South Bend, assistant treasurer.

Also elected to the board of directors were Bernard Dabney, WSRK Shelbyville; Bruce McConnell, WISH Indianapolis; Ed Thoms, WKJG Ft. Wayne, and Roy Hickox, WLRP New Albany. More than 60 broadcasters attended the one-day session. Next meeting is scheduled for June.

Michigan Newsmen Organize

FRANK BENESH, WKZO Kalamazoo, has been elected president for a one-year term of the newly organized Michigan Assn. of Radio and Television Newsmen. He and other officers were elected a fortnight ago at the first meeting of 15 state newsmen at Michigan State College.

REOPENING OF COLOR TV QUESTION SOON, HOUSE GROUP IS TOLD

The House Interstate & Foreign Commerce Committee last week heard the testimony of leading figures in the color controversy. And it appears that FCC will reopen the question with NTSC color standards to be the next to undergo close examination as to its feasibility.

THE FCC will wait for another four months or so and if no one asks for the reopening of the color television question, it will move to reopen the subject itself. It will issue a notice of proposed rule making to authorize the compatible NTSC color standards as the sole, official color system, call for comments or set hearing dates and decide whether the compatible color system lives up to the claims that have been made for it.

That is the best deduction among informed observers following four days of testimony last week before the House Interstate & Foreign Commerce Committee investigating the status of color TV.

That theory is bolstered by comments of House committee members, notably Rep. J. Percy Priest (D-Tenn.), urging exactly that course be followed by the FCC.

Any idea that the Commission would follow RCA's suggestion—that it immediately authorize the compatible NTSC system and "let the public decide" which system it prefers—was dissipated by FCC officials.

Under the Administrative Procedures Act, they point out, it is necessary for the Commission to go through certain formal steps before it can change an FCC rule. That means notice, comments or a hearing, and finally consideration and a decision.

Last week, the House committee heard RCA's Princeton Labs. Vice President E. W. Engstrom, CBS President Frank Stanton, DuMont President Allen B. DuMont and Chromatic Labs. President Richard Hodgson.

Scheduled for Friday was Dr. W. R. G. Baker, General Electric Electronics Department Vice President and chairman of the all-industry NTSC.

After an Easter recess, the Congressional committee plans to see color TV demonstrations April 14-15 in Princeton, N. J., and New York City.

Aside from the testimony of witnesses, last week also saw the revocation of NPA Order M-90, freeing electronics manufacturers for the production of color TV receivers. Production of color sets appeared extremely unlikely however.

NPA in October 1951 forbade the manufacture of color TV receivers in order to conserve strategic materials and skilled engineers. The order was modified last June to permit such production, on authority of NPA. NPA warned, however, that no additional allocations of critical materials would be authorized for this purpose.

Salient points made by industry witnesses before a majority of the 31-man committee were these:

● RCA's Dr. Engstrom called on the FCC to immediately authorize the compatible, NTSC system of color television, said that NBC would immediately start telecasting in color. He also said RCA was ready to begin mass production of its tri-color picture tube, color receivers and studio equipment. He said RCA would petition to reopen the color TV subject "within six months."

● CBS has no intention of picking up and going forward with the non-compatible field sequential system until the FCC clarifies the color video picture, Mr. Stanton said. He said that he was not sure that the NTSC system was as ready for commercialization as its proponents have stated, and he definitely disagreed with the RCA suggestion that the FCC authorize the NTSC without a hearing. He said CBS would back any system which the FCC finally chose as the official method of color TV.

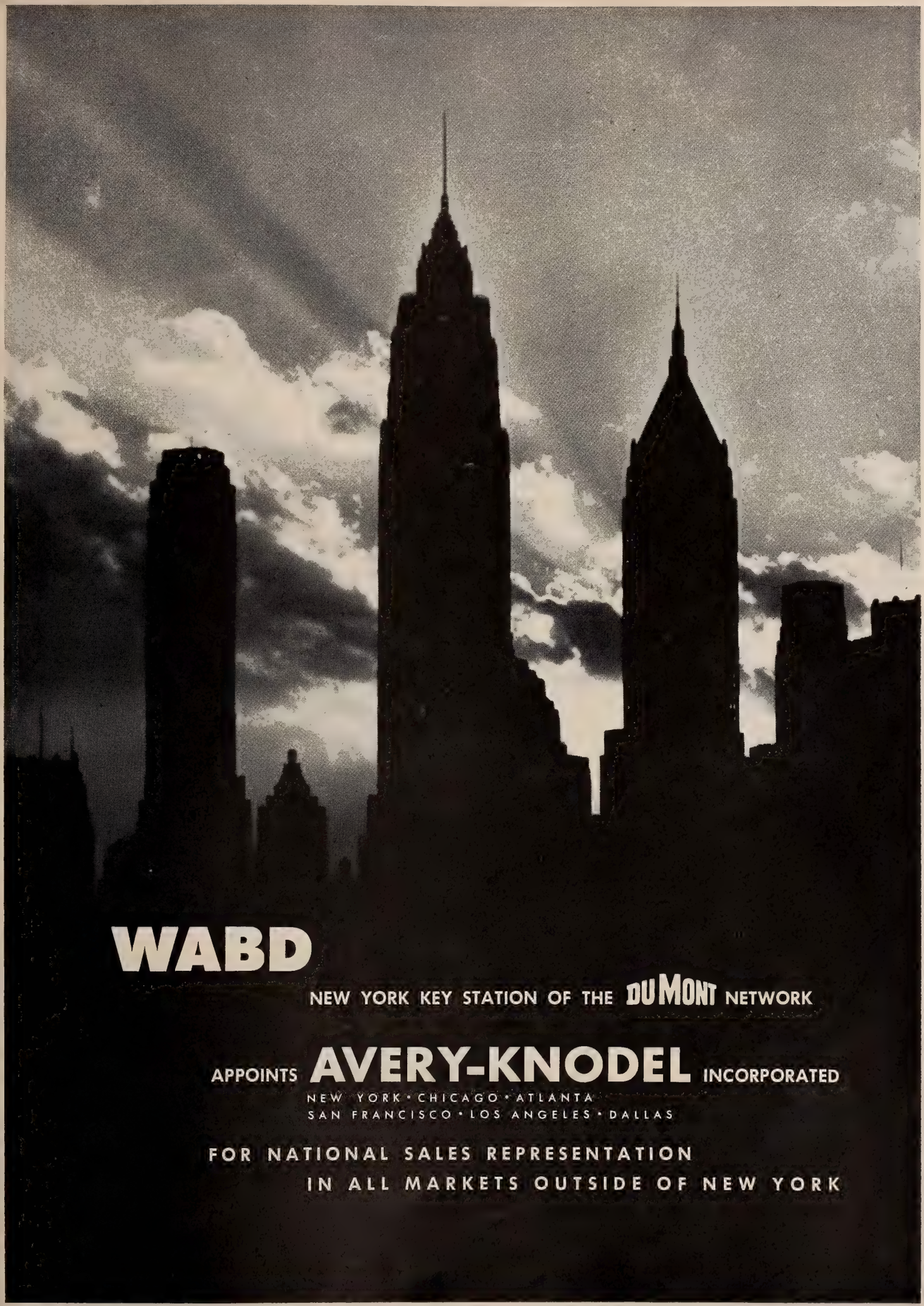
● Color TV is still about five years off, Dr. DuMont bluntly told the House investigators. He said he didn't think the NTSC system was ready for an FCC hearing, and would not be for about a year. He estimated that it would take the FCC about three years to issue notices, hold hearings, consider and make a decision, and another year for the industry to tool up for mass production.

● The Lawrentce tri-color picture tube is ready for mass production, Richard Hodgson,





BOTH Dr. Frank Stanton (l), CBS Inc. president, and Dr. Allen B. DuMont, president, Allen B. DuMont Labs., were industry witnesses at the House Commerce Committee color TV hearing. Dr. Stanton urged quick clarification of the color status. Dr. DuMont asserted color TV still is about five years away; expressed belief NTSC system is not ready for hearing.


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Chromatic Television Labs. president, said. It will work with either the field sequential system or the NTSC compatible system, he added.

Questions from some members of the House committee indicated an interest in (1) whether



WAITING to testify on color TV is Richard Hodgson (r), president of Chromatic Television Labs. Inc., shown with Paul Raibourn, Paramount Pictures vice president in charge of television. Paramount owns half of Chromatic.

there was a conspiracy to retard the advent of color television in order to saturate the market with black and white sets, and (2) whether there was a "double play" between the FCC and NPA, or between manufacturers and NPA, to stop the advancement of color.

No direct charges were made by any of the witnesses.

The conspiracy charge was first made by Sen. Edwin C. Johnson (D-Colo.) several weeks ago in a public letter to Sen. Charles A. Tobey (R-N.H.), chairman of the Senate Interstate and Foreign Commerce Committee [B•T, March 16]. The Senate committee staff had begun an investigation on the status of color TV late in February, and according to Sen. Tobey, intends to hold a hearing on the subject.

'When' Is Question

Hearing was opened by Rep. Charles W. Wolverton (R-N.J.), chairman of the House committee, stating that the purpose of the investigation was to find out "when color television will become a reality in the homes of the American people."

Dr. Engstrom led off as the first witness. In addition to recommending that the FCC authorize the compatible NTSC system immediately, he declared that RCA was still convinced the CBS-sponsored field sequential system was unsatisfactory because of its incompatibility and technical standards. He said RCA had spent $20 million on color TV research, $5 million during 1952.

RCA's Lancaster, Pa., tube plant has started about 7,000 tri-color picture tubes with about 80 employes involved in color tube development and production. He said that 477 tri-color tubes have been distributed to 177 different companies for their study. The Lancaster plant has a capacity for the mass production of 2,000 tri-color tubes a month, he said.

The present RCA color TV receiver contains 34 tubes and one tri-color tube, Dr. Engstrom said. This is about half what the first RCA color receiver contained, he pointed out. He said RCA will start color TV receiver production as soon as the go ahead is received from the FCC, gearing production to public demand and drawing upon existing black and white TV receiver facilities to meet demand.

Dr. Engstrom also announced that RCA had developed a single-tube color camera for station use—still in the laboratory stage but with great promise.

Concluding his presentation, Dr. Engstrom—who was accompanied at the hearing by RCA Technical Director C. B. Jolliffe and NBC Chief Engineer O. B. Hanson—said:

We are today prepared to commence broadcasting compatible color programs which can be received in black and white on sets now in the hands of the public without changing these sets at all and without any present set owner being required to buy any new equipment to receive these broadcasts.

We are also prepared to expedite the production of color sets so that those members of the public who want to receive our compatible color broadcasts in color can buy color receivers.

Given this opportunity to judge for itself the advantages or disadvantages of the compatible and incompatible system of color television, the American public would make the final decision as to which system it prefers. In our opinion, this is the quickest way to bring color television service to the American public.

The CBS field sequential system was virtually buried when Dr. Stanton stated that CBS had no intention of "tilting against windmills" by trying to restart color broadcasts and the manufacture of color sets.

Basic barrier, he said, was the fact that there are now 23 million black and white TV sets in use. Unless adapted, the current black and white sets cannot receive the field sequential color signals, even in black and white. A compatible system permits current receivers to receive color signals—in monochrome.

CBS will accept the compatible NTSC system—if it lives up to the promises made for it by its developers, Dr. Stanton said. He urged that the color TV issue be settled quickly, so the public would know exactly what was coming.

Members of the House committee commended Dr. Stanton for his "frankness" and "fairness."

But Dr. Stanton left no doubt that he believed CBS could have put over its type of color TV if it had not been for the RCA court action which delayed the commencement of color TV operations from October 1950 to June 1951, and the NPA ban on the production of color receivers, instituted in October 1951 and revised slightly in June 1952.

Dr. Stanton related the reasons why the FCC chose the CBS system over the competing RCA and Color Telivision Inc. systems and the events that occurred subsequent to the FCC decision.

He referred to the attempts of RCA and NTSC to work out a compatible system and said:

Despite the publicity about the compatible system, I think that there was considerable momentum for the field sequential system. There were substantial indications that if we continued to press forward with our broadcasting and manufacturing efforts, sooner or later other manufacturers would begin to produce color equipment. We had real hope that the log jam would soon be broken. But at that time, most of the others in the industry were focusing their efforts on developing, demonstrating and testing a new compatible system.

Dr. Stanton said the NPA M-90 order was academic. He explained that CBS-Columbia Inc., the manufacturing subsidiary of CBS Inc., tried to get additional materials for the manufacture of color TV receivers and was turned down by NPA.

The CBS sequential system has been continued, Dr. Stanton said—in laboratories, and in closed circuit use for military, medical and theatre TV.

As to the future, Dr. Stanton said:

First, I say reluctantly but realistically, that CBS has no plans so long as the present circumstances exist, to broadcast or manufacture under the approved field sequential system. . . . I think we would be tilting at windmills to undertake now, without any substantial industry support, to try to pick up again where we were forced to leave off in October 1951. . . . That impetus has been lost and the field sequential system has been completely becalmed for a year and a half. . . . I cannot minimize the problems [of 23 million black and white sets] which this creates. I do not think the problem of incompatibility is necessarily fatal. But I do think that the problem of incompatibility has now grown to such proportions that in combination with other factors, it becomes quixotic and economically foolish for us single-handedly at this time to resume a large scale broadcasting and manufacturing program under the field sequential system.

On the basis of "incomplete" information, Dr. Stanton said: "We believe that the new compatible system faces substantial problems, particularly in cost and complexity both at the transmitting and at the receiving end."

Dr. Stanton added:

But this we know. We are for any color system which works well, which is practical and the cost of which is reasonable. We will support such a system whether or not it is one developed by us or by a competitor, or by somebody of whom we never even heard. . . . We are in favor of compatibility. . . . We genuinely hope that this new system fulfills the promises made for it and that it is both compatible, practical and economical. . . . If this new system works, is practical and its price is reasonable, we will support it with all our energies.

Complete disagreement that color TV is "around the corner" was expressed by television pioneer Dr. DuMont. He doubted, he said, that anyone had a marketable color TV set.

Mincing no words, he said that the NPA ban



START of House Commerce Committee inquiry into color TV sees Dr. E. W. Engstrom (l), RCA Princeton Labs. vice president, shaking hands with Rep. Charles A. Wolverton (R-N.J.) (r), committee chairman. Between them are (l to r) Reps. James I. Dolliver (R-Iowa) and Carl Hinshaw (R-Calif.), other members of the House group.

on color TV manufacture was not a move to delay color TV but "a move to take Columbia off the hook." He added, "They were not going anywhere and were going to quit but didn't want to admit it."

He said CBS had made about 500-600 color TV sets, but had sold only 100 in the six months that color TV was free to develop. He said the $650 price on 10-in. color sets could not compete with the $200 price of 17-in. black and white sets. "The public kicked this thing out," Dr. DuMont stated. He said 80% of last year's TV set sales were at prices less than $300.

Compatibility is only one factor in developing a color television system, Dr. DuMont declared. Also important are such matters as resolution, brightness and flicker threshold, he said.

There is no tri-color picture tube that is satisfactory, Dr. DuMont asserted. He was dubious about the RCA single color tube and ventured that Chromatic had about three or four years more to go in completing development of the Lawrence tube.

Dismisses NTSC System

As to the NTSC system, Dr. DuMont said the "system was not good enough and the receivers would be too expensive." He agreed with one questioner that it would be a good idea to force the FCC to permit experimental colorcasts of the compatible system during regular programming hours.

Lawrence tri-color picture tube is ready for advent of color TV, Mr. Hodgson said. He claimed that the tube would work on both field sequential or dot sequential system, and would cost only $25 to $35 more than a black and white tube.

Issuance of NPA Order M-90 was "unusual" and "unnecessary and contrary to public policy," Mr. Hodgson implied, and was for the purpose of stymieing the advance of color television.

The Chromatic Television president urged that the Congress see to it that the FCC doesn't freeze color TV standards so that one manufacturer or group of manufacturers garners the market.

He also called for the committee to continue to "exercise pressure" to see that color television gets out to the public.

Chromatic Television Labs. is half-owned by Paramount Pictures Corp. Dr. Ernest O. Lawrence, nuclear physicist and Nobel prize winner, is the inventor of the Lawrence polychrome tube.

Coronation in Color

CORONATION of Queen Elizabeth next June will be telecast in color in Great Britain. Chromatic Television Labs. Inc., which developed the Lawrence color tube, and Pye Ltd., which has made special color video cameras, will cooperate in the telecasts.

Sets with 22-inch Lawrence tubes will be placed in hospitals and public places for persons unable to see the actual ceremonies. The Lawrence tube has never been used in England, although it has been demonstrated frequently in the U. S. It was developed by Chromatic, an affiliate of Paramount Pictures Corp. Pye Ltd. is a large TV manufacturer in Great Britain, and has made black-and-white equipment for BBC as well as some U. S. telecasters.

Classmate Becker Recalls an 'Industrious' Doerfer

AN ASTUTE lawyer and a sincere, hard-working public servant is the characterization given John C. Doerfer, new Eisenhower nominee to the FCC, by a law school classmate who has known him more than 20 years. A. Harry Becker, Washington attorney who went into private practice last year after 11 years with the FCC, recalled last week experiences shared at Marquette U. law school in Milwaukee.

John Doerfer, a native of West Allis, Wis., a highly-industrialized suburb of Milwaukee, worked his way through the U. of Wisconsin and Marquette law school, which he entered in 1931. Mr. Becker, a freshman at the same time, remembers Mr. Doerfer as a quiet, studious youth who nevertheless had the kind of social balance which led him to attend "boiler-room smokers." Always highly respected by his classmates, John Doerfer was known as a crack law student and "never as a politician."

"Domesticated" and happily married even in his law school years, Mr. Doerfer is remembered as having successfully handled two fulltime jobs—as a student working toward a hard-earned law degree and earning money as an accountant.

Termed "quiet and modest" by Mr. Becker, he would never, however, "back away from a fight." A middle-of-the-roader, in that he could recognize both the liberal and conservative sides of a question, he was interested predominately in public service. This has been proved, Mr. Becker notes, in Mr. Doerfer's public service record in Wisconsin, which began a few years after he was admitted to the bar and when be became city attorney of West Allis.

Although he is not a "social" person, in the Washington cocktail party sense, he likes people and gets along well with them, has a strong sense of humor and "knows the world about him," Mr. Becker says. He's well-balanced in his concepts of work and play, although his work demands have relegated the latter to a secondary position.

Mr. Doerfer is described as a conservative dresser, long ago having adopted the "Brooksy" type of dress although "at the time he probably didn't know what Brooks Bros. was."

"The hackneyed word, industrious, was made for him," Mr. Becker says, "and during school we all knew the mark of industry was upon him." Their paths occasionally have crossed since then, and Mr. Doerfer's latest appointment brings him into a bailiwick familiar to his former classmate.

Mr. Becker, at time of his resignation from the FCC a year ago, was chief of the administration branch in the litigation and administration division under supervision of the general counsel.

SENATE UNIT SETS DOERFER HEARING

Interstate and Foreign Commerce Committee moves quickly to act on President's nomination. Walker likely to stay until June 30.

MOVING quickly to put a Republican complexion on the FCC, the Senate Interstate and Foreign Commerce Committee last week scheduled a hearing April 1 on the nomination of John C. Doerfer, chairman of the Wisconsin Public Service Commission, to be a member of FCC [B•T, March 23].

The hearing will be held in the Committee's hearing room in the Capitol at 10 a.m. Also to be considered are two nominations for the Civial Aeronautics Board.

As of last Thursday, the Committee had heard from no one, other than the nominee, desiring to be heard. No opposition to the 48-year-old appointee's nomination has been received, according to the Committee staff.

Mr. Doerfer was named by President Eisenhower to complete the unexpired term of former Republican Comr. Robert F. Jones, who resigned in the fall of 1952. This runs to July 1, 1954. It had been held by Democratic Comr. Eugene H. Merrill of Utah, appointed as a recess FCC member last October [B•T, Oct. 13, 1952]. Mr. Merrill was nominated formally by President Truman on Jan. 9. President Eisenhower's nomination of Mr. Doerfer on March 20 was accompanied by his withdrawal of the Merrill nomination.

Still uncertain is whether Mr. Doerfer also will be named Chairman of the FCC. When asked about that possibility two weeks ago, he said he would "just as well not discuss that."



John C. Doerfer
FCC Nominee

A clue in that direction was seen by some observers who pointed to the naming last week of Edward F. Howrey as chairman of the Federal Trade Commission. Mr. Howrey only recently was confirmed by the Senate as a member of the FTC.

Up to two weeks ago it was generally reported that Comr. Rosel H. Hyde, Wyoming Republican who came up through FCC ranks to a Commissionership, might be named chairman.

Present Democratic Chairman Paul A. Walker is serving past the compulsory retirement age of 70 under an executive waiver issued by President Truman last year. His term expires June 30. However, the naming of a

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chairman is done at the President's "pleasure." This means that President Eisenhower may at any time name another commissioner as chairman.

But it was generally thought last week that while the President probably would name a Republican chairman, he nevertheless would permit Mr. Walker to serve until his term expires June 30.

Technically, Comr. Merrill remains in office until his successor takes his oath of office, it was explained by a White House source last week. However, should a successor fail to be approved before the conclusion of the present session of the 83d Congress, Mr. Merrill's recess appointment will lapse with the end of the Congressional session. President Eisenhower, however, could terminate the recess appointment momentarily if he so wished, since it runs "at the pleasure of the President."

Comr. Merrill stated last Wednesday that he has no plans for the future, but indicated he might vacation for a short time once he leaves his FCC post since he has not had a real vacation during many years of government service. It is understood Comr. Merrill has a sizable accrual of annual leave to his credit as a result of this service.

In a statement prepared for BROADCASTING • TELECASTING, Comr. Merrill said:

I am grateful to the President of the United States for having afforded me the privilege of being on this Commission to serve the American people. It has been among my objectives to make decisions wholly in the public interest, simplify and make current the work of the Commission as well as to eliminate needless procedures and regulations.

The television and radio broadcasting industry has a tremendous responsibility to the American people. I am hopeful that the Commission and the industry will continuously keep in the forefront their public responsibility.

I am also appreciative for the opportunity of having served the American people and the people of my state (Utah) in various other capacities in the public utility field in the past 18 years, including five years of service in Germany in the post-war period. This assignment included organizing and supervising the German communications system (telephone, telegraph, postal, bus transportation, commercial bank, savings bank and radio frequency allocation) with its 300,000 employes, rebuilding its physically destroyed plant, establishing and maintaining it in financial solvency and implementing policies to destroy communist influences.

KOB SSA Extension Proposed In Cunningham Initial Decision

AN INITIAL decision looking toward grant of that part of KOB Albuquerque's application requesting extension of its special service authorization to operate on 770 kc, 50 kw day, 25 kw night, unlimited time, was issued Thursday by FCC Hearing Examiner James D. Cunningham.

The decision also ordered on the FCC's own motion that, until final decision on KOB's application for a regular license to operate on 770 kc with 50 kw unlimited, the station may continue operating under the SSA until expiration of KOB's current license May 1, 1954, which authorizes it to operate on 1030 kc with 10 kw unlimited.

KOB has been operating on the 770 kc with 50 kw since 1941 under succeeding SSAs. WABC (formerly WJZ) New York is regular clear channel licensee of this frequency. The New York ABC outlet has protested the KOB SSA since 1941, claiming interference with its signal.

A pending hearing would decide whether KOB may share 770 kc with WABC permanently. KOB's last SSA for the frequency was made Sept. 30, 1952, for a period of six months [B•T, Oct. 6, 1952]. The KOB case has been before FCC for more than a decade.

'Dorfer' or 'Derfer'?

DOES FCC Commissioner-designate John C. Doerfer pronounce his name 'Dorfer' or 'Derfer'? The answer is either.

Mr. Doerfer told B•T last week that it always had been 'Derfer' but because he has a colleague on the Wisconsin Public Service Commission whose name is Durfee (James R.), most folks switched to 'Dorfer' to avoid confusion.

"I guess it will be 'Derfer' in Washington," he said.

L. A. RED PROBE MAY CONTINUE IN JUNE

UNABLE to hear all 80 witnesses subpoenaed for a Los Angeles hearing last week, a House Un-American Activities subcommittee investigating Communist infiltration in radio, television, motion pictures and other fields, has postponed several appearances. A subsequent Los Angeles hearing may start June 23.

"Friendly" witnesses last week added new names to the known list of alleged past and present party members, but none was identified with radio or television. Testifying last week were Danny Dare, film and TV producer, Max Nathan (Mac) Benoff, radio-TV comedy writer-producer, ex-radio writer Bart Lytton and Mrs. Sylvia Richards.

FCC Approves KFMB AM-TV Sale to Wrather and Alvarez

FCC APPROVAL of the $3.15 million sale of KFMB-AM-TV San Diego by John A. Kennedy to J. D. Wrather Jr. and Helen M. Alvarez was announced last week.

Contract for the transfer was signed Jan. 24 subject to Commission approval [B•T, March 2, Feb. 2]. Mr. Kennedy, who bought the San Diego interests from Jack Gross about two years ago for around $1 million, reportedly is disposing of the facilities because of ill health. He recently sold the *San Diego Journal*.

The transaction calls for payment of $200,000 cash in escrow at time of signing plus an additional $400,000 at FCC approval. The remaining $2.4 million will be paid at the rate of $20,000 per month, the balance hearing 4% interest. Sale includes the newly-remodeled KFMB Bldg. and adjacent property, owned and under lease, covering about a full block. In addition, under terms of the contract Mr. Kennedy will receive a $150,000 retainer over the next five years as a management consultant.

Mr. Wrather is an independent oil producer and heads Wrather Productions, Hollywood. He and Mrs. Alvarez also own KOTV (TV) Tulsa, of which Mrs. Alvarez is general manager.

The KFMB sale was handled by Blackburn-Hamilton Co., station brokerage firm.

Howrey FTC Chaiman

EDWARD F. HOWREY, attorney in the Washington law firm of Sanders, Gravelle, Whitlock and Howrey and well-known in broadcast circles, has been named chairman of the Federal Trade Commission by President Eisenhower. He replaces James M. Mead, who resigned last week. Mr. Howrey was named to the FTC by the President, and approved by the Senate three weeks ago. The new appointment did not require Senate confirmation.

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HERE IN MY HEART *(Al Martino—BBS)*	✓
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JAMBALAYA *(Jo Stafford—Columbia)*	✓
BOTCH-A-ME *(Rosemary Clooney—Columbia)*	✓
GUY IS A GUY *(Doris Day—Columbia)*	✓
LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray—Okeh)*	✓
HIGH NOON *(Frankie Laine—Columbia)*	✓
I'M YOURS *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
GLOW WORM *(Mills Brothers—Decca)*	✓
IT'S IN THE BOOK *(Johnny Standley—Capitol)*	✓
SLOW POKE *(Pee Wee King—Victor)*	✓
WALKIN' MY BABY BACK HOME *(Johnnie Ray—Columbia)*	✓
MEET MR. CALLAGHAN *(Les Paul—Capitol)*	✓
I'M YOURS *(Don Cornell—Coral)*	✓
I'LL WALK ALONE *(Don Cornell—Coral)*	✓
TELL ME WHY *(Eddie Fisher—Hugo Winterhalter—Victor)*	✓
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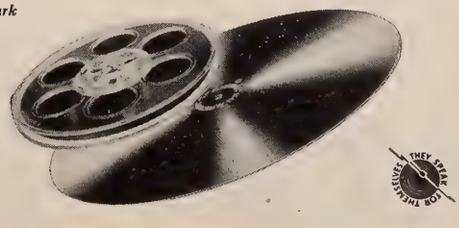
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RCA 'Ike Mikes' Presented at White House

TWO RCA uniaxial microphones that President Eisenhower used during the election campaign were presented Tuesday to the Chief Executive by Frank K. White, NBC president. Mr. White also handed him two reels of kinescopes showing the inaugural ceremonies and parade as well as the inaugural balls. Mr. White discussed proposals for telecasting White House news conferences with the President and his news secretary, James Hagerty.

Accompanying Mr. White during his 9:15 a.m. call were Frank Bourgholtzer, recently named to head the NBC Paris bureau [B•T, March 23] and Ray Scherer, who succeeds Mr. Bourgholtzer as White House correspondent for the network. The President wished Mr. Bourgholtzer good luck on his three-year mission and welcomed Mr. Scherer.

The two tiny microphones used by the President in his campaign are known as "Ike Mikes" by NBC engineers. They were mounted on a plaque bearing the inscription: "The Eisenhower victory microphones. A memento of a 50,000-mile campaign tour beginning Sept. 4, 1952, to Nov. 4, 1952. National Broadcasting Co."

The Model 823 microphones were the only ones used for radio-TV-newsreel-public address pickups on much of the campaign.



TWO new-model "Ike Mikes" developed by RCA and used by President Eisenhower during campaign are presented by Frank K. White, NBC president.

Hofheinz 75% Sale of KTHT Filed at FCC; $600,000 Is Price

HOUSTON'S Mayor-Broadcaster Roy Hofheinz has sold three-fourths interest in KTHT to a group of local businessmen for $600,000, according to the transfer application awaiting FCC approval [B•T, March 23].

While retaining substantial interest in KTHT, Mr. Hofheintz wants to consolidate his capital position and financing for a TV application. The change to corporate structure, according to the application, is because of tax reasons.

The new corporation is called Texas Radio Corp.

Fourteen Houston businessmen, plus Mayor Hofheinz, compose Texas Radio Corp. Among those holding 7½% interest are William Bartholmew Bates, attorney and formerly 55% owner of KCRT Baytown, Tex.; Stephen Power Farish Jr., ⅓ partner in Threeway Drilling Co. (oil well drilling) and ⅓ partner in S. P. Farish & Co.; Alfred C. Glassell Jr., oil and gas production; Floyd C. Karsten, oil production; Frank W. Michaux, oil production; Robert David Straus, executive vice president of Straus-Frank Co. (wholesale distributors), and president and partner in Lee Land Realty Co. and Alexander Bales Bldg. Co., and William D. Southerland, president of Henke & Pillot Inc. Supermarkets.

NBC Control of KOA Hinted In Renewal Delay Request

FCC was asked to defer action on application of KOA Denver for renewal of its license in a petition filed by Curtis B. Plummer, chief of the Commission's Broadcast Bureau. Mr. Plummer said that during proceedings involving application of Metropolitan Television Co. (KOA) for right to build a TV station in Denver on Ch. 4, the question of KOA ownership was raised. He added that extensive evidence on the question whether NBC has retained some control of KOA has been submitted.

KMYR Denver last week asked FCC to defer action on KOA's license renewal on the ground Metropolitan's right to hold a license now involves a "critical" question because of agreements in NBC's sale of KOA. This ownership question should be resolved first, KMYR contends. A week before KMYR had asked FCC to reopen the record in the Denver Ch. 4 TV hearing on the ground it had new evidence on KOA's program practices [B•T, March 23].

WPTZ NBC Affiliation Valued At $5 Million in Application

FORMAL application was tendered at FCC last week for approval of the $8.5 million sale of WPTZ (TV) Philadelphia by Philco Corp. to Westinghouse Radio Stations Inc. [B•T, Feb. 23].

Breakdown of the $8.5 million sale price shows that all physical assets (land and equipment) are being sold for $2 million; goodwill, $1.5 million, and NBC-TV affiliation contract, $5 million.

Westinghouse already has sent Philco a check for $500,000, but this money will be returned to WRS if the Commission fails to approve the transfer before Aug. 1.

The transfer application also revealed that WRS expects the yearly operating cost of WPTZ (TV) to total $2,090,000, with total revenue of $3,850,000.

Congressmen Show Interest In Costs of Color Sets

COSTS of color receivers intrigued members of the House Commerce Committee investigating the status of color TV last week.

Estimates for a combination color and black and white set ranged from 50% higher than today's black and white receivers, falling down to about 25% above today's prices, by RCA's E. W. Engstrom, to the flat prediction that color-black-and-white TV receivers would always cost about half as much again as today's sets, by DuMont's Dr. Allen B. DuMont.

All witnesses agreed that conversion of today's monochrome sets for compatible color was economically out of the question. Costs would be as much as the original price, they estimated. Most people would wait until they were ready for a new set, then buy a combination set, they agreed.

Adaption and conversion of existing monochrome sets for the field sequential system of color TV is possible, both CBS' Frank Stanton and Chromatic Television's Richard Hodgson declared. Both said it would cost about $100 to transform a black-and-white receiver into a color set capable of receiving the field sequential signals.

"HE PROFITS MOST WHO SERVES BEST"

—Rotary International

For the fourth consecutive year (1952-'53) KFH has been awarded First Place for its Public Service by Billboard Magazine's distinguished list of judges.

This simply means that KFH is a radio station with high standards . . . a good radio station. It is highly respected, nationally and locally. This has been proved by all audience measurement standards.

KFH reaches most of the people most of the time and all of the people some of the time. Advertisers profit most by using the station which serves Wichita and greater Kansas best . . . KFH.

FRANK V. WEBB, Vice-President and General Manager

On May 26, 1953, KFH Celebrates Its 31st Year of Community Service

KFH CBS WICHITA KANSAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

1949 — 1950



1950 — 1951



1951 — 1952



1952 — 1953



WHEN TELEVISION



gives complete coverage

BECAUSE

ITS POWER IS NOW A FULL 190,000 WATTS

NOW THE MOST POWERFUL TV STATION IN NEW YORK STATE

HIGHEST TOWER IN CENTRAL NEW YORK STATE

REACHES 26 COUNTIES IN THE HEART OF NEW YORK STATE

SEE YOUR NEAREST KATZ AGENCY

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT
A MEREDITH STATION

GOVERNMENT

FCC Dismisses Zenith Protest In WBBM-TV Renewal, Sale

PROTEST by Zenith Radio Corp. against renewal of license of WBBM-TV (formerly WBKB) Chicago and approval of the sale of that station to CBS [B•T, March 23] was dismissed by the FCC last week.

Commission held that the "protest" provisions of the Communications Act applied only to grants made without hearing. Since WBBM-TV's license renewal and transfer to CBS were made after a hearing, FCC said Zenith erred in the following protest procedure.

Comr. Frieda B. Hennock dissented, holding that Zenith had a right to protest since no hearing had been held on the change of WBBM-TV from Ch. 4 to Ch. 2. This was ordered by FCC in its new allocations decision.

Commission called attention to Zenith petition for reconsideration in the same case [B•T, Feb. 23], and said it was still under consideration. Zenith claims that FCC must hold a hearing on its application for Ch. 2 in Chicago, in competition with WBBM-TV. Commission dismissed Zenith's application when it decided multi-faceted Paramount case [B•T, Feb. 16].

KGON, KVAN File Findings In Portland Ch. 21 Case

PROPOSED findings were tendered to FCC Hearing Examiner Elizabeth C. Smith last week by contestants in the comparative hearing for ufh Ch. 21 at Portland, Ore., the shortest proceeding of its kind, thus far, in number of hearing days. Competitors are KGON Portland and KVAN Vancouver, Wash. The hearing opened Oct. 1, 1952, and closed Feb. 9, 1953, and ran 11 days [B•T, March 16].

The Chief of FCC's Broadcast Bureau, in his proposed finding, concludes both proposed TV stations should be in accord with FCC's rules and neither is to be preferred for engineering reasons.

FCC Denies WLAN Motion In Lancaster Controversy

FCC last Wednesday denied a motion by Peoples Broadcasting Co. (WLAN) Lancaster, Pa., asking that issues in its controversy with WGAL-TV Lancaster, Pa., be changed and enlarged. WLAN and WGAL-TV are competing for the Ch. 8 facility in Lancaster.

Commission refused to strike from its hearing order the finding that WGAL Inc. is legally qualified to build and operate a Ch. 8 station. It denied a plea to add issues about multiple ownership and concentration of media, contending the issues now specified are adequate. The hearing order was amended to specify the FCC "cannot now determine whether Peoples Broadcasting Co. is financially and otherwise qualified."

Murrow Testifies on VOA

U. S. overseas information program, which includes Voice of America, should be separated from State Dept. jurisidiction and operated by professional newsmen rather than "striped-pants diplomats," according to Edward R. Murrow, CBS commentator. He appeared Thursday before a Senate Foreign Relations subcommittee headed by Sen. Bourne B. Hickenlooper (R-Iowa). Ben Hibbs, editor, *Saturday Evening Post,* also testified.

STATIONS

STORER OFFICES SHIFT TO FLORIDA

Board also elects George B. Storer Jr. to vice presidency as broadcasting company plans concentration of executive functions in Miami Beach.

CONSOLIDATION of all Storer Broadcasting Co. executive functions in a new headquarters at Miami Beach was announced Thursday by President George B. Storer.

Simultaneously, the company's board of directors, meeting in Miami, announced the election of George B. Storer Jr. to the position of vice president of the parent company. He also will continue as managing director of KEYL (TV) San Antonio and as vice president of the San Antonio Television Co., KEYL licensee.



Mr. Storer Jr.

Plans for the concentration of executive operations in Miami Beach call for construction of a new building on Kane Concourse, Bay Harbor Island. It is expected to be ready for occupancy in mid-September.

All home office personnel, who have functioned in Birmingham, Mich., Toledo, and Miami Beach, will be transferred to the new location. Moving from the Birmingham office will be George B. Storer, president; Lee B. Wailes, executive vice president; Glenn Boknday, director of engineering, and the secretary and assistant secretary of the parent company with their respective staffs. Transferring from Toledo will be J. Harold Ryan, treasurer; Harry Steensen, assistant treasurer and comptroller, their immediate staffs, and accountants, clerks and bookkeepers.

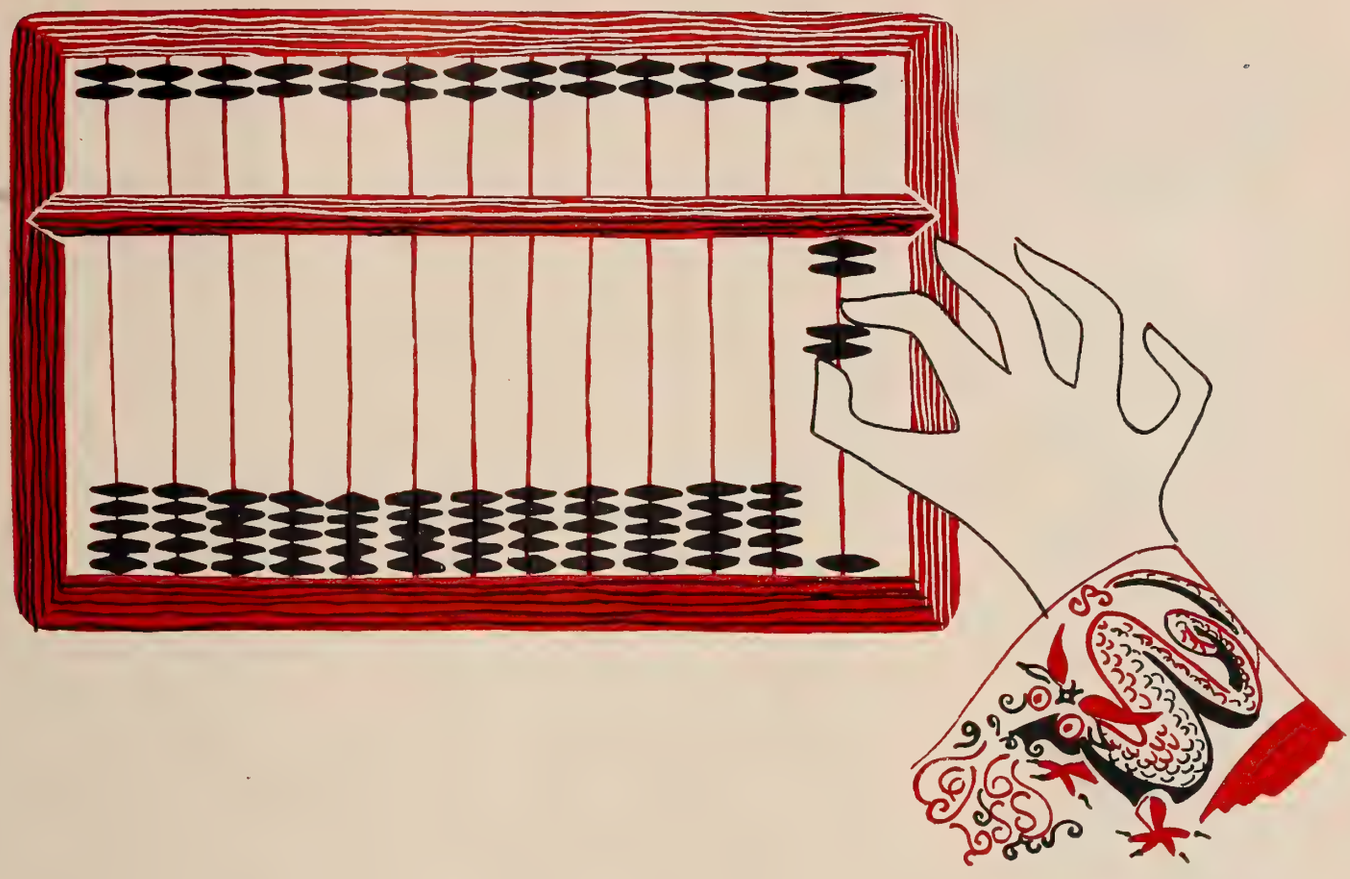
N. Y., Chicago Offices Stay

Storer offices in both New York and Chicago will remain in those cities, it was announced, because of their proximity to agencies and advertisers. The New York office, preparing to move to the new five-story Storer House, 118 East 57th St., is headed by Tom Harker, vice president and national sales director, with Arthur C. Schofield as advertising and sales promotion manager. Chicago office, under Midwest sales manager Bob Wood, will remain at 230 North Michigan Ave.

A recent reorganization of the company set up two operating districts. Stanton P. Kettler, as southern district vice president, will headquarter in the new home office building, and William Rine, northern district vice president, will make his office in Detroit.

George B. Storer Jr., eldest son of the president, assumed his post as managing director of KEYL(TV) in October 1951. He previously served with the Storer TV engineering department in Birmingham and as manager of WAGA-AM-TV Atlanta.

Mr. Storer has been a member of the company's board of directors for the past two years. He also is a director of the Standard Tube Co., Detroit, and the San Antonio Television Co.



This formula is so simple it scares you.

For eighteen years The Killian Company has been one of WMT's most successful—and consistent—advertisers. Their formula: lucid commercials tagged to a first-rate newscast.

One of their projects was the promotion of an authority on home decorating, Richard Gump. For one week, fifteen spots augmented the daily newscast, urging listeners to attend a lecture in the store.

Three thousand people turned up. Every floor in the store was crowded. Most who attended couldn't get near the speaker—had to hear him over the p.a. system.



Moral: 2 + 2 = 4, consistently.

Represented nationally by Katz • Basic CBS Network • 600 kc • 5000 watts

COMING SOON

NEW
POWER
200 kw

NEW
COVERAGE
709,648 Sets

NEW
CHANNEL
To 10 from 11

Authorized changes will be made this spring, pinpointing your persistent salesman in the prosperous Southern New England Market.



WJAR-TV
CHANNEL 11
PROVIDENCE

Represented Nationally by
WEED TELEVISION

KVTV (TV), WICC-TV UNDERWAY SUNDAY

TWO more television stations were slated to take the air this past weekend, while a third outlet—delayed from its original test pattern start—hopes to commence within a few days.

WKST-TV New Castle, Pa., was thwarted in its efforts to begin programming over the weekend because a snowstorm last Thursday prevented hoisting the station's antenna to the top of its tower. A spokesman for the uhf Ch. 45 outlet said programming probably will begin this week. Representative is Meeker TV Inc.

KVTV (TV) Sioux City, Iowa, vhf Ch. 9, was to have begun programming yesterday (Sunday). Owned and operated by Cowles Broadcasting Co., the station is represented by the Katz Agency and is a CBS-TV affiliate.

WICC-TV Bridgeport, Conn., also was to have started yesterday. Film and network features are planned for the first two weeks of operation, to be followed by live programming. The uhf Ch. 43 station, represented by Adam Young, operates from 4:30 p.m. to 11:15 p.m. and is an ABC-TV affiliate.

Stations which expect to begin commercial programming Wednesday are: KCJB-TV Minot, N. D., KELO-TV Sioux Falls, S. D., KFDA-TV Amarillo, Tex., KFDX-TV Wichita Falls, Tex., and WLEV-TV Bethlehem, Pa. [B•T, March 23].

Of last week's new television station permittees, Rex Howell, president and general manager, KFXJ-TV Grand Junction Colo., vhf Ch. 5 grantee, told B•T he plans to build "slowly but permanently."

"We have no desire to begin operations until we have completed our installation of the station with assurance of maximum service," Mr. Howell said.

"Tentatively, we have set May 1, 1954, as possible starting date as that will mark our 28th anniversary," he said.

Construction of a completely new building adjacent to KFXJ-AM is planned, Mr. Howell reported. Equipment is on order from RCA, and by July it is expected that enough equipment will be on hand to set up studio operations to train personnel.

KFXJ's national representative is the Hal Holman Co. Network affiliation is planned, Mr. Howell said.

Others plan starting dates as early as next June.

Herbert Mayer, president of the Empire Coil Co., grantee for uhf Ch. 67 in Indianapolis, Ind., told B•T he is planning to be on the air there in October. RCA equipment will be used, he said. As yet no arrangements have been made for network affiliation and national representation.

Frank Carman, one of the principals of Utah Broadcasting & Television Corp., vhf Ch. 2 grantee in Salt Lake City, said starting date has been set for next fall. George Hollingbery Co. will be the national representative and the station will be an ABC-TV affiliate. RCA equipment has been ordered.

L. L. McCurnin, general manager of the Minnesota-Iowa Television Co., vhf Ch. 6 grantee for Austin, Minn., said the target date has been set for June 14. The station will use DuMont transmitter and RCA antenna. John E. Pearson TV Inc. will be the national representative. Mr McCurnin said network affiliation is to be determined.

KPRC-AM-TV Dedicates New Radio-TV Center

TEXANS yesterday (Sunday) saw KPRC-AM-TV Houston's new radio-television center and met its 150 employes in a tour conducted by Jack Harris, vice president and general manager.

Ceremonies marked opening of the center and KPRC-TV's temporary increase to 65 kw effective radiated power. It is scheduled to go to 100 kw maximum upon erection of a 750-foot tower with a six-bay antenna. The new 40,000-sq.-ft. air conditioned structure includes a two-story administration section, TV studios and facilities, radio studios, a cafeteria and a property room 40 by 100 ft.

Designed basically by Paul Huhndorff, chief engineer, the structure provides for a year-around garden studio 42 by 60 ft., in the center of an open square. Two other TV studios, A and B, each have more space than the entire television studio space in the old plant. A, 40 by 70 ft, houses eight permanent sets and can seat an audience of 200. Both A and B, 40 by 50 ft., have separate control rooms with dual facilities.

Each studio has a rear screen projector, viewing booths and 12 "tracked" microphones. The center has a 350-sq. ft. conference room, three film preview rooms and three "memory" booths for announcers and actors. The radio section includes four studios.

Visitors for ceremonies included Harry Bannister, NBC vice president in charge of station relations, who presented KPRC a plaque for 25 years of NBC affiliation; Edward Petry of the station representative firm of the same name; Hugh Halff, WOAI San Antonio; Martin Campbell, WFAA Dallas; P. A. Sugg, WKY Oklahoma City; Harold Hough and George Cranston, WBAP Fort Worth, and Ogden Knapp, NBC.

* * *



KPRC-AM-FM-TV Houston's call letters stand out sharply at the stations' new radio-television center, as shown in this sketch. Building was dedicated yesterday.



You're in the picture...

for everybody in America lives better because we have railroads which, every day in the year, haul for you—and for every other man, woman and child in the country—an average of more than 10 tons of freight a mile.

That's more freight than is moved by all other forms of transportation put together—and it is moved at a lower average cost than by any other form of general transportation.

Last year, for the sixth time in a row, railroad freight trains set a new efficiency record—hauling more goods, on the average, and hauling them faster, than ever before.

And these trains are important to you because they help keep down the cost of the things you eat, wear and use—and help make your highways safer and longer lasting.

Association of American Railroads

WASHINGTON 6, D. C.

You'll enjoy THE RAILROAD HOUR every Monday evening on NBC.

COMPARATIVE NETWORK SHOWSHEET © 1953 by Broadcasting Publications Inc.

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	TBA	Amer. Bakers Theatre of Stars (199)	Libby, McNeill & Libby Nick Carter	Hy Gardner Calling
6:15	Lorillard Monday Morning Headlines (328)	"	6:25 State Farm Ins., C. Brown	Meet the Veep
6:30	Co-op George Sokolsky	Palmolive Soap Our Miss Brooks (203)	Squad Room	Juvenile Jury S
6:45	Vacationland U.S.A.	"	"	"
7:00	Songs by Eddie Fisher S	Ameri. Tobacco Jack Benny (209) R	Treasury Varieties	My Son, Jeep S
7:15	The Three Suns S	"	"	"
7:30	TBA	Rexall Drug Amos 'n' Andy (210)	Little Symphonies	Aldrich Family
7:45	"	"	"	"
8:00	American Music Hall S From 8-9 p.m.	Richard Hudnut Charlie McCarthy Show (210) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)
8:15	"	"	"	"
8:30	"	Philip Morris My Little Margie (200)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)
8:45	"	"	"	"
9:00	Gruen Walter Winchell (325)	Hall Brothers Hallmark Radio Hall of Fame (194)	U. S. Marine Band	"
9:15	Lorillard Taylor Grant News (328)	"	"	"
9:30	Melody Highway S	Escape	Answers For Americans (S)	Chesterfield L&M Dragnet (171) R
9:45	Alistair Cooke S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	Quiz Kids	Great Day Show	Barrie Craig Confidential Investigator OT*
10:15	Gloria Parker Show S		"	"
10:30	Science Editor S	10:35-45 p. m. Edw. P. Morgan-News	Music of the People	Meet the Press
10:45	Looking Into Space S	Listen To Korea UN Report	"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Coast Guard Show S	Dance Orchestra	Dance Orchestra	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Beulah	Co-op Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Junior Miss	Dinner Date S	No Network Service
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Amer. Home Products Gabriel Heatter	Miles Labs News of World (166)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (193)	The Falcon	AA of RR's Railroad Hour (192)
8:15	Field & Stream S	"	"	"
8:30	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (170) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)
8:45	"	"	"	"
9:00	Met. Opera Auditions S	Lever Brothers Lux Radio Theatre (183)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
9:15	"	"	"	"
9:30	Solo & Soliloquy S	"	Co-op On and Off The Record	Cities Service Band of America (113) N
9:45	"	"	"	"
10:00	News of Tomorrow Wine Corp. 180	R. J. Reynolds Bob Hawk Show (185)	A. F. of L. Frank Edwards (151)	Chevrolet Dinah Shore
10:15	Dream Harbor S	"	Elton Britt	Work in the Night
10:30	Laurence Welk Treasury Show (see footnote) S	Trout 10:30-35 Ford (105)	Dance Orchestra	John Cameron Swayze
10:45	"	Cedric Adams Sonotone (150) Three Suns	"	Al Goodman's Orchestra 10:35-11
11:00	Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15	"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	(Junior Miss)	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	Jo Stafford Show	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
8:00	Sparring Partners Attorney S	Mars Inc. People Are Funny (190)	Mickey Spillane Mystery*	TBA
8:15	"	"	* "	"
8:30	Paul Whiteman Teen Club S	Halo, Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	Red Skelton * OT
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wrigley Johnny Dollar (194)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)
9:15	"	"	"	"
9:30	"	R. J. Reynolds My Friend Irma (185)	Co-op On and Off The Record	Reynolds Metals Fibber McGee & Molly (180)
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
10:00	News of Tomorrow Wine Corp. 180	C-P-P, L.Parsons 15 min. (197)	A. F. of L. Frank Edwards (151)	P. Lorillard Two for the Money (190)
10:15	Dream Harbor S	Doris Day	Falstaff Thompson & His Valley Boys	"
10:30	The Embers (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams 10:35-45 Three Suns	Bands For Bonds	John Cameron Swayze
10:45	"			First Nighter S
11:00	Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WEDN

	ABC	CBS
6:00 PM	Not in Service	Metro. Life In Allan Jackso (30)
6:15	"	Cook Interviews Asia
6:30	"	No Service
6:45	"	P&G-Ivory Lowell Thoma (107) R
7:00	Co-op Headline Edition	Beulah
7:15	Co-op Elmer Davis	(Junior Miss
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Sh
7:45	" (See Footnote)	Am. Oil-Hamm Ed. R. Murro (98)
8:00	Sterling Mystery Theatre (325)	Brylcreem P & Nestle Co. FBI in Peace War (194
8:15	"	"
8:30	Life Begins At 80 Beltone 100	Chesebrough Dr. Christian (186) R
8:45	"	"
9:00	Co-op Mr. President	Philip Morri Playhouse (1
9:15	"	"
9:30	Co-op Crossfire	J. Montenie What's My L (128)
9:45	"	"
10:00	News of Tomorrow Wine Corp. 180	December Bride The Lineup
10:15	Dream Harbor S	"
10:30	Latin Quarter Orchestra S (see footnote)	Ford-Trout 10:30-35 (103 Cedric Adam
10:45	"	Dance Orchestra
11:00	Frank & Jackson S	News
11:15 PM	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	11:30-35 a. m. Peter Hackes & The News	"	TBA
12:00 N	News S	Europe Story	College Choirs	Sammy Kaye's Sunday Serenade
12:15 PM	Brunch Time S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Co-op Merry Mailman	"
1:00	Churches of Christ Herald of Truth (108)	String Serenade	Vandevanter & The News S	Youth Wants to Know
1:15	"		J. R. Wood Lanny Ross	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	O-Cedar Corp. Breakfast Club (M-F-W) (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
9:30	"	"	"	Thy Neighbor's Voice
9:45	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
10:00	Sterling Drug My True Story (212)	Snow Crop Cons. Cosmetic Godfrey (194) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"	Star-Kist Owens-Corning Godfrey (192) R	Mutual Music Box	"
10:30	General Mills Whispering Streets (224)	Lever Bros. Frigidaire-Arthur Godfrey (190) R	10:35-11 Co-op Jack Kirkwood	Campbell Double or Nothing (147)
10:45	Durkee Foods When A Girl Marries (165)	Pillsbury Arthur Godfrey (193) R	"	"
11:00	TBA	National Biscuit Toni-Arthur Godfrey (192) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
11:15	"	Liggett & Myers Arthur Godfrey (204) R	Queen For a Day	"
11:30	Live Like A Millionaire Toni	Contnl. Baking Grand Slam (53)	Tu & Th Quaker Wed.-A. C. Weber	C-P-P Bob & Ray (183)
11:45	Toni (Tu-Th) ¼ hr	P&G Ivory Snow Rosemary (143)	M-F 11:45-12 P. Lorillard	Gen. Foods Bob Hope (140)
12:00 N	Durkee Foods News-Gardiner 12-12:10 (165)	General Foods Wendy Warren (158)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	Valentino S	Lever Bros. Aunt Jenny (168)	Johnson & Son News (12:15-12:25)	"
12:30	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (184)	Swift All Sweet Music Box	"
12:45	Not in Service	Whitehall Our Gal Sunday (177)	Faith In Our Time	"
1:00	Co-op Paul Harvey	P&G Ivory Road of Life (151)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15	"	No Service	"	Howdy-Doody 8:30-9:30 a.m.*
9:30	Skinner Mfg. Co. 9:30-10 (36)	Ferry-Morse Garden Gate (197)	"	Mind Your Manners
9:45	"	Milner, Robt. Q. Lewis (100)	"	"
10:00	"	Animal Fdtn. Galen Drake (77)	Miscellaneous Program S	Archie Andrews S
10:15	"	TBA	"	"
10:30	Ralston Space Patrol (284)	Let's Pretend	Dixie Four Quartet	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	TBA	Cream of Wheat Grand Central Station *(124)	11:00-11.25 Sylvan Levins Music Meeting	My Secret Story
11:15	"	"		"
11:30	Eddie Fisher Show S	Cannon Mills Give & Take (154)	Farm Quiz	Modern Romances S
11:45	"	"		"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (190)	Quaker Man on the Farm	News (12-12:05)
12:15 PM	"	"	"	Dude Ranch Jamboree (12:05-12:30) S
12:30	American Farmer S	Carnation, Stars Over Hollywood (195)	5th Army Band	Coffee in Washington
12:45	"	"	"	"
1:00	Navy Hour S	Toni Fun For All (200)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)
1:15	"	"	"	"

DA

	ABC
1:30 PM	National Vespers S
1:45	"
2:00	Pan American Union S
2:15	"
2:30	Lone Pine & Mountaineer S
2:45	"
3:00	Marines In Review S
3:15	"
3:30	Dr. Billy Grah Hour of Decis (229)
3:45	"
4:00	Gospel Bestg. Old-Fashione Revival Hr. (2
4:15	"
4:30	"
4:45	"
5:00	This Week Around The World S
5:15	"
5:30	Goodyear Greatest Sto (323)
5:45 PM	"

FOR APRIL 1953

DAY

MBS	NBC
Repeat of Kid Strips	Kaltenborn
"	Bill Stern's Sports Review (MM)
"	No Network Service
"	Sun Oil Co. 3-Star Extra (34)
ton Lewis jr. (342)	Pure Oil Co. News Parade (34)
Co-op en's Corner	No Network Service
mer. Home Products abriel Heatter	Miles Labs News of World (168)
Co-op 7:45-7:55 tual Newsreel	Miles Labs 1 Man's Family (166) Rp
rime Files of Flamond	R. J. Reynolds Walk A Mile (179)
" *	"
(Co-op) rime Fighters	Kraft Gildersleeve (160)
"	"
mily Theatre	DeSoto Plymouth Dealers, Groucho Marx Show (191)
"	"
On and Off The Record	Amer. Cig. & Cig. Big Story (191)
"	"
A. F. of L. ank Edwards (26)	Gen. Foods Bob Hope (140)
Elton Britt	"
Dance Orchestra	John Cameron Swayze
"	Dangerous Assignment *M-M. 10:35-11
Co-op Baukhage Talking	No Network Service
U.N. Highlights	News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G–Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
Co-op Elmer Davis	Junior Miss	Co-op Rukeyser Reports	No Network Service
General Mills Silver Eagle (137)	Jo Stafford Show	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
The Top Guy S	Brylcreem P & G, Nestle Co. Meet Millie (196)	Official Detective	General Foods Roy Rogers (162)
"	"	* "	" News 8:25
Heritage! Alt. Wks. S	Cathy & Elliott Lewis Onstage	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)
"	"	"	"
Tales of Tomorrow S	Andrew Jergens Time for Love (137)	(Admiral) Life Is Worth Living	Pet Milk Truth or Consequences (166)
"	"	"	"
Time Capsule S	Gen. Elect. Bing Crosby (205)	On and Off The Record	Eddie Cantor Show S
"	"	"	"
News of Tomorrow Wine Corp. 180	Amer. Tob. Horace Heidt (208)	A. F. of L. Frank Edwards (151)	Judy Canova (OT) *
Gene Pringle's Orchestra S	"	Falstaff Thompson & His Valley Boys	"
The Embers (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams	Dance Orchestra	John Cameron Swayze
"	Dance Orchestra	"	Jane Pickens Show 10:35-11 Co-op
Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
"	Cook Interviews Asia	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G–Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
Co-op Elmer Davis	Junior Miss	Dinner Date	No Network Service
Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Union Pharmaceutical Gabriel Heatter	Miles Labs News of World (168)
" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
Michael Shayne S	Brylcreem P & G, Nestle Co. Mr. Keen (196)	Movie Quiz	All-Star Bands For Bonds
"	"	* "	"
Fun For All Toni	Mr. Chameleon	(Co-op) True or False	Name that Tune S
"	"	"	"
Adventures of Ozzie & Harriet Lambert & Hotpoint (325) (alt. sponsors)	There's Music in the Air	Co-op Rod & Gun Club of the Air	Challenge of the Prisons
"		"	"
Electric Cos. Meet Corliss Archer (325)		On and Off The Record	"
"		"	"
Gillette Cavalcade of Sports (325)	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	Chevrolet Dinah Shore
"	"	Falstaff Thompson & His Valley Boys	Words in the Night
	Ford-Trout 10:30-35 (103) Cedric Adams	Dance Orchestra	John Cameron Swayze
News of Tomorrow S (See Footnote)	Dance Orchestra	"	Radio City Previews 10:35-10:45 Pro and Con
Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Una Mae Carlisle S	Edw. P. Morgan News	Otto Thurn's Orchestra	News from NBC
Buddy Weed Trio S	UN on the Record	"	H. V. Kaltenborn MM
Co-op Bob Finnegan Sports	Saturday Sports Roundup	(Co-op) Hume Dixon Country Editor	NBC Symphony Orchestra
Labor-Management S	Larry LeSeuer News	Dinner Date	"
"	Broadway Is My Beat	Co-op Al Helfer	"
Women In Uniform S	"	Report From The Pentagon	"
Dinner At The Green Room S	R. J. Reynolds Vaughn Monroe (181)	Down You Go (7:30-7:55)	Your Mental Health
"	"	State Farm Auto Ins. Co. C. Brown	"
Dancing Party S	Wrigley Gene Autry (186) R	Wildroot 20 Questions	Inside Bob & Ray
"	"	20 Questions S	"
"	GF-Post Cereal Tarzan (94) R	Co-op Virginia Barn Dance	Medicine USA 1953
"	"	"	"
"	General Foods Grapenuts Gangbusters (162) R	(Co-op) New England Barn Dance Jamboree	Pee Wee King S
"	*		"
"	Gunsmoke	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)
"	"	"	"
Saturday at Shamrock S	Saturday Night Country Style	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)
"		"	"
Perspective	10:30-35 News-Edw. P. Morgan	"	M. Willson's Music Room S
"	Saturday Night Country Style	"	"
News S	News	News	News from NBC
The Playboys S	Dance Orchestra	Dance Orchestra	Alex Dreier News

TIME

SUNDAY

CBS	MBS	NBC
Syncopation Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
"	"	"
Longines-Wittnauer Symphonette (162)	Bandstand USA	The Catholic Hour
2:25-30 p. m. News	"	"
Chrys-Overland Motors Inc New York Philharmonic Symphony (194)	US Military Academy Band	American Forum of the Air
"	"	"
"	Top Tunes with Trendler	Critic at Large
"	"	Youth Brings You Music
"	Peter Salem	Mutual Ben. H&A On the Line w Considine (183)
"		Elmo Roper
Maggie-King Size America Calling (85) Off 4/12	Under Arrest	G. I. Joe S
"	"	"
4:30-35 GA Labs. A. Godfrey Sunday Hour (199)	4:55 Scholl Mfg. Dr. Scholl's News	Jason and the "Golden Fleece"
"		"
Kingan Arthur Godfrey Varidable (107)	Wildroot & Sylvania The Shadow	The Chase
"	"	"
GM-Cadillac Symphony (66)	Motorola (alt. wks.)	Gulf Oil Co. Counterspy (135)
5:55-6 p. m. Smotone (165) Cedric Adams	True Detective Mysteries	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not In Service	P&G Crisco Dr. Malone (159)	Luncheon with Lopez	Co-op Home Edition of The News S
"	P&G Duz Guiding Light (158)	"	Wesson Oil Dr. Paul (61)
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (141)	Say It With Music	No Network Service
"	P&G Tide Perry Mason (168)	2:25 Johnson & Son, News	Jane Pickens
Tennessee Ernie S (See Footnote)	Toni, Seeman Nora Drake (193)	MWF Sustaining M. Johnson Tu&Th Pequot Paula Stone	Armour (191) Dial Dave Garroway
"	P&G Ivory Fl. Brighter Day (166)	No Network Service	Kukla Fran & Ollie K. Baughart 2:55
"	Miles Labs Hilltop House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)
Toni Co. (128)	Lever, Kellogg Houseparty * (187) R	"	P&G Road of Life (163)
"	Pillsbury House Party (184) R*	"	P&G Pepper Young (166)
"	Quaker *A. Jemina (117)	"	P&G Right to Happiness (163)
General Mills Cal Tinney (274)	Gen. Fds.(4-4:05) Cole (46)* Robt. Q. Lewis (85)	M-F Music With Bruce & Dan M-F 4:30-5 p. m.	P&G Backstage Wife (175)
"	MTW Chicagoan ThF St. Louis Matinee	Lucky U Ranch	Sterling Drug Stella Dallas (151)
Jack Owens Show S	Treasury Bandstand	M–Bobby Benson 5-5:15 Sustaining 5:15-5:30 Kraft	Sterling Drug Young Widder Brown (151)
"	"	"	Manhtn. Soap Woman in My House (181)
Co-op Big Jon & Sparkie	4:55-5 News	Tu&Th Quaker Sgt. Preston of the Yukon	Whitehall† Just Plain Bill (143)
Fun Factory S	5-5:45 p.m. No Service	W&F Songs of the B-Bar-B	Whitehall Front Page Farrell† (138)
"	"	5:30-5:55 M-W-F Kellogg Wild Bill Hickok Tu&Th Derby Sky King	C-P-P Lorenzo Jones (191)
Ronnie Kemper S	Miles Labs Curt Massey Time (148) R		Ex-Lax Inc. Doctor's Wife (172)

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Carter City Hospital (156)	1:30-2:25 Symphonies For Youth	U. S. Army Band S
"	" *	"	"
Texas Co. Met. Opera (350)	Hormel & Co. Music with H. Girls (123)	"	U. S. Marine Band S
"	"	2:25 Johnson News	"
"	Make Way For Youth	101 Ranch Boys	Symphonic Adventure S
"	"	"	"
"	Report From Overseas	Bandstand USA	What's the Score
"	Adventures In Science	" 3:25 Johnson News	"
"	Farm News Co-op	Sports Parade	Design For Listening
"	Correspondents Scratchpad	"	"
"	Eddie Fisher Army Show	Salute to the Nation	Treasury of Music
"	"	"	"
"	Treasury Show	Mac McGuire Show	Robert Armbruster & His Music
"	Eddie Fisher Show	"	"
Roseland Ballroom Orch. S	Washington U.S.A.	Walter Preston's Show Shop	Big City Serenade S
"	"	"	"
"	Saturday at the Chase	"	Author Speaks S
Club Aluminum Club Time (20)	"	5:55-Johnson & Son News	Public Affairs S

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced BP repeat performance. Time EST.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News, (332).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Gatherin' (107).
8:30-8:45 a.m., M-F, Pillsbury, Jack Hunt (33).
11:00-11:05 a.m., Sat., Campana, Shadel (189)
1:55-2 p.m., Sat. Gen. Foods, G. Drake (156).
Tu. 3:15-30 p.m., Fri. 3:30-45 p.m.
3:30-45 p.m., Tu. & F., Kellogg, House Party.
3:55-4 p.m., M., W., F., Toni Co. It Happens Every Day (173).
Seeman Bros. (167). It Happens Every Day on Tu. Th.
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (159)R.
11:30-11:35 a.m., Sun., Bill Shadel (S)
3:30-45 p.m., M-Th., Pillsbury, House Party (167)
3:15-30 p.m. M. W. Th., Lever—House Party (177).
3:15-30 p.m., Fri., Gr. Giant, House Party (172).
3:45-55 p.m., M. W. F., Quaker Oats, Aunt Jemima. Home Folks (123).
Sun. 4:55-5 p.m. Sonotone-Cedric Adams (142 sta.)
4-4:05 p.m., M-F, Gen. Fds., Robt. Q. Lewis (86)
3:45-55 p.m., Tu. Th., Sunshine Sue

MBS—Titus Moody Speaking—7:55-8:00 p.m. M-W-F—Sustaining. T & Th—Wildroot Co.
8:55-9 a.m., M-F Gabriel Heatter-VCA Labs.
10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson
11:25-11:30 a.m., M-Sat., Johnson & Son, News
Mon.-Sat. 3-3:05 p.m. M.-S.-Burlington Mills—Cameo Lady Talk
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mutual-Multi-Message Plan—Participating sponsors: Mon.-Fri. 8-8:30 p.m. programs—General Mills; Mon.-Tues.-Thurs. 8-8:30 p.m. Programs—R. J. Reynolds.
Game of the Day—Mon.-Sun. Approx. 2-4:30 p.m. Regional Net.—Falstaff Brewing & Co-op.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.
†Whitehall sponsors Just Plain Bill & Front Page Farrell Alternate Days
* MM—"Minute Man" Programs.
* OT Operation Tandem—Emerson Drug & Knowmark Mfg.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
March 30, 1953



—E. J. (Eph) Davis, Manager of Traffic and Order Dept., with new Caterpillar DW20 Tractor

"This Cat will never be an orphan!"

"Construction men work against deadlines. If machinery can't be serviced —regardless of age—with genuine manufacturer's parts, they don't want it. It's an 'orphan'!

"This can't happen when it's Caterpillar-built.

"If the Caterpillar dealer is temporarily out of stock, he can get any part practically overnight—by Air Express! Air Express speed, closely coordinated with our Special Order department, gives all domestic Caterpillar dealers—over 375 stores—complete parts service for every model ever built. It gives them an 'inventory' of some 80,000 different parts!

" 'Down time' is cut to the minimum . . . machine life extended to the maximum . . . with the help of Air Express speed and dependability.

"That's why Caterpillar dealers frequently tell us 'Ship it Air Express'—averaging more than 18 times a day!"

Air Express gets there first—and often *saves money,* too! In many weights and distances, rates are *lowest* of all commercial air carriers!

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.



AIR EXPRESS

GETS THERE FIRST

via U. S. Scheduled Airlines

KGUL-TV TAKES AIR WITH 235 KW SIGNAL

KGUL-TV Galveston, Tex., began commercial operation March 22, with James Stewart, movie actor and minority stockholder of the station, acting as the m.c.

The 235-kw station, claiming to be the highest-powered operation in the Southwest, operates on Ch. 11 and is represented nationally by CBS TV Spot Sales. A basic CBS-TV affiliate carrying ABC and DuMont shows as well, KGUL-TV's initial weekly commercial schedule includes 16 hours of CBS network time and two hours each from ABC and DuMont.

Paul E. Taft is president and general manager of the Gulf Television Co., licensee of KGUL-TV. Other executives: Ray Jones, assistant to Mr. Taft; Henry Williamson, program director; George Smith, chief engineer, and Bud Johnson, film director. V. W. McLeod is secretary-treasurer and a director, and T. G. Blocker Jr. and R. Lee Kempner are directors also.

Participating in the formal dedicatory program were Merle Jones, CBS-TV vice president in charge of stations and general services; John Paul Goodwin, Houston agency man and applicant for Ch. 13 there; Arthur Scharfeld, Scharfeld, Jones & Baron, Washington attorneys for KGUL-TV; Mayors Roy Hofheinz of Houston, Herbert Y. Cartwright, Galveston, L. A. Robinson, Texas City, and City Manager Darwin Middleton of Baytown.



Stockholder Jimmie Stewart greets President Paul E. Taft of Gulf Television Co.

Kelly Becomes Station Mgr., Dougherty Sales Mgr. at WSRS

JOHN D. KELLY has been promoted to station manager of WSRS Cleveland Heights, Ohio, the outlet's president and founder, S. R. Sague, announced last week. Mr. Sague also reported the promotion of Willard S. Dougherty to sales manager.



Mr. Dougherty



Mr. Kelly

WOAI-TV Boosts Power; WOOD-TV Plans Increase

WOAI-TV San Antonio, a pre-freeze television station, increased its power to 100 kw visual March 22.

Meanwhile, Willard Schroeder, manager of WOOD-TV, announced that the station will increase its power from 28.5 kw to 316 kw Dec. 31. At the same time, the station will move from vhf Ch. 7 to vhf Ch. 8, and will receive network programs through a new, improved AT&T relay system, he said.

WAVE-TV To Be First to Get RCA 10 kw Vhf Transmitter

WAVE-TV Louisville, Ky., will receive RCA's first 10 kw vhf transmitter, the manufacturing firm said last week. The 5,000-pound instrument was to be shipped to WAVE-TV Friday from the RCA Engineering Products Dept. transmitter plant at Camden, N. J., the firm announced.

Other RCA transmitters have been shipped to WKNX-TV Saginaw, Mich., and KFOR-TV Lincoln, Neb.

the 1330 Review

ON

WICU TV
CHANNEL 12
THE ERIE DISPATCH STATION
ERIE, PA.

National Representative
Headley-Reed Co.

Every Thursday on WICU-TV, 3:00 to 3:30 P.M., it's the "1330 Review" sponsored by Radio Station WIKK. Your products are displayed and mentioned on the "1330 Review." At right, is a partial list of advertisers who are presently taking advantage of this Merchandising Assistance plus.

Sponsored by

WIKK
ERIE, PA. - 5,000 WATTS

National Representative
H-R Co.

for:
TIDE
VICKS
ESSO
ROBIN HOOD FLOUR
MRS. FILBERT'S MARGARINE
VIRGINIA DARE WINES
JELLO . . .
to name a few

WICU-TV, WIKK and the Erie Dispatch, although under common ownership, can be bought singly. One is good, but all three will really saturate this rich Tri-State Market!

1330 on your DIAL



★ RADIO
★ TV
★ NEWSPAPER:

EDWARD LAMB Enterprises INC.

New York Office, Hotel Barclay—Home Office, 500 Security Bldg., Toledo, Ohio



Borden Selects WDIA
For Silver Cow
Evaporated Milk

Yes, to sell the great Negro segment of the Memphis Market, it's WDIA for the Borden Silver Cow Evaporated Milk schedule. Thus Borden gains complete, dominating coverage of the 562,212 Negroes in WDIA's 27 Nielsen counties. YOU should do the same for your product. Join the list of blue chip accounts including Coca-Cola, Bayer Aspirin, Kools, Folgers Coffee, Tide, Purex and Comet Rice, and many more. Get the full WDIA story today!

HOOPER RADIO AUDIENCE INDEX
City: Memphis, Tenn. Months: Dec. 52 - Jan. 53

Time	Sets	WDIA	B	C	D	E	F	G	H
T.R.T.P.	13.2	20.7	27.0	18.2	14.0	11.5	9.6	7.2	1.9

(Note: WDIA's share Saturdays: 21.9; Sundays 38.5)

MEMPHIS **WDIA** TENN.

John E. Pearson Co., Representative
Dora-Clayton Agency, Southeast



YOU



CAN BE IN

T-V

EVERY TELEVISION STATION NEEDS

• Engineers • Announcers • Writers
• Salesmen • Cameramen
• Program and Production Managers

Here is the opportunity of a lifetime for professional personnel who plan a television career—TV engineering and production classes offered by operators of the Tennessee School of Broadcasting which, since 1949, has trained scores of first class radio engineers and announcers.

You are trained by experienced instructors—who hold important positions in television—in our new, fully equipped Television Studios. You work on a daily schedule of actual station operation, plus four hours of classroom work. You use every piece of television equipment.

The course is highly intensive, with small classes and individual training. Upon graduation, you will be thoroughly competent to handle any TV job!

New classes start every six weeks. Investigate now! (If you have no previous experience, write for information on elementary courses.)

SOUTHEASTERN RADIO AND TELEVISION INSTITUTE
1816 WEST END AVENUE
NASHVILLE, TENNESSEE

CBS RADIO TAKES LEAD IN PREDICTING STABLE NETWORK RATES FOR 1953-54

Network President Murphy reports the encouraging news. Affiliates commend the network as BAB Chairman Caley hails the CBS position as confirmation of an upsurge in radio business.

THE FLOOR is back under radio rates.

CBS Radio, which took the lead in the two rounds of network radio rate cuts effected during the past two years, took the lead last week in affirming that stability appears to have returned.

President Adrian Murphy announced:

"To the best of our belief it appears at this time that the 1953-54 season will not require changes in network radio nighttime rates and discounts affecting the stations unless the sales situation changes because of competitive moves or other major factors."

The statement was hailed by BAB Board Chairman Charles C. Caley, WMBD Peoria, as "the most important and most significant announcement that has come in the past two years," and also as confirmation at network level of an upsurge in radio business reported at the local level by BAB member stations across the country.

Mr. Caley voiced hope for even greater stability "and a better rate structure by the first of next year."

Other broadcasters similarly praised the CBS Radio stand, which was made known first to the network's Affiliates Business Standards Committee and then made public by Mr. Murphy.

Referring to CBS Radio's pledge to hold the line on rates for another year from last August—a pledge given to the Business Standards Committee and all other CBS Radio affiliates when the August 1952 nighttime 25% "rate cut" was effected via increased discounts —Mr. Murphy added that the present outlook "holds the strong possibility of an extension of the present station affiliation contract amendments from August 1953 to August 1954."

Policy on Evening Time

Coincident with the statement, CBS Radio announced a change in policy to make evening time less costly for advertisers with daytime programs. But officials emphasized that this move merely puts CBS Radio on a competitive footing with other networks in this respect, and neither daytime rates nor rate of compensation to affiliates is being reduced.

Under the old plan, a quarter-hour cost 40% of the full-hour rate, day or night. Under the new policy the advertiser can buy, for each daytime quarter-hour he sponsors, a nighttime quarter-hour for 25% of the full-hour rate. He continues to pay 40% of the full-hour rate for each daytime quarter-hour.

This change was made, the announcement said, "in accordance with other networks' accepted practice of taking into account an advertiser's use of daytime periods in computing that advertiser's network gross rate for fractional quarter-hours." The new policy is most nearly comparable to the various "contiguity" rates of other networks, but officials in announcing the change said it "is not contiguity in the accepted sense."

In forecasting rate and discount stability for the 1953-54 season, Mr. Murphy also said:

"We are convinced that radio will go into next season stronger and more useful from both the audience and advertiser point of view than at any time in the last several years. Among the encouraging signs for radio's stability next season is the generally high level of interest in radio on the part of many sponsors and agencies as well as the early signing this past week of Edgar Bergen for return to radio next fall."

The official statement made no reference to renewal of sponsorship of the Bergen program by Warner-Hudnut Co., current sponsor. But officials said renewal, although not yet set, is confidently expected.

Mr. Murphy's confidence in a return to stability for the long-plagued radio medium was seen by BAB Chairman Caley, whose station also is affiliated with CBS Radio, as confirmation of reports from BAB members who report local business up by 5 to 6% during the past four months, and predicted that 1953 overall will show an approximately 20% gain in local sales, largely from the department store and grocery fields.

Among other broadcasters commending CBS Radio was Arthur B. Church, KMBC Kansas City, who said he and other officials of his station "earnestly hope the other networks will follow your lead."

Clyde Rembert of KRLD Dallas, another affiliate, notified the network that he was "indeed happy" with the news and sent "congratulations on the great job you are doing," declaring "the optimistic report is most encouraging."

F. C. Sowell of WLAC, CBS Radio affiliate in Nashville, wired the network that he was "tremendously pleased," and added: "We are confident this will resound to the prestige and profit both of the network and its affiliates. Your statement will go a long way toward solidifying radio's strong position in the media field. Congratulations."

Carl George, WGAR Cleveland, sent word that the CBS Radio stand was "most encouraging" and "a shot in the arm to us as an affiliate."

John M. Rivers, WCSC Charleston, S. C., called the announcement a "very optimistic note . . ."

To Support Its Belief

ON-THE-AIR campaign designed to show radio's strength and its own claimed dominance is being waged by CBS Radio, with plans for expansion in the making. The campaign is based on such spots as: "America listens to 105 million radio sets—and listens most to the CBS Radio network."

Variations on this theme are used, with such announcements as: "America drives to 25 million automobile radios" and "America wakes up to 3 million clock radios."

Sparking the CBS campaign is the 1953 spurt in production of radio receivers [B•T, March 9]. According to figures compiled last week by Radio-Television Mfrs. Assn., radio production for 10 weeks of 1953 totaled 2,901,498 sets compared to 1,778,316 in the same 1952 period, a two-thirds increase. TV output rose from 1,019,426 in 10 weeks of 1952 to 1,783,345 in 1953, a three-fifths gain.

NBC, Heeding Tax Matters, Realigns Financial Posts

IN A MOVE attributed to a need for more attention to taxation matters, NBC last week realigned its controller's department, consolidating the office of the controller of the company with that of the controller for the networks division.



Mr. Cresswell

Financial Vice President Joseph V. Heffernan, announcing the changes, reported the following appointments, effective immediately:

Charles J. Cresswell, former controller for the networks division, becomes controller of the company, reporting to Mr. Heffernan. Harry F. McKeon, former controller of the company, becomes director of the tax department, reporting to Treasurer Joseph A. McDonald.

William V. Sargent, former assistant controller for the networks division, becomes director of financial planning and control, reporting to Mr. Cresswell. Reporting to Mr. Sargent will be John J. Heywood, financial planning manager, and Edward Stegeman, programming and production financial manager.

Hamilton Young, former budget director, becomes director of auditing and systems, reporting to Mr. Cresswell. Francis X. O'Shea, former chief accountant for the networks, becomes chief accountant for the company, reporting to Mr. Cresswell. Frank Dellet continues as West Coast controller, also reporting to Mr. Cresswell.



Mr. McKeon

Joseph J. Akulonis, formerly assistant budget director, becomes assistant director of the tax department, reporting to Mr. McKeon. Joseph A. Kent, tax accountant, also will report to Mr. McKeon.

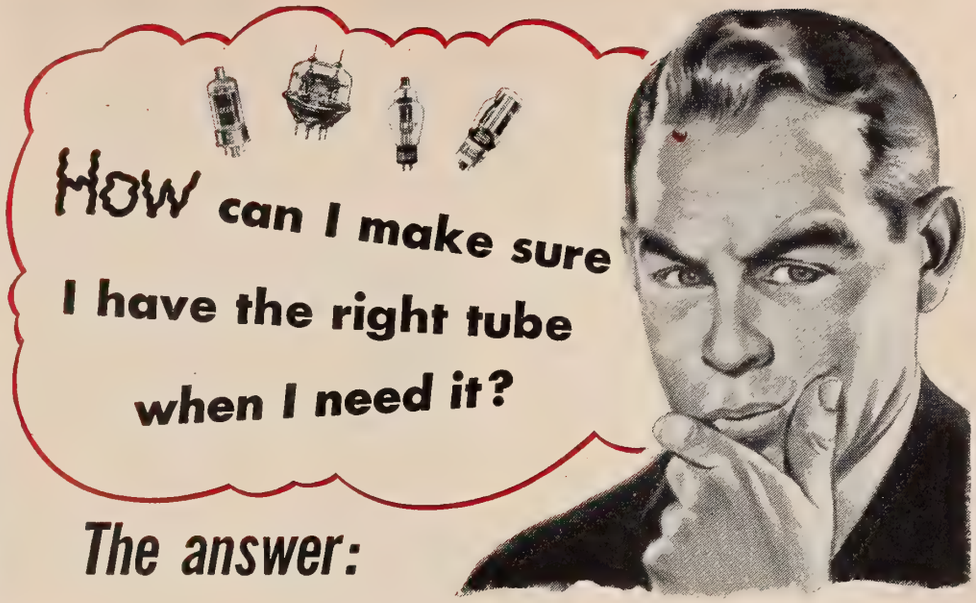
Mr. Cresswell, new controller of the company, joined NBC in April 1950 as controller for the TV network, becoming controller for the networks division the following July.



Mr. Sargent

Mr. McKeon has been with NBC since its formation in 1926, and before that was with WEAF (now WNBC) New York. He started with NBC as its auditor, and launched its first first accounting system. He became controller in 1942.

Mr. Sargent, formerly with RCA, moved to NBC in 1950 as assistant controller for the TV network, becoming controller for the networks division after the integration of services. Working at RCA from 1945 to 1950, he served successively as staff assistant to the controller of the Victor Div., plant controller at the Pulaski, Va., installation and at the Camden plant as manager of systems, procedures and auditing.



The answer:

RCA's new Tube Requirement Analysis!

Now you can stop worrying about the possibility of a station shutdown because of tube failure—in the event you have neglected to reorder a key tube type. Now you can also save money by avoiding "overstocks." RCA's new Tube Requirement Analysis gives you smooth control over your broadcast tube requirements.



Get in touch with your RCA Tube Distributor

Give him all the information you can about your electronic equipment, the tube types involved, and your special requirements. In this way, you bring him up to date on the services in which your tubes are operated.



He analyzes your needs

Then your RCA Tube Distributor can prepare a record of movement on each tube type required for your station equipment—can study *your* specific tube requirements.

He recommends a plan for YOU

Now, your RCA Tube Distributor presents a tube inventory plan—simplified and "tailored" specifically to your operations. He keeps up to date on your inventory . . . and backs it up with inventory service on his end, too! No overstocking. No shortages. Yet you can be sure you have the right tube—when you need it!



RCA's new Tube Requirement Analysis is available exclusively through your local RCA Tube Distributor. Call or write him, today. There is no charge or obligation for this service.

RCA ® ELECTRON TUBES

RADIO CORPORATION of AMERICA

HARRISON, N.J.

MBS Advances DST Block To Clear Early Baseball

MUTUAL is putting half its annual Daylight Saving Time operations into effect today (Mon.)—a month ahead of time—so that affiliates can carry major league exhibition games on the network's *Game of the Day* baseball series.

Earl M. Johnson, vice president in charge of engineering and station relations, said two of Mutual's four DST networks are being instituted today. These are networks A and B. Network A consists of affiliates on DST schedules in Eastern and Central Time zones. Network B is composed of affiliates on Standard Time schedules in the Eastern and Central Zones (including MBS stations broadcasting *Game of the Day*).

MBS networks C (affiliates on Standard Time in Eastern and Central zones which do not broadcast *Game of the Day*) and D (affiliates in Mountain and Pacific zones) will switch to DST operations—as will other network organizations—when DST goes into effect April 26.

Mutual this year is putting a new control-recording center into operation at its New York headquarters. This center will be the major point through which all network programming will be circuited. Programs to be repeated will be recorded and realigned on summertime network lineups.

Networks A and D normally will carry programs released on Eastern Daylight Saving Time schedule, with networks B and C carrying these one hour later. During *Game of the Day* times, networks B and D are temporarily joined so Pacific and Mountain Zone affiliates can carry the games.

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

AB-PT MAKES FIRST 'ANNUAL' REPORT

Financial summary of the new merger is based on separate standings of ABC and UPT at the end of 1952, but does reflect some adjustments for the combined operation.

THE NEW American Broadcasting-Paramount Theatres Inc., formed Feb. 9 by the merger of ABC and United Paramount Theatres, was shown in a special "annual" report last Friday to have cash and government securities of $32,573,301 working capital amounting to $27,644,000, and total assets of $141,101,491 including $8,756,620 in intangibles. Long-term debt was placed at $42,881,361.

These figures were based on the balance sheets of the respective companies as of the end of 1952, before the merger was effected. But they do give effect to the retirement of $7,662,000 of ABC's term debt four days after the merger, and on proceeds resulting from the $6 million sale of WBKB (TV) Chicago by AB-PT to CBS.

"The merged company is starting in a sound financial condition," AB-PT President Leonard H. Goldenson said in discussing the merger in UPT's annual report to stockholders, which was accompanied by an annual report on ABC's 1952 financial status.

The ABC report, signed by Edward J. Noble, chairman of the board before he became finance committee chairman in the AB-PT organization, showed ABC ended 1952 with $8,853,409 in current assets, $11,603,697 in fixed assets, and $8,756,620 in intangibles, all of which, with $33,236 in deferred charges, put total assets at $29,246,962.

Total current liabilities of ABC were placed at $7,200,000 and long-term debt (before the subsequent payment by AB-PT) at $7,527,749, plus $3,039,506 which, being due within a year, was included in the computation of current liabilities.

Note of Optimism

In his message to stockholders Mr. Noble sounded a note of strong optimism for the future of ABC as an AB-PT division, at the same time noting the growth of ABC in the past and thanking shareholders for their "understanding of the problems that faced your company because of the tremendous resources and entrenched positions of our competitors and because of our inability to complete the merger until the FCC had thoroughly considered the matter over a period of almost two years."

"I look forward with great confidence to the future of AB-PT Inc.," Mr. Noble said. He also noted that he plans to remain active, and that the ABC operation will continue under President Robert E. Kintner and other veteran executives, "importantly strengthened" by former UPT officials.

Mr. Goldenson similarly was optimistic. Referring to the earmarking of $2 million to boost the power of ABC's five owned TV stations, plans for new radio and TV programming (including the signing of "a limited number" of name stars), and expansion of affiliations, Mr. Goldenson said "these improvements will be helpful to ABC in its efforts to achieve a stronger competitive position." But, as in the past, he cautioned that "we do not expect to accomplish miracles overnight. Steady effort and substantial resources must be applied over a period of years."

Discussing ABC's problems, Mr. Goldenson said:

"Other than the need to develop stronger programming, particularly in the entertainment and dramatic field, ABC faces one basic problem in television—the fact that the scarcity of available television outlets in important cities throughout the country continues to exist.

"While this scarcity will be somewhat reduced over the next few months, the 1953-54 season will bring a continuance of the so-called 'clearance problem' for programs, occasioned by the fact that there will not be sufficient television stations in individual cities to accommodate programs from the four television networks. On the basis of present procedures, it would appear that this situation can continue for several years. In this connection, ABC is affiliating with a number of new stations which have been authorized in the uhf field."

The 1952 report for UPT showed that net earnings, after taxes, totaled $6,961,113 as compared with $10,705,011 in 1951. Major part of the decline came from a drop in capital gains, most of which represent proceeds from the sale of theatre interests. Mr. Goldenson said the capital gains drop "reflects the fact that we are nearing the end of our theatre divestiture program."

After-taxes net earnings from operations were down from $6,702,421 in 1951 to $5,613,626 last year. But it was stressed that in the fourth quarter of 1952, profits for a current quarter exceeded, for the first time in the more than three years UPT had been operating, the profits for the same quarter of a previous year.

UPT current assets at the end of 1952 aggregated $36,328,000, a gain of $2,113,000 over the 1951 figure. Current liabilities were down $370,000 to a total of $9,294,000, while working capital was up $2,483,000 to a total of $27,034,000.

At the end of 1952 UPT owned 651 theatres and had an interest in 57 others. Under the 1949 consent decree it still had to divest itself of 43 wholly owned theatres and terminate its joint interest in 43 others, of which it may retain five as wholly owned.

Light Succeeds Sonnenburg In Don Lee-KHJ Position

ROBERT M. LIGHT, for the past three years radio-TV director of Abbott Kimball Co., Los Angeles, has been named sales promotion manager of Don Lee Broadcasting System and KHJ-AM-TV Hollywood, Willet H. Brown, president, announced last week.



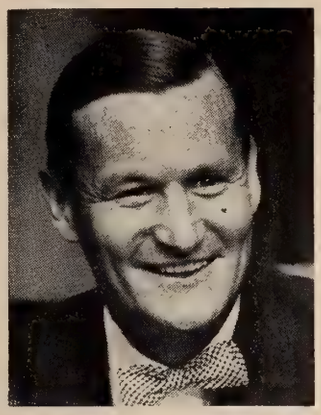
Mr. Light

Succeeding Herb H. Sonnenburg, who resigned, Mr. Light will report to Norman Boggs and George Whitney, vice presidents in charge of sales for Don Lee and KHJ-AM-TV respectively.

KWFC to ABC Affiliation

KWFC Hot Springs, Ark., became an ABC radio affiliate effective last Monday. The station, which operates with 250 w on 1340 kc, is owned by the Spa Broadcasting Co., of which Frank O. Myers is general manager.

New Vice Presidents of General Teleradio and Appointees In MBS-General Teleradio Organization [B • T, March 23]



Robert A. Schmid
Vice President, Board Member, General Teleradio
(Retaining MBS Vice Presidency in Charge of Adv., Pub. Rel., Research)



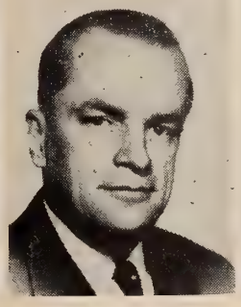
James E. Wallen
Vice President, Board Member and Treasurer, General Teleradio



Earl M. Johnson
Vice President, Board Member, General Teleradio
(Retaining MBS Vice Presidency, Engineering and Station Relations)



Herbert Rice
Director of Program Development, M B S and WOR-AM.



George Ruppel
MBS Treasurer



Bert J. Hauser
Director, MBS Cooperative Division



Patrick Winkler
General Auditor, General Teleradio

Networks Announce Plans For Coronation Coverage

PLANS for extensive radio and TV coverage of the Coronation of Queen Elizabeth June 2, including use of British jet planes to fly pooled television films to the U. S., were announced last week by the networks.

Radio coverage will begin at 5:30 a.m. on all networks and continue an estimated three hours or longer. ABC-TV plans a telecast at 9-10 p.m., NBC-TV, 10:30 p.m. to midnight, and CBS-TV, 11 p.m. to midnight. CBS-TV also plans a 5:30 a.m. telecast on Coronation Day, using film clips in New York with audio pickup from London. DuMont TV Network has not disclosed plans.

CBS-TV announced it plans to charter a Boeing Stratocruiser from the British Overseas Airways Corp. to fly some of its own film to the U. S., and other networks also were said planning to charter their own planes. The actual Coronation ceremony inside Westminster Abbey will be covered only by BBC, which will service other TV agencies.

Willys-Overland Motors will sponsor coverage by CBS Radio and CBS-TV; General Motors, NBC radio and TV, and Pepperell Mfg. Co. (sheets and fabrics), ABC radio.

Fleming Projects Planned

NEXT assignment for James Fleming, news editor of *Today* on NBC-TV for the past 14 months, will be to prepare and perform special projects for both radio and TV, William R. McAndrew, NBC manager of news and special events, announced last week. Before beginning his new assignment, Mr. Fleming will complete his second album for RCA Victor. He has been succeeded on *Today* by Merrill Mueller [B•T, March 23].

Bergen on CBS-TV

EDGAR BERGEN and Charlie McCarthy definitely are set for appearances on CBS-TV during 1953-54 season under exclusive contract, CBS-TV President J. L. Van Volkenburg announced March 20. Present plans are for five TV shows. Earlier, CBS Radio, in announcing the signing of Mr. Bergen to continue his radio show next season, said he "may" also appear on CBS-TV.

NBC Signs Celeste Holm

CELESTE HOLM, stage and screen star, has signed a contract with NBC, Charles C. Barry, vice president in charge of network programs, announced last week. Details were not given.

THOMAS, BOLGER SIGN WITH ABC

ABC continued to move forward with its planned expansion of both programs and plant facilities last week, signing comedian Danny Thomas and dancer Ray Bolger to long-term exclusive radio-TV contracts and announcing it soon would launch into a $1.5 million reconstruction project to create a new ABC Radio-TV Center in downtown San Francisco [B•T, March 16].

President Robert E. Kintner, on a West Coast tour with other top network officials, announced the signings of Messrs. Thomas and Bolger, each of whom is to be starred in a weekly half-hour show over ABC-TV starting next fall. Terms of the contracts were not disclosed, although there were reports Mr. Bolger was guaranteed a minimum of $150,000 a year.

Both the Thomas and Bolger shows will be filmed in Hollywood, said Robert M. Weitman, vice president for programming and talent.

Program in San Francisco

The San Francisco reconstruction program will transform ABC's four-story Golden Gate Avenue property—acquired by the network in 1951—into studio and office space for all ABC San Francisco personnel. ABC-owned KGO-TV San Francisco will retain its current transmitter site on Mount Sutro.

Preliminary plans have been completed and final plans are expected within 60 days, officials said, for reconstruction to provide eight studios as well as office space and other quarters for KGO and KGO-TV.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

DUMONT INCOME UP $2 MILLION

Freeze-lift was a big impetus to network and equipment sales, setting a record high in 1952. Substantial growth is anticipated this year because of high defense and commercial activity.

GIVEN MARKED impetus by FCC's mid-year lifting of the TV freeze, Allen B. DuMont Labs.' gross income reached a new high mark of $76,367,000 in 1952, enabling the company to record net earnings of $1,425,010 as against a $583,000 loss in 1951.

These figures are being revealed today (Monday) with the release of DuMont's 1952 annual report, signed by President Allen B. DuMont, who said that "with both defense and commercial activities at high level, we anticipate substantial growth this year, which should help our profit picture."

The report also noted that the DuMont TV network division of the company showed a 29% increase in gross billings in 1952, surpassing the $10 million level, that the number of network sponsors increased from 35 to 43 during the year, and that the number of affiliated stations went up 29% to a total of 81 [B•T, Jan. 5].

Gross For 1952

The year's gross of $76,367,000 for the overall DuMont operations compares with $50,742,000 for 1951 and an average of $32,448,000 per year for the 1946-50 period. Total costs and other deductions, including federal income tax (which amounted to $1,473,000 in 1952), amounted to $74,942,000 as compared to $51,325,000 in 1951 and an annual average of $30,055,000 for 1946-50. The year's net earnings amounted to 55 cents per share of common stock. For 1951, the comparable figure was a net loss of 30 cents per share, and the average for the 1946-50 period was $1.14 net earnings per share.

The company paid $1 in dividends per share of preferred stock during the year—the same as in prior years—and 25 cents per share of common stock, the same as in 1951 and 10 cents less than the 1946-50 average.

Working capital at the end of 1952 totaled $18,277,000. This represents a gain of more than $4 million over the $14,119,000 figure for 1951, and compares with the $8,155,000 average for 1946-50.

The report also noted that bank credits permitting the company to borrow up to $6 million until Dec. 1 of this year have been renewed, and that the company is negotiating to double its present V-loan agreement on major defense contracts from $5 million to $10 million.

Production High

Dr. DuMont said the company "ended the year with both production and sales at the highest levels in our history," with greatest improvement during the latter part of the year coincident with the lifting of FCC's freeze, which he termed the "most important contribution" to the sales rise. Lifting of credit restrictions on installment purchases also contributed to the upsurge in the company's commercial business, he noted.

He warned that, "paradoxically," the current outlook for a banner year for the industry also "makes for a very real danger" of industry overproduction. "For this reason," he said, "we have taken on a sizeable ratio of government business, which, while not so profitable, helps to balance our production schedules."

Dr. DuMont said the volume of the company's government shipments, in 1952 tripled that of the previous year, and that the firm entered 1953 with government orders on which the final shipments should represent $60 million. Government shipments this year are expected to "increase sharply," he said.

Among other research activities, stockholders were told, the company continued development of high-power uhf transmitters, with completion of a 5 kw model expected shortly.

Effect of Thaw

The freeze lift, according to the report, brought a "dynamic" response in business. Demand for cathode-ray tubes exceeded the supply, despite doubling the number of employes and putting production on a three-shift, six-day work basis. Total shipments of transmitters and associated electronic equipment almost doubled the 1951 record and exceeded 1950 figures by 480%, while new products developed during the year—including continuous-motion film scanner, mobil-mount dolly and new uhf transmitters—are expected to add "materially" to shipments in 1953.

The report said "DuMont's pioneering in closed circuit TV is meeting with outstanding acceptance and success in many new areas," and, with reference to company facilities, called attention to the DuMont network's new Tele-Center in New York City, completion of which is expected in July, and to the new 119,000-square-foot Allwood home of the Instrument Div., near Clifton, N. J. Further, it was pointed out, the company organized an International Div. during the year and set up its first wholly-owned foreign subsidiary, DuMont Television & Electronics Ltd., in Montreal.

Zenith Plugs Subscription TV

"SOME 20 million Americans will be without local TV, or deprived of TV entirely, unless subscription television is established," Zenith Radio Corp., declared in its annual report released March 9. Zenith tabbed theatre TV as the "unbeatable competitor" for home TV, and cited fight blackouts, the NCAA limited football TV program, and views of some baseball, hockey and basketball promoters over declining attendance, as well as its own surveys on Phonevision. Zenith reported 1952 record sales of $137,637,697—a 25% boost over 1951—and greater public interest in larger screen TV receivers, smaller radio sets and clock radios.

New Transistor Material

BATTELLE Memorial Institute, Columbus, Ohio, reportedly has developed a new material which it believes may replace germanium and silicon in transistors and other electronic devices. The new development combines aluminum and antimony, both of which sell for less than 50 cents per pound, contrasted with germanium at $350 per pound, it was said.

SEG, TV Film Producers Sign 'Extra' Contract

THREATENED strike of the Screen Extras Guild against Hollywood TV film producers has been averted by the signing of a new bargaining contract covering extra players in video entertainment films. Contract is subject to guild members' ratification.

Although the guild relinquished demands of repayment for re-runs of TV films, the contract gives extras playing silent "bits" a 37½% increase in day rates. There is also added compensation for appearing in telecast episodes other than the one for which they are hired originally.

Besides Roland Reed Productions and Hal Roach Productions, 13 member companies of the Alliance of Television Film Producers agreed to the SEG terms. They include William Boyd Productions, William F. Broidy Productions, Cosman Productions, Bing Crosby Enterprises Inc.; Flying A Pictures, Gross-Krasne Inc., Roy Rogers Productions, Screen Televideo, Sovereign Productions, TCA Productions, Adrian Weiss Productions, Frank Wisbar Productions and Ziv Television Programs.

In addition to raising pay from $40 to $55 per day for silent bit players, other salary adjustments include (1) general extra work per day, $18.50; (2) dress extras, dancers, skaters, swimmers, riders, special ability extras, $25; (3) stand-ins, $17.

New contract gives an extra appearing in more than one TV film in the same day (other than multiple episodes of the same series) a full day's pay for each picture worked in. It further specifies that a player in a series may work in a number of episodes of the same series in one day equal to the number of days of continuous employment, but if the number of episodes exceeds the number of days of employment the extra gets an additional half-day's pay for each of these episodes provided he is notified in advance as to how many episodes are to be worked in. If he is not notified, he receives a full day's pay for each episode.

All basic wage increases are retroactive to Sept. 17. The contract runs to Jan. 2, 1958. Both groups have the right to reopen negotiations at the start of 1954 and 1956.

Doherty Asks Amendments To Labor Management Act

A BROADCAST labor expert told the Senate and House Labor committees last week the Labor Management Relations Act should be amended to include the anti-featherbedding provisions of the Communications Act, ban secondary boycotts, permit more freedom of speech for employers, reconcile administration of welfare fund with current trends and set up adequate procedures to resolve national emergency strikes.

Richard P. Doherty, employer-employe relations vice president of NARTB and a former member of the Wage Stabilization Board, lauded the union-management record of the broadcasting industry. He said working conditions are constantly improving and that radio-TV unions always have lived up to contracts.

Mr. Doherty urged that definitions of unfair labor practices be expanded to cover work not necessary or not required.

In speaking on secondary boycotts, Mr. Doherty referred to a 1946 demand by American Federation of Musicians that networks stop supplying programs to stations designated by AFM as "unfair." He said networks have no control over station policies.



wonderfull
spot

Want to buy spots for less than in 1946? Well, the place is Memphis, and the Station is WREC—where your advertising actually costs 10% less per thousand listeners than in 1946.

Your Katz man has latest Standard Audit and Measurement Reports and Hooper Ratings that will show you how advertisers get complete coverage of both rural and metropolitan listeners with a single schedule on WREC.

Ask salesmen who travel the huge Memphis territory—ask advertisers on WREC . . . they will tell you from experience a spot on WREC is a wonderful spot in a thriving area completely covered by Memphis No. 1 Station.

WREC
REPRESENTED BY THE KATZ AGENCY

MEMPHIS NO. 1 STATION
Affiliated with CBS Radio, 600 kc—5,000 watts

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BROADCASTING . TELECASTING
Readers' Service, Room 870
National Press Bldg., Washington 4, D. C.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

NEW PORTABLE CAMERA CHAIN IN FIELD TESTS

Program Flexibility, Performance, and Ease of Maintenance Impresses WBZ-TV Engineers

In line with General Electric's continuing policy of proving-in new equipment, the recently designed and completed G-E Portable Camera Chain underwent extensive field trial tests at Station WBZ-TV, Boston.

Station engineers made particular note of the compact design, its flexibility for programming which includes corner insertion and maintenance simplicity. They also pointed out such welcome features as quick IO tube change, new cooling methods and ease of adjustment.

On a final report WBZ-TV engineers made several suggestions for further refinement that are now being incorporated in G-E's production design. In-use results from such field testing will enable General Electric to perfect and market this product with optimum performance assured. The new piece of TV equipment boasts a built-in special effects panel—the only portable camera chain on the market with this feature.



John P. Moses, Sidney U. Stadig, and Robert W. Kingman, members of WBZ-TV staff, inspect G-E Portable Camera equipment while in use.



Victor L. Laboissonniere and Garth C. E. Linder, WBZ-TV engineers, turn G-E Portable Camera Channel Chain on John Macfarlane during his weekly "Animal Fair" children's program.



Students at Nashville's Southeastern Radio and Television Institute work with the same selection of television equipment as shown here in General Electric's model Syracuse studio.

NASHVILLE OPENS SOUTH'S FIRST PROFESSIONAL TELEVISION SCHOOL

Southeastern Radio and TV Institute, the first school in the South to teach television production and engineering, was opened this month in Nashville, Tenn., using General Electric equipment exclusively.

Bailey Manthey, president of the Nashville Institute, recently said, ". . . in extending our teaching activities to the broadening field of TV, we were desirous of providing the best possible tools for our students. We checked with TV station owners and operators, and with those planning on entry into TV throughout this section, and after listening to their advice and our own careful consideration, we chose General Electric equipment for our school."

General Electric TV equipment now being used at the institute includes one film camera channel, one studio camera channel, a sync generator and other necessary auxiliary pieces of equipment needed to complete studio and film facilities. This selection of equipment is almost exactly the same as that on display for demonstration at G-E's model TV studio in Syracuse, N. Y.

The Southeastern Radio and Television Institute classes are made up of first-class engineers and production people sent to the school by Southern radio stations who have applied for TV grants. Mr. Manthey said classes for untrained personnel will begin later.



Bailey Manthey, president Southeastern Radio and TV Institute, Nashville, Tenn.

Supervisors and instructors are all from Nashville, Tenn., Station WSM-TV. They teach courses that are of a completely practical nature, including a daily television station "working schedule."

GENERAL ELECTRIC

features

• The ABCs of radio and television: A basic primer in broadcasting; where it came from, how it is regulated, what it consists of. Page 78.

A radio success story:

MYSTERY TUNES BUILD APPLIANCE SALES

A WELL-PLANNED radio campaign in Cleveland has netted large profits for a TV and appliance dealer and for WSRS that city, where a spot schedule has grown from two per day to 100 weekly in less than one year.

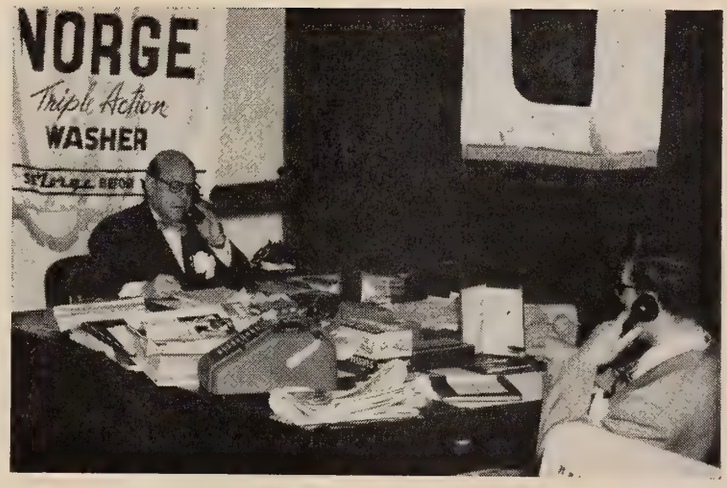
Universal Television & Appliance, which also sponsors three quarter-hours of programming per week, has grown to prominence in the appliance field. It ranks now as one of the largest Norge retailers, and has consistently been one of the busiest Tele-King outlets in the area, as well as tops in both the Westinghouse and Stromberg-Carlson lines.

Universal, owned by Mort Frankel, went into business when the market was glutted with unsold appliances and dealer inventories were high—in a location where three previous appliance concerns had gone out of business. Mr. Frankel, who had spent eight years in the appliance field as a factory representative and sales manager of a distributing company, planned a one-station spot campaign built around a "mystery tune" format with Willard L. Dougherty, sales manager of WSRS.

Mystery tunes were backed with copy punch, promotion stunts and special trade ideas, worked out cooperatively by the two men, in an effort to get a maximum telephone response from prospective customers. Despite audience pulls in other directions—seven competing radio stations in the metropolitan area, three television outlets and three strong daily newspapers—prospects and customers flocked to the piper of the mystery tunes.

The successful pitch is clinched into a successful sale by a stringent follow-through routine insisted upon by Mr. Frankel. Every lead and every sale is followed with a personal call in the home by one of six outside salesmen. Their external work is backed internally by a crew of four technicians and a supervisor in the appliance service department, which also operates as an individual unit and is promoted in radio spots of its own.

Universal uses its spots on a run-of-schedule basis, concentrating its program sponsorship, however, in a five-hour segment each afternoon beamed to WSRS' specialized audiences. These include *Lightning Bug,* from 1 to 3 p.m.; *Polka Lovers Time,* 3 to 4, and the *Bob Forster Show,* 4 to 6. Each slot is programmed selectively with music of interest to Negroes, polka fans and the general public, in that order, with all new recording releases aired on the last segment.



HERE'S how the calls roll in from listeners trying to identify the "mystery tune" that is the central gimmick in Universal's WSRS advertising. Al Frankel (l), brother of the owner of the store, and Bob Preston, Universal salesman, are shown collecting prospects.

The Universal mystery song matches the audience segment in which it is spotted, so that a polka is the tune in question when broadcast in the second time bracket. Twenty seconds of a tune are played, with listeners urged to call the sponsoring firm direct if they know the name of the song.

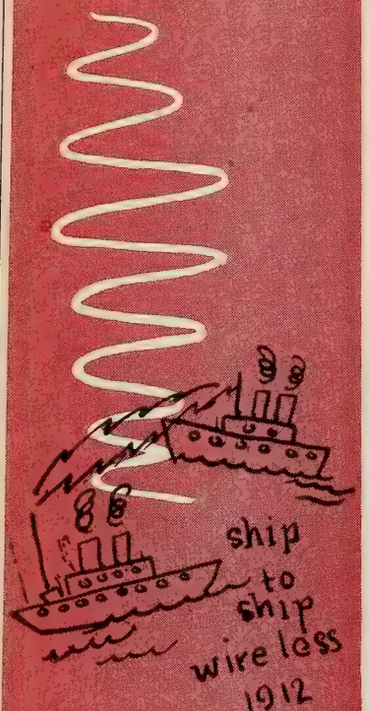
Each program nets between 40 and 50 calls, with spots adding another group of prospects. If tunes are identified correctly, winners receive up to $100 on a trade-in for a new appliance. The tune in each of the show segments is changed when it has lost its "pulling" power, Mr. Dougherty explained.

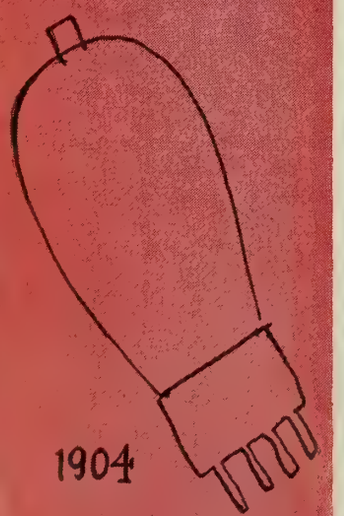
The follow-through, with field men pursuing leads, is in Mr. Frankel's opinion a major factor in evolving a successful radio advertising plan. The concentrated spot schedule on a single station, sandwiched in WSRS' beamed program format, has established Universal Television & Appliance as a retailer in the forefront of Cleveland's appliance trade.



OF RADIO

EVEN the most experienced radio and television executives would find it hard to answer all the questions of how these businesses came about, how they operate, what they consist of. This primer provides the answers. Keep it in your files. Some day it will come in handy if you have to write a speech or explain to a client what radio and TV are all about. It was prepared by George O. Gillingham, FCC information chief.





HISTORY OF RADIO

THE ADVENT of radio was a natural result of advances made in the fields of electricity and magnetism. In the 1860's Maxwell predicted the existence of radio waves. Hertz later demonstrated that rapid variations of electric current can be projected into space in the form of waves similar to those of light and heat. In 1895, Marconi transmitted radio signals for a short distance and, at the turn of the century, conducted successful transatlantic tests.

The first practical application of radio was for ship-to-ship and ship-to-shore wireless telegraphic communication. Marine disasters early demonstrated the speed and effectiveness of radio-telegraphy for safeguarding life and property at sea.

This new communication medium was first known as "wireless." American adoption of the term "radio" is traced to about 1912 when the Navy, feeling that "wireless" was too inclusive, adopted the word "radiotelegraph." Though the British still cling to the older term, "radio" continues to be the American designation. The word "broadcast" likewise stems from early United States naval reference to "broadcast" of orders to the fleet.

There was some military radiotelephony in World War I—between ground and planes, also between ship and shore—but most early radio communication was confined to ships at sea, and to amateurs. The latter were highly instrumental in arousing popular interest in radio and otherwise contributing to its progress.

Radio broadcasting as we know it today was largely made possible by development of the vacuum tube by Fleming in 1904, and its improvement by De Forest in 1906.

The first voice broadcast is a subject for debate. Claims to that distinction range from "Hello, Rainey" said to have been wafted from Stubblefield to a partner in a demonstration near Murray, Ky., in 1892, to an impromptu program from Brant Rock, Mass., by Fessenden in 1906, which was picked up by nearby ships.

There were other early experimental audio transmissions—such as De Forest putting the singer Caruso on the air in 1910 and transatlantic voice tests by the Navy station at Arlington, Va., in 1915—but it was not until after World War I that regular broadcasting began. But here, too, there is controversy. In 1919, station WHA of the University of Wisconsin was transmitting weather and market reports. A Detroit experimental station, which later became WWJ, claimed to have started daily programs on July 7, 1920. However, records of the Department of Commerce, which first supervised radio show KDKA Pittsburgh, as the first commercially licensed standard AM (amplitude modulation) broadcast station, dating from November 1920.

Other AM stations on the air by 1921 were WJZ Newark, N. J.; WRR Dallas; WBZ Springfield, Mass.; WDY Roselle Park, N. J.; WCJ New Haven; KQL Los Angeles; KQV Pittsburgh; WJX New York, and KYW Chicago. They were joined by many stations the following year.

There was experimental network operation over telephone lines as early as 1922. In that year, WJZ, now New York, and WGY Schenectady, broadcast the world series. Early in 1932 WEAF New York and WNAC Boston, picked up a football game from Chicago. Later that same year WEAF and WGY were connected with KDKA Pittsburgh and KYW Chicago to carry talks made at a dinner in New York. President Coolidge's message to Congress was broadcast by six stations in December of 1923. In 1926 the National Broadcasting Co. started the first regular network with 24 stations. Its first coast-to-coast hookup, in 1927, broadcast a football game. In the latter year the Columbia Broadcasting System was organized. The first round-the-world broadcast was made from Schenectady in 1930. Today, thanks to telephone lines, coaxial cable, microwave and other relay facilities, it is possible to send the same program over many stations at the same time.

FM (frequency modulation) and TV (television) broadcast emerged from their experimental stage just before World War II. Wartime restrictions retarded normal expansion of radio facilities but that emergency produced new techniques and apparatus which have invaluable peacetime application.

Regular broadcasting did not develop until after World War I. In 1919 broadcasters were classified as "limited commercial stations." In 1922 the "wavelength" of 360

& TELEVISION

A Primer for Advanced Students

As Well as Those Beginning

In The Radio & Television Arts

meters (approximately 830 kilocycles) was assigned for the transmission of "important news items, entertainment, lectures, sermons, and similar matter." Stations engaged in this service, also their operators, were licensed by the Department of Commerce.

Recommendations of the First National Radio Conference, held at Washington in 1922, resulted in further regulations by the Secretary of Commerce. A new type of broadcast station came into being, with minimum power of 500 watts and maximum not to exceed 1000 watts. Two frequencies (750 and 833 kilocycles) were assigned for program transmission.

So rapid was the development of broadcasting that, upon recommendation of subsequent National Radio Conferences (1923 and 1924), the Department of Commerce allocated the present standard broadcast band (AM being the only form of broadcast at that time), and authorized power up to 5000 watts for experimental use.

Increase in the number of broadcast stations caused so much interference that, in 1925, a Fourth National Radio Conference asked for a limitation on broadcast time and power. The Secretary of Commerce was unable to deal with the situation because court decisions held that the Radio Act of 1912 did not give him this authority. As a result, many broadcasters jumped their frequencies and increased their power and operating time at will, regardless of the effect on other stations. This caused bedlam on the air.

In 1926 President Coolidge urged Congress to remedy matters. The result was the Dill-White Radio Act of 1927.

Federal Radio Commission

The Radio Act of 1927 created a five-member Federal Radio Commission to have certain regulatory powers over radio in general, including the issuance of station licenses, the allocation of frequency bands to various services, assignment of specified frequencies to individual stations, and control of station power.

Moreover, the same act also delegated to the Secretary of Commerce authority to inspect radio stations, to examine and license radio operators, and to assign radio call signals.

Much of the early activity of the Federal Radio Commission was devoted to straightening out the confusion in the broadcast band. It was impossible to care for the 732 broadcast stations as then operating. New rules and regulations caused about 150 of them to surrender their licenses.

THE FCC

At the request of President Roosevelt, the Secretary of Commerce in 1933 appointed an interdepartmental committee to study the overall interstate and international electrical communications situation. The committee reported that "the communications service, as far as Congressional action is involved, should be regulated by a single body". Accordingly, it recommended the establishment of a new agency which would regulate all interstate and foreign communication by wire and radio, including telegraph, telephone and broadcast. The resultant Communications Act of 1934 created the present Federal Communications Commission.

The Communications Act coordinated in the Federal Communications Commission broadcast regulatory functions previously exercised by the Federal Radio Commission; supervision of certain telegraph and telephone operations formerly vested in the Interstate Commerce Commission, jurisdiction over Government telegraph rates which had been under the Post Office Department, and some powers of the Department of State with respect to the Cable Landing License Act. The Communications Act gave the Federal Communications Commission additional authority, including supervision of rates of interstate and international common carriers, and domestic administration of international agreements relating to electrical communication generally.

The Federal Communications Commission began to function on July 11, 1934. It is composed of seven Commissioners appointed by the President, subject to confirmation by the Senate. One of the Commissioners is designed Chairman by the President. Not more than four Commissioners may be members of the same political party. The normal term of a Commissioner is seven years with the termination dates staggered so that only one new Commissioner will be appointed each year.

The authority of the Commission extends to United States territories and possessions, but not to the Canal Zone.

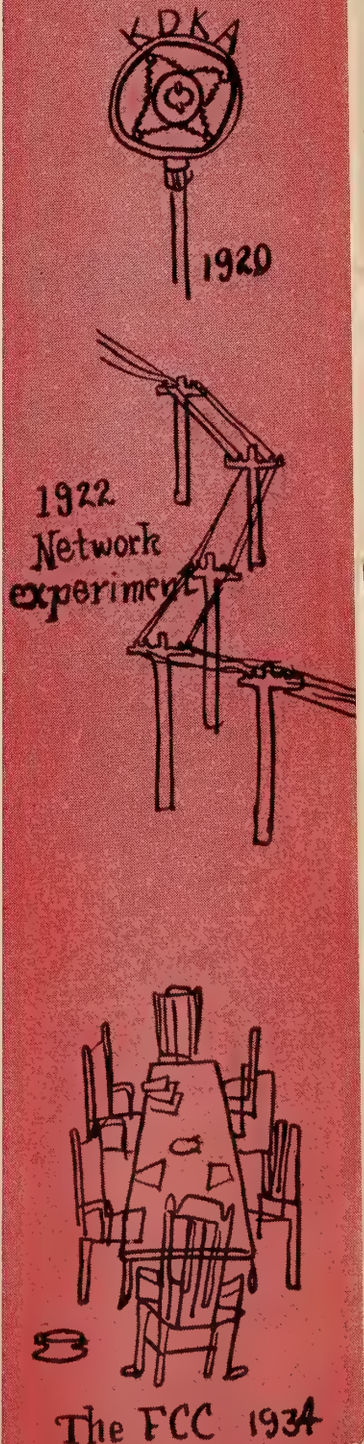
FCC Regulation

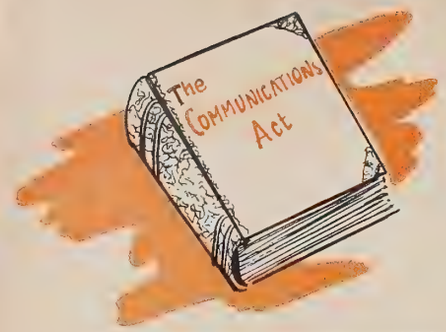
One of the major activities of the Federal Communications Commission is the general regulation of broadcasting—now visual as well as aural. This regulation, largely technical in nature, may be divided into two phases.

The first phase deals with the allocation of spectrum space to the different types of broadcast services in accordance with Commission policies and rules to carry out the intent of international agreements, the Communications Act, and other domestic laws affecting broadcasting.

The second phase is concerned more directly with individual stations, and embraces consideration of applications to build and operate; the assignment of specific frequencies, power, time of operation and call letters; the periodic inspection of equipment and the engineering aspects of operation; passing upon transfers and assignments of facilities; also the many varied changes in existing authorizations; modifying and renewing construction permits and licenses; reviewing the past general service of each particular station to determine whether it has been operating in the public interest; licensing radio operators, and otherwise discharging domestic regulatory responsibilities.

The Communciations Act, in providing for the licensing and control of radio, prohibits unauthorized transmission. Since radio waves know no state boundaries, courts have held that operation of any





radio transmitter anywhere within the United States or its possessions requires the licensing and regulation of both the apparatus and its operator by the Federal Communications Commission.

The Communications Act defines broadcasting as a radio communication service intended for general public reception. Consequently, broadcast of material addressed to or intended to be received by specific individuals rather than by the listening public is contrary to the terms of a broadcast license. This limitation applies equally to all forms of broadcasting, including television.

Broadcast stations are licensed to serve the public interest, convenience and necessity. Because radio channels are limited and are a part of the public domain, it is important that they be entrusted to licensees who have a high sense of public responsibility.

Licensee Qualifications

The Communications Act sets up certain basic requirements which must be met by broadcast applicants. In general, applicants must be legally, technically and financially qualified, and show that their proposed operation will be in the public interest.

The license privilege is limited by the Communications Act to citizens of the United States. It is denied to corporations wherein any officer or director is an alien or of which more than one-fifth of the capital stock is owned or voted by aliens or their representatives or by any controlling foreign corporation or government or their representatives.

The Commission can issue cease and desist orders and institute revocation proceedings for violations of the act and its rules and regulations. The affected permittee or licensee is afforded opportunity to request a hearing.

Programs.—Under the Communications Act, it is the responsibility of each broadcast station licensee to arrange his program structure so that his operations will be in the public interest. Pursuant to duties imposed by the act, the Commission periodically reviews the overall performance of stations, usually when they apply for renewal of licenses, to determine whether they have lived up to their obligations, and the promises they made in applying for facilities.

Censorship and free speech.—This review of broadcast station performance does not, however, give the Commission authority to direct a station to put a particular program on or off the air. The Communications Act states: "Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication". The Commission has held that freedom of speech on the radio must be broad enough to provide full and equal opportunity for the presentation of both sides of public issues. Under such conditions, licensees of broadcast stations have the right to editorialize.

Political broadcasts.—The Communications Act expressly provides: "If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station: Provided, that such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidiate. The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the charges made for comparable use of such station for other purposes."

Lotteries, obscenity and fraud.—The United States Criminal Code prohibits broadcast of information concerning "any lottery, gift enterprise, or similar scheme", also utterance of obscene, indecent or profane language, and fraud by wire, radio or television.

Time charges and station management.—The Communications Act declares that broadcasting is not a common carrier operation; consequently a broadcast station is not required to sell or to give time to all who seek to go on the air. Because programming is primarily the responsibility of broadcast station licensees, the Commission does not ordinarily monitor or pass upon individual programs, or require the filing of radio scripts. However, broadcast stations are required to keep a program log and a technical log, and a record of all requests for political broadcast time. The Commission does not maintain surveillance of the day-by-day internal management of broadcast stations.

Networks.—The Commission does not license networks as such, but issues licensees to individual stations. However, stations are subject to the chain broadcasting regulations adopted by the Commission in 1941 to insure free competition in broadcasting.

Monopoly.—There is Commission prohibition against the same interest or group from operating more than one network, or more than one AM, FM or TV station in the same area, or more than six FM stations or five TV stations throughout the country as a whole. Certain Commission rules with respect to chain broadcasting (mentioned under "Network") were promulgated to insure that the licensees of stations affiliated with networks do not surrender control of the day-by-day operation of their stations to the networks. Persons whose licenses have been revoked by a court for anti-trust violations are by law denied further authorizations by the Commission.

Call letters. — International agreement provides for the national identification of a radio station by the first letter or first two letters of its assigned call signal, and for this purpose apportions the alphabet among different nations. United States stations use the initial letters K, N and W, exclusively, and part of the A series. Except for blocks of call signals assigned to the Government, call signals are assigned by the Commission upon an individual basis. The initial letter N is generally reserved for the Navy and Coast Guard, whereas the letters A, K and W are shared by other stations, both Government and non-Government.

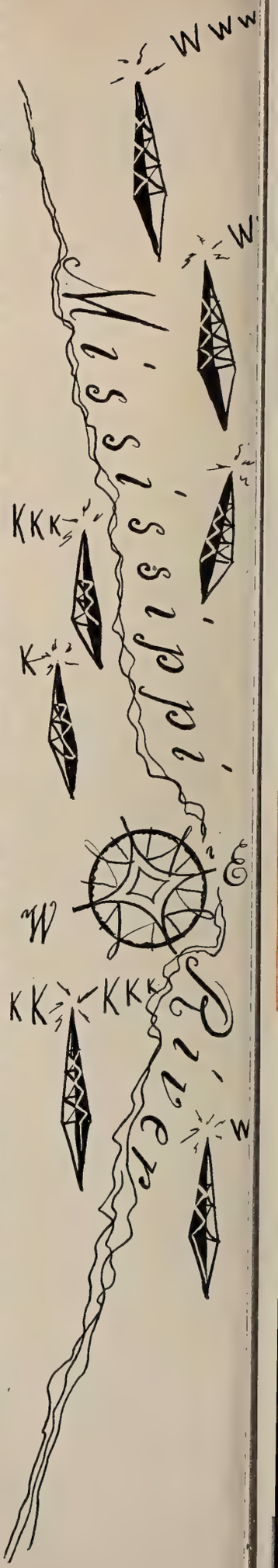
Broadcast stations are assigned call letters beginning with K or W. Generally speaking, those begining with K are assigned to stations west of the Mississippi River and in the territories and possessions, while W is assigned to broadcast stations east of the Mississippi.

Since many AM broadcast licensees also operate FM and TV stations, a common practice is to authorize the use of the call letters of the AM station followed by a dash and "FM" or "TV", as the case may be.

During radio's infancy, most of the broadcast stations were in the East. As inland stations developed, the Mississippi River was made the dividing line of K and W calls. KDKA Pittsburgh was assigned the K letter before the present system was put into effect.

When radio first gained popularity, the demand for call letters having a special significance reached its climax in the Detroit Police Department selecting KOP. This brought a flood of requests for call letters embodying the initials of places, names or slogans. Thus, WRC became the Washington station of the Radio Corporation; WGN was selected by the Chicago *Tribune* because of its slogan, "World's Greatest Newspaper,"; WCCO by the Washburn Crosby Co., Minneapolis, and WACO by the Texas city of that name. WMCA started in the Hotel McAlpin, New York; WNEW took its name from the New York Daily News; WINS, New York, from the International News Service, and WLIB, New York, from its slogan, "The Voice of Liberty"; and WNYC is operated by New York City.

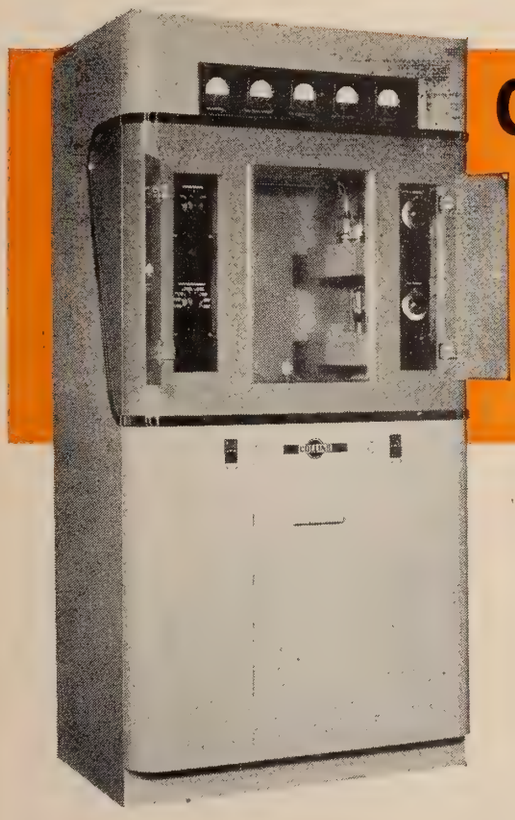
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KNOXVILLE

Chicago Federation of Labor; WEVD, New York, identifies the (E.V.) Debs Memorial Radio Fund; and WCBS and WNBC New York, incorporate the initials of the Columbia Broadcasting System and the National Broadcasting Co., respectively.

Other broadcast station calls honor individuals. Examples are KFDR Grand Coulee, Wash., initialed for President Franklin D. Roosevelt; WJJD Chicago, for Senator James J. Davis; WMMN Fairmont, W. Va., for Sentor Matthew M. Neely; WABD New York, for Allen B. DuMont; WTTG Washington, for Thomas T. Goldsmith, DuMont engineer, and WRGB(TV) Schenectady, N. Y., for Dr. W. R. G. Baker of the General Electric Co.

Many stations use calls indicative of their local areas. WFTW Fort Wayne is typical. Others refer to slogans. WIOD Miami typifies "Wonderful Isle of Dreams", and KAGH Crossett, Ark., stands for "Keep Arkansas Green Home".

KXGI Richmond was licensed to ex-G.I.s. In Washington, WTOP signifies "Top of the Dial"; WGMS, "Washington's Good Music Station", and WCFM, "Washington's Cooperative Frequency Modulation Station".

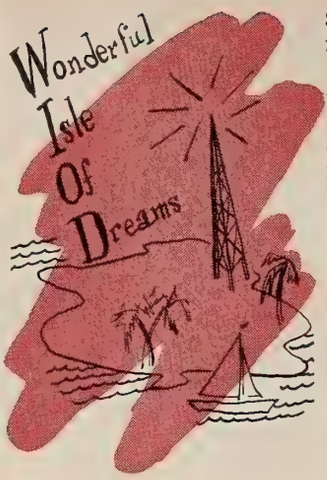
Radio operators.—The law requires the Commission to approve operators of radio transmitting apparatus as well as the stations. Accordingly the Commission prescribes the kinds and classes of radio operators and the technical and other qualifications which they must possess in order to be licensed.

Policing the ether.—Regulation of radio transmission is necessary to prevent confusion on the air. Because stations are identified by call signals and, further, are assigned channels for their emissions to travel in, any strange signal may be noted by one or several of the Commission's monitoring stations which patrol the radio spectrum 24 hours a day. The direction-finders operated at these stations are of such a type that a bearing is obtained even though a transmission may be intermittent.

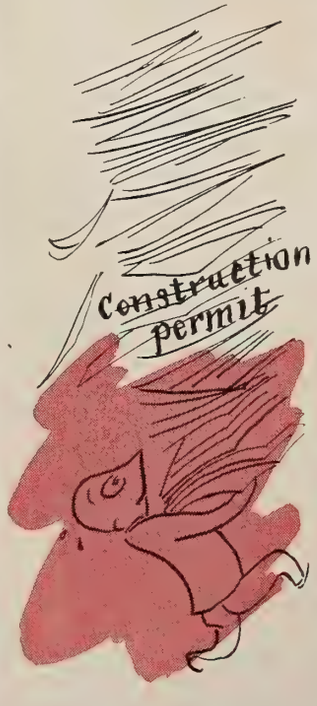
At each radio district headquarters, special cars are maintained. Some of the are equipped with all-wave receivers and antenna which can be operated from the car's battery while the vehicle is in motion. Sometimes it is necessary to observe an illicit station over a period of time. In such cases the receiver can be removed from the car and connected with the power supply in a building or other place selected as a base of operation.

With several portable receivers covering an area, it is then possible to "fix" the general location of the illegal station. This procedure involves the same triangulation method used in determining the position of ships at sea.

Serious cases of unlawful operation are referred to local United States District Attorneys for prosecution. The Communications Act prescribes a maximum penalty of $10,000 fine or two years imprisonment, or both, for offenders.







Besides tracing illegal operation, the field staff inspect all classes of stations, investigates interference complaints, monitors transmissions for adherence to assigned frequencies and quality of emission, examines operators for various classes of licenses, participates in technical studies, and furnishes bearing to ships or aircraft in distress.

Application Procedure

The application procedure is substantially the same for all classes of broadcast stations. Application is made in triplicate on forms furnished by the Commission. These forms require information as to the citizenship and character of the applicant as well as his financial, technical and other qualifications to construct and operate a station, plus details about his proposed service. Applicants must themselves determine the availability of a frequency under appropriate Commission rules for the type (AM, FM or TV) and class (local, etc.) of stations they propose. If there are no interference or other problems which require a hearing, and if the Commission determines that a grant will serve the public interest, a construction permit is issued. Upon completion of construction, application is made for a regular license.

The Communications Act provides that the Commission normally may grant construction permits and station licenses, or modifications or renewals thereof, upon written application only. Consequently, a large portion of the Commission's broadcast work involves the processing of applications by existing and prospective broadcasters. A brief description of the chief types of applications follows:

Construction permit.—A person seeking a new station must first file an application for a "construction permit." If the grant is made subject to certain engineering or other conditions, he may be required to file an application for "modification of construction permit" to meet these conditions. If this application is approved, he may then proceed to build the station. A permittee normally has two months in which to start construction and six more months in which to complete it (or eight months in all), but extensions of time may be granted upon filing an application with adequate showing of need. Under the act, no license can be issued for a station unless a permit for construction has been granted by the commission.

License.—After equipment tests, the holder of a construction permit applies for the actual "license". He must show compliance with all terms, conditions and obligations set forth in the application and the outstanding construction permit. After applying for a license, the holder of a construction permit may request specific Commission authorization to conduct program tests pending receipt of his license. Station licenses do not vest in the holder any right to operate beyond the term of the authorization, nor in any manner other than specified therein.

Renewal.—Under the Communications Act, broadcast licenses may not be granted for a longer period than three years. At present, both AM and FM licenses are issued for the maximum statutory period, whereas TV stations (because of that service's relative newness) are licensed for one year. In 1951, all broadcast license renewals were put on a geographical basis so that the licenses of stations located in contiguous areas would expire at the same time. Pending final decision on any regular renewal application, the license of the station is continued in effect.

Change in facility.—If a permittee desires to change locality, increase power, shift to another frequency, etc., he applies for "modification" of his construction permit. A licensee wishing to change facilities may sometimes file for a modification of license but more often he has to ask for a new construction permit. (Any station authorization may be modified by the Commission in the public interest after affording the holder an opportunity for a hearing.)

Transfer of control.—Another common type of broadcast application is for "assignment" of construction permit or license, or "transfer of control". This arises from provisions of the act which prohibit such changes without prior consent of the Commission.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

Hearings.—Where it appears that interference would be caused to another station beyond the degree prescribed in the Commission's rules, regulations and standards, or if other serious questions are involved, a hearing is usually required before a determination can be made. A hearing is also necessary where two or more applicants for stations in the same community request the same frequency or channel.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant is normally given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

Hearings are customarily conducted by an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

Within 20 days after the close of

a hearing before an examiner, each party and the chief of the Broadcast Bureau has the privilege of filing proposed findings of fact and conclusions. After review of the evidence and statements, the hearing examiner issues an initial decision.

The applicant or any other interested party has 20 days from the date the initial decision is announced to file exceptions and to request oral argument before the Commission. After oral argument, the Commission may adopt, modify or reverse the initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the initial decision, the latter becomes effective 40 days after its issuance.

Commission actions in granting or refusing applications for licenses can be reviewed by the United States Courts of Appeals. Parties may further request the Supreme Court of the United States to review decisions of these courts.

RADIO SPECTRUM

Radio operation is confined to a comparatively small part of what is known as the electromagnetic spectrum. The latter embraces many kinds of radiant energy, ranging from sub-audible frequencies used for power to the frequencies of cosmic rays, and arranged progressively according to their respective frequencies.

Before World War II, the usable portion of the radio spectrum was limited to between 10 kilocycles and 300 megacycles. However, developments made it possible, in 1945, to extend the potentially useful radio spectrum to 30,000 megacycles (30,000,000 kilocycles).

For convenience, the radio spectrum below 30 kilocycles is known as the VLF (Very Low Frequency) range; from 30 to 300 kilocycles, LF (Low Frequency); from 300 to 3000 kilocycles, MF (Medium Frequency); 3000 to 30,000 kilocycles, HF (High Frequency); 30,000 kilocycles to 300 megacycles, VHF (Very High Frequency); 300 to 3000 megacycles, UHF (Ultra High Frequency); 3000 to 30,000 megacycles, SHF (Super High Frequency); and 30,000 to 300,000 megacycles, EHF (Extremely High Frequency).

However, for practical purposes, the present ceiling for commercial utilization is around 10,000 megacycles (10,000,000 kilocycles). The demand for frequencies far exceeds the available supply.

The radio spectrum might be compared to a vertical ruler with inches or fractions of inches marking off, but in irregular fashion, the relative positions of the different radio services. At the lower part of the ruler are radio aids to air and sea navigation, followed, in turn, by AM broadcasting, long distance communication, FM and TV broadcasting, developmental services, radar and other aids, and experimental operation. Sandwiched in between are segments for various other Government and non-Government services. Thus, the AM broadcast band, for example, is only one thirty-thousandth of the entire known radio spectrum.

Radio Waves

The radio spectrum contains those waves which can be used for communication purposes. Radio waves, like waves of water, waves of sound and waves of electric current, travel in "cycles." The time it takes for a wave to complete a cycle determines what is called the "frequency" of the wave. For example, the electrical waves of alternating house current have a frequency of 60 cycles per second—that is to say, 60 complete waves occur every 60 seconds.

The distance and manner in which a particular radio wave travels depend in large part upon the frequency with which it is transmitted. Radio waves of certain frequencies travel great distances—they span the ocean, even circle the globe. Radio waves of some other frequencies do not go much beyond the horizon. And some radio waves can be obstructed by buildings, even rain.

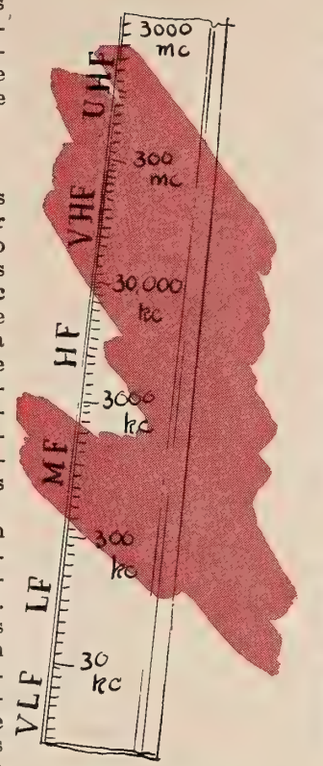
Hearing differs, but the normal human ear is capable of registering sounds ranging in frequency from 16 to 16,000 cycles a second. A certain type of dog whistle emits a tone which cannot be heard by humans. A piano keyboard sets up fundamental vibrations of from 27 to 4,000 cycles, and produces overtones extending up to around 16,000 cycles. Aural broadcast transmission and reception can be made to cover all or any part of the tonal range which the ear can discern, but generally is limited by equipment design to less than the entire range.

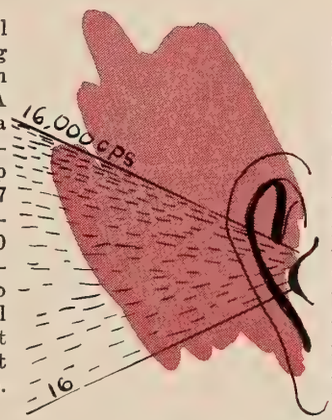
Bands & Frequencies

It is customary to speak of the spectrum space occupied by each radio service as a "band," meaning the group of frequencies in a particular region of the spectrum allocated for the use of a specified service. These bands are further broken down into "channels" which are, in effect, the traffic lanes assigned for the transmissions of individual stations.

Within these channels each station operates on a designated "frequency" which, as previously noted, means that it transmits so many waves per second. Frequencies are measured by "kilocycles" and "megacycles," which are the convenient markings on a receiving set dial. "Kilo" means 1,000, and "cycle" refers to a complete swing of an electric vibration. Thus, a kilocycle is an easy way of denoting a thousand of these vibrations or oscillations a second. A megacycle is equvalent to 1,000 kilocycles. So, with a receiving set capable of tuning in a particular band, it is easy to adjust the dial to the frequency of any station operating within that band.

In a sense, these radio paths may be compared to land highways. A radio emission travels the spectrum route with identifying call signals akin to the license plates of an automobile speeding over a roadway. Each must keep within a prescribed lane to keep from colliding with traffic in adjacent lanes. A radio channel can be used by a number of stations in the same kind of service if the stations are far enough apart or use directional antennas.







However, not all channels are the same width. Some types of transmission require wider paths than others. Thus, an FM broadcast station needs a channel 20 times wider than that used by an AM station, while a TV station requires about 600 times the spectrum space occupied by an AM station.

Frequency Allocations

A fundamental task of the Federal Communications Commission is to allocate the radio spectrum to the various radio services and to write the rules and regulations to govern the operation of stations in these services on the particular frequencies that are assigned to them.

It would be wasteful and chaotic to attempt to operate a broadcast station on one frequency and, say, a police radio station and a ship radio station on adjacent frequencies. There must be respective bands of frequencies for the some 60 radio services with which the Commission deals, and within these bands assignments of particular frequencies must be made to individual stations. Thus, frequency "allocation" refers to setting up bands of frequencies for the use of the various radio services, while frequency "assignment" pertains to assigning a specific frequency for use by a particular station.

Frequency allocation is a complex subject. It may, in brief, be likened to building communication highways in the spectrum. In ordinary road building there is a wide choice of land routes. However, most of the usable radio lanes are already crowded and, unlike land traffic, radio transmissions do not obey traffic signals to allow other traffic to pass, or go just to the point where they are to be heard. They spread out to thousands of other points as well, crossing political and geographical boundary lines in all directions.

As the spectrum becomes more congested, interference grows in seriousness. It can come not only from domestic stations, but also from foreign stations. That is why mutual working arrangements between nations to handle radio's expanded usage is necessary.

The international aspect of radio has developed to such an extent that almost no major frequency allocation can be made without considering international usage. Hence, the primary allocation of frequencies is now determined by international treaty or other agreement. In this connection, the Federal Communi-

cations Commission is called upon by the Department of State to do a large share of the preparatory work for international radio conferences, and to furnish a large proportion of United States delegates and advisers to these conferences.

BROADCAST OPERATION

At some time or other you have observed, from a distance, a gun being fired. You noticed that the sound of the explosion reached your ears after you witnessed the actual flash. Yet it is possible for a person at a receiving set to hear a sound broadcast from miles away before a person can hear it over a loudspeaker in the same room where the actual broadcast takes place.

This is because radio travels with the speed of light—186,000 miles a second—as compared with only about 1,100 feet a second for sound. Thus, it requires just about one-sixtieth of a second for a voice from Europe to be electrically wafted to your home receiving set.

Without being too technical, here is how an aural (AM or FM) broadcast station works:

A person talks into a microphone as if it were a telephone. His voice sets up vibrations of varying intensity and frequency. The lower the pitch the slower the vibration.

In the microphone these vibrations are converted into electrical impulses like those in the originating sound. They are sent over wires to the transmitting station (usually some miles distant), or by leased telephone lines to other radio stations carrying the same broadcast.

At the transmitting station the electrical vibrations are greatly amplified — sometimes millions of times—before being put on the "carrier" wave. The intensity and frequency of the carrier wave are constant and this wave, by itself, does not transmit music or speech. So it is varied to correspond with the fluctuations of the speech or music received at the microphone. This is called "modulation."

In AM broadcast the audio waves are impressed on the carrier wave in a manner to cause its amplitude (or power) to vary with the audio waves. This is known as "amplitude modulation." In "frequency modulation" (FM), the amplitude remains unchanged but the frequency is varied. (Television, which uses AM for its visual transmission and FM for its sound, is discussed elsewhere in this primer.)

These modulated waves speed from the antenna tower as invisible ripples, radiating in various directions. Some of them follow the contour of the ground and are called "ground waves." Others dart upward and are called "skywaves." Skywaves are often forced back to earth by a ceiling of electrical particles which science calls the ionosphere. This rebound gives the listener a choice of more distant AM stations at night. Daytime reception is largely dependent upon ground waves.

Radio waves used in broadcast may pass through buildings and other objects but are subject to absorption and interference. As in the case of ripples on water, radio vibrations weaken with distance. Seasonal disturbances and sunspot periods can throw them off their course and cause "freak" reception.

AM broadcast stations use "medium waves." That is to say, they transmit 550,000 to 1,600,000 waves a second. At 550,000 waves a second, the distance between the crests is approximately 1,800 feet. This is known as "wave length." A station transmitting 550,000 waves a second is said to have a "frequency" of 550,000 cycles or 550 kilocycles.

The so-called "short-wave" broadcast stations transmit from from 6,000,000 to 25,000,000 waves per second. These waves are sent out one after another so rapidly that the distance between their crests (wave length) is only about 37 to 150 feet.

The modulated radio wave from the radio station is picked up by the home receiving antenna (exterior or set-inclosed). In other words, the wave sets up in the receiving antenna a current having the same frequency characteristics as the one transmitted. In the receiver the audio and carrier waves are separated by a device called a detector or demodulator. The carrier wave, no longer needed, is dissipated while the audio wave is relayed to the loud speaker, or headset, where it is transformed back into the sound that you hear.

Relay Broadcast

Relay broadcast depends largely upon common carrier interconnecting facilities. Most live-talent AM network programs are sent over wires, many across the continent, for rebroadcast. AM and FM stations also use transcriptions (recordings), and TV stations show many films. Broadcast stations usually employ wire connections between studios and transmitters, but some use radio (see "Auxiliary Broadcast Services").

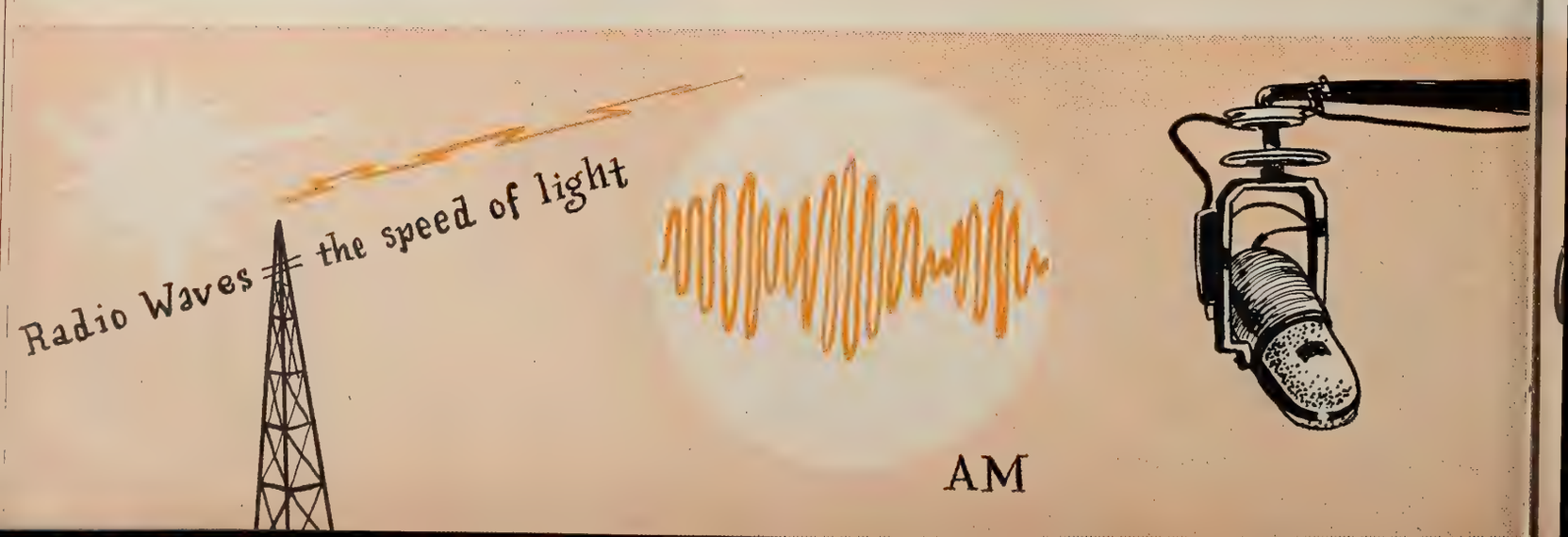
Besides being transmitted over telephone lines, both AM and FM (and to some extent, TV) programs can be picked out of the air for rebroadcast. All broadcast can be relayed by microwave or coaxial cable systems. Because of its characteristics, TV cannot be sent over ordinary wire lines for any great distance but must depend upon coaxial cable or microwave relay, which can also handle AM and FM transmission, as well as telephone, telegraph and facsimile communication.

Coaxial cable had its first experimental operation between New York and Philadelphia in 1936. Commercial service was inaugurated between Milwaukee and Stevens Point, Wis., in 1941. The American Telephone and Telegraph Co. (Bell Telephone System) operates a transcontinental coaxial cable and microwave system which was put into operation in 1951.

Besides containing wires for regular telephone and telegraph communication, certain cables embody two to four pairs of coaxial copper tubes, with a special wire centrally located in each, for TV relay. The center wire is held in place by thin slotted disks spaced throughout the tubing. The latter is slightly thicker than a lead pencil. Only one TV program can be sent over a tube at a time.

Microwave is a means of transmitting visual and aural broadcast programs; also other types of communication, simultaneously, over the air. This is accomplished by a chain of relay stations spaced 20 to 50 miles apart which, in effect, beam from one to another. Static and man-made noise is at a minimum on the frequencies employed for microwave operation.

Various communications interests



operate microwave facilities. Those of the Bell System tie in with its coaxial cable system.

Directional Antennas

Directional antennas are devices which enable radio stations to control their service patterns. As broadcast stations began to multiply on shared channels, it became necessary to employ directional antennas to prevent interference. Since 1937, directional antennas have been one factor in helping new stations squeeze into the congested AM broadcast band. Hundreds of directional antennas are utilized by AM stations. One complex array includes 10 towers. Directional antennas are used also in international communications to beam transmissions to particular points.

TYPES OF STATIONS

In 1952 there were nearly 5,000 broadcast stations in 11 categories. The three principal commercial broadcast services are the older AM (amplitude modulation); the newer FM (frequency modulation) type of high-fidelity and static-free broadcasting, and TV (television), also known as video. In addition, there are noncommercial educational FM and TV and international broadcast facilities; remote pickup and studio links, TV auxiliary service, and experimental and developmental broadcast stations.

The growth of the AM, FM and TV commercial broadcast services since 1943 is shown in the following table of statistics for the close of the fiscal years indicated:

	AM		FM		TV		Total	
	Authorized	Licensed	Authorized	Licensed	Authorized	Licensed	Authorized	Licensed
1943	912	911	48	37	6	6	966	954
1944	924	912	52	45	9	6	985	963
1945	955	931	53	46	25	6	1,033	983
1946	1,215	961	456	48	30	6	1,701	1,015
1947	1,795	1,298	918	48	66	6	2,779	1,352
1948	2,034	1,693	1,020	142	109	7	3,163	1,842
1949	2,179	1,963	865	377	117	13	3,161	2,353
1950	2,303	2,118	732	493	109	47	3,144	2,658
1951	2,385	2,248	659	534	109	81	3,153	2,863
1952	2,420	2,333	648	582	108	96	3,176	3,011

AM BROADCAST

Amplitude modulation (AM) is the oldest system of program transmission (see early history under chapter on "Evolution of Broadcasting," also description of operation in "Broadcast Operation"). Besides being used in the standard broadcast band, it is also employed in most long-distance shortwave broadcast as well as for the visual part of TV programs.

The 535 to 1605 kilocycles portion of the radio spectrum is used for standard AM broadcast. This pioneer service started operation on the lower frequencies and, as a result, has continued to occupy the band in which it developed.

The AM broadcast band consists of 107 channels, each 10 kilocycles in width. Individual stations are assigned to frequencies in the center of each channel, such as 540 kilocycles, 550 kilocycles, etc.

AM broadcast stations use power of from 100 watts up to 50 kilowatts (50,000 watts). The latter is the present maximum power prescribed by the Commission for this service.

Classes of AM Stations

There are four classes of AM stations.

A Class I station operates on a "clear" channel (see later explanation), and employs 10,000, 25,000 or 50,000 watts power to serve remote rural areas as well as a large center of population.

A Class II station is a secondary station which operates on a clear channel with a power of 250, 500, 1,000, 5,000, 10,000, 25,000 or 50,000 watts to give some service beyond the primary service area.

A Class III station, which shares a "regional" channel with several similar stations, uses power of 500, 1,000 or 5,000 watts and serves a center of population and adjacent rural area.

A Class IV station operates on a "local" channel (shared by many similar stations elsewhere) and employs 100 to 250 watts for purely local service.

"Primary service area" means the area in which the signal is not subject to objectionable interference and fading. "Secondary service area" means an area served without objectionable interference but subject to occasional variations in strength of signal. "Intermittent service area" means an area receiving service beyond the primary service area and subject to some interference and fading.

Clear Channels

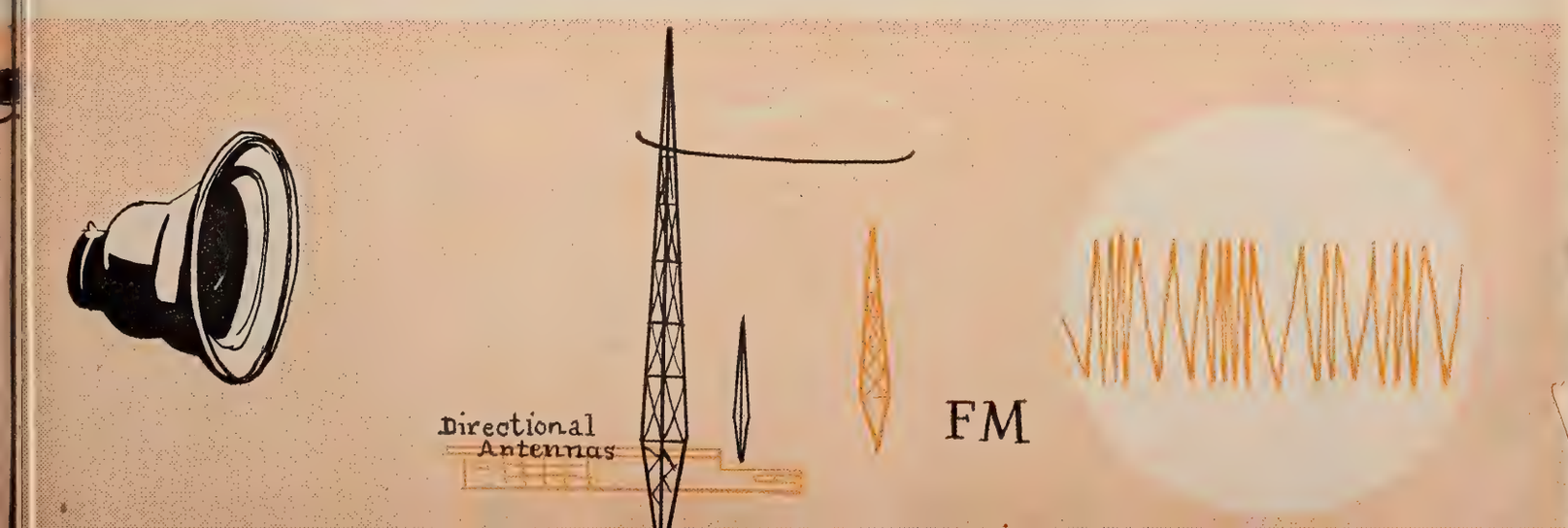
"Clear channels" are set apart by international agreement for the operation of maximum powered AM stations to serve remote rural areas. The other channels are shared by so many regional and local stations that people living outside populous communities must at night depend largely upon the strong signals of distant clear channel stations which are protected against night-time interference.

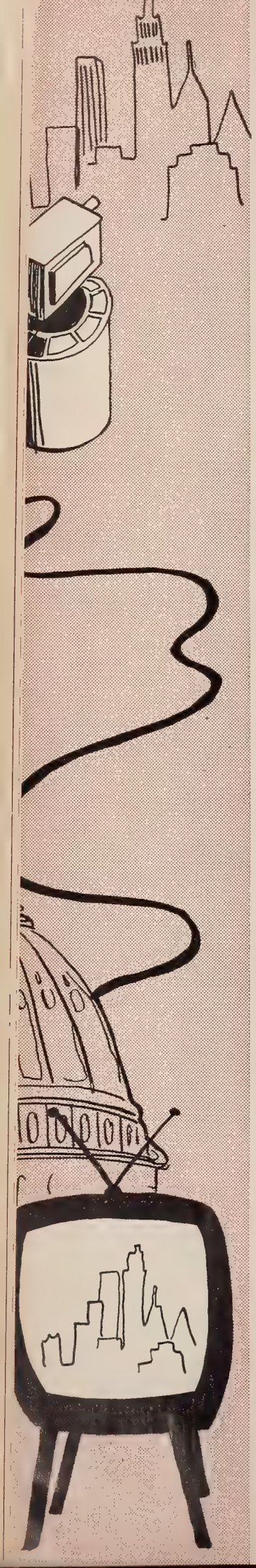
FM BROADCAST

FM (frequency modulation) broadcast has several advantages over the older AM (amplitude modulation) broadcast. FM has higher fidelity characteristics and is ordinarily free of static, fading and background overlapping of other station programs.

FM's greater tonal range capability is due primarily to the fact that it uses a wider channel than that employed for AM broadcast. Then, too, FM occupies a higher portion of the radio spectrum where static and other noise is less prevalent than at lower frequencies. FM signals have the peculiar ability to suppress weaker stations and other interference.

Since the frequencies on which FM operates do not ordinarily reflect back to earth from ionospheric layers ("skywaves"), it is possible for many scattered FM stations to share the same frequency without





interfering with one another. Most FM stations serve areas within a radius of approximately 35 to 75 miles, although high powered FM stations sometimes reach out 100 miles or more.

FM History

The principle of frequency modulation has long been known but its advantages for broadcasting were not evinced until shortly before World War II. Largely as a result of interest evoked by extensive FM development work by Edwin H. Armstrong in the 1930s, the Commission authorized increased FM experimentation and, in 1940, after extensive public hearings, provided for commercial FM operation to start Jan. 1, 1941. It set apart 35 channels for commercial FM and 5 channels for noncommercial educational FM use.

There was no "first" individual commercial FM grant because, on Oct. 31, 1940, the Commission authorized construction permits to 15 such stations simultaneously. By the end of 1940 the number of authorizations had increased to 25.

The first commercial FM station licensed by the Commission was WSM-FM Nashville (May 29, 1941), which operated until 1951.

Though all radio construction was frozen by World War II, more than 40 prewar FM stations continued to serve some 400,000 receivers.

Because of skywave interference experienced on the then FM band of 42-50 megacycles, the Commission in 1945, after public hearing, moved FM to its present higher and more immune position in the radio spectrum—88 to 108 megacycles—and at the same time increased the number of channels to 100. This provided 80 channels for commercial FM and 20 channels for nonprofit educational broadcast (see "Educational Broadcast").

Classes of FM Stations

FM commercial stations are of two classes: Class A, for community service, and Class B, for metropolitan or rural coverage.

Commercial FM stations are licensed for unlimited time operation and are required to program a minimum of six hours a day. As an encouragement, new FM stations can start with interim equipment until they obtain higher power apparatus.

FM Service

The peak year for commercial FM authorizations was 1948, when more than one thousand such authorizations were outstanding. By the close of 1951 there were less than 700. However, the number of licensed operating commercial FM stations has been increased steadily —from less than 150 in 1948 to nearly 600 in 1952.

Approximately 650 commercial FM stations (including licensees and construction permittees) were on the air in 1952. They provided service over almost all of the Eastern half of the United States, over most of the West Coast area, and in a number of cities and adjacent rural areas in the West. It was estimated that more than 100,000,000 people were within range of one or more FM stations.

At that time the number of receivers in use able to tune in FM broadcast approximated 9,000,000.

TV BROADCAST

Television (TV) broadcasting involves radio transmission of visual and aural programs so synchronized that at the receiving set they are seen and heard in a manner resembling talking motion pictures.

The picture phase of television is accomplished by sending a rapid succession of electrical impulses through the air which the receiver transforms into scenes and images. The method is complex, but the following is a brief explanation of monochrome (black-and-white) video operation.

The subject is first "shot" by a television camera. The latter looks like a movie camera but, unlike the ordinary photographic apparatus, uses no film. Instead, it has a special pickup tube—either an "iconoscope" or an "image orthicon," but whose basic principle is the same. This tube is honeycombed with about 367,000 microscopic dots, each of which functions as a photoelectric cell. The light coming through the camera lens strikes these dots and sets up in them electrical charges in proportion to the illumination falling on their respective areas. The more light, the greater the charge. In this way, the highlights and shadows of the scene being telecast create a pattern of electrical impulses on the dotted surface of the tube.

The entire picture area composed by these dots is know as a "mosaic." The dots are "scanned," each one in turn, by a beam of electrons about the size of a pinhead. This electron gun sweeps back and forth, from left to right and from top to bottom (just as a printed page is read by the human eye), until it has completely scanned the dots. It repeats this performance 30 times a second. Each scanning is known as a "frame." Each frame is scanned into 525 lines, which is the United States standard with respect to definition. As the electron beam sweeps over the dots, it neutralizes their respective electrical charges and sends equivalent electrical currents, in sequence, over cables to be amplified, monitored and then put on the air.

In the receiver, this process is reversed. The visual transmission is received—one dot at a time—but so rapidly that the varying electrical charges are able to reassemble the picture. This is made possible by the reproducing tube. The latter is coated with a fluorescent material that glows when bombarded by the electrons and recreates the object or scene being telecast. The face of this tube is the screen that you see, directly or indirectly, in viewing the resulting picture.

In television, the receiver has a particular lock-and-key relationship to the transmitter. The receiver must be able not only to get the broadcast of any TV station within range, but is controlled by the transmission in such a way that the receiving screen responds to the release of electrons so as to furnish the light and dark areas which make up the picture.

In this respect, video operation has a certain resemblance to printing a picture from a plate. The latter, if examined under a magnifying glass, reveals a surface composed of many small raised dots. These dots form the varying shades when the picture is reproduced.

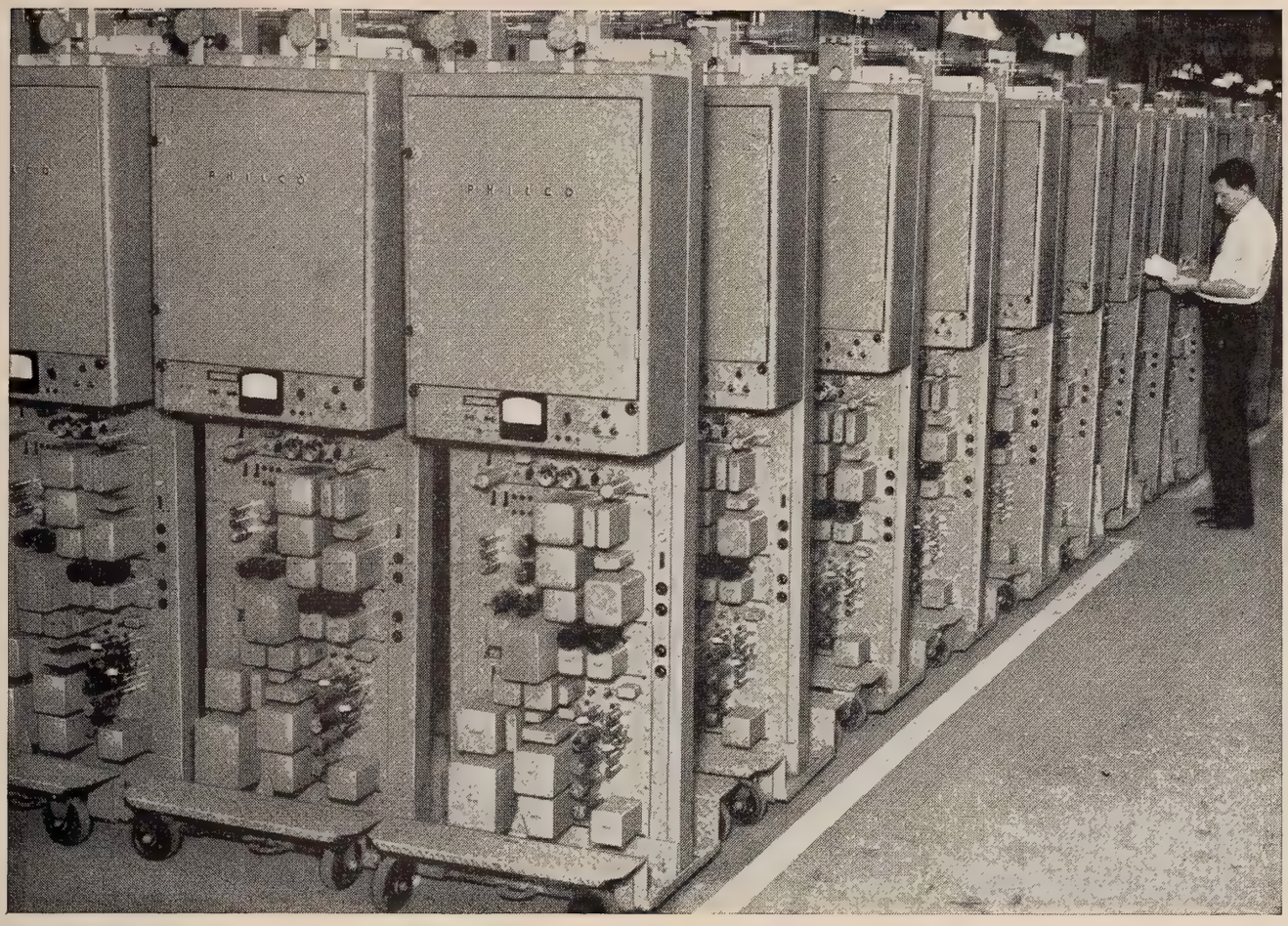
The TV viewer does not see a complete picture at any one time. However, the line reproductions follow one another so quickly that, due to the retentive ability of the eye, there is a complete animated picture as far as the observer is concerned. The high rate of repetition is needed to minimize flicker and to avoid the effect of jerkiness when moving objects are shown.

The TV transmitter is, in effect, two separate units. One sends out the picture and the other the sound. Visual transmission is by amplitude modulation (AM). The sound portion employs frequency modulation (FM) and operates much like the regular FM broadcast described elsewhere in this booklet.

TV History

Many persons in many lands have contributed to the development of television. Like other forms of radio, TV was made possible by electronic discoveries in the late 19th century and early 20th century. In 1884 Nipkow, a German, patented a scanning disk for transmitting pictures by wireless. In our own country, Jenkins began his study of the subject about 1890. Rignoux and Fournier conducted "television" experiments in France in the 1900s. In 1915 Marconi predicted "visible telephone." In 1923 Zworykin applied for a patent on the iconoscope (TV camera tube). Two years later Jenkins demonstrated mechanical TV apparatus. There were experiments by Alexanderson, Farnsworth and Baird in 1926-1927. An experimental TV program was sent by wire between New York and Washington by the Bell Telephone Laboratories at a public demonstration in 1927, in which Herbert Hoover, then Secretary of Commerce, participated. The next year the same laboratories experimentally telecast outdoor programs.

The Federal Radio Commission (predecessor of the Federal Communications Commission) reported that "a few" broadcast stations were experimenting with video in 1928. In that year, WGY Schenectady experimentally broadcast the first drama by TV. Large-screen TV was demonstrated by RCA at a New York theater in 1930, and RCA



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Seventeen experimental TV stations were operating in 1937. The first experimental mobile TV station was placed in operation that year. The first United States President seen on TV was Franklin D. Roosevelt, when he opened the New York World's Fair in 1939. That year saw the first telecast major league baseball game, college football game and professional boxing match. In 1940 the Republican and Democratic conventions were televised, that of the former making pioneer use of coaxial cable for long-distance TV relay purposes. Previously, in the same year, WNBT New York, and WRGB Schenectady, were joined by radio relay for a rebroadcast test.

Meanwhile, in 1939, the *Milwaukee Journal* filed the first application to broadcast TV programs on a commercial basis. At a hearing held in 1940, the Federal Communications Commission found industry divided on the question of whether TV was ready for commercial use and at odds on engineering standards. At that time various TV systems required different receivers. A National Television System Committee considered standardization and reported in 1941. Subsequent Commission hearings showed the industry to be in substantial agreement on commercialization and standards. The latter fixed the present line and frame frequencies at 527 and 30 respectively. On April 30, 1941, the Commission authorized commercial TV operation to start July 1 of that year.

Meanwhile, a number of TV stations which had been operating experimentally applied for commercial authorization. The first grant looking to regular TV operation was issued to WNBT New York, on June 17, 1941, effective July 1 of that year. On June 24, 1941, WCBW (now WCBS-TV) New York, was authorized to commence program tests July 1 thereafter. By May of 1942 ten commercial TV stations were on the air. Six of these continued to provide service during the war.

In 1945 the Commission allocated 13 vhf (very high frequency) channels between 44 and 216 megacycles for commercial television. In doing so, it pointed out that there was insufficient spectrum space below 300 megacycles for an adequate nation-wide and competitive TV broadcasting system. Twelve of these channels were to be shared with certain nonbroadcast (fixed and mobile) services. At the same time, that portion of the uhf (ultra high frequency) spectrum between 480 and 920 megacycles was made available for experimental TV operation looking to future television expansion, and between 1245 and 1325 megacycles for TV relay.

In 1948, because of interference to commercial TV operation, the Commission stopped the sharing of television vhf channels with other services, and deleted TV channel No. 1 (44-50 mc) by assigning it to the nonbroadcast services affected. The Commission reiterated its opinion that frequency economy required intercity TV relaying to be handled ultimately by common carriers but, pending availablity of adequate facilities, it temporarily provided for such relaying by TV broadcasters in bands allocated for TV auxiliary purposes.

The Freeze

As predicted by the Commission in 1945, it became increasingly evident that the few available vhf channels were inadequate to provide a truly nation-wide competitive TV service. Also, operating stations developed interference which had not been anticipated when TV broadcasting began. This interference is caused by a bending or reflection of radio waves by an atmospheric layer known as the troposphere. As a result, the Commission on Sept. 30, 1948 stopped granting new TV stations pending a study of the situation. This was the so-called television "freeze" order.

The resultant study showed that, before additional stations could be authorized, it was necessary to determine various engineering and other questions which would govern TV operation for years to come.

Consequently, on July 11, 1949 the Commission proposed comprehensive changes looking to the improvement and extension of TV service. These included new engineering standards; opening uhf channels for TV broadcasting; consideration of color systems; reservation of channels for noncommercial educational use; possibilities of "stratovision" (broadcasting from planes) and "polycasting" (community service by a series of low-powered stations); and a national assignment plan incorporating vhf and uhf channels.

The color question was the first subject considered because up to the actual hearing it had not been determined if color could operate in the same channel width (six megacycles) used for black-and-white TV transmission.

Color TV.—In color television much the same process of monochrome (black-and-white) television is followed except that each picture is transmitted in three primary colors—red, blue and green. These colors are sent in sequence.

Details of the method are complex. In the "field sequential" system, which is the adopted standard in the United States, the colors are changed at the end of each scanning of the field of dots, or 144 times a second. Thus, the odd lines in the first field are scanned in red; in the second field the even lines are scanned in blue; in the third field the odd lines are scanned in green; in the fourth field the even lines are scanned in red; in the fifth field the odd lines are scanned in blue; and in the sixth field the even lines are scanned in green. It requires six complete fields to produce one complete color picture. However, 24 color pictures are transmitted each second.

Color TV has been the subject of study and experimentation for a quarter of a century. In 1928, Baird, in England, demonstrated an early system. The next year color pictures were sent over wire in a test at the Bell Telephone Laboratories in New York. RCA gave an experimental color TV demonstration in February 1940, and CBS tested color TV broadcast the following August.

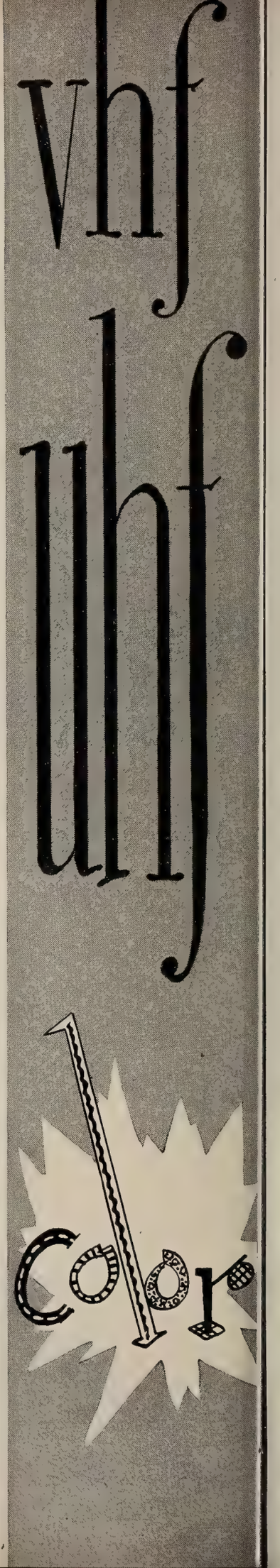
The question of color TV was considered initially by the Federal Communications Commission in 1941, when it proposed alternative standards for monochrome and color. In 1945 it allocated certain uhf frequencies for experimentation in developing color and high definition black-and-white TV. It was not until 1946 that it received a formal proposal for the adoption of color. In denying that CBS petition in 1947, the Commission urged further experimentation with particular reference to making color transmission possible in the 6-megacyle band width used by monochrome TV.

Three competitive color systems were offered for Commission consideration in the general TV proceedings which started in 1949. They were the CBS "field sequential" system, the RCA "dot sequential" system, and the Color Television, Inc., "line sequential" system. Each of these systems would require special or converted sets to receive color. The CBS system could not be received in black-and-white on existing receivers without adapters; the two others claimed they could.

On the basis of testimony and demonstrations, the Commission on Sept. 1, 1950 found that the field sequential system was the only system meeting its criteria for color operation. However, in view of the fact that this system could not be received in monochrome on existing receivers, and the possibility of improvements in TV color systems generally, the Commission proposed postponing a color decision and adopting monochrome "bracket standards" which would enable future black-and-white TV sets incorporating those standards to receive color transmissions in black-and-white. This proposal was conditioned upon receiver manufacturers agreeing to equip new TV sets with a switch and an appropriate circuit for that purpose.

But the response from manufacturers was insufficient and, in accordance with its September announcement, the Commission on Oct. 11, 1950 adopted the field sequential system for color TV broadcasting to become effective Nov. 20 thereafter. In so doing, it held the door open for consideration of competitive systems or developments on the basis of practical tests and actual demonstrations.

Start of commercial color broadcasting was delayed when RCA



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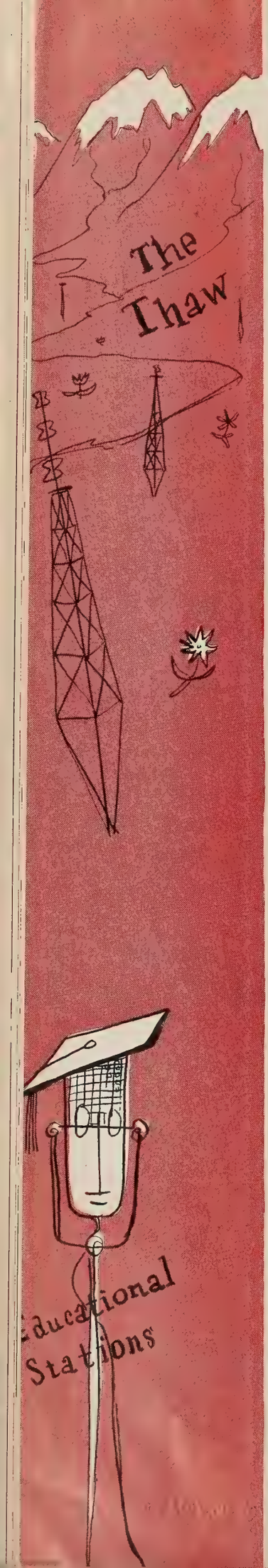
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obtained a preliminary injunction in the United States District Court at Chicago. On May 28, 1951 the Supreme Court of the United States upheld the validity of the Commission's action and CBS began limited color broadcasts on June 25 of that year. Because of the materials shortage, the National Production Authority on the following Nov. 20 prohibited the manufacture of color TV sets or attachments except for experimental, defense, industrial, and certain hospital and educational uses. This ban was relaxed to some extent on June 24, 1952.

The Thaw

On April 14, 1952, the Commission announced the lifting of the TV "freeze", the addition of 70 uhf channels (between 470-890 megacycles) to the 12 vhf channels (between 54-216 megacycles) then in use, and the adoption of a table making more than 2,000 channel assignments to nearly 1,300 communities throughout the United States and its territories, including 242 assignments for noncommercial educational use.

TV stations operate in accordance with tables of minimum and maximum power which may vary with antenna height. Minimum effective radiated power with a 500-foot antenna above average terrain is fixed at 50 kilowatts for stations serving a city with a population of one million or more; 10 kilowatts in cities with 250,000 to a million; 2 kilowatts for cities of 50,000 to 250,000; and with a 300-foot antenna power of 1 kilowatt for those cities under 50,000 population. Maximum effective radiated power on vhf channels 2-6 is fixed at 100 kilowatts, on vhf channels 7-13 at 316 kilowatts, and on uhf channels 14-83 at 1000 kilowatts; with very high antennas these powers are reduced.

Station separations are determined by three geographical zones. Minimum co-channel separations are 170 miles for vhf channels, and 155 miles for uhf channels in Zone I which encompasses the entire states of Massachusetts, Rhode Island, Connecticut, New Jersey, Maryland, Pennsylvania, Delaware, District of Columbia, Ohio, Indiana, Illinois, and parts of Maine, New Hampshire, Vermont, New York, Virginia, West Virginia, Michigan and Wisconsin.

Minimum co-channel separations are 190 miles for vhf channels, and 175 miles for uhf channels in Zone II, which includes the territories and possessions, and the entire states of Kentucky, Tennessee, North Carolina, South Carolina, Missouri, Iowa, Minnesota, Arkansas, Kansas, Nebraska, Oklahoma, North Dakota, South Dakota, Utah, Idaho, Arizona, New Mexico, Montana, Wyoming, Nevada, Colorado, Oregon, Washington and California, and parts of Maine, New Hampshire, Vermont, New York, Virginia, West Virginia, Georgia, Alabama, Mississippi, Louisiana, Michigan, Wisconsin and Texas.

Minimum co-channel separations are 220 miles for vhf channels, and 205 miles for uhf channels in Zone III, which includes Florida and parts of Georgia, Alabama, Louisiana, Mississippi and Texas.

At the time the freeze was lifted, 108 vhf stations were serving some 17,000,000 TV receivers in 63 cities and metropolitan areas with a population of approximataly 87,-000,000 persons in 34 states.

Following the lifting of the freeze, a temporary procedure was instituted for processing TV applications which gives priority consideration to places without television stations and to communities with uhf assignments only; also to noncommercial educational applications and applications from the territories and possessions.

The first commercial TV grants following the lifting of the freeze were made on July 11, 1952, simultaneously, to three Denver, Colo., stations—KFEL-TV, KDEN and KBTV. KFEL-TV began program operation on July 19th thereafter. The first uhf commercial television station to go on the air was KPTV Portland, Ore., on Sept. 20, 1952.

The initial commercial grant to the territories and possessions was made on July 23, 1952, to WKAQ-TV San Juan, Puerto Rico.

Miscellaneous

Being in a higher part of the spectrum, uhf television cannot be received on vhf sets without changes in the set or the addition of an adapter. The type of tuner in the set will generally determine the steps necessary. Otherwise, a special receiver is required to get both TV bands. In many cases, uhf reception also requires some slight changes in home antennas which were installed for vhf use, or may require a new antenna.

TV stations engaged in commercial operation are required normally to broadcast a minimum of 28 hours a week except in their initial stages when there is a graduated scale of operation starting with 12 hours.

Developments in "phonevision" and other means of sending scrambled TV programs—by wire or radio—to subscribers with unscrambling devices constitute experimental operation for which no service has yet been authorized.

Requests for special channels for theatre television are the subject of a separate Commission proceeding.

TV Networking

Television is no longer limited by local talent and facilities. Network operation is made possible in large measure by the development of coaxial cable and microwave relay facilities. As early as 1937 motion pictures were televised and sent over the coaxial cable link between New York and Philadelphia. Network operation was begun by WNBT New York; WRGB Schenectady, and WPTZ Philadelphia. in 1944. Regular coaxial cable TV relay service was inaugurated between Washington and New York in 1946. The following year, microwave relay extended this service to Boston. A midwestern relay system, opened in 1948, was joined with the eastern system in 1949. The first link in the transcontinental relay system was opened between New York and Chicago in 1950. It was extended to San Francisco the following year and, on Sept. 4, 1951, carried telecasts of the Japanese peace treaty conference. By 1952 the Bell System's coaxial cable and microwave system totaled nearly 30,000 channel miles, served TV stations in some 70 cities, and was still being expanded. In many fringe areas, so-called "community" antennas pick TV programs from the air and bring them to local subscribers' homes by means of special cable.

In addition to live studio presentations, television uses films. The latter include "kinescope" recordings, a rapid filming process which makes it possible to show scenes of events soon after they occur. Magnetic wire and magnetic tape, which would carry both picture and sound, are being experimented with as a means of TV programming.

EDUCATIONAL BROADCAST

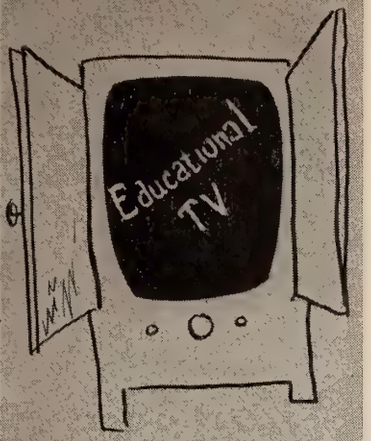
AM Educational Stations

Educational institutions were among the earliest licensees of standard broadcast stations. University engineers pioneered in the construction of many of the nation's first AM stations, and a considerable proportion of the early broadcast licenses were issued to educational institutions.

By 1925, educational groups held 171 such licenses. For various reasons, notably the increased competition from commercial broadcasting, most of these stations were off the air when the Federal Communications Commission was created. However, about 35 educational stations still operate in the AM broadcast band, a score of them on a completely noncommercial basis.

The Communications Act of 1934, in establishing the Federal Communications Commission, specifically launched its activities in the field of educational broadcasting. As directed by Section 307(c) of that act, the Commission made a study of the proposal that Congress by statute should allocate fixed percentages of radio facilities for particular types of nonprofit radio programs and activities, including education.

The Commission's report to Congress following such a study, on January 22, 1935, recommended that no statutory allocation of radio facilities be made at that time for any such nonprofit programs or activities. The Commission was of the opinion, among the reasons stated for its recommendation, that there was "no need for a change in the existing law to accomplish the helpful purposes of the proposal". It recognized, however, the need



for expanding the role of broadcasting in the educational program of the country and expressed its intention "actively to assist the determination of the rightful place of broadcasting in education and to see that it is used in that place."

To further the development of noncommercial educational broadcasting, the Commission in 1938 set aside certain AM channels between 41 and 42 megacycles for the exclusive use of educational institutions. Due, however, to the inability of the ordinary public-held radio set to receive broadcasts on these frequencies, only a few educational institutions secured licenses for such operation. Those which did later changed to frequency modulation operation when provision in FM was made for educational broadcasting.

FM Educational Stations

When regular FM broadcasting was authorized to start in 1941, five channels between 42 and 43 megacycles were allocated for noncommercial educational use, in lieu of educational AM facilities previously provided in the 41-42 megacycle band.

In 1945, as part of an extensive revision of frequency allocations, the Commission reserved 20 FM channels between 88 and 92 megacycles to accommodate noncommercial educational FM stations. This educational portion of the FM band is contiguous to that containing the commercial FM stations, and present FM receivers are capable of tuning in both noncommercial and commercial stations within range. The number of these noncommercial educational FM stations has steadily grown since 1945; there were slightly more than 100 of them in operation in 1952.

The Commission's authorization in 1948 of low power (10 watt) operation on these reserved FM channels provided an additional incentive to educational broadcasting. With such low power equipment easily installed and operated, schools may begin broadcasting to a limited area of from two to five miles in radius for an outlay of as little as $2,000, exclusive of studio equipment, which costs from $1,000 and up. Higher power equipment may be added when desired and economically feasible to do so. In 1951, as a further aid, the Commission authorized remote control operation of low power noncommercial educational FM stations.

While a number of states are planning to build state-wide FM educational networks, Wisconsin, with eight FM stations in operation (in addition to one AM station), leads the field in this type of activity.

In 1950 the Commission reserved a noncommercial educational frequency for the use of the United Nations.

Stations in the Noncommercial Educational FM Broadcast Service are licensed principally to school systems, colleges and universities for furnishing educational programs to teachers and students, as well as for public educational and entertainment purposes.

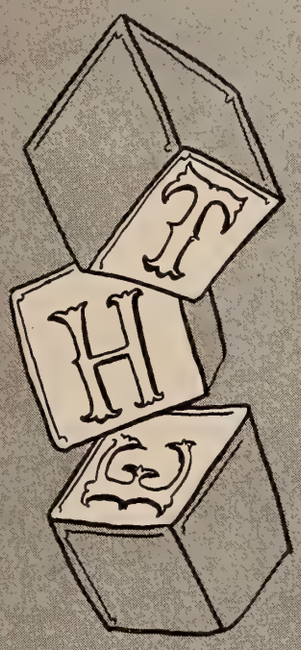
TV Educational Stations

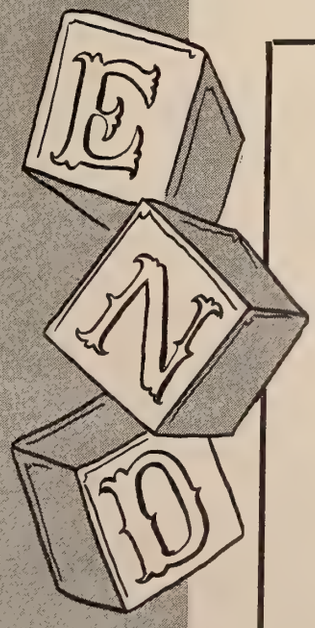
The Commission, for the first time, allocated TV facilities for exclusive noncommercial educational use as a result of its lengthy study of this question in the general television proceedings (discussed under "TV Broadcast"). The Commission determined therein that "the need for noncommerical educational stations has been amply demonstrated"; that "the records show the desire and ability of education to make a substantial contribution to the use of television"; that "the actual process of formulating plans and of enacting necessary legislation or of making adequate financing available is one which will generally require more time for educational organizations than for commercial interests . . . and that to insure an extensive rather than a sparse and haphazard development of educational television, channels must be reserved by the Commission at this time". Consequently, in its Sixth Report and Order of April 14, 1952, the Commission made channel assignments to 242 communities exclusively for noncommercial educational purposes.

Forty-six of these educational channels are to places designated as "primarily educational centers". Of the total of 242 channels so assigned, 80 are in the vhf and 162 in the uhf.

The Commission anticipates that the educational licensee on one of these channels reserved for education will make its station's facilities available to other local educational institutions, since such assignments have primarily been made to serve the educational and cultural needs of the community. Except in particular cases, noncommercial educational eligibility is not extended to municipal authorities in places where an independent educational authority—such as a board of education—is established. Although there is no requirement that noncommercial educational stations broadcast a specified minimum number of hours, commerical and educational television stations in general are both subject to the same TV service requirements, such as station separation, antenna height and power, etc.

The first noncommercial educational TV grant was made July 23, 1952 to the Kansas State College of Agriculture and Applied Science (KSAC-TV), at Manhattan, Kans.





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TALKS TO STUDENTS

JEFFERSON Standard Broadcasting Co., licensee of WBT-WBTV (TV) Charlotte, N. C., is sponsoring personnel lectures on careers in radio and television at universities and high schools in North and South Carolina. The speaker is W. Chase Idol, personnel manager of the company, who promotes the concept of "Opportunities Unlimited at WBT-WBTV." General Manager Charles H. Crutchfield says "We're always interested in filling our staff openings with homefolks, where that is possible. With the variety of communications, broadcasting and allied studies offered in North Carolina, we hope to build in the minds of undergraduates the ambition to become a part of our organization if they plan a broadcast career."

WLOW GADGET TIE-INS

WLOW Norfolk, Va., in a 13-week promotion campaign, has been sending gifts with station tie-ins to the top 104 advertisers in that area, using material supplied by Gettier-Montayne, Baltimore. In February it was a memo pad: "Write this down, WLOW is your best buy in Tidewater;" in March, a whisk broom: "Let WLOW whisk away your lagging sales," and for April, a carpenter's rule: "By any measure, WLOW is tops." Other promotion includes bus dashes and roadside billboards.

FOOD PROMOTION

EIGHT-PAGE two-color sales brochure on "How to sell food in the St. Louis market?" is being mailed by KSD-TV St. Louis. Station claims it reaches 80,000 homemakers daily with its daytime features, and outlines how a sponsor can get 1,000 viewers for 73 cents. Free & Peters is the representative.



MID-AIR camera being lifted by crane in Baltimore shipyards is recording the 1,753d remote telecast of *The Port That Built a City* by WMAR-TV. Camera cable extends from camera to a WMAR-TV mobile unit below.

KYW EASTER EGG PARTY

KYW Philadelphia has scheduled an Easter egg party contest Thursday for children 4 to 10 with the party to be broadcast by Anne Lee, KYW home economist, on her regular program. Cash gift certificates will be awarded to three children with the most beautifully decorated and colored eggs. Mothers of winners will receive Easter finery. The eggs will be distributed to underprivileged children.

MATCH THIS

MATCH books bearing the recipient's name in gold letters on the front cover were sent by WXLW Indianapolis to present and prospective advertisers. Inside the cover were the station's emblem and dial number. For a year cartons of 25 match books were sent out monthly. According to the station, "the personal touch pays off" to the tune of 60%.

MR. WIGGLES

MR. WIGGLES, a chihuahua disc jockey on WINZ Miami, "woofs" into the mike, plays records he approves for children, and tries to find homes for his friends in the animal world. Each Saturday, with the help of his assistants, Lee and Lorraine, he phones three boys and girls who have written to him previously, puts the conversation on the air, and plays the favorite record of each. Mr. Wiggles also gives the youngsters a chance to win the type pet they desire. Fred Coots, composer of "Santa Claus Is Coming To Town," was so impressed with the chihuahua that he wrote a song called, "Little Mr. Wiggles."

FULL PAGE AD

WMIL Milwaukee recently bought a full page ad in the *Milwaukee Sentinel* with the headline, "We Hope We're a 'Good Neighbor.'" The ad went on to say that the independent station has "a selfish policy of unselfishness . . . that the greater contribution a radio station makes to its community, the greater will be the community's support of the station." Pictured



Livestock Clinic

PUBLIC service programming with a solid sell found a unique format when WKY AM-TV Oklahoma City aired 13 shows in what it believes was the first "Radio-TV Livestock Clinic of the Air."

The regularly-scheduled *Farm Reporter* on WKY and *Oklahoma Farmer* on WKY-TV, as well as two special radio features, publicized all phases of livestock management and disease control, with the entire series paid for by Lederle Labs., through Conklin Mann & Son.

To promote the air clinic, and also to encourage the use of high-quality bulls in livestock production, the stations' farm reporters, Sandy Saunders and Harold Dedrick, offered a pure-bred bull as top prize in a letter-writing contest.

Regular sponsors of the AM show are Chickasha Cotton Oil Co. and Mathieson Chemical Co.

was a drawing of a cat and dog, viewed from the back, sitting side by side.

FORUM ON PROGRESS

DURING the months an embryo TV station is struggling to get on the air, the people in the service area are interested in the progress being made, according to KVOS-TV Bellingham, Wash. As a result every Friday evening the station owner, general manager, chief engineer, and production manager appear on a forum on KVOS-AM to discuss what has been done during the past week. In this way, as well as discussing questions that are sent in, KVOS feels it has found an effective method of keeping the community aware and even more interested than usual in the why and wherefores of TV in the Pacific Northwest.

'VALLEY FORGE GIRL'

VALLEY FORGE Beer is introducing a new personality on radio and TV. She is the "Valley Forge Girl," featured in a new, concentrated advertising and merchandising campaign to "Make friends with Valley Forge Beer." She will make her television debut on WFIL-TV Philadelphia, and will be seen and heard by sports fans during broadcasts of the Philadelphia A's and Phillies baseball games on radio and TV.

HISTORY ON THE AIR

KQV Pittsburgh, in cooperation with Pittsburgh area schools, is broadcasting a series of pro-

Food Promotion

ELEVEN participating sponsors have been signed by WFBR Baltimore for its new hour-long daytime strip, *Hometown, America,* offering extensive merchandising and point-of-sale promotion in cooperation with 2,700 grocery stores in the greater Baltimore area.

The station, with the Independent Retail Grocers and Meat Dealers Assn. of Baltimore Inc., claims it can place display material in stores accounting for 60% of the retail food volume in the area with its new merchandising program. *Hometown, America,* 3 to 4 p.m., starting April 6, permits a sponsor to increase grocery outlet distribution for his product, promote it with in-store merchandising materials and on the radio program, and entertain a large listening audience.

Show features giveaway stunts, such as a telephone auction in which bidding is made on the basis of labels, wrappers and box tops from products of participating sponsors. Merchandising service for buyers of participations includes spot-checks in stores for distribution, product displays, taking of orders and introduction of new products.

How Good a Value IS Meat?



THE best way to figure the value of anything is to compare *what you get out of it* with what you pay for it.

According to a study of the U. S. Department of Agriculture, if you are an average American, you spend 24% of your food budget for meat.

The meat you get for this 24% of your food money, gives you approximately

***63% of your protein (in the form of *complete* protein)**
47% of your food iron
28% of your phosphorus
42% of your vitamin B_1 (thiamine)
24% of your vitamin B_2 (riboflavin)
79% of your niacin
(plus generous amounts of other B vitamins—including the important B_{12})

**Percentages of daily dietary allowances based on recommendations of the National Research Council for an average 154-lb. sedentary man.*

There's still another way to judge the value of meat—that's to compare the price *you* pay with what the meat packer pays the farmer. Department of Agriculture figures just published show that meat is brought to you at a *lower service cost from farm to table than almost any other food.*

But how do you place a value on the *pleasure* which you measure for yourself every time you sink your teeth into a juicy forkful of meat?

Did you know

that Americans eat on the average, *60 million pounds* of meat every day... that it takes the combined services of more than *4,000 different meat packing companies* to supply it ... that the meat packing industry is noted for the many services it performs for a profit that averages less than *1¢ for every 3 pounds of meat you buy?*

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

WIP Drug Raid Scoop

WIP Philadelphia claimed an exclusive in its on-the-scene tape-recording of a narcotics raid on more than a hundred known or suspected dens March 18—its second within a year.

Briefed at 3:30 a.m. in the office of Commissioner Joseph Bransky, federal narcotics investigator, Murray Arnold, WIP program director, and Varner Paulsen, assistant program director, joined the raiders in what was described as the biggest crackdown in six years on illegal drug traffic in the three-state federal district of Pennsylvania, New York and New Jersey.

WIP taped an hour and a half of action, including routing of dope pushers and wholesalers, breaking down doors and questioning suspects. The station broke its scoop on its 8:15 a.m. newscast and followed with a half-hour report at 8:30 p.m.

grams for in-school listening as well as for the at-home audience. The transcribed series, *The American Trail,* presents dramatic sketches of American history. These 15-minute programs, which are coordinated with classroom assignments, are broadcast weekly.

SLUMBER CAMPAIGN

WPIC Sharon, Pa., has begun a series of 55-minute programs, *The Pillow Parade,* in cooperation with the operator of coin pillow-radios recently installed in hospitals throughout the area. The program consists of musical requests sent in by friends and relatives of hospital patients. Sponsors of the program distribute to all patients in Sharon General Hospital a little folder containing a coin to operate their radios for an hour. This coin service soon will be extended to patients in other hospitals in the county.

TV POWER

QUICK results of a TV announcement have been reported by WPTZ Philadelphia. Mary Wilson, star of *Pots, Pans and Personalities,* mentioned that viewers could take a short air flight without charge by stopping at the Pan-American center city office and obtaining a ticket. Pan-American's "get acquainted flight" campaign was to start the following day, and Miss Wilson's announcement was intended as only a "feeler" to test reaction. Less than two hours later Pan-American had issued 400 tickets, the total amount available, had sent a petition to the telephone company to suspend all phone calls for the rest of the day, and had cancelled its entire campaign of newspaper publicity.

SONG SEARCH

SINGER-disc jockey Lee Sullivan has received, through his *Sullivan Song Search* on WERE Cleveland, more than 600 unpublished songs from talented Clevelanders. Every song receives a personal going-over from Mr. Sullivan, who so far has been able to use 17 amateur songs on his morning shows. More than 1,500 people have written to tell Mr. Sullivan which song they like. The first amateur work, "Confusion" by Anthony Casals, drew 493 letters in one week, and a Chicago publisher and New York recording company have expressed an interest in it.

JAYWALKER CONTEST

WORCESTER New Car Dealers Assn. sponsored a Mrs. Jaywalker contest on WTAG-AM-FM Worcester's *Julie 'n Johnny.* Each day a jaywalker, after giving clues to her identity on the air the day before, violated pedestrian traffic rules in a combined station and Safety Council promotion. Pedestrians could win a jackpot prize by spotting the jaywalker on the street and identifying her as the person on the broadcast. Final prize was $100, with $5 added each day.

EXCLUSIVELY RADIO

BEYOND TV horizons is the claim made by KOA Denver for its coverage in this "almost exclusively radio country." Most of the portions of the 15 states which the station reaches will be beyond the reach of television "for years," KOA claims in a three-color mailing piece. Although KOA serves a large rural audience, it maintains a steady "city folks" following, which likes its "careful scheduling and solid evenings of network entertainment."

RECIPES AND RADIO

WNOE New Orleans is reminding agencies and advertisers, using a string-tied southern colonel, that "In New Orleans it's creole recipes for good eating and WNOE for good coverage." Both, the station adds, have "public acceptance" there. The singlecard mailing piece is printed in two shades of green, and points up H-R Reps, national representative for the 50 kw Mutual station

UTAH COVERAGE

HIGH, Wide and Handsome is the copy theme in a new sales brochure being released by KSL-TV Salt Lake City, which claims its transmitter ("America's highest") reaches 87% of Utah's population. Coverage area comprises 89.7% of the state's effective buying income, the CBS affiliate reports.

Editorials Aired

A FEW hours after W. Gordon Allen, president of KGAL Lebanon and KGAE Salem, both Oregon, initiated a saturation editorial campaign demanding public hearings and re-examination of a 20% power surcharge to consumers by power companies, a bill was introduced in the Oregon legislature by Rep. Monroe Sweetland to make a public hearing mandatory on any future surcharge, the station reports.

A second bill introduced by Rep. Sweetland asked that money so far collected by power companies be held in escrow until legality of the surcharge has been established, Mr. Allen said, adding that State Sen. Warren Gill has asked a Senate investigation of the surcharge matter. The five-minute radio editorials were run six times daily.

SPEECH SCHOLARSHIP

GRAND prize winner in the sixth annual WGAR Cleveland-Western Reserve U. speech tournament will receive a four-year scholarship to Western this year and work at WGAR part-time. Winners in four speech contest divisions will receive a clock radio. All high school seniors in northern Ohio are eligible to compete during April and May. Plans were completed by John F. Patt, WGAR president and co-chairman of the tournament, and Warren Guthrie, chairman of the speech department at WRU.

PASSOVER PROGRAMS

WEEK of programming commemorating the Passover holiday, which ended yesterday (Sunday), was prepared by WLIB New York in cooperation with KOL ZION, Israel's overseas broadcasting service, United Parent-Teacher Assn. of Jewish Schools, the Jewish Education Committee and organizations representing New York synogogues. Schedule included a radio visit to a new matzoh (unleavened bread) bakery on Long Island, messages from civic officials and Passover services.



PEOPLE

Advertisers

William T. French, National Dairy Products Corp., N. Y., appointed assistant director of advertising in charge of Sealtest advertising.

Wrigley Offield appointed advertising manager of William Wrigley Jr. Co.

Neil Shaver, advertising manager, Gallo Wines, Modesto, Calif., to Clorox Chemical Co., Oakland (Clorox products), in same capacity. He is succeeded by **Jack Stanton,** Modesto Adv. Agency, that city.

Stanley Colberson, advertising-sales promotion manager, California Wine Assn., S. F., to Langendorf United Bakeries Inc., that city, as advertising manager.

Henry Rawle Geyelin, manager and director of creative activities of Allen B. DuMont Labs., named manager of advertising service of Metropolitan Life Insurance Co., N. Y.

Ben C. Zorek appointed advertising manager of Ocean City Mfg. Co. and Montague Rod & Reel Co.

Agencies

Samuel Carter III, radio and television commercial supervisor, Sullivan, Stauffer, Colwell & Bayles, N. Y., elected a vice president.

Kenneth G. Manuel appointed vice president of D. P. Brother & Co., Detroit.

Caesar R. Grimaldi, head of C. R. Grimaldi, S. F., to California Adv. Agency, Hollywood, as vice president in charge of television.

Robert D. Stuart, assistant general manager, James Thomas Chirurg Co., N. Y., appointed general manager. **William L. Bartlett,** copy chief, appointed creative director. **Jan Van Eerde** to agency as art director.



Mr. Stuart

Dolores Cappelletti, Foote, Cone & Belding, N. Y., to Cavanaugh-Shore & Co., N. Y., as space and and time buyer.

Welch Henderson to Peter T. Scott Assoc., Kansas City, succeeding **Curtis Bowles,** who has resigned.

Bernard Bender, Leeds & Northrup, Phila., to copy staff, Beaumont, Heller & Sperling, Reading, Pa.

James T. Gallagher, copy chief, Integrity Agency, Phila., to Neville & Bell, Phila., as account executive.

Harry Holcombe, radio-TV director of Grant Adv., Chicago, has resigned. He has not announced his future plans. **Don Tomkins** replaces him.

James G. Ehrlicher appointed head of new public relations department of Calkins & Holden, Carlock, McClinton & Smith, Chicago.

Sherwood Armstrong, account executive and

WATCH APRIL 6
"Broadcasting"



1600 KEYS
to new profits through
Thesaurus
recorded program services
TMKS® RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION



A BIG LEAGUE SHOW!

Phil Rizzuto's Sports Caravan

a sparkling 15 minute transcribed radio series

About Phil. Everyone knows him . . . 12 years with the world champion Yankees.

About the Show. A fast-moving 52 quarter-hour sports program for twice-weekly broadcast. 26 weeks beginning mid-April through September, including a free-upon-request separate disc on which Phil will transcribe 5-second personalized lead-ins to commercials.

Production. Each transcription is double-faced, with 2 complete 15-minute shows, open-end for 1-minute commercials: open—middle—close.

Cost. Priced at incredibly low "quick-sale" rates.

For Details . . . Rates or Audition Discs Write, Wire or Phone

charles michelson, inc.
15 West 47th St., New York 36, N. Y.
Phone: Plaza 7-0695
In Hollywood — BOB REICHENBACH
6533 Hollywood Blvd., Hollywood 28, Calif.
Hollywood 9-4580

BMI "Pin Up" Hit

THE SONG FROM MOULIN ROUGE

published by BMI

RECORDED BY

PERCY FAITH-FELICIA SANDERS (Columbia)

MANTOVANI . . . . . (London)

HENRI RENE . . . . . (Victor)

ALEX STORDAHL-JUNE HUTTON . . . . (Capitol)

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

radio-TV director, Foote, Cone & Belding, S. F., to Brooke, Smith, French & Dorrance, same city, as creative director.

Harry G. Woodward Jr., Gardner Adv., St. Louis, to Warner, Schulenburg, Todd & Assoc., that city, as account executive and member of agency's plan board and campaign advisory committee.

Frank J. Reed, manager of television sales service department, NBC, to Sullivan, Stauffer, Colwell & Bayles, N. Y., in executive capacity in radio-TV department.

Sam Hunsaker, N. W. Ayer & Son, Phila., to copy staff, Kal, Ehrlich & Merrick, Washington, D. C., **Eric Hall,** *The Washington Post,* to layout department of Kal, Ehrlich & Merrick.

Robert E. Eddy, art director for Ruthrauff & Ryan, S. F., appointed executive art director of Mac Wilkins, Cole & Weber, Seattle.

Paul Harkonen to Wallace Mackay Co., Seattle, as account executive.

G. Thatcher Darwin and **Neil M. Elliott** to W. H. Hunt & Assoc., L. A., as account executives.

Wib Perry, assistant radio-TV supervisor of Young & Rubicam, Toronto, to broadcasting department of Leo Burnett Co. of Canada Ltd., Toronto, as manager.

Donald W. Jackson, vice president of Doyle, Kitchen & McCormick, to account manager, James Thomas Chirurg Co., N. Y.

Henri Poullin, newscaster of CKVL Verdun, to French-language radio department of Spitzer & Mills Ltd., Montreal.

Russell R. Torreson, Tri-State Adv. Co., Phila., to J. Cunningham Cox Inc., same city, as assistant director of radio-TV. **Thomas E. McCarty** and **Anthony J. Padden** to latter agency as account executives.

Ruth A. Embury, J. M. Mathes Inc., to N. W. Ayer & Son, N. Y., on copywriting staff. **James H. Whitcomb** to plans-merchandising staff, and **Robert Rowen** to copy research bureau, both in Philadelphia office.

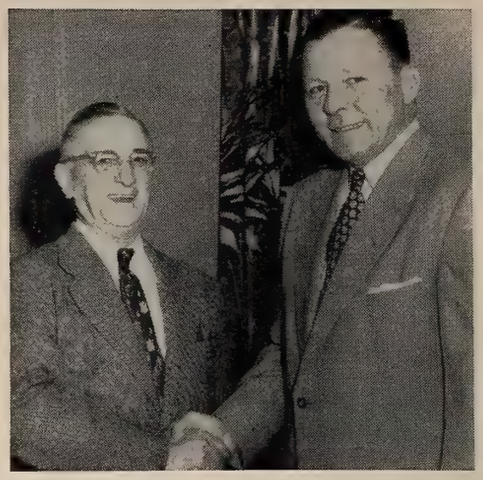
Lee Edmiston returned to Keller-Crescent Adv., Evansville, Ind., as copy chief. **J. D. DeVaun,** Triangle Adv., Chicago, to creative staff of Keller-Crescent. **Claire Adler** placed in charge of creative planning and **C. C. Palmisano** to head agency's radio-TV activities.

Bob Smith, traffic manager, Erwin, Wasey & Co., L. A., to Barton A. Stebbins Adv., that city, as production manager. He succeeds **Neil Elliott,** who joins W. H. Hunt & Assoc., that city, as account executive. **G. Thatcher Darwin,** sales and advertising manager, Runyan Mfg. Co., L. A., to Hunt as account executive.

George Patton Co., Beverly Hills, has become **Patton-Lowell Inc.** with **Kenneth K. Lowell,** agency associate, becoming partner with **George Patton.**

J. L. Edgar, advertising manager, Denver Wholesale Florists Co., to Galen E. Broyles Inc., that city, as account executive.

Melvin D. Weiss, sales staff, WEWS Cleveland, to radio-TV staff, McCann-Erickson, same city, as account executive.



ATLANTA Crackers baseball games will be described by Surgeon (Spud) Chandler (r), who is welcomed to the staff of WSB-AM-TV as sports director by John M. Outler Jr., general manager of the Atlanta outlets.

Laura Perry, Blakiston Co., Phila., joins Lee Ramsdell & Co., same city.

Charles B. Moore to public relations department of Geare-Marston, Phila.

John Romer, Beaumont, Heller & Sperling, Reading, Pa., to Hening & Co., Phila., as copy chief.

Emory Ward, Morse International, N. Y., to McCann-Erickson, N. Y., as copy writer.

S. Clif Pfeiffer to Anderson & Roll, Omaha, as account executive. **Robert Gillan** to agency's copy staff.

Pat Howson, traffic director at WIRE Indianapolis, to Caldwell-Larkin, advertising agency.

Roland Jacobson, Davis & Co., L. A., to Barnes Chase Co., that city, as account executive and creative staff member. Agency has moved to 3450 Wilshire Blvd. Telephone is Dunkirk 4-1193.

Gene Murray, Ruthrauff & Ryan, N. Y., formerly of Kudner Agency, that city, returns to Kudner as art director in charge of agency's television art.

Ernest Belt, national advertising manager, *Hollywood Citizen News,* to Ewell & Thurber Assoc., that city, as West Coast manager.

Joe Towner, assistant manager, KFBB Great

MOTION PICTURE STAGE
for
LIVE SOUND SHOOTING
Completely Equipped with Flats, Boom, Lights and Sound.
MOTION PICTURE SOUND RECORDING, MIXING, DUBBING.
TRANSFER SERVICE: from ¼ inch Rangertone, Ampex, Fairchild 35mm magnetic, 16mm magnetic to 16mm and 35mm film. 35mm and 16mm interlock projection.
Reasonable Rates
SOUNDVIEW STUDIOS
29 Flatbush Ave., Bklyn, N. Y.
ULSTER 8-2450

Falls, Mont., to Campbell-Ewald Co., Hollywood, on NBC radio *Dinah Shore Show* for Chevrolet Motor Div. account.

Al Martel, publicity, Smith & Bull Adv. Agency, Hollywood, to Roche-Eckhoff & Assoc., that city, as publicity director.

Dick Smith, partner, Smith & Bull Adv. Agency, Hollywood, which has been dissolved, forms **Dick Smith Corp.,** that city, at 6642 Sunset Blvd. Telephone is Hempstead 5671. **Lyman Smith**, general manager of recording division, KFI Los Angeles, to new firm as executive assistant.

Peter L. Hemp, account executive, Guy-Lee, Palo Alto, Calif., to staff of West-Marquis Inc., Seattle.

Bob Campbell, vice-president of J. Walter Thompson Co. Ltd., Toronto, will be Liberal Party candidate in forthcoming Canadian federal election.

George Vale, radio director of Paul-Taylor-Phelan Ltd., Toronto, and **Barbara Pippy,** time-buyer of Tandy Adv. Agency Ltd., Toronto, were married March 21.

Barbara Howard Smith, copy and script writer, Ellington & Co., N. Y., and **Louis D. Bolton II,** manager of Chicago office of William G. Rambeau Co., station representatives, married March 28.

Wilder Wylie, commercial writer, Young & Rubicam, Hollywood, on Jell-O account, father of boy, John Myron, March 1. Mother is former **Laura Helman,** one-time women's editor, KIDO Boise, Ida.

Stations

George Kapel, commercial manager, WAAB Worcester, Mass., to KOMU-TV Columbia, Mo., as station manager. **Duane M. Weise,** project engineer, General Electric Co., Syracuse, N. Y., to latter station as chief engineer [B•T, March 23].



Mr. Kapel



Mr. Weise

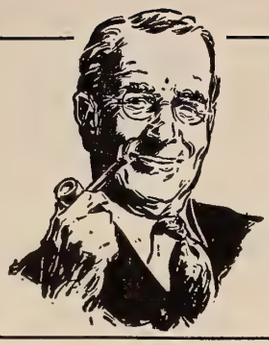
Albert H. Chismark, chief engineer at WTRY Albany-Schenectady-Troy, promoted to assistant station manager.

Don R. Colee, sales manager, WLOF Orlando, Fla., promoted to general manager, succeeded by **Tom Donohoe.**

Richard B. Wheeler, salesman for WTOP Washington, promoted to general sales manager, WTOP-AM-TV.

Charles C. Farrar, sales manager, WJLD and

Advertisement



From where I sit
by Joe Marsh

A Difficult "Situation"

Did you see that "Classified Ad" in our paper last week? The one that wanted a farmhand who had to be "an expert agriculturist, sheep herder, tractor driver, bridge player," *plus* being "an authority on chemistry and mathematics"?

Slim Thomas, who ran that ad more or less as a joke, called and said, "I got 23 answers and almost every one claimed they could meet all those qualifications! That means I want to keep the man I have—'Handy' Peters.

"He was thinking of quitting next month but now I've *got* to talk him into staying. Handy never pretends to be an expert, he's just a good all-around hired hand."

From where I sit, Slim's smart to be wary of people who consider themselves to be all-around "experts." Some folks will "expert" on anything —from the clothes a man should wear to whether he ought to drink beer or buttermilk. Personally I don't want to "classify" myself as knowing all the right answers.

Joe Marsh

Copyright, 1953, United States Brewers Foundation

WJLN-TV Birmingham, Ala., to KSTL and KSTM-TV St. Louis as assistant to **William E. Ware,** president.

Dick Schutte to sales staff of KSFO San Francisco. **Bill Hunefeld,** KSFO sales staff, to KPIX (TV) same city.

Marty McGeehan, salesman at WCFL Chicago, has resigned.

Warner Moore, account executive at WICC-TV Bridgeport, appointed local sales manager.

Mary Ford, WTVJ (TV) Miami local sales manager, elected a director of Advertising Club of Greater Miami, for three-year term.

Gordon Morehouse, account executive, KOIL Omaha, promoted to sales manager.

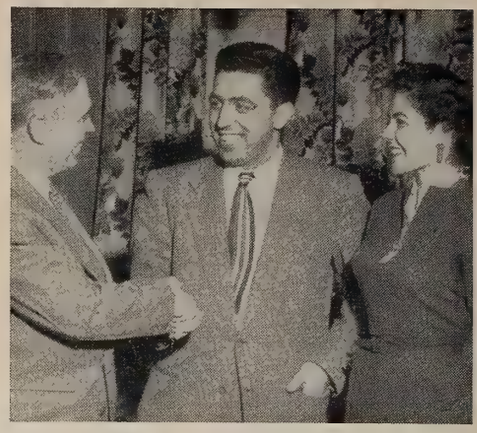
Louis J. Frenkel, formerly at WJJD Chicago, to sales staff of WBBM Chicago as local sales account executive.

Keith Davey appointed national sales manager of CKFH Toronto, succeeding **Len Smith,** who has resigned. **Pat Clark** appointed local sales manager.

James A. McLoughlin, Seattle manager of John Keating Co., radio representatives, to KOMO Seattle as account executive.

Lloyd E. Yoder, general manager, KNBC San Francisco, elected member of board of directors, Rotary Club, that city.

John W. Powell named general manager KRES St. Joseph, Mo. **Earl Hickerson,** KBOL Boulder, Colo., becomes sports director, KRES. **H. B. Greene** appointed chief engineer.



GOOD WISHES go to Caley E. Augustine (c), WSYR-AM-TV Syracuse promotion manager, from E. R. Vadeboncoeur (r), stations' president-general manager, and Jean Roxi Mason, assistant promotion manager. Mr. Augustine resigns to become WJAS Pittsburgh public relations director.



Mr. Brent

Ralf Brent, director of sales for WIP Philadelphia, named vice president and director of sales.

Charles M. Higgins, WIRK-AM-TV West Palm Beach, Fla., appointed commercial manager there.

Jack Sinclair, consultant, Previews Inc., (national real estate clearing house), to KNXT (TV) Hollywood, as account executive on national accounts.

Lloyd Moore, manager of CFRB Toronto, appointed member of advertising awards jury of Assn. of Canadian Advertisers, representing Canadian Assn. of Broadcasters.

Simon Goldman, general manager WJTN Jamestown, N. Y., elected director of Jamestown Chamber of Commerce.

R. M. Chamberlin, owner of WGGG Gainesville, Fla., elected to seat on City Commission.

Gaines Kelley, general manager of WFMY-TV Greensboro, named honorary chairman of Greater Greensboro Open golfing event.

Elizabeth Bain, film director at WGN-TV Chicgao, appointed to radio-television committee of Lutheran Churches, that city.

Fred Walker, director of public affairs, WTTM Trenton, appointed to direct membership drive for Trenton Community Concerts.

Deke Miles, news staff, WRFD Worthington,

Radio's GROWING

There are 105,300,000 radios in the United States. Virtually *every* home is a *radio* home —and more than half of them have *two or more sets.*

AND—WGN reaches more homes per week than any other Chicago station*—in the second largest market in the nation.

* BMB Study No. 2

A Clear Channel Station Serving the Middle West

MBS

WGN

Chicago 11 Illinois
50,000 Watts
720
On Your Dial



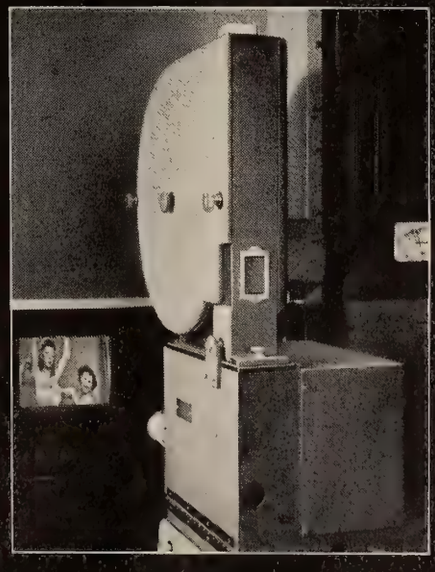
Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street



Like to catch Philadelphia

. . . or New York, for example, with a "live" Hollywood glamour show at 9 P.M. (EST) . . . then "air" the same show same day in Los Angeles 3 hours later—9 P.M. (PST)? Want to bridge this coast-to-coast gap of time and space effectively, brilliantly—at low cost?

ANSWER: **Use Eastman Film** (Air for N. Y. and TV-Record at 6; be ready to project and show in L.A. at 9 as specified).



Eastman Television Recording Camera Installation—NBC—New York.

For complete information write to:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Ohio, to WSDC Marine City, Mich., as program director.

Bob Reynolds appointed sports director, WJR Detroit.

Henry Kelpe, production manager, KOIL Omaha, promoted to program director. **Amos Eastridge** appointed promotion manager.

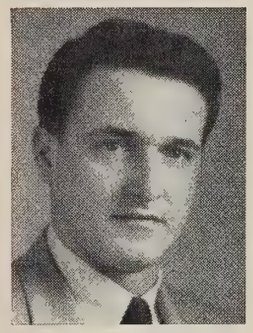
Jack Duffield, assistant sales service manager, KTTV (TV) Hollywood, promoted to merchandising manager.

Bob Blackwood to KNEA Jonesboro, Ark., as announcer-librarian.

Bill Oliver to announcing staff of WBBM Chicago.

Frederick P. Laffey, program director, WLAW Boston, received Bronze Star Medal for meritorious service performed as chief of radio division of Army's Psychological Warfare Section, Tokyo.

Jack Turley, director-producer at WKY-TV Oklahoma City, to executive producer and sales service director, KOB-TV Albuquerque.



Mr. Turley

Anne Minahan to WCCM Lawrence, as educational director. **Gladys Eldridge** to station in traffic department.

Louise Langley to traffic department, WSB-TV Atlanta.

Ernest Czelti to WOOD - AM - TV Grand Rapids, Mich., as reporter and photographer.

Roger A. Langston, advertising manager of Florida State Theatres, to promotion manager, WMBR-AM-FM-TV Jacksonville.

Harry Clarkson, production coordinator, promoted to TV producer, WMAL-TV Washington. **Jerry Gregoris** and **William Lotzer** named production coordinators there. **Ed Call, Pat Gilvary, Harry Cullis, Frank Berfield** and **Jacob Koser** to station's production staff.

William C. Lacey, manager of film dept. of WABD (TV) New York, to WCBS-TV New York in same capacity.



HUGH TERRY (l), KLZ-AM-FM Denver general manager, welcomes Dudley Tichenor, new local sales manager for the station. Mr. Tichenor formerly was with KANS Wichita, Kan., and served for three years after World War II as KLZ national sales representative.

Johnny Littlejohn, disc jockey with WMIS Natchez, Miss., and WJXN Jackson, Miss., to XEDM Hermosillo, Mexico, in same capacity.

Stu Wilson, production and public service manager, KBIG Avalon, Calif., adds duties as commercial announcer on KECA-TV Los Angeles *The Ruggles.*

Glenn M. Cook Jr., formerly chief engineer, KECK Odessa, Tex., to KLBS Houston in same capacity.

David Maxwell, chief announcer and program director, KSWS Roswell, N. M., to KBIG Avalon, Calif., as announcer.

Carolee Waite appointed assistant to owner and **Robert Loeb** named announcer-technician, KISW (FM) Seattle.

Ernie Colling, radio-TV department, Foote, Cone & Belding, N. Y., to KTTV (TV) Hollywood, as writer-producer-director.

Carol Evans to KTLA (TV) Hollywood as publicist.

Otto Bremers, assistant manager of advertising and promotion, WMAQ WNBQ (TV) Chicago, to KMOX St. Louis as sales promotion director.

William Oliver Grieve to KCKY Coolidge, Ariz.

Vaughn Bjere, announcer, CKFH Toronto, to program staff of CFRA Ottawa.

William T. Heaton, merchandising field representative, *Pasadena Star-News,* to KTTV (TV) Hollywood, in same capacity.

Shirley Dennis appointed music librarian at KIRO Seattle, replacing **Jo Daniels,** now with KFAR Fairbanks.

Clarke W. Davis to writing staff of WBBM-AM-TV Chicago, assigned to write special shows for radio.

Marjorie King, star of own daily program on KGO-TV San Francisco, adds daily program of interviews and music on KNBC that city.

Jackson Lowe returns to WOL Washington as disc jockey.

Betty Goble to accounting department, WSYR Syracuse.

Ray Walsh appointed copy chief of WCSC Charleston, replacing **Alma Davis,** now radio-TV promotion director.

George Reeves, star of *Superman,* syndicated TV film series, assigned role in Columbia Pictures feature film, "From Here to Eternity."

Kem Dibbs, radio-TV actor who played title role in former *Buck Rogers* radio program, assigned role in Warner Bros. feature film,"Riding Shotgun."

Gerald Mohr, Hollywood radio-TV film actor, assigned role in Hal Wallis Productions feature film, "Money From Home."

Russell C. Kaiser, program coordinator, KWK St. Louis, elected to board of directors of Eastern Missouri chapter of Arthritis & Rheumatism Foundation.

Pat Bishop, news editor, KFI Los Angeles, named radio committee chairman of World Trade Week, May 13-23.

Jim Reid, sports director, WPTF Raleigh, elected president of Southern Conference Sports Writers' Assoc.

Bill Gordon, disc jockey on WHK Cleveland, hospitalized for complete rest.

Arnold Starr, account executive with WPAT Paterson, N. J., father of boy, Mitchell, March 2.

Irving E. Rogers Jr., member of board of directors, WLAW Boston, and Jacqueline Hervey have announced their engagement.

Len Beardsley, announcer, KECA Los Angeles, father of boy, Brian Orlo, March 1.

Jack Wagner, disc m.c., KHJ Hollywood, father of boy, Michael Dennis, March 1.

Don Elliot, newsman at WSB-AM-TV Atlanta, father of boy, David, March 6.

Al Leibert, announcer WICC Bridgeport, and

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

Jean Israel have announced their marriage.

Joyce Ann Price, WOR New York-Mutual press information department, and Stanley R. Goodman have announced their engagement.

Bert Demers, KOMO Seattle account executive, father of girl, Diane Elizabeth.

Networks

Daniel L. Schorr, CBS Radio special correspondent in Belgium and the Netherlands, to Washington news staff of CBS Radio, effective May 1.

Arthur Godfrey, CBS Radio and TV star, named Grand Marshal of parade of 26th Shenandoah Apple Blossom Festival, Winchester, Va., May 1.

Clem McCarthy, NBC sports commentator, will receive a citation from the Sports Broadcasters Assn. in New York April 13 for "outstanding performances over the years."

Bud Coulson, director of public relations, Don Lee Broadcasting, System, Hollywood, adds similar duties with KHJ-TV that city. He succeeds **Jim Parsons,** resigned.

Bert Briller, radio-TV reporter-critic for *Variety,* to ABC as copy chief in sales development department, effective April 1.

Ann Sothern, star of CBS-TV's *Private Secretary,* named "the secretary we'd most like to imitate" by Hollywood Chapter of National Secretaries Assn.

Jack Creamer, West Coast offices of William Morris Agency, handling talent and program packaging in TV sales dept., to ABC television sales dept. as account executive.

Tony Messuri to NBC-TV New York, as freelance writer on *Scott Music Hall.*

Marge Kerr, radio-TV producer and head of creative TV package programming for William Morris Agency, N. Y., to NBC-TV's *American Inventory* program as public information consultant.

Dennis Day and **Cliff Arquette,** stars on NBC-TV *Dennis Day Show,* named first in "Funny Man in Music" and "Fun Foil" categories, respectively, by National Assn. of Gagwriters for Laugh Week, April 1-8.

Don Kraatz, ABC-TV Chicago production department, father of boy, Paul Kevin.

Bob Savage, continuity director of ABC Central Div., father of boy, Sean Christopher.

Jack Moyles, star of Columbia Pacific Radio Network *Rocky Jordan,* father of girl, March 20.

Representatives

J. Robert Sullivan to Dora-Clayton Agency, Atlanta, Ga., as account executive.

Janice Shearer, KSTN Stockton, Calif., to Weed & Co., S. F. She succeeds **Mollie Eastman,** in Europe for extended vacation.

Manufacturing

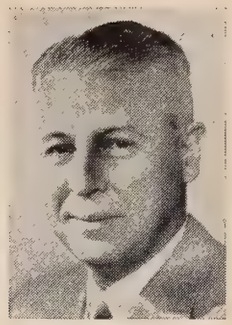
Herbert E. Delp appointed manager of newly created Kansas City TV-radio sales region of Capehart-Farnsworth Corp.

O. L. Dupy, recording supervisor, Metro-Goldwyn-Mayer Studios, to Minitape Corp., Hollywood, Calif., as president.

Arnold K. Weber appointed director of organization development and **John M. Clifford** named director of personnel, RCA Victor Div., RCA, Camden, N. J.

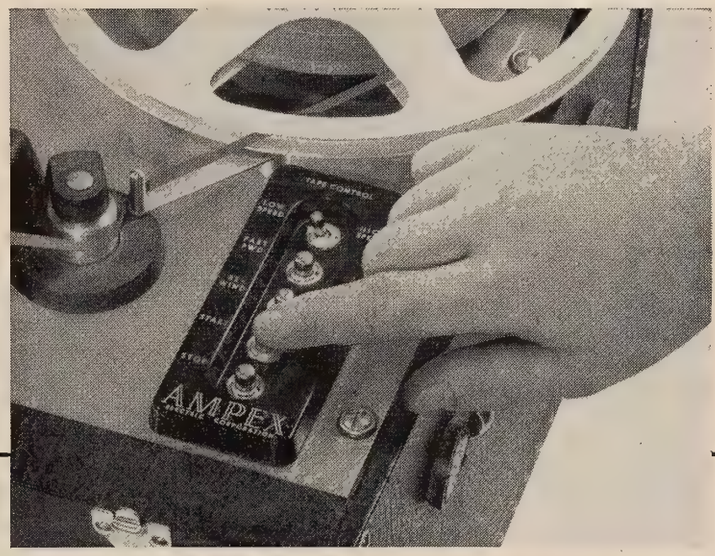


Mr. Weber



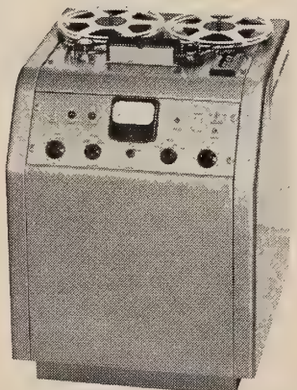
Mr. Clifford

F. Gilbert White, sales representative for Adams Distributor Co., Boston, to Sylvania Electric Products radio and TV division,

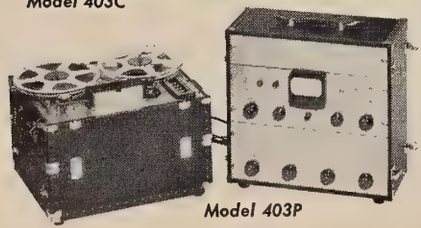


AN AMPEX IS ALWAYS READY TO GO

— Even after thousands of hours of service



Model 403C



Model 403P

Supreme reliability is the most important quality your tape recorder can have — whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments and the uncertainty they had previously suffered in using tape recorders that were "built to a price."

The AMPEX 400 Series Recorder is the one outstanding bargain in tape recorder service. It costs least per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failure; and its reliability frees your engineer's attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:

- *When you press the button, it operates*
- *Program timing stays accurate*
- *Starting, stopping and rewind will operate smoothly*
- *Fidelity will still be high*
- *Maintenance costs will still be low*

If you plan for tomorrow, buy an AMPEX today

AMPEX

MAGNETIC RECORDERS

For new broadcast application bulletin, write

AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

as district sales manager in Missouri, Arkansas, Tennessee, Mississippi and Louisiana areas.

Program Services

Earnest Hoberecht, UP general manager for Asia, elected vice president.

Ulysses Kay, contemporary composer, to BMI as editorial adviser on contemporary concert music.

Marvin Holtzman, Louchheim Co., Phila., named syndicate sales manager of Columbia Records Inc., replacing **James Sparling,** who becomes manager of phonograph div.

J. Hugh E. Davis, former executive vice president, Foote, Cone & Belding Inc., Chicago, opens **J. Hugh E. Davis Co.,** Hollywood, at 6233 Hollywood Blvd., to package-produce live and film TV and radio programs. **Bob Hope,** NBC-AM-TV star, is inactive associate, with other associates to be announced shortly.

Rudy Rudolph, account executive, Leonard Shane Agency, L. A., to Universal Recorders, Hollywood, as account executive.

Services

Jay I. Weston rejoins Hal A. Salzman Inc., N. Y., public relations firm, after service with U. S. Army in Korea.

Leonard Shannon, publicist, RKO Radio Pictures, Hollywood, to Ted Loeff & Assoc., Beverely Hills publicity firm, as associate.

Joel Preston, associate, Arthur P. Jacobs, Beverly Hills public relations firm, to Blowitz-Maskel, Hollywood firm, in same capacity.

Steve Strassberg, publicity director for Eagle Lion Films Co., to David O. Alber Assoc., N. Y., public relations firm, as account executive.

Government

Lt. E. R. Hoffman, USNR, named liaison officer for Defense Dept. activity of Armed Forces Radio Service, Hollywood. He replaces **Lt. Cmdr. George Marakas,** USNR, reassigned to duty in Italy.

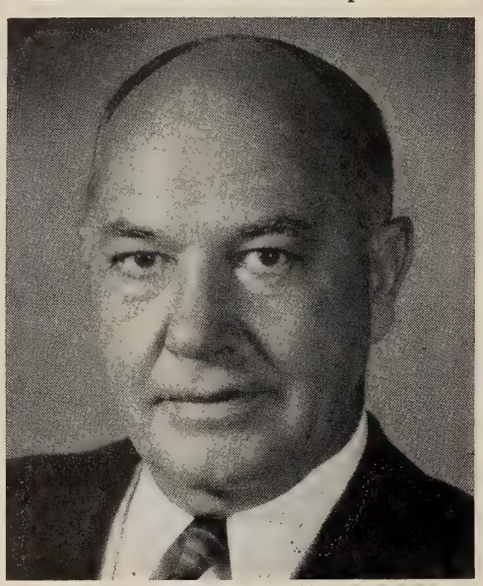
ANNUAL DUPONT AWARDS PRESENTED

WBNS-TV, WMT and WAAM (TV) commentator Johnson take honors for outstanding achievement in the radio, television fields.

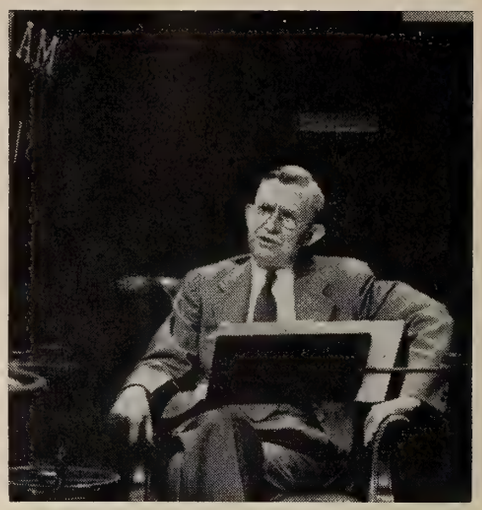
TENTH annual Alfred I. duPont Awards were presented Friday night to a radio and a television station and a non-network commentator, with three other stations and three commentators receiving special commendations. At the awards presentation dinner in Washington's Mayflower Hotel, WBNS-TV Columbus, WMT Cedar Rapids, and Gerald W. Johnson, commentator at WAAM (TV) Baltimore, earned the top three citations and $1,000 each from the awards foundation.

WBNS-TV was cited by the five-person judging committee for its "extensive utilization of local activities, institutions, interests and talents, with a number of novel program ideas to awaken the community to its own human and material resources." The station, affiliated with CBS, was to have been represented by Edgar T. Wolfe, chairman of the board of directors and publisher of the Columbus *Dispatch.*

Mr. Wolfe has termed the impact of television similar to that of radio and newspapers, "but much more dramatic in its overtones. We have felt the 'armchair circle' has a right to expect that television be provocative and informative in presenting the world of politics, business, science, art and education, as well as the world of sequins and clowns."



Edgar T. Wolfe
"Right to expect provocative TV"



Gerald W. Johnson
"Pointed, witty and wise analysis . . ."

The award-winning radio station was WMT Cedar Rapids, commended for "its notably comprehensive and intensive effort in political education at the national, state and local levels." WMT, a basic CBS Radio affiliate, was to have been represented at the dinner by William B. Quarton, general manager, and Mrs. Helen S. Mark, co-owner with William B. Dolph of Washington.

The first non-network commentator to receive the duPont award was Gerald W. Johnson, author of several books and editorial writer for the Baltimore *Sun,* who appears on WAAM (TV) Baltimore, *Viewpoint—How Things Look From Bolton St.* He was commended for his "pointed, witty and wise analysis and comment on international, national and local news for a local audience." Ken Carter, general manager, was scheduled to receive the award on behalf of the staff.

All three of the primary winners were chosen generally for "meritorious service to the American people" in 1952.

Special mentions for programming in the public interest last year went to WBAL-TV Baltimore, WDIA Memphis and WNAX Yankton, S. D. WBAL-TV was commended for its "wide range of public service programs ably presented and directed to many community interests," while WDIA was cited for its "thoughtful awareness of the special problems and interests of the Negro community, with a liberal use of its facilities to serve those interests."

"Impressive service to rural communities in four western states in time of blizzard, flood and fire danger, as well as for the prevention of accidents" occasioned the special mention of WNAX, which received a duPont station award in 1945.

Network Commentators

Network commentators winning mention were Clifton Utley of WMAQ-WNBQ (TV), NBC stations in Chicago; Martin Agronsky, ABC Washington, and Erwin Canham, editor of the *Christian Science Monitor* who broadcasts on ABC from Boston.

Last year's major winners were WCAU-AM-TV Philadelphia, WEEI Boston and Joseph C. Harsch, for his commentaries originating at WOL Washington.

Award presentations were made by Dr.

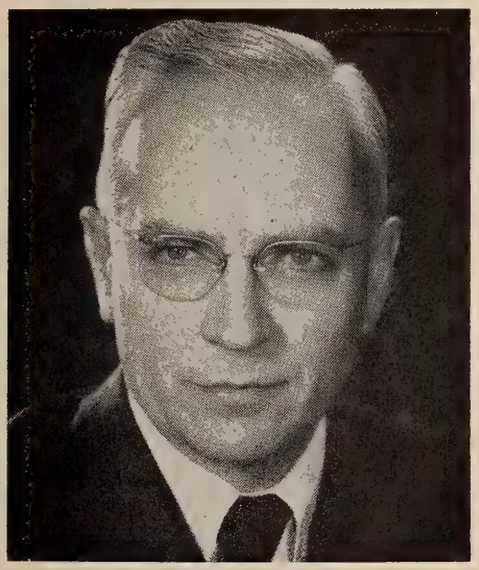
GATES
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FOR ALL BROADCASTING EQUIPMENT NEEDS
THESE OFFICES TO SERVE YOU
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NEW YORK CITY . . . . TEL. MURRAY HILL 9-0200

Francis P. Gaines, chairman of the awards committee and president of Washington and Lee U., Lexington, Va., which administers the awards for the Alfred I. duPont Awards Foundation. The foundation was established in 1942 by Mrs. Jessie Ball duPont in memory of her husband and in recognition of "loyal service" by radio and television stations and commentators "to the nation and the communities they serve." Annual winners are invited to use the $1,000 cash awards to establish student fellowships in their areas for advanced work in some phase of mass communications.

The awards committee which made selections includes Mrs. duPont, Dr. Gaines, Ben McKelway, editor of the Washington *Star;* Dr. Hadley Cantril, professor of psychology and director of the Office of Public Opinion Research at Princeton U., and Mrs. Oscar A. Ahlgren, president of the General Federation of Women's Clubs.

Curator of the awards foundation is O. W. Riegel, director of the Lee Memorial Journalism Foundation at Washington and Lee, which has administered the awards for the past two years.

Scheduled to attend the dinner were: Paul A. Walker, FCC chairman; Rosel H. Hyde, FCC vice chairman; Judge Justin Miller, board chairman and counsel, NARTB; Harold Fellows, president, NARTB; Ted Koop, CBS Washington and president of the National Press Club; C. Edmonds Allen, radio editor, United Press; Oliver Gramling, assistant general manager, Associated Press. James D. Secrest, executive vice president, Radio-Television Mfrs. Assn.; Sol Taishoff, editor and publisher, B•T; Frank White, president, NBC; Adrian Murphy, president, CBS; J. L. Van Volkenburg, president, CBS Television; J. G. Taylor, vice president, MBS; Chris J. Witting, director, DuMont Television Network; Ernest Lee Jahncke Jr., assistant to the president, ABC, and R. A. Borel, director of television, WBNS-TV Columbus.



William B. Quarton
WMT Cedar Rapids general manager

Proetz Competition Plans

ED (SHEPHERD) MEAD, TV copy chief at Benton & Bowles, New York, and author of "How To Succeed in Business Without Really Trying," will judge TV entries in the Erma Proetz Awards competition sponsored by the Women's Advertising Club of St. Louis. Radio winners will be selected by Horace Schwerin, president, Schwerin Research Corp., New York. Judging chairman is David Ogilvy, president, Hewitt, Ogilvy, Benson & Mather, New York.

Of the four annual awards of $100 and a plaque, one each goes to a woman in radio and in television. TV award will be given by George M. Burbach, general manager, KSD-TV St. Louis, who served on the Harvard award committee which first cited Erma Proetz for her work in the advertising field.

FIRST IRE FOUNDERS AWARD IS PRESENTED TO SARNOFF

Award to Gen. Sarnoff is for outstanding contributions to radio engineering. Other top presentations go to Miller and Page of Naval Research Lab., Gray of Bell Telephone, Pierce of Harvard, Booton of MIT, and Johnson and Webster of RCA Labs.

THE FOUNDERS AWARD, a newly established award of the Institute of Radio Engineers to be bestowed on outstanding leaders in the field, was presented for the first time last Wednesday to Brig. Gen. David Sarnoff, board chairman of RCA, who delivered the main address of the New York convention. (See separate story, this issue.)

The award was given to Gen. Sarnoff for "outstanding contributions to the radio engineering profession through wise and courageous leadership in the planning and administration of technical developments which have greatly increased the impact of electronics on the public welfare."

Also presented at the banquet were the following IRE awards for 1953:

Medal of Honor—to John D. Miller, Naval

A CHAIN IS NO STRONGER THAN ITS WEAKEST LINK!

Buyers with low budgets *can have* top-notch quality! There are no weak links in this chain of United World Film Shows!

HEADLINES ON PARADE — 26 — ¼ Hour Documentary News Event Stories.

★

GOING PLACES — 39 — ¼ Hour Specially Edited Travel Films—Entertaining—Educational.

★

SPORTSCHOLAR — 52 — ¼ Hour Action Packed Sport Quiz Films.

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STRANGER THAN FICTION — 65 — ¼ Hour Films about Amazing Facts—Unusual People—Fascinating Hobbies.

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ENTERTAINMENT • RELIGIOUS
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Research Laboratory, "in recognition of his pioneering contributions to our basic knowledge of electron tube theory, of radio instruments and measurements, and of crystal controlled oscillators."

Vladimir K. Zworykin Television Prize Award —to Frank Gray, Bell Telephone Labs., "in recognition of the fundamental importance to color television of his early studies of the television signal spectrum."

Liebmann Prize

Morris Liebmann Memorial Prize—to John A. Pierce, Harvard U., "for his pioneering and sustained outstanding contributions to radio navigation and his related fundamental studies of radio wave propagation."

Browder J. Thompson Memorial Award—to Richard C. Booton Jr., Massachusetts Institute of Technology, "for his paper entitled 'An Optimization Theory for Time-Varying Linear Systems with Nonstationary Statistical Inputs,' which appeared in the August 1952 issue of 'Proceedings of the IRE.' "

Harry Diamond Memorial Award—to Robert M. Page, Naval Research Laboratory, "for outstanding contributions to the development of radar through pioneering work and through sustained efforts over the years."

Editor's Award

Editor's Award—to E. O. Johnson and W. M. Webster, RCA Labs., "for their paper entitled 'The Plasmatron, a Continuously Controllable Gas-Discharge Developmental Tube,' which appeared in the June 1952 issue of 'Proceedings of IRE.' "

Fellow awards were presented to Edward W. Allen Jr., Jean P. Arnaud, Benjamin B. Bauer, John W. Bell, Leonard J. Black, Henry G. Booker, William E. Bradley, John L. Callahan, Kenneth A. Chittick, Arthur A. Collins, Edward U. Condon, William W. Eitel, Harry Faulkner, Enoch B. Ferrell, Warren R. Ferris, Lyman R. Fink, Lawrence R. Hafstad, Ferdinand Hamburger Jr., Lewis B. Headrick, Philip J. Herbst, John Hessel, Hans E. Hollmann, Theodore A. Hunter, Eric J. Isbister, Edward C. Jordan, Frank G. Kear, Ronald W. P. King, Royce G. Kloeffler, Edmund A. LaPort, Russell R. Law, William A. MacDonald, Jack A. McCullough, Jack A. Morton, Allan B. Oxley, Albert Preisman, J. C. R. Punchard, Jan A. Rajchman, John A. Ratcliffe, Stephen O. Rice, Walther Richter, Alfred A. Roetken, William M. Rust Jr., Jorgen Rybner, Daniel Silverman, Archie W. Straiton, Irven Travis, Bertram A. Trevor, Harry W. Wells and Charles J. Young.

Canadian TV Debate Rages in Parliament

TELEVISION will play an important role in the forthcoming Canadian general election, judging from the mid-March debate in the Canadian House of Commons at Ottawa in connection with appointment of a CANADA parliamentary radio committee.

Government supporters upheld the policy of developing a Canadian TV system with the government's Canadian Broadcasting Corp. having stations in major markets and independent stations being allocated to smaller markets. Opposition members urged competition between CBC and privately-owned stations to better develop Canadian TV.

Transport Minister Lionel Chevrier stated that no private TV stations would be licensed for the present in major centers where the stations would import American programs for large profits. He said CBC stations would be licensed there because CBC must have access to areas where large revenues could be earned to finance production for national distribution by both CBC and private stations.

Other government supporters and Socialist Party speakers dealt with the amount of advertising on American TV, and stated they did not want to see Canadian TV develop along similar lines. Socialist Party leader M. J. Coldwell said that Canadian TV should be developed as a national service and not left to advertisers, profit-seekers and hucksters.

Opposition chief George Drew charged Mr. Chevrier with distorting the facts and pointed out that a healthy state of competition between public and private broadcasting will give Canada the best TV. He stated his party believes in the maintenance of public and private broadcasting and that this policy should be adopted for television in the densely populated centers.

On the subject of American programs, Mr. Drew said that while the government "held up its hands in horror" at the thought of U. S. TV programs that would be imported into Canada by private stations, the CBC had agreed to pay the Bell Telephone Co. a rental of more than $200,000 a year so it could do just that by microwave.

J. A. MacLean, a Progressive-Conservative member, contended that the CBC was inclined to be jealous of the preference displayed so far by Canadian TV audiences for private station TV, as indicated in the Toronto area where 80% of the audience regularly tuned in to United States border stations rather than to CBLT, the CBC station at Toronto.

Report on Brazil

RADIO and TV stations in Brazil are using modern American equipment, but their operating methods resemble those of U. S. radio in the 1920s, according to Ferris E. Rahall, owner of eastern broadcast outlets (WWNR Beckley, W. Va.; WNAR Norristown, Pa.; WKAP Allentown, Pa.).

Just back from a three-month tour of Brazil, Mr. Rahall did a series of broadcasts for Brazilian stations and Voice of America. He said that Adm. Pena Botto, head of the Brazilian anti-Communist crusade, was released from his duties as port authority for that nation after a radio interview with him.

Mr. Rahall interviewed leading radio, TV and publication executives in Brazil. He said Assis Chateaubriand, owner of 14 radio stations, two of the three TV outlets and 21 publications there, is an advocate of American enterprise in Brazil and is a leader in the effort to establish a middle class.

TV growth is hampered by lack of receivers and by a government ruling confining licenses to native-born persons.

Mr. Rahall and two brothers, Sam and N. Joe Rahall, are applicants for TV stations in Allentown, Beckley and Charleston, W. Va.



STORY of communism's spread in Brazil was broadcast over stations in that country, as well as by the Voice of America, by Ferris E. Rahall (r), head of Rahall stations in the U. S., and Adm. Pena Botto, president of the Brazilian anti-Communist crusade.

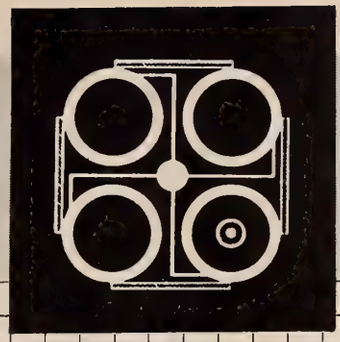


CBC Personnel Shift

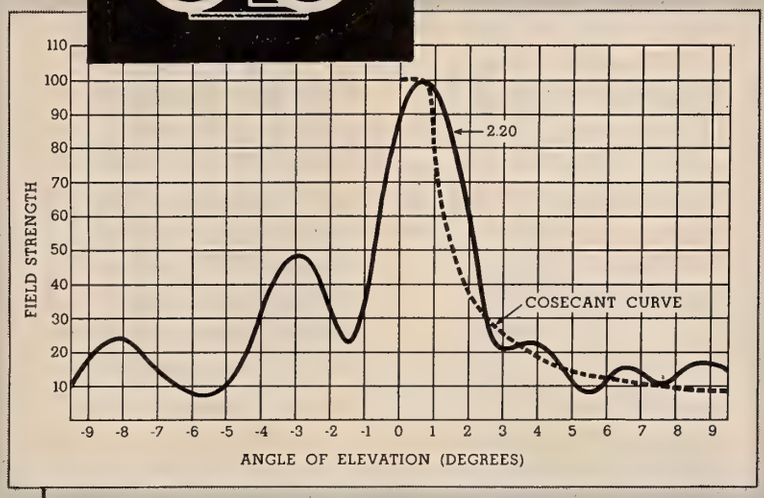
NEW POSTS CONTINUE to be created and top management shifts near completion in the overhaul of Canadian Broadcasting Corp. under its new general manager, Al Ouimet, who took over active control the first of the CANADA year. Latest change is the appointment of Dan C. McArthur, news editor of CBC national program headquarters at Toronto for the past twelve years, to the new post of executive assistant to management.

Aurele Seguin, director of TV at CBFT Montreal, has been appointed program director of CBC for Quebec. Howard Hilliard, CBC area engineer at Toronto, has been promoted to regional engineer for Ontario, and Henri Audet has been moved from area engineer at Montreal to regional CBC engineer for Quebec. C. R. Delafield, program department at Toronto, goes to Montreal as assistant director-general of CBC International Service.

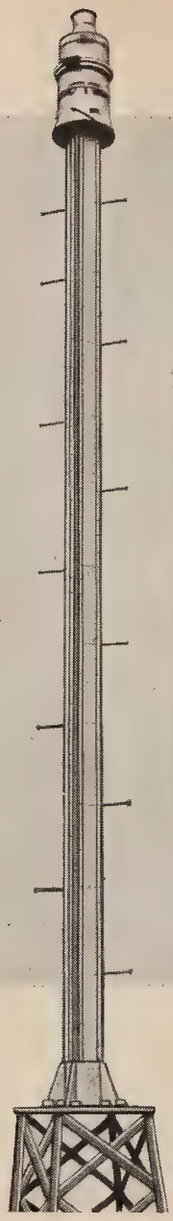
THE NEW WORKSHOP COSECANT UHF ANTENNA for Television



Cross-sectional view showing the four vertical tubes that form the radiating structure. These tubes are actually slots and are further subdivided into resonant sections. They are fed by a single vertical inner conductor.



Radiation pattern of Model WA-25-XX with null fill-in and beam tilt of 0.65°.



ELECTRICAL DATA

Model WA-14-XX

POWER GAIN — 14
INPUT IMPEDANCE — 50 ohms
POWER HANDLING CAPACITY — 16 kw. (limited only by Transmission Line Capacity)
HORIZONTAL RADIATION PATTERN — Circular within 1 db
VERTICAL BEAMWIDTH — 4.2°
VSWR — less than 1.1

Model WA-25-XX

POWER GAIN — 25
INPUT IMPEDANCE — 50 ohms
POWER HANDLING CAPACITY — 16 kw. (limited only by Transmission Line Capacity)
HORIZONTAL RADIATION PATTERN — Circular within 1 db
VERTICAL BEAMWIDTH — 2.1°
VSWR — less than 1.1

Performance Data on WA-25-XX Null Fill-In and Beam Tilt

No Beam Tilt or Null Fill-In	Power Gain 27.2
With Null Fill-In	Power Gain 24.3
Null Fill-In and Beam Tilt	Power Gain at Beam Peak 21.5
	Power Gain on Horizon 17.5

To meet the entire range of broadcast requirements from small isolated communities to large metropolitan areas, the Gabriel Laboratories has designed a high-gain UHF television antenna for the Workshop which combines simplicity, ruggedness, and reliability.

With 25 and 14 power gain models in production, plus another with smaller gain, in development, this new antenna can be supplied to fit the special conditions of any broadcast area. Its radiation pattern is the closest approach to a cosecant curve of any antenna now available. Null fill-in, if desired, is built in electrically — not just a compromise with ground reflections. Beam tilt is also available to provide maximum coverage and field strength.

Simple mechanical design results in a relatively low-cost antenna which has no insulators except for gas seal, no de-icing problems, and no field repair problems. The plastic weatherizing windows which protect the radiating structure are dyed "international orange" so that the antenna never requires painting. Galvanized, welded steel construction assures excellent rigidity, corrosion resistance, and long life.





WORKSHOP ASSOCIATES DIVISION

THE GABRIEL COMPANY

Endicott Street · Norwood, Mass.

Designers and Manufacturers of a Complete Line of Microwave Antennas



it's **best** to be in the....

MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI



Weed and Company, National Representatives

TV COSTS GOT YOU DOWN?

The Sportsman's Club

52 popular, well rated, 15 minute hunting, fishing and outdoor shows featuring Dave Newell and panel of experts. Write for audition prints.

SYNDICATED FILMS

1022 Forbes Street Phone: EXpress 1-1355

Pittsburgh 19, Pa.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St.,

New York 19

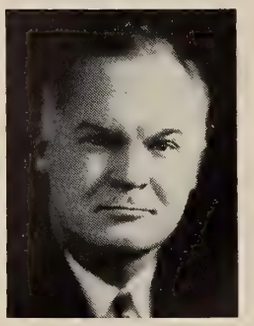
Live Trans-Atlantic TV Is Nearer, Sloan Says

LIVE trans-Atlantic telecasts are "nearer than most people think", according to F. N. Sloan, manager of operations for the radio-TV division of Westinghouse.

EUROPE

Technological progress in Europe "convinces me," he said, "that the day is not far off when these live telecasts will be a reality."

Mr. Sloan has just returned from a two-week trip to Europe, where he attended a series of electronics conferences and visited with officials of the Westinghouse International Corp. of Europe. Completion of the communications link between Europe and America, he said, would enable "us to look forward to a better understanding of the problems involved in today's complex international relations."



Mr. Sloan

Westinghouse is sponsoring a "European Holiday" promotion for its radio-TV dealers and distributors. Sales winners get all-expense 12-day trips to several European countries.

British 3-D TV System Obviates Need for Spectacles

INVENTION of a three-dimensional system for television which obviates the need for viewers to wear special spectacles reportedly has been developed by British technicians.

British Broadcasting Corp. officials are said to agree the invention will work on all existing TV systems, with little if any alteration to existing TV cameras and wave systems, and only a few dollars additional expense to viewers for a small set attachment.

GREAT BRITAIN

A small scrambling box 18 inches square, carrying a line of six camera lenses across the front, is fixed to the camera. Spaced 2½ inches apart (average width between the human eyes), the lenses converge and focus themselves automatically as human eyes do when the camera is moved nearer the object.

Mechanics of Box

A high-speed shutter opens and closes the lenses in rotation, producing more than a hundred complete frames per second. The TV camera picks up a scrambled picture thrown to a translucent screen at the back of the box, and sends the image over the air.

A special screen on the home set rearranges the picture and sends out to a wide angle for viewers thousands of pairs of parallel pictures each 2½ inches apart, and the viewer's right and left eyes each receive different images, making polarized or other spectacles unnecessary.

Most known color processes can be used, it was reported, and when a permanent record is needed a cine-camera is used instead of an electron camera.

► WDZ Decatur, which claims it is the third oldest station in the U. S., marked its 32nd anniversary last week. Station took the air March 17, 1921, airing only grain market reports from its location in Tuscola, Ill. It went commercial in 1929. For the past three and one-half years, WDZ has operated in Decatur under management of Frank C. Schroeder Jr. Curt Marsh, who handles a daily show from Tuscola studios, has been on the staff more than 20 years.

► TWENTY-EIGHT local shows at WSB Atlanta marked the 31st anniversary of the station the week of March 9-15, with the birthday climaxed by broadcast of *The Voice Speaks,* a Sunday show. The documentary presented historical highlights of the station since 1922 in musical and dramatic form. Promotion of the anniversary was tied-in with WSB's "Operation Listen" campaign, designed to create more interest in radio.

► MARCH 16 was the 31st anniversary of WIP Philadelphia, which took the air in 1922 on a share-time basis with WFAN, which it absorbed in the early 1930s. Station, under the direction of Benedict Gimbel Jr., president and general manager, has won numerous awards during its history and has originated many broadcast "firsts," it is noted.

► ST. PATRICK'S DAY and KWK St. Louis' 26th anniversary was marked there by 65 station staffers. The station founder, Thomas Patrick Convey, chose St. Patrick's Day in 1927 to put his station on the air, believing no project begun on that day could fail. His son, Robert T. Convey, succeeded him as president in 1934.

► ROLLIE TRUITT tomorrow (Tuesday) marks his silver anniversary of handling play-by-play broadcasting with the Portland Beavers baseball team. A pioneer northwest sportscaster, Mr. Truitt has been broadcasting the games locally for 25 years, and this year will be heard on a Beaver Network of stations in Oregon and Washington. He and Bob Blackburn are originating the series in Portland for the two-state release.

►PAUL E. LUCAS, assistant program director, WTIC Hartford, marks his 25th anniversary with the station Thursday. A producer, Mr. Lucas joined WTIC in 1925. He was named to his present post in 1946.



ON THE SIXTH anniversary and 2,000th broadcast of the *Frank Ford Show* on WPEN Philadelphia, the station feted the sponsor, Frankford Grocery Co., chain made up of independent grocers, described as the largest in the world. Present were (l to r): William B. Caskey, WPEN general manager; Frank Ford, program m. c.; Bernhardt Mosler, Frankford president, and Herbert Ringold, Philip Klein Adv. agency.

UPROAR IN ALBANY OVER TV REPORTED

Democratic opposition accuses Gov. Dewey of dictating a negative report. But he stresses need for outside advice.

UPROAR over educational TV in New York state broke out again last week as Gov. Thomas E. Dewey, accused by members of the Democratic opposition of dictating a negative report on proposals for a state-owned TV network [B•T, March 2, et seq.], announced he would appoint a committee to help develop "the greatest potentials of educational television for our people."

Asserting that there had been too much stress on "letting the government do it," he said the committee would enlist the aid of numerous educational, broadcasting and other groups. He said he hoped these would "work on special projects in their respective fields and help, through local initiative, to establish workshops at which practical ideas can be tested and even bring about the creation of non-profit corporations for the erection of noncommercial television stations with private funds."

The Dewey Program

Gov. Dewey's program was to implement the controversial report of a special commission which found no desirability or need for putting into effect a proposal that the state build and operate a 10-station network of educational TV outlets. As recommended in that report, Gov. Dewey also urged FCC continue the reservation of educational channels beyond the June 2 deadline to permit thorough and further study of the situation.

Referring to the controversial report, which held that educators are not taking advantage of the time made available to them by commercial stations and should concentrate on that while leaving construction of noncommercial outlets to private interests, Gov. Dewey said:

"There is general agreement that television can be used successfully for certain educational purposes. There are many measures that the state can undertake, consistent with the report, to assist in the establishment of educational television under proper auspices."

Gov. Dewey's announcement was greeted by Democratic leaders with charges that he was trying "to bail himself and his party out of an embarrassing situation"; that his plan to appoint a committee represented "delaying tactics," and that his program in general was a concession to "the Madison Ave. hucksters."

These opponents, who had sought unsuccessfully for a $500,000 state appropriation for a "pilot" educational station, also contended that if Gov. Dewey were sincere in his plan he would call a special session of the legislature before the June deadline and make provision for an experimental outlet.

WFIL-TV-Temple Course

IN-THE-STUDIO course on television is being offered by the radio-TV division of Temple U., Philadelphia, with the cooperation of WFIL-TV there. Students produce live shows via closed circuit each Friday afternoon. Members of the station staff are advisers. John Roberts, radio-TV director, Temple, has lauded Roger W. Clipp, general manager of WFIL-AM-TV, and the Philadelphia *Inquirer*, licensee of the stations, for donation of the studio space.

WACO Trains Its Staff—and Baylor U. Students—in TV

FOR a good long time Waco Television Corp. (WACO), a mutually exclusive applicant for vhf Ch. 11 in Waco, Tex., not only has honed its own staff's training on television technique down to razor sharpness, but also has been making its TV facilities available to nearby Baylor U. for training of students in video.

Buys GE Equipment

In anticipation of a TV grant, WACO in March 1952 bought two GE TV camera chains and other equipment to train its staff for television operation. After the staff was thoroughly trained, WACO General Manager R. E. Lee Glasgow offered the station's TV facilities for use by Baylor U.

Both the Baylor radio-television department and the drama department hold several classes a week at WACO studios, according to Mr. Glasgow. The radio-TV department students learn TV terminology, production techniques, lighting and camera manipulation. They become familiar with production problems and produce and direct various types of closed-circuit TV shows, using their own scripts. The drama department is concerned mainly with dramatic programs and the TV knowledge necessary to stage them.

Taught by Snider

The production courses are taught by WACO's Ted L. Snider, who holds bachelor's and master's degrees in radio and speech and who has completed the UCLA-NBC TV institute at Hollywood. Mr. Snider was with KFMB-TV San Diego from 1950-52 and worked in commercial radio several years.

23d Ohio State Institute Will Stress TV Future

ARGUMENT, pro and con, on telecasting legislative hearings will open Ohio State U.'s 23d annual Institute for Education by Radio-Television in Columbus April 16-19. The legislative TV discussion will be led by I. Keith Tyler, director of the institute and of radio education for Ohio State.

The second general broadcast session April 17 will feature a panel on "The Role of Educational Communications in Society", with Graydon Ausmus, president, National Assn. of Educational Broadcasters, presiding.

John Crabbe, president, Assn. for Education by Radio-Television, will conduct a Sunday session on "Supporting Educational Television." Floor talk at the three general sessions will be directed by H. B. McCarty, executive director, State Radio Council, U. of Wisconsin.

More than 30 workshop sessions will supplement the general meetings, Dr. Tyler said. All sessions will take place at the Deshler-Wallick Hotel.

MARY LOUISE MARSHALL

Stuffed 'em With Marshwood Stuffing



Dad's Cookie Company—makers of popular brand of breads and cookies—also make Marshwood's Sage & Onion Stuffing, a dressing for poultry. To promote this product, they bought two participations on the WOC "Shopping With Mary Louise Marshall" program the week before Thanksgiving—the week before Christmas—the week before New Year's Day.

Before Thanksgiving, sold more than 2,000 packages of Marshwood—retail price 35¢ a pkg. Then came the deluge. Firm head Lawrence Kohler says: "Mary L made demand for Marshwood stuffing so big that our route men dreaded going out on their routes; they knew they couldn't supply retailers' wants. Most of our workers came back at night to help us prepare and package this stuffing. Even then we couldn't catch up with demand. We haven't yet been able to figure out how many packages we sold but we can tell you this—*sales were terrific.*"

If you are interested in "terrific sales" in the Quint-City area, ask your nearest F & P man about the "Shopping With Mary Louise Marshall" . . . it's a real sales-winner.

WOC
THE QUINT-CITIES AM - FM ALSO TV

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

CBS-TV's New 'Adventure' To Feature N. Y. Museum

Network signs five-year contract to produce full-year show, open to commercial sponsorship, dramatizing the famous museum's resources by using timely news tie-ins, as part of its educational programming policy.

AS PART of its overall educational programming project, CBS-TV announced Wednesday it has signed a five-year contract with the American Museum of Natural History in New York and will begin a full-year program dramatizing the vast resources of the museum.

Titled *Adventure*, the series will be carried on CBS-TV Sundays, 5-6 p.m. EST, starting May 10, replacing a portion of the Ford Foundation TV Radio Workshop's *Omnibus*, which starts summer hiatus at that time. Produced by Perry Wolff, the program will utilize CBS-TV newsman Charles Collingwood as anchor man, reporting timely news incidents relating to the subjects to be explored.

Commercials Okay

The series will be offered for commercial sponsorship.

Pointing out that the network last week announced an educational series in cooperation with leading colleges and universities [B•T, March 23], Hubbell Robinson Jr., CBS-TV vice president in charge of network programs, declared *Adventure* fits into the network's pattern for expanded educational shows. He added the museum series is "far more than a television program based on the achievements of science," and represents "a rare opportunity to throw open the door of this great museum and bring its treasures right into the homes of America's television millions."

Dr. Albert E. Parr, director of the museum, expressed hope the program would enable viewers "to gain greater insight into the fascinating work carried on by scientists in the field and in the laboratory" and " to derive even more pleasure from their visits to the museum."

Budget for the program each week was estimated by Sig Mickelson, CBS-TV director of news and public affairs, at $25,000.

Pittsburgh Ch. 13 Gets $300,000 from Foundations

THREE foundations have pledged $300,000 for the Metropolitan Pittsburgh Educational Television Station, the National Committee for Educational Television, Washington, reported last week. Grants include $100,000 each from the Ford Foundation's Fund for Adult Education, the Arbuckle-Jamison Foundation and the A. W. Mellon Educational and Charitable Trust, with an additional $50,000 from the Mellon Trust for organizational expenses before the proposed station takes the air.

The Arbuckle-Jamison grant is the first of its kind, as normal practice is for its administrators to support only established institutions. Station would be operated by MPTES, a non-profit corporation approved recently by the Court of Common Pleas in Pittsburgh, which will file for a Ch. 13 construction permit shortly.

The board of directors estimates annual operating expenses will be $200,000, with this sum supplied by several sources, including city and county school systems and public contributions.



ML-5681—coaxial terminal tube for high-power AM and TV transmitting facilities.

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When you buy Machlett electron tubes via Graybar, you get stable, reliable, long-term tube performance backed by carefully-controlled Machlett production methods.

1. **Machlett vacuum firing at higher than operating temperatures . . .** *thoroughly* frees internal components from occluded gases, for greater stability.
2. **Special Machlett processing of filament wires and other internal components . . .** assures lifetime, stress-free, alignment of electrodes. X-Ray of all hidden electrodes after assembly detects (and rejects) misalignments and potential grid-filament shorts.
3. **Machlett high-voltage techniques during final pumping . . .** smooths electrode surfaces and minimizes arcing.

Add Machlett's comprehensive customer engineering service and you can see why Graybar recommends the products of this 55-year old manufacturer of quality electron tubes.

For tubes or any other Broadcast or TV equipment need, make it a point to call Graybar *first*. Your local Graybar office will be happy to provide complete price information as well as technical data. *Graybar Electric Company, Inc. Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.* 337-13

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IN OVER ONE HUNDRED PRINCIPAL CITIES

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to Keep You on the Air

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are conveniently located in the following 21 cities.

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C. C. Ross, Randolph 6454
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R. T. Asbury, Atwood 4571
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W. C. Winfree, Jacksonville 6-7611
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R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
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R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. W. Greer, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
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L. J. O'Connell, Atlantic 5740
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J. W. Crockett, Walnut 2-5405
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R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
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A Few of Our Leading Supplier-Manufacturers—
Altec Lansing • Ampex • Berndt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal Telecommunication Laboratories • General Electric • General Radio • Houston-Fearless • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Presto • Rek-O-Kut • Sarvis • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical For Broadcasting-Telecasting
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via GraybaR

Upcoming Events

April 2: Illinois Broadcasters Assn. spring meeting, Hotel Leland, Springfield, Ill.

April 11: New England Radio Engineering Meeting, sponsored by the North Atlantic Region, Institute of Radio Engineers, U. of Connecticut, Storrs, Conn.

April 12: Seventh annual Frances Holmes awards luncheon, Hotel Statler, Los Angeles.

April 14-15: House Commerce Committee will see color TV demonstrations by RCA at Princeton, N. J., and by CBS and NTSC at New York.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 22: AP Broadcasters regional meeting (Virginia, Maryland-District of Columbia, West Virginia, Pennsylvania-Delaware AP groups), state and joint sessions, National Press Club Auditorium, Washington, D. C.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28-May 2: National Television News Seminar, co-sponsored by Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 28-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Floridan Hotel, Tampa, Fla.

May 2: Southwest Journalism Forum, Dallas, Texas.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 21-25: Advertising Assn. of the West, Fairmont Hotel, San Francisco.

June 25-26-27: Annual meeting of Florida Assn. of Bcstrs., Miami Beach.

August 10-28: Eighth Annual Religious Broadcasting Workshop, sponsored by Broadcasting and Film Commission, National Churches of Christ in USA, meeting at Butler U. School of Religion and WFBM-TV Indianapolis.

Aug. 21-22: British Columbia Assn. of Broadcasters meet at Nanaimo.

Sept. 1-3: International Sight and Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 28-30: National Electronics Ninth Annual Conference, Hotel Sherman, Chicago.

New Grantees' Commencement Target Dates

* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KGGM-TV Albuquerque, N. M. (13)	3/11/53	CBS
WGEZ-TV Beloit, Wis. (57)	11/1/53	Weed TV
WHFB-TV Benton Harbor, Mich. (42)	2/11/53	.....
Rudman-Hayutin TV Co., Billings, Mont. (8)	Fall 1953	Clark
KFYR-TV Bismarck, N. D. (5)	2/26/53	.....
Rudman TV Co., Bismarck, N. D. (12)	Unknown	.....
Cecil W. Roberts, Bloomington, Ill. (15)	3/4/53	.....
WICC-TV Bridgeport, Conn. (43)	Late Summer-Early Fall, '53	.....
TV Montana, Butte, Mont. (6)	3/4/53	.....
WTAO-TV Cambridge Mass. (56)	Fall 1953	.....
WCHA-TV Chambersburg, Pa. (46)	7/11/52	ABC
WCIA (TV) Champaign, Ill. (3)	3/20/53	Adam Young
WKNA-TV Charleston, W. Va. (49)	2/26/53	.....
WAYS-TV Charlotte, N. C. (36)	Late Summer '53	.....
WIND-TV Chicago, Ill. (20)	2/26/53	.....
KHSL-TV Chico, Calif. (12)	Summer 1953	.....
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53	.....
WIS-TV Columbia, S. C. (10)	July	Weed TV
TV Columbus, Columbus, Ga. (28)	2/26/53	.....
WCBI-TV Columbus, Miss. (28)	Fall 1953	Bolling
KLIF-TV Dallas, Tex. (29)	3/19/53	.....
M. Foster-H. Hoersch, Davenport, Iowa (36)	Unknown	.....
WMSL-TV Decatur, Ala. (23)	3/11/53	.....
Rollins Bcstg., Dover, Del. (40)	Unknown	.....
WCIG-TV Durham, N. C. (46)	2/26/53	.....
WEAU-TV Eau Claire, Wis. (13)	10/15/53	.....
WECT (TV) Elmira, N. Y. (18)	3/11/53	.....
KTVF (TV) Eugene, Ore. (20)	Unknown	.....
KIEM-TV Eureka, Calif. (3)	2/26/53	.....
WINK-TV Fort Myers, Fla. (11)	Unknown	.....
KFSA-TV Fort Smith, Ark. (22)	2/11/53	.....
Tarrant County TV Co. Fort Worth, Tex. (20)	Unknown	.....
WTVS (TV) Gadsden, Ala. (21)	3/11/53	.....
WNCT (TV) Greenville, N. C. (9)	10/1/53	Weed TV
WGCM-TV Gulfport, Miss. (56)	11/13/52	.....
KHMO-TV Hannibal, Mo. (7)	6/1/53	Pearson
Turner-Farrar Assn., Harrisburg, Ill. (22)	3/11/53	.....
WSVA-TV Harrisonburg, Va. (3)	Unknown	.....
WHKP-TV Hendersonville, N. C. (27)	3/11/53	.....
KID-TV Idaho Falls, Idaho (3)	11/6/52	.....
KIFI-TV Idaho Falls, Idaho (8)	August	Weed TV
Las Vegas TV, Las Vegas, Nev. (8)	3/11/53	.....
KTRE-TV Lufkin, Tex. (9)	9/1/53	Pearson
WETV (TV) Macon, Ga. (47)	2/11/53	.....
WMAZ-TV Macon (Warner Robins), Ga. (13)	2/18/53	.....
WMRI-TV Marion, Ind. (29)	Unknown	.....
KRIO-TV McAllen, Tex. (20)	2/11/53	.....
Southern Oregon Bcstg Co., Medford, Ore. (5)	2/18/53	.....
KTYL-TV Mesa, Ariz. (12)	3/11/53	.....
KMID-TV Midland, Tex. (2)	2/18/53	.....
KCJB-TV Minot, N. D. (13)	3/4/53	.....
Rudman TV Co., Minot, N. D. (10)	Unknown	.....
KGVO-TV Missoula, Mont. (13)	2/18/53	.....
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	4/15/53	Avery-Knodel
WCOV-TV Montgomery, Ala. (20)	2/11/53	.....
WPAQ-TV Mt. Airy, N. C. (55)	Unknown	.....
WLBC-TV Muncie, Ind. (49)	6/15/53	.....
KFXD-TV Nampa, Idaho (6)	2/11/53	.....
WKST-TV New Castle, Pa. (45)	Late Summer-Early Fall, '53	.....
KGVO-TV Missoula, Mont. (13)	3/11/53	.....
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	Spring 1954	Gill & Perna
WCOV-TV Montgomery, Ala. (20)	2/19/53	.....
WPAQ-TV Mt. Airy, N. C. (55)	Unknown	.....
WLBC-TV Muncie, Ind. (49)	9/18/52	CBS
KFXD-TV Nampa, Idaho (6)	4/6/53	Taylor
WKST-TV New Castle, Pa. (45)	3/11/53	.....
	Fall 1953	.....
	10/30/52	CBS, DuM
	4/15/53	Walker-N.Y.; Holman-Cgo.
	3/11/53	.....
	Unknown	.....
	9/4/52	.....
	3/20/53	Meeker

Location & Channel	Date Granted & Target for Start	Network Representative
WJMR-TV New Orleans, La. (61)	2/18/53 5/18/53	..... Bolling
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WMGT (TV) North Adams, Mass. (74)	2/18/53 Unknown	....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
J. D. Manly, Panama City, Fla. (7)	3/11/53 Unknown	....
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	..... Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/52 August	..... Headley-Reed
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS .....
KWIK-TV Pocatello, Idaho (10)	2/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	....
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	....
WNAO-TV Raleigh, N. C. (28)	10/16/52 5/1/53	CBS Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52 4/15/53	NBC Headley-Reed
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....
WROM-TV Rome, Ga. (9)	2/11/53 7/15/53	..... Weed
WKNX-TV Saginaw, Mich. (57)	10/2/52 4/1/53	..... Gill & Perna
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	..... Pearson
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 Unknown	....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	CBS .....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	....
L. A. Harvey, San Francisco (20)	3/11/53 Unknown	....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53 Unknown	....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	..... Hollingbery
KDRO-TV Sedalia, Mo. (6)	2/26/53 Unknown	....
Sherman TV Co., Sherman, Tex. (46)	3/4/53 Late Summer, '53	....
WICS (TV) Springfield, Ill. (46)	2/26/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	..... Taylor
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	....
Southern Ida. Bcstg. & TV Co., Twin Falls, Ida. (11)	3/19/53 Unknown	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Late Summer '53	..... Southern TV & Radio Sales
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	....
KEDD (TV) Wichita, Kan. (16)	2/18/53 5/15/53	....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM .....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/1/53	..... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
J. Steventon, Yuba City, Calif. (52)	3/11/53 Unknown	....

Mexican Station Changes Under NARBA

FOLLOWING is a list, released March 25, of Mexican stations which are new, changing power or frequency or call letters, and other modifications and deletions of new and existing standard broadcast stations. Mexico provides changes to member nations of the North American Regional Broadcasting Agreement. This is Mexican list No. 155 (although previous list was No. 596), and was dated Feb. 25.

These changes are made in accordance with Part III, Sec. F, of the NARB Agreement.

Call letters, location, power, antenna, schedule, class and proposed date of change or commencement of operation.

790 kc

XEPM Gomez Palacio, Durango, 250 w, Unl., IV, 2-26-53. (Change in power and call letters.)

1150 kc

XESO Ciudad Obregon, Sonora, 1 kw D, 300 w N, Unl., III-B, 8-13-53. (New.)

1270 kc

XEGW Acambaro, Guanajuato, 250 w, Unl., IV, 2-25-53. (Delete)

1300 kc

XEP Ciudad Juarez, Chihuahua, 1 kw D, 500 w N, Unl., III-B, 6-24-53. (Increase in daytime power.)

1440 kc

XEVG Villahermosa, Tabasco, 150 w, Unl., IV, 8-25-53. (New.)

1470 kc

XESM Mexico, D. F., 10 kw D, 5 kw N, Unl., III-A, 6-25-53. (Increase in daytime power.)

1480 kc

XEGW Acambaro, Guanajuato, 250 w, Unl., IV, 8-25-53. (New.)

1490 kw

XESE Matamoros, Tamaulipas, 250 w, Unl., IV, 7-25-53. (New.)

1600 kc

XEFM Veracruz, Veracruz, 250 w, Unl., IV, 8-25-53. (New.)

ACTIONS OF THE FCC

March 18 through March 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Station Authorizations as of Feb. 28, 1953*

	AM	FM	TV
Licensed (all on air)	2,392	577	101
CPs on air	17	34	46
Total on air	2,409	611	147
CPs not on air	132	20	221
Total authorized	2,541	631	368
Applications in hearing	167	4	61
New station requests	252	8	721
Facilities change requests	190	41	24
Total applications pending	993	107	815
Licenses deleted in Feb.	0	0	0
CPs deleted in Feb.	0	1	0

***Does not include noncommercial educational FM and TV stations.**

• • •

AM and FM Summary through March 25

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,400	2,380	191	293	165
FM	613	574	59	9	5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	105	195	300
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	129	18	147

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	757	337	602	485	1,084 [1]
Educational	42		28	15	43
Total	799	337	628	500	1,127 [2]

[1] One applicant did not specify channel.
[2] Includes 310 already granted.

• • •

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and Group B city priority lists.

West Coast

$185,000.00

A fulltime network station located in one of the most desirable western markets—retail sales in excess of $200,000,000.00. Due to favorable circumstances we can handle this transaction for $50,000.00 down with a well qualified purchaser.

Southwestern

$95,000.00

An extremely successful fulltime network facility. The only station in a city of 16,000 serving a steady growth market area comprised of agriculture, manufacturing and oil development. Write for further details of this remarkable property. Financing available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

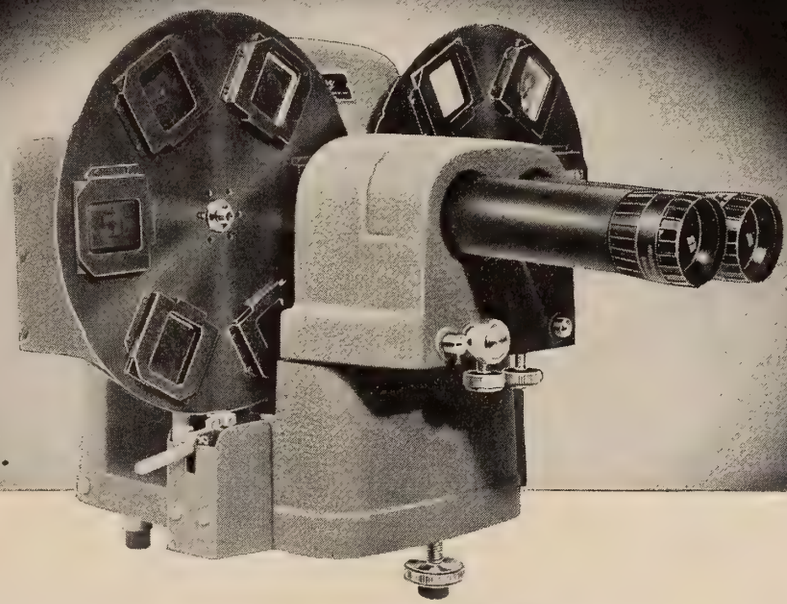
New TV Stations . . .

Decisions

San Diego, Calif.—Airfan Radio Corp. Ltd. (KFSD). Granted Ch. 10 (192-198 mc); ERP 316 kw visual, 180 kw aural; antenna height above average terrain 420.5 ft., above ground 416 ft. Engineering conditions include provision that no construction shall be commenced until an appropriate informal application to modify the antenna of AM station KFSD as proposed for tower support, is filed and granted. Estimated construction cost $729,885, first year operating cost $475,000, revenue $525,000. Post office address: 326 Broadway, San Diego 12, Calif. Studio and transmitter location: On Emerald Hills Golf course 5 mi. east of 5th & Broadway. Geographic coordinates: 32° 43′ 13″ N. Lat., 117° 04′ 14″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Director **Thomas E. Sharp** (99.75%), Vice President and Assistant Secretary **A. C. Blecksmith,** and Secretary-Treasurer and Director **Amy Dickson** (0.25%). Option agreement has been made by

NEW! Gray Telojector

—for automatic projection of 2x2 slides in unlimited, uninterrupted sequence!



You've *always* needed it—for low-cost, professional-quality TV commercials–and here it is! Gray Research, maker of Telop, Telop II and other specialized TV equipment, proudly announces the new Gray TELOJECTOR. This compact, portable unit gives you *remote control* projection of standard 2x2 slides in uninterrupted sequence . . . with studio effects of fading, lapping and superimposition.

In the TELOJECTOR, projection alternates between two lens systems. Two loaded slide turrets give you a sequence of twelve slides. Additional loaded turrets can be substituted in seconds, providing an *unlimited* sequence. Overall dimensions: 14½" x 18½" x 16". Weight: 32 pounds.

This new Gray TELOJECTOR solves many problems for large and small stations alike. Production is underway. Get *all* the facts —*now!*

Please write for TELOJECTOR Bulletin RD-3A

GRAY RESEARCH

AND DEVELOPMENT CO., INC., HILLIARD STREET, MANCHESTER, CONN.

Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph

priority status: Gr. B-4, No. 190. Granted March 18.

TWIN FALLS, Ida.—Southern Idaho Bcstg. & Television Co. (KLIX). Granted vhf Ch. 11 (198--204 mc); ERP 32 kw visual, 16 kw aural; antenna height above average terrain 520 ft., above ground 100 ft. Engineering condition. Estimated construction cost $123,960, first year operating cost $89,700, revenue $118,000. Post office address Elizabeth Blvd. and Eastland Drive, Twin Falls, Idaho. Studio location 0.5 mi. east of Twin Falls city limits at KLIX (AM), near intersection of Elizabeth and County Roads. Transmitter location 4.8 mi. east of Jerome on Flat Top Butte. Geographic coordinates 42° 44' 04" N. Lat., 114° 24' 30" W. Long. Transmitter composite, antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **Frank C. Carman** (12.5%), 25% owner of KUTA Salt Lake City, Utah, 25% owner of KGEM Boise, Idaho, 12.5% owner of KIFI Idaho Falls and KWIK Pocatello, Idaho, and 16.75% owner of KOPR Butte, Mont.; Vice President **Frank C. McIntyre**, general manager; Treasurer **James M. Brady**, president and general manager of KIFI and 20% owner of J. Robb Brady Trust Co., which is 50% owner of grantee; **David G. Smith** (12.5%), 25% owner of KUTA and KGEM, and **Grant R. Wrathall** (12.5%), 25% owner of KUTA and KGEM, owner of KPOO San Francisco, 12½% owner of KLIX, KIFI and KWIK and 16.5% owner of KOPR, 29.8% owner of KULE Ephrata, Wash., and radio and television consulting engineer, Aptos, Calif. **J. Robb Brady Trust Co.** owns 50% of grantee; James M. Brady (see above) votes stock owned by this company. File No.: BPCT-1292. City priority status: Gr. A-2, No. 303. Granted March 18. Chairman Paul A. Walker and Comr. Frieda B. Hennock dissented.

Chicago — Johnson-Kennedy Radio Corp. (WIND). Granted uhf Ch. 20 (506-512 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 570 ft., above ground 1,147 ft. Engineering conditions and subject to H. Leslie Atlass Sr. divesting himself of his interest in and severing all connections with Johnson-Kennedy Radio in accordance with representations of the applicant and prior to the issuance of this construction permit. Estimated construction cost $502,197, first year operating cost $935,-000, revenue $1,362,400. Post office address: 400 N. Michigan Ave., Chicago 11, Ill. Studio and transmitter location: Daily News Bldg., Madison Ave. and Canal Streets. Geographic coordinates: 41° 52' 55" N. Lat., 87° 38' 25" W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President and Treasurer **Ralph L. Atlass**, Vice President **H. Leslie Atlass** (20%), Vice President and Secretary **John T. Carey** and **P. K. Wrigley** (39%). *Chicago Daily News* owns 42%. File No.: BPCT-187. City priority status: Gr. B-2, No. 167. Granted March 18.

Las Vegas, Nev.—Las Vegas Television Inc. (KLAS). Granted vhf Ch. 8 (180-186 mc); ERP 31 kw visual, 16.5 kw aural; antenna height above average terrain 810 ft., above ground 100 ft. Engineering condition. Estimated construction cost $190,000, first year operating cost $168,-000, revenue $204,000. Post office address P. O. Box 1510, Las Vegas. Studio location to be determined. Transmitter location on mountain peak 0.3 mi. NE of Alunite, Nev. Geographic coordinates 35° 58' 43" N. Lat., 114° 54' 18" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **R. G. Jolley** (16⅔%), 66⅔% owner of KLAS and owner of Vegas Brick & Tile Co. (general contractors), Las Vegas, and Treasurer **Frederick G. Stoye** (8⅓%), general manager and 33⅓% owner of KLAS and owner of Nevada Communications Co. (lessor of two-way radio-telephone equipment to Las Vegas taxicab operators). **Las Vegas Bcstrs. Inc.**, owned ⅔ by Mr. Jolley and ⅓ by Mr. Stoye, owns remaining 25% of grantee. Former competitive applicant Herman Greenspun, publisher *Las Vegas Sun*, owns 5%. Remaining 45% owned by 15 local appliance dealers. File No.: BPCT-1239. City priority status: Gr. A-2, No. 209. Granted March 18.

Applications

San Francisco, Calif.—S. H. Patterson (KSAN), uhf Ch. 32 (578-584 mc); ERP 89 kw visual, 53.4 kw aural; antenna height above average terrain 1050 ft., above ground 542 ft. Estimated construction cost $178,136, first year operating cost $225,-000, revenue $300,000. Post office address 1355 Market St., San Francisco. Studio location 1355 Market St. Transmitter location 26th between Buchanan & Hoffman. Geographic coordinates 37° 55' 36" N. Lat., 122° 26' 32" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Reed T. Rollo, Washington. Consulting engineer Radio Engineering Co., San Francisco. Applicant is owner of KSAN San Francisco, KJAY Topeka, Kan., and has real estate holdings in California and the Midwest. City priority status: Gr. B-5, No. 212. Filed March 25.

Miami, Fla.—L. B. Wilson Inc. (WCKY Cincinnati), vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 160 kw aural; antenna height above average terrain 628 ft., above ground 634 ft. Estimated construction cost $778,796, first year operating cost $624,000, revenue $708,084. Post office address Hotel Sheraton Gibson, Cincinnati, Ohio. Studio location to be determined. Transmitter location east of intersection of Royal Glades Canal & Hwy. No. 7. Geographic coordinates 25° 57' 10" N. Lat., 80° 11' 46" W. Long. Transmitter and antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. D. Ring Assoc., Washington. Principals include President **L. B. Wilson** (76%), owner WCKY Cincinnati; Vice President and Treasurer **Constance F. Wilson** (20.5%); **Sawyer Smith** (0.7%); **Hansford B. Wilson** (2.8%) and Secretary **Jeanette Heinze.** City priority status: Gr. B-4, No. 193. Filed March 24.

Paducah, Ky.—Pierce E. Lackey (WPAD), uhf Ch. 43 (644-650 mc); ERP 6.37 kw visual, 3.46 kw aural; antenna height above average terrain 383 ft., above ground 424 ft. Estimated construction cost $86,732, first year operating cost $168,000, revenue $180,000. Post office address P. O. Box 450, Paducah, Ky. Studio location 4th and Broadway, Taylor Bldg., Paducah. Transmitter location North 8th St., U. S. Hwy. 45. Geographic coordinates 37° 05' 55" N. Lat., 88° 37' 19" W. Long. Transmitter DuMont, antenna Workshop Assoc. Consulting engineer Fred O. Grimwood & Co., St. Louis. Applicant is owner of WPAD Paducah, has real estate and other business interests in and near Paducah. City priority status: Gr. A-2 No. 146. Filed March 25.

Richmond, Ky.—Blue Grass TV Co. (WFTM Maysville, Ky.), uhf Ch. 60 (746-752 mc); ERP 85.9 kw visual, 46.9 kw aural; antenna height above average terrain 548 ft., above ground 537 ft. Estimated construction cost $159,493, first year operating cost $140,000, revenue $160,000. Post office address c/o J. W. Betts, Tobacco Square, Maysville, Ky. Studio and transmitter location 2.2 mi. N of town on U.S. Rt. 25. Geographic coordinates 37° 46' 54" N. Lat., 84° 19' 34" W. Long. Transmitter DuMont, antenna Workshop Assoc. Legal counsel Harry J. Daly, Washington. Consulting engineer Fred O. Grimwood & Co., St. Louis. Principals include general partners **J. W. Betts** (14.2%), general manager WFTM; **Charles P. Clarke** (42.8%), president, Standard Tobacco Co., and **J. M. Finch Jr.** (42.8%), secretary-treasurer Standard Tobacco Co. Standard Tobacco Co. is applicant for uhf Ch. 24, Maysville, Ky. City priority status: Gr. A-2, No. 516. Filed March 24.

Kearney, Neb.—Bi-States Co., vhf Ch. 13 (210-216 mc); ERP 56.05 kw visual, 30.2 kw aural; antenna height above average terrain 552 ft., above ground 581 ft. Estimated construction cost $267,925, first year operating cost $110,000, revenue $160,000. Post office address c/o Harold J. Hamilton, 414-416 East Avenue, Holdrege, Neb. Studio and transmitter location E of Axtell on State Hwy. 44 about 0.7 mi. N of CB&Q RR. Geographic coordinates 40° 29' 43" N. Lat., 99° 05' 01" W. Long. Transmitter and antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equip. Co., Washington. Principals include general partners **F. Wayne Brewster** (40%), 50% owner The Brewster Hospital; **C. E. Freas Jr.** (12½%), clothing store owner, farming, real estate; **William S. Bivens** (2½%), physician; **Wilbert G. Huff** (10%), 77% owner The Holdrege Bottling Co., Holdrege, Neb.; **The Brewster Hospital Inc.** (20%); **Harold J. Hamilton** (5%), administrator at Brewster Hospital; **Willard F. Anderson** (10%), plumbing, heating. City priority status: Gr. A-2, No. 432. Filed March 25.

Miami, Okla.—Miami TV Co., uhf Ch. 58 (734-740 mc); ERP 1.73 kw visual, 0.87 kw aural; antenna height above average terrain 229 ft., above ground 247 ft. Estimated construction cost $113,-091, first year operating cost $100,000, revenue $120,000. Post office address P. O. Box 420, Wichita Falls, Tex. Studio and transmitter location Miami Hotel, Main St., Miami, Okla. Geographic coordinates 28° 52' 36" N. Lat., 94° 52' 38" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include general partners **George L. Coleman** (75%), 24% owner Monterey Radio-TV Corp. (KMBY Monterey, Calif.) and grantee for sharetime on Ch. 8 at Monterey, and **Kenyon Brown** (25%), with interests in Little Rock Telecasters Inc. (grantee for uhf Ch. 17 at Little Rock, Ark.); owner of KWFT Wichita Falls, Tex., grantee for vhf Ch. 6 there, and KBYE Oklahoma City. City priority status: Gr. A-2, No. 443. Filed March 25.

Oklahoma City, Okla. — Independent School Dist.—I-89 (KOKH-FM), vhf Ch. 13 (210-216 mc); ERP 27 kw visual, 14.5 kw aural; antenna height above average terrain 347 ft., above ground 398 ft. Estimated construction cost $181,000, first year operating cost $50,000. Noncommercial. Post office address 400 N. Walnut St. Studio and transmitter location 912 W. Klein, Oklahoma City. Geographic coordinates 35° 28' 48" N. Lat., 97° 31' 45" W. Long. Transmitter and antenna GE. Legal counsel W. A. Lybrand, Oklahoma City. Consulting engineer Hoyden Freeland, Oklahoma City. Principals include President of School Board **C. B. McCray,** Vice President **Jim Lookabaugh,** Board Members **R. Lewis Barton, Mrs. L. D. Melton, John C. Person Jr.,** Supt. of Schools **Dr. J. C. Swanson,** Clerk of the Board **N. L. George.** Filed March 19.

Applications Amended

New Orleans, La.—Community TV Corp. Request amendment to revise application from uhf Ch. 26 to uhf Ch. 32, change ERP from 75.2 kw visual, 42.6 kw aural to 85.5 kw visual, 48.4 kw aural; antenna height above average terrain 472 ft. Amendment contingent upon termination of rule making procedure (Docket 10373) which would remove the sub-minimum mileage separations and thus make Ch. 32 usable in New Orleans (BPCT-1378). Filed March 23.

Worcester, Mass.—Salisbury Bcstg. Corp. Request amendment of application to change ERP from 212 kw visual, 112.5 kw aural to 200 kw visual, 106 kw aural; antenna height above average terrain from 837 ft. to 812 ft.; change transmitter location and other equipment. (BPCT-1068.) Filed March 24.

Albuquerque, N. M.—Alvarado Bcstg. Co. Request amendment to change frequency from vhf Ch. 13 (210-216 mc) to vhf Ch. 7 (174-180 mc); change ERP from 33.7 kw visual, 16.8 kw aural to 30.4 kw visual, 15.2 kw aural, and other equipment changes. Also add financial data. (BPCT-721). Filed March 20.

Knoxville, Tenn.—Television Services of Knoxville. Request amendment to change name from J. Horton Doughton and Harold H. Thoms, doing business as TV Services of Knoxville to include in list of principals W. R. Tuley, who was formerly applicant for same channel (uhf Ch. 26). (See Ownership Changes.) March 20.

Salt Lake City, Utah—Utah Bcstg. and TV Corp. Request amendment to change officers, directors, stockholders to effect merger with competitor (see Ownership Changes); change ERP from 39.9 kw visual, 19.95 kw aural to 27.6 kw visual, 13.8 kw aural; antenna height above average terrain from 3420 ft. to 4261 ft.; type of antenna and transmitter; geographic coordinates; studio location from 29 S. State St., Salt Lake City, Utah, to Rear 113 S. State St., Salt Lake City, and other equipment changes. (BPCT-1496) Filed March 20.

Spokane, Wash. — Louis Wasmer. Request amendment to change ERP from 100 kw visual, 52.5 kw aural to 100 kw visual, 85.23 kw aural; antenna height above average terrain from 781 ft. to 837 ft; antenna system; geographic co-

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Help Wanted

Managerial

Deep south station needs manager with proven sales record. Want real producer. No drinkers or drifters. Box 164W, B•T.

Immediate opening for experienced salesman as commercial manager. Salary plus commission. Contact Manager of KBIX, Muskogee, Oklahoma.

Salesmen

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

Experienced salesman for well established Illinois daytimer. Good guarantee and house accounts to start. Right man will step into something good. Box 14W, B•T.

North Carolina station needs experienced salesman. Salary plus commission will give good income for man who can deliver results. Box 90W, B•T.

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Salesman for old established net affiliate in one station market. Good salary and commission. State present and desired earnings first letter. Upper midwest. Confidential. Box 194W, B•T.

Experienced, aggressive salesman needed for independent, good market. Unlimited opportunity for man who can sell. Eastern seaboard. References and history required. Box 205W, B•T.

Immediate opening for aggressive salesman. Good character, some experience required. Prefer midwest applicant. Real opportunity with Mutual affiliate in growing metropolitan market. Write Bailey Axton, KTOP, Topeka, Kansas.

Salesman. Somewhere in the U.S. there is a young salesman who wants to return to eastern Pennsylvania and join a solid independent to build a real future. A go-getter with intelligence will earn real money. Contact Manager, WCOJ, Coatesville, Pa.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

Announcer-salesman, Florida. Your sales chance. Salary plus commission. Box 111W, B•T.

1000 watt independent near Chicago has openings for two men, staff announcer and newsman experienced as beat reporter. Personal interview required. Box 134W, B•T.

Top wages for announcer with first phone. Permanent position open now in desirable location, CBS affiliate southwest. Full particulars first letter, references, tape or disc. All letters answered, tape returned. Box 167W, B•T.

Wanted! DJ with first class license. Box 173W, B•T.

Announcer interested in part-time sales and steady increased earnings. Old established network affiliate in one station market. Full details, present earnings and expected earning first letter. Upper midwest. Confidential. Box 195W, B•T.

Upper midwest 1 kw. CBS affiliate needs staff announcer. Prefer 1-2 years experience. Send letter, photo, audition recording. Immediate opening. Box 201W, B•T.

Help Wanted—(Cont'd.)

Regional network Minnesota station wants announcer interested in selling radio time. Good salary. Good man with selling ability will earn large income. Box 209W, B•T.

Announcer, regular staff. Opening after May first. $55.00 for 36 hours. All nights and Sundays off. KRLN, Canon City, Colorado.

Top pay to top announcer-engineer with first ticket, experience, excellent voice, quality production. Send letter, tape and salary requirements to KSTT, Davenport, Iowa.

Exceptional opportunity, experienced announcer-newscaster, salary plus talent. Top CBS station now building TV. Rush tape and resume, WARD, Johnstown, Pa.

Combo man for daytime indie. Prefer draft-exempt. Send tape or disc to WCHL, Chapel Hill, N. C.

Capable young announcer. Experienced. Versatile. Stable. Excellent control operator. Ability and attitude determine salary. Tape, photo, resume. Native southern applicants only. WCPS, Amand FM, Tarboro, N. C.

Announcer, with plenty of independent station experience. Operate own board. Nicholas Dardano, WGAT, Utica, N. Y.

Combination man. New kw daytime, send resume, tape, photo, Robert Sidwell, WGEA, Geneva, Alabama.

Wanted—One able authoritative news and commercial announcer who wants to work and stay in Florida. Must have previous experience. Opening available now. Send tape, resume, references with phone numbers to WIRA, Ft. Pierce, Florida.

WLAP opening for mature professional announcer. Must have smooth selling style and authoritative ad-lib ability. Sports knowledge helpful. Married, over 30 and clean, sober record essential. No beginners or floaters. Salary, $75.00 plus, depending upon ability. TV future. Rush tape, picture, past record to Lexington, Kentucky or phone 3-2727.

Combination announcer-engineer with first ticket, 1000 watt daytimer. Friendly small town. Forward audition, salary requirements and resume to WLSM, Louisville, Mississippi.

Wanted, mature announcer capable and experienced in handling commercials by leading southern Illinois station in largest southern Illinois city. Stability, integrity and air personality required. Salary open. Personal interview will be necessary. Send letter of application and audition to WMIX, Mt. Vernon, Illinois.

Wanted: Announcer with news, hillbilly and race disc jockey shows. Needed at once. Joe Phillips, Manager, WSSO, Starkville, Miss.

Staff announcer. Previous announcing and control room operating experience necessary. Send full details, references and audition tape or disc to Merritt Milligan, Radio Station WTAD, Quincy, Illinois.

Technical

Wanted. First class engineer-announcer. Box 810S, B•T.

Five thousand watts station needs first class operator. FM affiliate. Television application. Excellent working conditions. Apply by letter only. Box 130W, B•T.

First class ticket holder for small market station. State experience and salary requirements first letter. Upper midwest. Box 132W, B•T.

Wanted: First class engineer. Box 186W, B•T.

Small Michigan indie needs engineer. Six-day week. No floaters. Box 197W, B•T.

Combination engineer-announcer. Good pay and hours. Contact KCHS, Truth or Consequences, New Mexico immediately.

First phone transmitter operator, WJRI, Lenoir, N. C.

Wanted: First class engineer-announcer. Contact Bob Taber, WKLF, Clanton, Ala.

Help Wanted—(Cont'd.)

Immediate opening for 2 announcers with first class license. $80.00 week. Write or phone Catherine McLaughlin, WKRZ, Oil City, Penna.

Wanted — First phone transmitter operator. WPAZ, Pottstown, Penna.

Wanted, engineer with 1st phone and car. Promotion possible for experienced, aggressive man. Metropolitan Washington, D. C. area, WPIK, Alexandria, Virginia.

First phone operator-engineer. WPKY, Princeton, Ky.

Engineer for control board and transmitter operation. No announcing, 40 hour week, annual increases plus cost of living bonus. Send references, photo to Operations Manager, WSRS, Cleveland 18, Ohio.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Transmitter engineer. Experience and car necessary. Permanent position open immediately. WTAD, Quincy, Illinois.

Production-Programming, etc.

Program director with initiative 500 watt rural independent. To produce fresh programs, supervise announcers and do all-round announcing. Only replies telling all and accompanied by audition considered. Box 20W, B•T.

Continuity director. Experience, ability. Midwest regional. Starting salary to $75.00. Box 161W, B•T.

City editor wanted by midwest regional for three-man fulltime news department. Some air work. Excellent salary. Reply to Box 163W, B•T.

Newsman-announcer: Pennsylvania station needs man with good delivery to gather and write local news. This is a tough job. Not for beginners. Evening and early morning hours. $75. Box 187W, B•T.

Promotion: A top radio and television station in a major market has opening for a young man qualified to write publicity, prepare presentations and mailing pieces in established promotion department. Opportunity to grow with the position. Write in detail to Box 200W, B•T.

Fulltime experienced copywriter, N. E. independent 250 watter, 90,000 population. Good pay for right man. Send photo, all details, experience and samples, first letter. Box 228W, B•T.

Wanted, combination copywriter, newsman, and special events announcer. First class license desirable, but not essential. Also need combination announcer first phone. No telephone calls. Bob Hicks, Radio Station KVOU, Uvalde, Texas.

Punch-writer. Well paying position open for young man or woman who can make commercial copy stand up and sell! Pioneer, midwest, regional network station desires to round-out continuity staff with experienced writer who can produce strong, brisk sales-copy. Earnings above average. Send sample copy, qualifications and photo to Program Director, WFDF, Flint, Michigan.

Two local news reporters wanted at northern Illinois daytime independent. Air work is not essential. WKRS, Waukegan, Illinois.

TELEVISION

Salesmen

TV salesman for independent packager. Capable of representing prestige show. Liberal commission. Box 227W, B•T.

Production-Programming, etc.

TV continuity writer. Experienced man or woman for new station. Submit sample copy with application. Personal interview required. Apply Personnel Department, KMJ-TV, McClatchy Broadcasting Company, Fresno, California.

Situations Wanted

Managerial

Experienced announcer, copywriter, news editor, radio school instructor, now investment manager, wants to manage small-town radio station for percentage or stock option. Box 61W, B•T.

Manager—Successful in tough markets. Thirteen years radio experience, all phases, including six years manager. Excellent references. Desires progressive market. Box 207W, B•T.

Tired of alibis? Want results? Intelligent programming, effective commercials, planned promotion produce results. No genius. Mature, experienced executive, who can pull station from doldrums. Box 226W, B•T.

Situations Wanted—(Cont'd.)

General manager, twenty years. Sales-management experience. Top references. Interested radio or TV. Box 231W, B•T.

San Francisco station representative available. Manager San Francisco office NBC Spot Sales, radio and TV, for past nine years. Excellent record. Would like remain in San Francisco and maintain profitable advertising contacts in northern California, Oregon and Washington to mutual advantage. Top references. Please write Carl Nielsen, 45 Paramount Terrace, San Francisco, California.

Allergic dust. Stockholder-manager must relocate timbered section. Thirteen years net and independent experience all phases including construction. Eight years successful management. Excellent references. Guarantee profit within six months or resign. Randall McCarrell, KBWL, Blackwell, Oklahoma.

Salesmen

Hard working salesman and announcer. Prefer northwest station. Box 199W, B•T.

Announcers

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

Sports play-by-play, authoritative commentary. All sports. Former collegiate, minor league baseball, pro football player. Presently employed. Five years experience. Television prospects. Good references. Box 54W, B•T.

Baseball play-by-play, football, basketball. 5 years experience. Excellent voice, highest recommendations. Baseball a must. Desire sports minded station. Consider all offers. Box 112W, B•T.

Sportscaster, 5 years experience play-by-play baseball, football, basketball. Desires topnotch sports play-by-play starting with 1953 baseball season. Good voice, thorough knowledge of sports, reliable, accurate. Tape, photo and top references. Box 136W, B•T.

Need news man or wax purveyor. Experience, 6 years, married, two children. Desire to settle where seasons balmy and people convivial. Don't wish for success, happiness, wish to do something intelligent for a change. Salary is worth arbitration. Box 176W, B•T.

Baseball? Football? Basketball? Sportscaster-announcer, two years experience, college graduate, currently employed, 26. Box 188W, B•T.

Newsman, with eight years radio and wire service experience in covering, writing and broadcasting. I'm 42, married, employed, have highest ratings in large midwest city. Want TV or aggressive radio operation as editor or air man. Box 191W, B•T.

Announcer-disc jockey, veteran, four years experience New York-New Jersey stations. Available immediately. Box 192W, B•T.

Experienced all-phase announcer desires change. Currently employed New York state. Box 193W, B•T.

Baseball play-by-play. Also experienced basketball, football, hockey announcer. Presently employed as program and sports director large New England market. Tapes or personal interview on request. Box 202W, B•T.

Girl writer-broadcaster, children's shows, women's feature programs. Excellent references. Box 208W, B•T.

Radio-TV announcer-DJ. Six years experience. Veteran, currently with 50,000 watter. Desires southwest. Box 211W, B•T.

News, deejay, announcer. Five years experience. $65 minimum. Available immediately. Box 212W, B•T.

Announcer, control board operator. Light on experience. Heavy on ambition. News, sports, music etc. Veteran, single. Tape, disc available on request. Box 214W, B•T.

Experienced, young, big town announcer. SRT graduate. Prefers position in east. Versatile radio and TV. Box 215W, B•T.

Announcer: Top production man with lots of DJ, news, live MC, special events, writing. Age 27, 10 years experience. Family. Box 217B, B•T.

Experienced, versatile announcer, draft exempt, network voice, DJ, news, operate console. Box 218W, B•T.

Sportscaster. Play-by-play of all major sports. Also DJ, special events and script writing. Young, married and looking for position with small station. Light on experience, but heavy on initiative and enthusiasm. Available immediately. All offers considered. Photo, disc and resume on request. Box 225W, B•T.

Situations Wanted—(Cont'd.)

Experienced, versatile man who writes, airs local news, sports, handle staff work, 2½ years radio, single, draft exempt. Box 221W, B•T.

Announcer, some experience. News, sports, DJ, control board. Excellent training. Box 230W, B•T.

Broadcasting school graduate. Married vet. American Forces Network. News, sports, writer announcer experience. Strong play-by-play color. Singer, DJ. Third class ticket. Wants challenging job. Travel anywhere. Box 232W, B•T.

Announcer. Unusual style. Varied background. Console operator. S.R.T. graduate. Married. Will travel. Disc, photo available Box 234W, B•T.

Appliance salesman out of radio 10 years wants job as DJ, continuity writer, salesman in small AM station northern California where good voice and willingness to get out and work will pay off. P.O. Box 4562, San Francisco or Montrose 4-2855.

Announcer, 50,000 watts. 5 years experience, single, 31. Larry Bosi, 3921 W. Polk Street, Nevada 8-8832, Chicago, Illinois.

Announcer: Clear, mature, selling voice. Three years university, nine months commercial experience. Now on Mutual station; available first of April. Write or phone Charles May, KWHN, Fort Smith, Arkansas. Midwest.

Announcer, broadcasting school graduate, desires starting position. Inexperienced, but anxious to learn. Disc, resume on request. Ronald McKelvey, Toms River, N. J.

Announcer, combo man, experienced news, DJ, desires to settle eastern U. S. P. Rolfe, Room 404, 30 Rockefeller Plaza, New York 20, N. Y.

Staff announcer, light experience. Familiar all phases station routine. Write continuity, operate control board. Tape available. David Scott, 108 Overlook Drive, Valhalla, N. Y. White Plains 8-3485.

Capable staff announcer, 10 years radio. Mostly good stations. Community theatre experience—acting, set construction and lighting. Degree in Music. Minors, dramatics, speech and education. Age 34, married. Wants job in good production minded station radio and/or TV in clean town over 75,000. Not especially good as DJ. No sports. Will do well any job directly connected with production and air work. Insist on adequate preparation time. Elwood Thompson, 815½ Pine St., Zanesville, Ohio, Phone 2-5555.

Technical

Chief, 12 years experience, degree, mature, genial. Would like to relocate. Box 189W, B•T.

First phone license. Experienced, studio, tape, recording and editing. Film, video recorder, processor, contact printer. Box 190W, B•T.

Experienced engineer, CREI student; 1st phone, 2nd telegraph. "A" amateur, seeks straight engineering situation in California. Available early April. Box 206W, B•T.

First phone, no broadcast experience, technically trained, radio-TV work experience. Seeking engineering position. Single. Box 210W, B•T.

Young man, single, first class ticket. Desires position, inexperienced but willing worker. Willing to relocate. Chester M. Buda, 4839 So. Laflin St., Chicago 9, Illinois.

Situations Wanted—(Cont'd.)

First class licensed, eight years transmitter, studio, remote. Write Engineer, 807 Wescott Street, Syracuse 10, New York.

Production-Programming, Others

Program director-morning man, tops at both jobs. Need me? Box 196W, B•T.

Alert, aggressive young man desires return radio. Programming or sales. Box 224W, B•T.

Television

Managerial

Construction permit holders for television stations: Is construction and initial operation of your new station worrying you? I can help you. Qualifications are actual experience in station construction; station organization; station management and experience with the commission in all types of problems which an applicant and permittee encounters. Highest type references will be furnished and bond will be posted. I am available upon reasonable notice and am at present sales manager for one of the country's largest television stations. It is desired to work in the middle or far west. Write now and eliminate your construction and initial operation worries. Box 185W, B•T.

Announcers

Top network television announcer, four years television, five years radio, desires change to major TV market as announcer or program director at new television station. $100.00 minimum. Box 233W, B•T.

Production, Programming, Others

Experienced film technician, formerly with medium sized midwestern station. Capable of heading department, training crew. Best references. Box 360S, B•T.

TV film manager, thoroughly experienced. Programming, procurement, operations. Now with top company. Box 831S, B•T.

Experienced program-film director-producer. 3 years TV, 15 years radio. Valuable in new TV station. Box 222W, B•T.

Want position as assistant to TV executive. Experienced in motion picture business advertising. Law Degree and accounting background. Age 28. Future more important than salary. Charles Meeker, 832 Armour Road, North Kansas City, Missouri.

For Sale

Stations

Fulltime local independent in single station market, Pacific northwest. We have probably heard from and answered all the curiosity seekers and those who have no money or who want a "cheapie." If you have the money, and want sincerely to buy a station in a good market and can come and see it soon, then write immediately for details. Good price, good terms, good station, good business dealings. Let's get together. Box 151W, B•T.

Western and midwestern stations. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Used heavy duty guyed tower; dismantled midwest area, suitable for AM, FM and for supporting some TV antennas. First $1,000 cash offer buys it. Box 999S, B•T.

Broadcaster, with 20 years experience,
will invest one million dollars
(more or less) in VHF TV Station

Address Box 30W

BROADCASTING • TELECASTING

For Sale—(Cont'd.)

FM transmitter Collins 3 kw (best made). You can make money in FM. We are. Box 203W, B•T.

100 foot Truscon self-supporting tower with BF-21B FM Pylon, transmission line and complete lighting. Free for the removal. Now erected on 10 story building. Will also accept bids on 1000 W RCA type BTF-1C FM transmitter frequency modulation monitor General Radio type 1170A. Andrew automatic dehydrator type 1900. All in excellent condition. Box 216W, B•T.

FM receivers. Crystal tuned, pulse controlled. Reasonable. We'll show you how to make money with them. WEAW, Evanston, Ill.

FM equipment, frequency 99.1 MC. Gates BF-10A 10 kw transmitter. Andrews 3⅛" coaxial cable. FM station monitor General Electric. Jones micromatch. General Electric 4-bay circular antenna with sleet melting assembly. FM metor reads 21,212 hours. Above equipment cost $26,266.15. We will sell for $2,800, FOB our transmitter location. You do dismantling and crating. Inquire Radio Station WTTH, Port Huron, Michigan.

3 practically new, complete GE Orthicon camera chains. Immediate delivery. Send for schedule A, for complete description. C.E.C., 500 Pacific St., Brooklyn, N. Y.

For sale: 3-Altec 604-B loudspeakers in cabinets; 1-Altec 603-B loudspeaker; 3-Presto 1-D cutters; 2-Altec P-511 regulated power supplies; 4-Ampex 300 consoles in perfect condition; numerous Langevin 116-B and 117-A plug-in amplifiers and power supplies; 3-Gray 103-S transcription arms; 6-RCA 6-watt MI-12238 amplifiers. Gotham Recording Corporation, 2 West 46 Street, N. Y. 36, N. Y., JU. 6-5577.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Tower: 152' Lehigh, galvanized, self-supporting, non-insulated, heavy duty, new, $1200. H-Z Company, 225 Broadway, N. Y. C.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Stations

Three reliable, experienced radio men wish to purchase all or controlling interest of small market station located in northeastern United States. All replies confidential. Box 213W, B•T.

Wanted. Texas or Oklahoma station, daytime independent preferred, send full details. Box 223W, B•T.

Equipment, etc.

Need FM transmitter from 1 kw to 10 kw. Give lowest price and description. Box 127W, B•T.

Wanted: Equipment for 1 kw daytime station. State price, age, condition, availability. Everything needed. Box 219W, B•T.

Wanted: General Radio 916-A RF bridge and good field intensity meter. State price. Box 126, Lumberton, N. C.

250 FM transmitter, modulation and frequency monitors. Contact Arthur Wilkerson, WLIL, Lenoir City, Tenn.

El-Ken tape splicer. Brown Radio Production, 1201 Brentwood, St. Louis 17, Missouri.

Wanted: Two 250 watt FM transmitters, used but in good condition, meeting FCC requirements. Price? Carl H. Butman, 892 National Press Building, Washington, D. C.

Miscellaneous

Make those dead "spots" produce a profit. Have quality produce you can promote on percentage basis on unused spots. Product tested and proven big repeater. You can build a success story with it in short time. Write, Agency, Box 229W, B•T.

$100.00 reward for best sales promotion idea and plans for July and August effort. WJOI, Florence, Alabama.

Attention television, radio musical directors and artists: Two new songs tailor-made for TV, BMI cleared. One entitled "Am I Losing My Touch?" For free copies write T. R. Creamer, R2 B14, Springfield, Illinois.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Help Wanted

Salesmen

SALESMAN

for a top rated independent in a leading California market. 15% against draw. Bonus up to 22%. Our men make $5,000 to $12,000 annually.
Box 22W, B•T.

WANTED

"Air Salesmen", who are "salesmen", specialty DJ's. Are you promotional minded? Ready for the big time? Now working in a small market station. Here is your chance to become a known personality in the profit column with one of the top metropolitan stations. Write, wire, send photo or audition disc or tape to Operations Manager, WSRS, Cleveland.

Announcers

Announcer

with classical background for a top rated independent in a leading California market. Must have deep rich voice. 40 hours, $72.00 weekly to start. Periodic raises to $85.00 weekly. Must be good console operator. Station pays life insurance and hospitalization. No young disc jockey. Prefer mature family man. Box 23W, B•T.

Television

UHF MANAGER WANTED

UHF station, soon to go on air, needs experienced TV executive for manager. You may be a number 2 or 3 man in your present TV capacity. Here's your chance to run an excellently financial UHF station in midwestern market of 500,000. This will be 1st TV station in area. Basic salary plus opportunity for stock. Give full details first letter including references. All replies held confidential. Box 220W, B•T.

5000 watt midwest radio station must be sold immediately—Owner in bad health—Excellent money maker—Well established—Topnotch personnel.

Priced less than cost to replace assets. No agents involved—

No agents answered.

Box 198W, B•T

Help Wanted—(Cont'd.)

Salesmen

TV SALES MANAGER

A leading AM station is building its TV affiliate, the first in a large city. It is looking for a thoroughly experienced sales executive—an aggressive salesman—able to build and manage a hard-hitting sales department. A substantial salary, plus a profit-sharing bonus, make this a most attractive proposition. Only applicants with substantial past earnings, and a proven background in a similar capacity, will be considered. Give full particulars about your previous experience, earnings and salary expected. All replies will be treated confidentially. Box 142W, B•T.

Wanted to Buy

Equipment, etc.

WANT

Microwave link equipment.
Air mail type, condition and price.
KYNO, Fresno, California.

Miscellaneous

For the best in Complete Erection of Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

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Solution: M A C STUDIOS
127 N. Dearborn, Chicago 2

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HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

ordinates, and other equipment changes. (BPCT-920) Filed March 20.

Applications Dismissed

(By letter, March 12. Non-response to Sixth Report and Order.)

File No.	Applicant and Location	Channel No.
BPCT-151	Paramount TV Productions Inc., San Francisco, Calif.	9
BPCT-247	CBS Inc., Boston, Mass.	9
BPCT-210	New England TV Co., Boston Mass.	13
BPCT-475	Central States Bcstg. Co., Omaha, Neb.	7
	(At request of attorney, March 20.)	
BPCT-1531	South Central Minn. TV Co. Austin, Minn.	6
BPCT-1184	W. R. Tuley, Knoxville, Tenn.	26
BPCT-1498	TV Corp. of Utah, Salt Lake City	2
	(At request of attorney, March 25.)	
BPCT-1464	Jacob A. Newborn, Alexandria, La.	62
BPCT-1238	Chanticleer Bcstg. Co., New Brunswick, N. J.	47
BPCT-1593	Robert W. Rounsaville, Cincinnati, Ohio.	54

Existing TV Stations . . .

Decisions

WTVO (TV) Rockford, Ill.—Winnebago TV Corp. Granted mod. of CP to change ERP from 15.5 kw visual, 8.5 kw aural to 19.5 kw visual, 9.8 kw aural; antenna height above average terrain 660 ft. Granted March 24.

WFTL-TV Ft. Lauderdale, Fla.—Gore Pub. Co. Granted STA to operate on interim commercial basis in accordance with BMPTC-996 with transmitter output of 1 kw visual, 0.6 kw aural, RCA transmitter; change studio and transmitter location and make other equipment changes. Granted March 23.

KFEL-TV Denver, Col.—Eugene O'Fallon Inc. Granted mod. of STA to operated with antenna specified in BPCT-912 but with transmitter output of 5 kw visual, 2.5 kw aural as at present. Granted March 20.

WWJ-TV Detroit, Mich.—The Evening News Assn. Granted CP to increase ERP from 13.5 kw visual, 8.55 kw aural to 100 kw visual, 50 kw aural, change transmitter site, change transmitter and antenna system and make other equipment changes; antenna height 100 ft. (BPCT-787.) Granted March 20.

KTYL-TV Mesa, Ariz.—Harkins Bcstg. Inc. Granted mod. CP to change ERP from 27 kw visual, 13.5 kw aural to 33 kw visual, 16.5 kw aural; change transmitter location and make minor antenna and other equipment changes. Antenna height 1550 ft. (BMPCT-1028.) Granted March 19.

KDZA-TV Pueblo, Col.—Pueblo Radio Co. Granted STA to operate KDZA-TV on a commercial basis, Ch. 3, for period March 19 to Oct. 20. Granted March 19.

WHYN-TV Holyoke, Mass. — The Hampden-Hampshire Corp. Granted mod. CP to change studio location. Granted March 19.

WTVE (TV) Elmira, N. Y.—Elmira TV. Granted mod. CP to change ERP from 58 kw visual, 29 kw aural to 39 kw visual, 19.5 kw aural; change antenna system and make other equipment changes. Antenna height 900 ft. (BMPCT-978.) Granted March 19.

WKST-TV New Castle, Pa. — WKST Inc. Granted STA to operate on a commercial basis, Ch. 45, for period March 19 to May 4. Granted March 19.

WEEU-TV Reading, Pa.—Hawley Bcstg. Co. Granted STA to operate on a commercial basis, Ch. 33, for period April 1 to May 3. Granted March 19.

KRTV (TV) Little Rock, Ark.—Little Rock Telecasters. Granted STA to operate on Ch. 17. for period March 18 to Sept. 16. Granted March 18.

KGUL-TV Galveston, Tex.—Gulf TV Co. Granted STA to operate on commercial basis, Ch. 11, for period March 22 to Sept. 22. Granted March 18.

WKJF-TV Pittsburgh, Pa.—Agnes J. Reeves Greer. Granted STA to operate on commercial basis, Ch. 53, for period March 21 to Sept. 7. Granted March 17.

KVTV (TV) Sioux City, Iowa—Cowles Bcstg. Co. Granted STA to operate on commercial basis, Ch. 9, for period March 13 to July 19. Granted March 13.

Applications

KAFY-TV Bakersfield, Calif. — Bakersfield Bcstg. Co. Request mod. CP to change ERP from 20.5 kw visual, 11 kw aural to 19.21 kw visual, 10.37 kw aural; change transmitter and studio locations; change type of antenna and other equipment changes. (BMPCT-1040.) Filed March 24.

WNAO-TV Raleigh, N. C.—Sir Walter TV Co. Request amendment to correct geographic coordinates and visual transmitter output power. (BMPCT-1003.) Filed March 19.

WLOK Lima, Ohio—WLOK Inc. Request mod. CP to change ERP from 20 kw visual, 11 kw aural to 15.7 kw visual, 8.52 kw aural and change transmitter and antenna system. Antenna height above average terrain 339 ft. (BMPCT-1036.) Filed March 20.

KUHT (TV) Houston, Tex.—University of Houston and Houston Independent School District (Noncommercial educational). Request mod. CP to change ERP from 30 kw visual, 15 kw aural to 54.325 kw visual,, 25.118 kw aural and change transmitters and antenna system. Antenna height above average terrain 311 ft. (BMPET-9). Filed March 20.

KTNT-TV Tacoma, Wash.—Tribune Pub. Co. Request mod. CP to change ERP from 29.4 kw visual, 15 kw aural to 125.685 kw visual, 62.8 kw aural and change type of transmitters. Antenna height above average terrain 499.5 ft. (BMPCT-1033) Filed March 19.

New AM Stations . . .

Decisions

Note: See Hearing Cases for grant at Foley, Ala.

Redlands, Calif.—Southwest Bcstg. Co. Granted 1410 kc, 1 kw daytime, antenna height 195 ft. Engineering condition. Estimated construction cost $16,925, first year operating cost $42,000, revenue $48,000. Principals include general partners **Bernard Corren** (⅓), physician and surgeon; **Saul Levine** (⅓), owner of Musitone, Inc., engage in service of furnishing planned background music by wire, and **A. Milton Miller** (⅓), attorney. Post office address % Saul Levine, 442 South Cochran Ave., Los Angeles. (BP-8643.) Granted March 25.

Denver, Col.—Denver Bcstg. Co. Granted 990 kc, 1 kw daytime, antenna height 235 ft. Engineering condition. Estimated construction cost $46,300, first year operating cost $72,000, revenue $90,000. Principals include general partners **Frank Donald Hall** (80%), owner Climax Oil and Supply Co.; **Archie H. Yetter** (10%), pastor at Ashgrove Community Church, and **John T. Roscoe** (10%), chief engineer KYOU Greeley, Col. Post office address 1665 W. Evans Ave., Denver, Col. (BP-8589.) Granted March 18.

Tallahassee, Fla.—WASP Inc. Granted 1330 kc, 1 kw daytime, antenna height 230 ft. Engineering condition. Estimated construction cost $11,450, first year operating cost $28,000, revenue $35,000. Principals include President William H. **Martin** (96%); **Mary Ella Martin** (2%) and **Annie Lou Martin** (2%). Post office address 1713 Prince St., Tallahassee, Fla. (BP-8190.) Granted March 18.

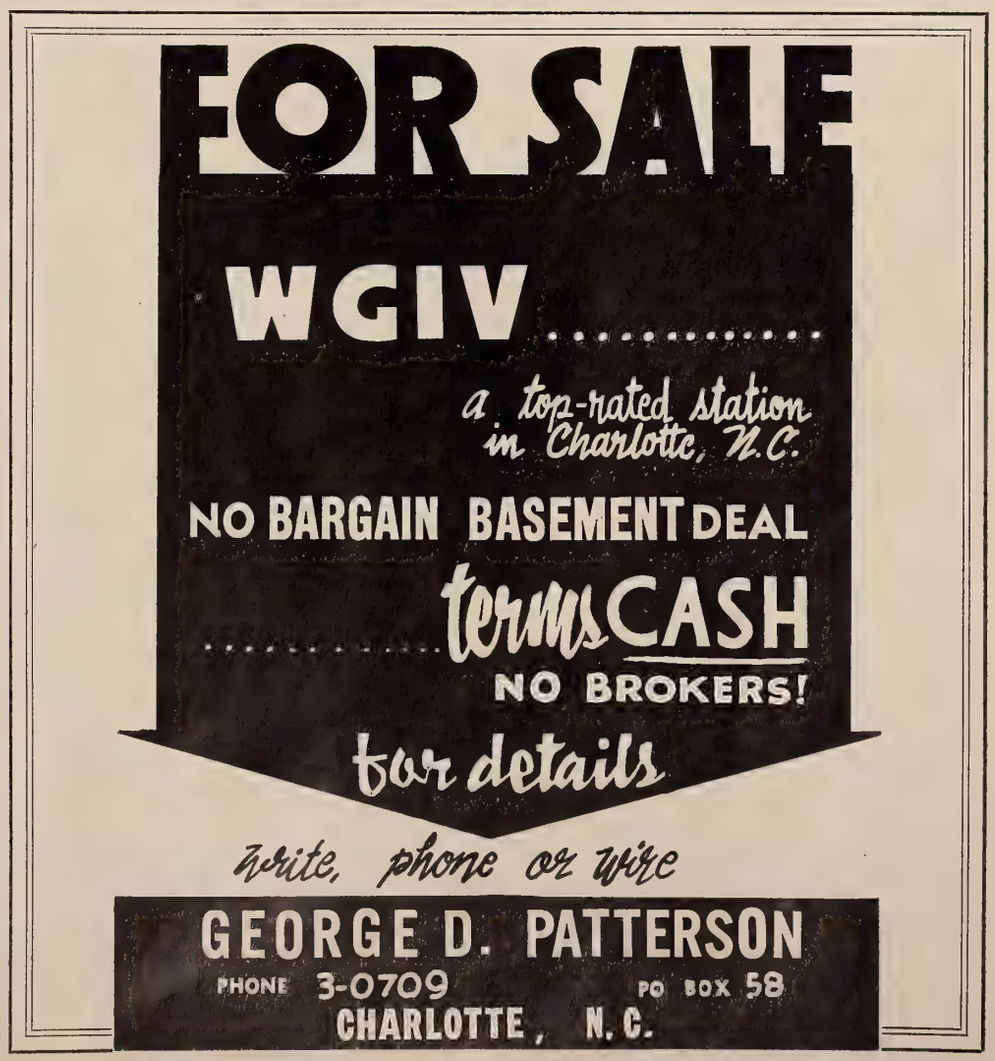
Monroe, Ga.—Walton Bcstg. Co. Granted 1490 kc, 250 w unlimited, antenna 165 ft. Estimated construction cost $9,949, first year operating cost $25,000, revenue $40,000. Engineering conditions include provision that program tests not be authorized until WMOC Covington, Ga., has commenced program tests on another frequency, and will not be licensed until WMOC is licensed on another frequency. Principals include President **John W. Jacobs Jr.** (50%), general manager WDUN Gainesville, Ga., and **Claude Williams Jr.** (50%), business manager of the Gainesville Ford Co. Messrs. Jacobs and Williams are 90% owners of Habersham Bcstg. Co., permittee for new AM station at Cornelia, Ga. Post office address % John W. Jacobs Jr., P. O. Box 25, Gainesville, Ga. (BP-8639.) Granted March 18.

Frankfort, Ind.—Radio Frankfort. Granted 1570 kc, 250 w daytime, antenna height 160 ft. Engineering conditions. Estimated construction cost $15,000, first year operating cost $32,000, revenue $41,500. Principals include general partners **Stephen P. Bellinger** (25%), 25% owner WVMC Mt. Carmel, Ill.; **Charles Vandever** (25%), auto sales; **Joel W. Townsend** (6.25%), attorney; **Ben H. Townsend** (6.25%), attorney; **Morris E. Kemper** (12½%), CPA; **T. Keith Coleman** (12½%), motion picture exhibitor, and **Jack H. Wiedemann** (12½%), sales manager WROY, Carmi, Ill. Post office address % Stephen P. Bellinger, R. R. # 3, Mt. Carmel, Ill. (BP-8645.) Granted March 25.

Richmond, Ky.—Dages I. Boyle. Granted 1420 kc, 1 kw daytime, antenna height 200 ft. Engineering condition. Estimated construction cost $44,480, first year operating cost $55,000, revenue $65,000. Grantee is owner of Bankers Security Corp., Lexington, Ky. Post office address 303 Grosvenor Ave., Lexington, Ky. (BP-8672.) Granted March 25.

Westminster, Md.—Carroll County Bcstg. Corp. Granted 1470 kc, 1 kw daytime, antenna height 200 ft. Engineering conditions. Estimated construction cost $22,050, first year operating cost $30,000, revenue $35,000. Principals include residents and businessmen in and around Westminster, Md., all of whom have less than 5% voting stock interest. Officers are **E. Miller Richardson,** Vice President **Russell H. Morgan,** Secretary **Ralph G. Hoffman** and Treasurer **Howard E. Koontz Jr.** Among stockholders in grantee are those owning 85% of WBMD Baltimore. Post office address 15 Court St., Westminster, Md. (BP-8670.) Granted March 25.

Columbia, Miss.—Southwestern Bcstg. Co. of



Mississippi. (WAPF McComb, Miss.) Granted 980 kc, 500 w daytime; antenna height 235 ft. Engineering condition. Estimated construction cost $9,225, first year operating cost $24,000, revenue $30,000. Principals include General Manager **Louis Alford** (⅓), Chief Engineer **Phillip D. Brady** (⅓) and Secretary-Treasurer **Albert Mack Smith** (⅓). Applicant is also applicant for new AM station at Hazlehurst, Miss., and a new Class B FM station at McComb, Miss. Post office address % Louis Alford, P. O. Box 604, McComb, Miss. (BP-8516.) Granted March 18.

Charleston, Mo.—South Missouri Bcstg. Co. [KCHR (FM) Charleston]. Granted 1560 kc, 250 w daytime, antenna height 185 ft. Engineering conditions include provision that program tests not be authorized until KREI Farmington, Mo. has ceased operation on 1350 kc and will not be licensed until KREI is licensed on another frequency. Estimated construction cost $3,580 (to use present facilities), first year operating cost $3,600, revenue $36,000. Principals include general partners **Kermit Barker** (50%) and **Charles W. Hobbs** (50%). Post office address % Kermit Barker, Radio Station KCHB Charleston, Mo. (BP-8625.) Granted March 18.

Greensboro, N. C.—Wayne M. Nelson. Granted 950 kc, 500 w daytime, antenna height 240 ft., engineering condition. Estimated construction cost $25,000, first year operating cost $24,000, revenue $36,000. Grantee is owner of WHIP Mooresville, N.C., and WAYN Rockingham, N. C. Post office address P. O. Box 72, Concord, N. C. (BP-8649.) Granted March 25.

Mt. Vernon, Ohio—The Mount Vernon Bcstg. Co. [WMVO (FM)]. Granted 1300 kc, 500 w daytime (DA), antenna height 190 ft. Estimated construction cost $20,000, first year operating cost $40,000, revenue $50,000. Principals include President **Dana T. Burns**, professor; Treasurer **Marie C. Burns**, housewife; **John T. Glackin**; Secretary **Charles M. Zelkowitz**; Vice President **Charles B. Tramont**; **Clarence A. Gillilan**; **Paul W. Davis**; **Bert W. Martin**, **Raymond M.** & **Mildred Lilly**, and **Mittie F. Baube**, each holding less than 10%. Post office address P. O. Box 390, Mt. Vernon, Ohio. (BP-8665.) Granted March 25.

Applications

Indianapolis, Ind.—Rollins Bcstg. Co., 950 kc, 5 kw daytime, antenna height 240 ft. Estimated construction cost $75,000, first year operating cost $94,000, revenue $100,000. Principals include President **John W. Rollins** (62.5%); Vice President and Secretary **O. Wayne Rollins** (33.3%), and Treasurer **Katherine E. Rollins** (4.2%). Applicant owns WJWL-AM-FM Georgetown, Del.; WFAI Fayetteville, N. C.; WRAD Radford, Va.; WRAP Norfolk, Va.; has pending applications for Roanoke, Va. and Dover, Del., and is new grantee for uhf Ch. 40 Dover, Del. Post office address Moore Bldg., Rehoboth, Del. Filed March 19.

Rogersville, Tenn.—Rogersville Bcstg. Co. 1490 kc, 250 w unlimited, antenna height 150 ft. Estimated construction cost $10,500, first year operating cost $21,000, revenue $30,000. Principals include general partners **John E. Beal** (50%); **Harry M. Beal** (16⅔%), **Fred T. Beal** (16⅔%), and **Charles W. Beal** (16⅔%). Post office address 207 North Clay Street, Rogersville, Tenn. Filed March 18.

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Applications Amended

Lebanon, Ky.—Lebanon-Springfield Bcstg. Co. Request amendment of application to decrease power from 1 kw to 500 w, specify transmitter and studio locations and change type transmitter. (BP-8519.) Filed March 23.

Jackson, Ohio—Luther M. Jones. Amends application for new AM station on 1280 kc, 1 kw daytime to change transmitter location to "To be determined." (BP-8435.) Filed March 19.

Existing AM Stations . . .

Decisions

WRMA Montgomery, Ala. — The Southland Bcstg. Co. of Montgomery. Granted mod. CP to increase power from 500 w to 1 kw daytime, on 950 kc, and change type of transmitter; engineering condition. (BMP-6048.) Granted March 25.

WORZ Orlando, Fla.—Central Florida Bcstg. Co. Granted CP to increase power on 740 kc from 1 kw unlimited, to 1 kw night, 5 kw LS, (DA-2), unlimited; engineering conditions. (BP-8350.) Granted March 25.

WLFH Little Falls, N. Y.—Rock City Bcstrs. Granted CP to increase power on 1230 kc from 100 w to 250 w unlimited; engineering conditions. (BP-8642.) Granted March 25.

WNXT Portsmouth, Ohio—Portsmouth Bcstg. Co. Granted CP to increase power on 1260 kc from 1 kw unlimited to 5 kw-LS, 1 kw night (DA-2); engineering conditions. (BP - 8664.) Granted March 25.

KTIL Tillamook, Ore.—Tillamook Bcstg. Co. Granted CP to change frequency from 1590 kc to 1240 kc, operating with 250 w unlimited; engineering conditions. (BP-8655.) Granted March 25.

WSBB New Symrna Beach, Fla.—Beach Bcstg. Co. Granted mod. of license to increase power on 1230 kc from 100 w to 250 w unlimited; engineering conditions. (BML-1513.) Granted March 18.

WAPF McComb, Miss. — The Southwestern Bcstg. Co. of Miss. Granted CP to change transmitter, increase power on 1010 kc from 250 w to 1 kw daytime, and make changes in antenna system; engineering condition. (BP-8482.) Granted March 18.

WHYL Carlisle, Pa.—Richard Field Lewis Jr. Granted CP to change frequency from 1380 kc to 960 kc (1 kw daytime); engineering condition. (BP-8603.) Granted March 18.

WNEL San Juan, P. R.—Station WNEL Corp. Granted CP to change facilities from 860 kc, 5 kw (DA-1) unlimited to 850 kc, 10 kw (DA-1) unlimited (BP-8617); engineering conditions include responsibility for installing filter circuits, or other equipment, as may be necessary in antenna systems of WNEL, WIPR San Juan, and WIAC Santurce and any other nearby stations to minimize spurious radiation as well as to prevent cross-modulation due to excessive radiation from WNEL. Granted March 18.

KUDL Kansas City, Mo. — David M. Segal. Granted mod. CP for approval of antenna, transmitter location, and change type transmitter; condition. (BMP-6122.) Granted March 18.

WPXY Punxsutawney, Pa. — Jefferson Bcstg. Co. Granted mod. CP for approval of antenna, transmitter location, specify studio location and change type of transmitter; condition. (BMP-6142.) Granted March 18.

WFRM Coudersport, Pa.—Farm & Home Bcstg. Co. Granted mod. CP for approval of antenna, transmitter location and specify studio location; condition. (BMP-6125.) Granted March 18.

WLOA Braddock, Pa.—Matta Bcstg. Co. Granted request for waiver of Sec. 3.71 of the Commission's Rules (making it mandatory for station to operate ⅔ of authorized hours) after 6 p.m. for the period April 15 to Oct. 1. Granted March 18.

Applications

WNPT Northport, Ala. — The West Alabama Bcstg. Co. Request CP to change hours of operation from daytime to unlimited, using power of 500 w night; install DA and make changes in antenna system. (1280 kc.) Filed March 20.

WKAT Miami Beach, Fla.—WKAT Inc. Request CP to install a new antenna, side mount FM antenna and mount TV antenna on top, increase height. (Contingent on grant of CP for new TV station, BPCT-399.) (1360 kc.) Filed March 23.

Application Dismissed

WMBD Peoria, Ill.—Peoria Bcstg. Co. Dismissed application for CP to change transmitter location from South of Groveland, Ill. to 0.7 mi. NW of Groveland, Ill. (1470 kc.) Dismissed March 23.

Cancelled CP

WEDA Edenton, N. C.—Tar Heel Bcstrs. Partnership of William J. Davis and Bessie C. Dukes. CP (BP-8159) for new station, 860 kw, 1 kw daytime cancelled and call letters deleted on March 19.

KMEA Lamesa, Tex.—Citizens Bcstg. Co. CP (BP-8256) for new station on 1360 kc, 1 kw daytime cancelled and call letters deleted on March 19.

New FM Stations . . .

Applications

State College, Pa. — The Pennsylvania State College. Request CP for new non-commercial educational FM station on 91.9 mc (Ch. 216); ERP 1 kw; antenna height 70 ft. Transmitter location NW Sector, Penn State Campus, State College; studio location 304 Sparks Bldg., Campus. Filed March 18.

Existing FM Stations . . .

Applications

WBBM-FM Chicago, Ill.—Columbia Bcstg. System Inc. Request CP to make changes in type of transmitter, change frequency from 97.1 mc to 96.3 mc; change ERP from 13 kw to 10.3 kw; change transmitter location to American National Bank Bldg., 33 N. LaSalle St., Chicago. (BPH-1840.) Filed March 19.

WKJF (FM) Pittsburgh, Pa.—Agnes J. Reeves Greer. Request CP to make changes in type of antenna and increase ERP from 20 kw to 40 kw.

Cancelled Licenses

WBIK (FM) Chicago, Ill.—Balaban & Katz Corp. Granted request to delete station and cancel license. (BLH-573.) Granted March 19.

KWBW-FM Hutchinson, Kans.—The Nation's Center Bcstg. Co. Granted request to cancel license, dismiss pending application and delete FM station. (BPH-1697; BMPH-4633.) Granted March 16.

Ownership Changes . . .

Decisions

KFMB-AM-TV San Diego, Calif. — Kennedy Bcstg. Co. Granted consent to assignment of licenses of AM, TV, and TV pickup stations to **Wrather-Alvarez Bcstg. Inc.** Consideration $3,000,000. (BAL-1510; BALCT-20.) [B•T, March 2.] Granted March 25.

KGYW Vallejo, Calif. — California - Nevada Bcstg. Co., 1190 kc, 250 w. Granted voluntary assignment of license from David McKay and Herbert Q. Joucken to **Ellsworth Peck**, business manager KYOS Merced, Calif., and **A. J. Krisik**, commercial manager KYOS, doing business as Vallejo Bcstg. Co. Consideration $65,000. (BAL-1509.) Granted March 25.

WTVP (TV) Decatur, Ill. — Prairie TV Co. Granted consent to assignment of CP to Decatur Prairie TV Co., of which William L. Shellabarger, president and treasurer, has 68.25% stock interest. (BAPCT-35.) Granted March 25.

WVMC Mt. Carmel, Ill.—Radio Station WVMC, 1360 kc. Granted voluntary assignment of license from James R. Brewer and Stephen P. Bellinger to **Stephen P. Bellinger, Joel W. Townsend, Morris E. Kemper** and **Ben H. Townsend.** Involves purchase of 75% interest owned by James R. Brewer by Messrs. J. W. Townsend (18.75%), B. H. Townsend (18.75%), and M. E. Kemper (37.5%), for consideration of $52,500. Granted March 25.

WABJ Adrian, Mich.—James Gerity Jr. Granted voluntary assignment of CP and license to **Gerity Bcstg. Co.** (On 1500 kc, CP 1490 kc.) Involves change of name of licensee only. Mr. Gerity retains 100%. Granted March 18.

WELM Elmira, N. Y.—Elmira-Corning Bcstg. Corp. Granted consent to assignment of license to **Radio Elmira Inc.** Consideration $95,000. (BAL-1508.) Granted March 25.

Applications

KPAL Palm Springs, Calif.—Desert Radio and Telecasting Co. Jobe L. Hamman & Melvin Sullivan request voluntary assignment of CP to **Florence P. Raley.** Consideration $4,897. Assignee is applicant for CP's for new AM stations at Corona del Mar-Newport Beach, Calif. (980 kc) and at Riverside, Calif. (910 kc). Filed March 24.

KWSK Pratt, Kan.—Clem Morgan and **Robert E. Schmidt**, a partnership, doing business as the **Pratt Bcstg. Co.** Request voluntary assignment to one partner **Clem Morgan.** Consideration $2,813.37. Mr. Schmidt, the retiring partner, has acquired minority interest in licensee of

KAYS Hays, Kan., where he will remain. (1570 kc.) Filed March 18.

KPAM-KPFM (FM) Portland, Ore.—**Broadcasters Oregon Ltd.** Stanley M. Goard, George W. Phillips, Dolores E. Zabelle, Executrix of Estate of Robert T. Zabelle, deceased, and James L. Murray request voluntary assignment of license to **Stanley M. Goard** (28%), **George** [illegible]s (28%), **James L. Murray** (28%) and [illegible]. **Zabelle** (16%). To reflect inheritance [illegible] Zabelle of limited partnership interest [illegible] to her by her husband. Filed March 24.

WBCU Union, S. C.—Union-Carolina Bcstg. Co. Request voluntary transfer of control (99%) to **James F. Coggins** (to acquire 51%) and **Edward L. B. Osborne** (to acquire 48%). Involves sale of 500 shares stock by **F. W. Symmes, E. H. Hughes, Katherine McK. Wilkinson, Alfred Foster Jordan and John D. Jones.** Consideration $63,090. Mr. Coggins owns WEDK Newberry, S. C. and Mr. Osborne is now general manager WBCU (1460 kc). Filed March 18.

Knoxville, Tenn.—TV Services of Knoxville. Request amendment to change name of applicant from J. Horton Doughton and Harold H. Thoms, d/b as TV Services of Knoxville to **W. R. Tuley, Harold H. Thoms and J. Horton Doughton,** d/b as TV Services of Knoxville. Mr. Tuley, new partner, last week dismissed his application for uhf Ch. 26, Knoxville; this application reflects merger between applicants. Mr. Tuley now has 80%, Mr. Doughton 10% and Mr. Thoms 10%. Filed March 20.

KERC Eastland, Tex.—Tri-Cities Bcstg. Co. of Eastland County. Request voluntary assignment of CP from original five partners F. James Dabney, Bryand F. Craig, James C. Whittington, Allen D. Dabney Jr. and Mrs. Laura J. Thorpe to four partners. Involves sale of Mrs. Thorpe's interest to **Mr. Whittington and Allen Dabney Jr.,** consideration totaling $100. Each of the remaining four partners now holds 25%. (1590 kc). Filed March 18.

Salt Lake City, Utah—Utah Bcstg. & TV Corp. Amended to change officers, directors and stockholders. To reflect merger between **Utah Bcstg. & TV Corp.** (applicant for Ch. 2, Salt Lake City) and **TV Corp. of Utah** (former applicant, see Applications Dismissed). Tribune Pub. Co., owner of TV Corp. of Utah, acquires 50% of Utah Bcstg. & TV Corp. Frank Carman and Grant Wrathall, former co-owners of Utah Bcstg. & TV Corp. now own 25% each. Filed March 20.

Opinions and Orders . . .

Lancaster, Pa.—Peoples Bcstg. Co. (WLAN) Commission dismissed as moot the petition filed Jan. 19, 1953 requesting FCC to reconsider its grant of applications of NBC to increase visual power and antenna height of WNBT (TV) New York and WNBW (TV) Washington, both on Ch. 4, because grants were conditioned by grant of identical relief asked by Peoples Bcstg. Co. on Jan. 23, 1953, in Ch. 8 competition at Lancaster. March 19.

WAND Canton, Ohio, P.C. Wilson—By memorandum opinion and order, dismissed application (BSSA-277) for SSA to operate pre-sunrise 6 a.m. to local sunrise, Sunday only.

Hearing Cases . . .

Foley, Ala. — Alabama-Gulf Radio. (Docket 10019; BP-8012.) Commission granted application for new AM station to operate on 1310 kc, 1 kw daytime (engineering conditions); and granted petition requesting severance from hearing. Application had been in consolidated proceeding with those of Gulf Beaches Bcstg. Co. for new AM station at St. Petersburg, Fla., on same facilities (Docket 9605; BP-7302.) and Hollsboro Bcstg. Co. (WEBK Tampa) for change in facilities from 1590 kc, 1 kw daytime to 1300 kc, 1 kw daytime (Docket No. 9997; BP-7892). March 24.

Intercity TV Relays (Docket 9539)—FCC announced memorandum opinion and order denying petition by Western Union Telegraph Co. rehearing and reconsideration of Commission decision of Oct. 9, 1952, which terminated dismissed proceeding in Docket 9539 relative to question of whether FCC should order connection of Western Union and Bell [illegible] intercity facilities for TV transmission purposes. Comrs. Rosel Hyde, Frieda Hennock and Eugene Merrill issued concurring opinions. March 23.

Classification and locations of users in tariff regulations of Western Union Telegraph Co. (Docket 10112.)—Commission announced final decision that classification and locations set up for users of interstate and foreign leased facilities for dissemination of horse or dog racing news is unjust, unreasonable and discriminatory. Commission orders Western Union to file revised tariff schedules within 40 days and to cease and desist using the schedules in question. Final decision March 20.

Policy in assignment of frequencies in 72-76 mc band (Docket 10315) — Secretary of FCC granted petition by NBC to extend time within which replies to comments may be filed, through the close of business April 13, 1953. Granted March 18.

Theatre Television Hearing — Commission granted petition of American Veterans Committee Inc. to accept its late appearance and statement in proceeding relating to the allocation of frequencies and promulgation of rules and regulations for a theatre-TV service (Docket 9552). March 19.

Lancaster, Pa. New TV vhf Ch. 8—FCC announced memorandum opinion and order to deny motion by Peoples Bcstg. Co. (WLAN), Lancaster, requesting enlargement and change of issues in comparative TV hearing involving its application for Ch. 8 and that of WGAL-TV Lancaster. Action March 20; announced March 25.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 8. Further hearing. Examiner Elizabeth C. Smith. Contestants: Westinghouse Radio Stations Inc. (KEX), Portland TV Inc., Cascade TV Co. and North Pacific TV Inc.

Sacramento, Calif.—New TV, vhf Ch. 3. Further hearing. Examiner Thomas H. Donohue. Contestants: KCRA Inc. (KCRA) and Sacramento Bcstrs. Inc. (KXOA).

Wichita, Kan.—New TV, vhf Ch. 10. Further hearing. Examiner Hugh B. Hutchison. Contestants: Mid-Continent TV Inc. and KAKE Bcstg. Co. (KAKE).

April 6

Fort Wayne, Ind.—New TV, uhf Ch. 69. Hearing to begin. Examiner Leo Resnick. Contestant: Radio Fort Wayne Inc. (WANE) and Anthony Wayne Bcstg.

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) and TV Spokane Inc. (KNEW).

April 7

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing, Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa), Orange TV Bcstg. Co. and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa).

April 15

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) and Stark Bcstg. Co. (WCMW).

April 27

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc., Columbia Empire Telecasters Inc. (KPOJ is 40% owner) and Northwest TV and Bcstg. Co.

May 11

Portland, Ore.—New TV, vhf Ch. 6. Hearing to begin. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) and Pioneer Bcstrs. Inc. (KGW).

May 18

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Scharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) and Red River Bcstg. Co. (KDAL Duluth). Possible merger reported under consideration.

Continued Without Date

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Annie Neal Hunting. Contestants: Port Arthur College (KPAC Port Arthur) and Smith Radio Co., Port Arthur. Jefferson Amusement Co., Beaumont, seeks to be included as party.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion, Docket 10089. Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Scharfman. Contestants: Ridson Inc. (WDSM Superior) and Lakehead Telecasters Inc. (WREX Duluth). Possible merger reported under consideration.

Killeen, Tex.—New AM, 1050 kc, 250 w daytime. Examiner not designated. Contestants: High Lite Bcstg. Co. and KHFT Bcstg. Co.

Lancaster, Pa.—New TV, vhf Ch. 8. Examiner J. D. Bond. Contestants: WGAL-TV (now on Ch 8 conditionally) and Peoples Bcstg. Co. (WLAN).

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) and Sacramento Telecasters Inc.

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co., and Maria Helen Alvarez.

Sacramento, Calif.—New TV, uhf Ch. 46. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. and Jack O. Gross. Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH), Taylor Radio & TV Corp. (KANS) and Wichita TV Corp.

Theatre Television—Allocation of frequencies of exclusive theatre TV circuits. Before Commission *en banc.*

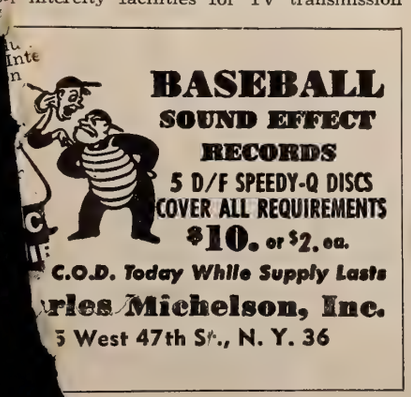
New Petitions . . .

March 18

Spokane, Wash. New TV vhf Ch. 2 (Dockets 10422, 10423; BPCT-920, 1037).—Petition for modification of issues specified in hearing order to delete issues concerned with Louis Wasmer's financial condition and proposed geographic coordinates corrected in amendment already filed, and that objections raised through proposal to use AM tower of KREM as TV antenna tower were simultaneously met, so that only the financial qualifications of petitioner's opponent, Television Spokane Inc., should be at issue. Petitioner wants no delay in start of hearing, however, and if consideration of petition would delay start of hearing, he would prefer to meet issues in hearing.

Sec. 1.342 of FCC Rules on contract filing (Docket 10409).—Comments of Storer Bcstg. Co. requesting that interpretation (b) (ii) (b) and (c) should be clarified, that (b) (ii) (d) should be deleted or limited, that (e) should be deleted, and that (f) should be clarified.

Denver, Colo. New TV vhf Ch. 4 (Dockets



"Hey, Mac, which Altoona station packs more punch, power, pep and personalities"?



"That's easy, Jack,

naturally it's always . . .

WVAM"

"It reaches *more* people in central Pennsylvania with *more* power (1000 watts, day and night) with *more* of radio's best shows—CBS.

"That's why *more* local and national sponsors are putting their sales messages on WVAM."

ARE YOU?



9043, 10238; BPCT-488, -941).—Petition filed by KMYR Bcstg. Co. to reopen record for taking of testimony concerning present advertising and commercial continuity practices and policies of KOA Denver and alleged conflict between present practices and policies and those policies represented by Metropolitan Television (KOA licensee) during comparative hearing.

March 19

Denver, Col. New TV vhf Ch. 7 (Dockets 9041, 10240; BPCT-426, -951).—Motion filed by Denver Television Co. to strike notice of exceptions to examiner's order granting Denver Television Co.'s petition to reopen record and supplemental motion for correction of transcript filed by Aladdin Radio & Television Inc. (KLZ). Denver TV asserts Aladdin filed its notice too late.

Milwaukee, Wis. New TV vhf Ch. 10 (Docket 8955, BPCT-383).—Petition filed by Hearst Radio Inc. (WISN) for rehearing and vacating action of FCC in which Commission dismissed petitioner's application erroneously and improperly [FCC later reinstated application].

Theatre Television (Docket 9552).—Reply of National Exhibitors Theatre Television Committee and Motion Picture Assn. of America to opposition of American Telephone & Telegraph Co.

Alaska Bcstg. Co. (KTKN), Ketchikan, Alaska. CP for power increase to 5 kw daytime on 930 kc (BP-8463).—Reply filed by Aurora Bcstrs. Inc. (KABI) to reply of Alaska Bcstg. Co. (KTKN) which was filed as reply to opposition of Aurora. Aurora asserts that Alaska filed its reply two days too late, and that soil conductivity assumed by Alaska is probably in error and that operation of KTKN would not meet FCC standards.

Harold L. Sudbury (KLCN), Blytheville, Ark. Mod. CP for power increase from 1 kw to 5 kw (Docket 10349, BMP-5961).—Petition filed by Sudbury requesting reconsideration of FCC's order which set aside earlier grant of CP to Sudbury. Petition of WCOC Meridian was filed too late and was in error, KLCN claims.

Spartanburg, S. C. New TV vhf Ch. 7.—Reply filed by Spartan Bcstg. Co. (WORD) in answer to WIS-TV Corp. (WIS-TV), Columbia, S. C., in which WORD asserts Bcstg. Co. of the South (parent company of WIS-TV Corp.) is "protecting its AM investment in Spartanburg by preventing effective television service there. The facts of record do not attest to good faith on the part of The Bcstg. Co. of the South in filing its Spartanburg application . . ." asserts WORD.

THE BIG DOG GETS THE BONE



Our Great Dane is an Irishman who never gets in the Dog House. Jo-Jo has more national advertisers on his 7:00-9:00 AM show than all other local stations combined. The *ONLY* morning personality in Western Pennsylvania's 3rd largest market.

JOE CAVANAUGH
IN JOHNSTOWN

WARD



CBS RADIO NETWORK

WEED & CO., Representative

March 20

Sec. 3.614 (b) of FCC Rules.—Petition of WSAZ Inc. (WSAZ-TV), Huntington, W. Va., for amendment of rules to allow vhf stations in Zone I to operate at maximum power with antenna heights above average terrain in excess of 1,000 ft.

AB-BT merger (Docket 10031 et al., 10046 et al. and 10110).—Opposition filed by Chief, FCC Broadcast Bureau, to petition for reconsideration of that portion of merger decision which found Paramount controlled DuMont, filed by Allen B. DuMont Labs. Inc. Broadcast Bureau Chief asserts DuMont petition does not present matters not previously considered by Commission and should be summarily denied.

Assignment of frequencies in 72-76 mc band (Docket 10315).—Answer and petition filed by Radio Service Corp. of Utah (KSL-TV), Salt Lake City, Utah, answering comments submitted in behalf of State of California and petitioning for additional time to submit additional exhibits. KSL-TV asserts it is experiencing considerable interference from stations operating in 72-76 mc band and submits photographs purporting to show interference caused to its signal.

Allocation of vhf Ch. 4 to Fayetteville, W. Va.—Further answer filed by Daily Telegraph Printing Co. (WHIS), Bluefield, W. Va., to reply of Robert R. Thomas Jr. (WOAY Oak Hill). Telegraph asserts that Fayetteville proposal of WOAY must be denied and Bluefield proposal adopted, or at least that full hearing be held.

Denver, Col. New TV vhf Ch. 7.—Opposition of Aladdin Radio & Television Inc. (KLZ) to Denver Television Co.'s motion to strike notice of exception filed by Aladdin in which Aladdin asserts it could not answer the order until it had received it, so that Aladdin's notice of exception was filed within allowable ten-day period.

Chattanooga, Tenn. New TV vhf Ch. 12.—Opposition filed by Southern Television Inc. to petition of Tri-State Bcstg. Co. for a conditional grant. Southern Television Inc. asserts FCC did not actually question its financial qualifications and that Tri-State did not make a case for its plea for a conditional grant of a CP.

Chattanooga, Tenn. New TV vhf Ch. 12.—Opposition filed by WDEF Bcstg. Co. to petition of Tri-State Bcstg. Co. for conditional grant. WDEF asserts there is no urgent need for vhf service to Chattanooga since two uhf channels have been awarded, that other answers should be made at a hearing and that Tri-State's application for conditional CP be denied.

Denver, Col. New TV vhf Ch. 7.—Petition filed by Denver Television Co. for extension of time in which to file reply to exceptions and brief of Aladdin Radio & Television Inc. and Chief, FCC Broadcast Bureau.

Sec. 1.342 of FCC Rules (Docket 10409).—Statement of Head of Lakes Bcstg. Co. (WEBC Duluth, et al.) approves purpose of rules but questions certain phrasing.

Sec. 1.342 of FCC Rules (Docket 10409).—National Assn. of Radio & Television Bcstrs. requests an extension of time for filing of comments.

Sec. 1.342 of FCC Rules (Docket 10409).—WCAR Inc. (WCAR), Pontiac, Mich., filed letter generally approving amendment of rules but favoring certain additional clarifying clauses.

Sec. 1.342 of FCC Rules (Docket 10409).—Comments filed by National Broadcasting Co. indicate general accord with amendment but favor certain changes in language.

Bristol, Va. New TV vhf Ch. 5.—Affidavit of Robert H. Smith on behalf of Appalachian Bcstg. Corp. (WCYB) petition for conditional grant and response to opposition filed by Radiophone Bcstg. Station WOPI Inc. (WOPI) and Tri-Cities Television Corp. Mr. Smith reasserts that WOPI application was "block" application and that he should receive conditional grant until hearing held on all three applicants' requests.

March 23

AB-PT merger (Docket 10031 et al., 10046 et al. and 10110).—Opposition filed by Zenith Radio Corp. to petitions filed by Balaban & Katz Corp. and Columbia Bcstg. System which sought to dismiss Zenith's protest. Zenith is "pointing out the inconsistency of the positions taken" by Balaban & Katz and CBS.

Portland, Ore., and Vancouver, Wash. New TV uhf Ch. 21 (Docket 10248, 10249; BPCT-939, -959).—Proposed findings of fact and conclusions filed by Mt. Scott Telecasters and Vancouver Radio Corp. (KVAN), mutually exclusive applicants. Each applicant found itself best qualified; Mt. Scott, principally from a financial viewpoint, Vancouver, principally from the fact no other TV outlet is likely to be built in Vancouver.

Rudman Television Co., Minot, N. D. CP for new TV station, vhf Ch. 10, ERP 58 kw visual and 31 kw aural, antenna 390 ft. (BPCT-1320).—Answer filed by Rudman to protest of North Dakota Bcstg. Co. (KCJB) in which Rudman asserts that TV station will cause no interference to KCJB's directional antenna pattern.

March 24

Denver, Col. New TV vhf Ch. 4 (Docket 9043, 10238; BPCT-488, -941).—Petition of Chief, FCC Broadcast Bureau, to defer action of application for renewal of license filed by KOA Denver because of question of ownership and control of KOA (whether National Bcstg. Co. retains substantial element of control).

The W. L. Greenshaw Co. (WWHG) and Hornell Bcstg. Corp. (WLEA), Hornell, N. Y. Initial decision favoring fulltime operation for WWHG (Docket 10060 et al., BP-8024, BMP-5636).—Reply filed by WWHG to motion to strike and to exceptions and request for oral argument filed by WLEA. WWHG asserts it is not necessary to reopen record, the WLEA request to do so should be denied, and that initial decision should be affirmed without delay.

Conelrad Plan (Docket 10420).—Comments of National Assn. of Radio & Television Broadcasters, motion of National Bcstg. Co. for opportunity to file comments on Conelrad proposals after issuance of Conelrad manual.

T. E. Allen & Sons Inc. (WCIG-TV), Durham, N. C. CP for new TV uhf Ch. 46 station.—Protest by Public Information Corp. to grant of CP to T. E. Allen & Sons, in which Public Information asserts it was led to believe it could file application for mutually-exclusive TV station as late as sometime next June and still be considered, and that Allen application was "rushed" through FCC processing after merger of Allen with competitor had been effected, not giving opportunity to Public Information to file before FCC granted Allen application.

Routine Roundup . . .

March 19 Decisions

BY COMMISSION EN BANC

Designated for Hearing

Memorial Bcstg. Co., Commerce, Tex.; KPLT North Star Bcstg. Co., Paris, Tex.—Designated for consolidated hearing in Washington application of Memorial (BP-8356) for new station on 1450 kc 250 w U, and application of KPLT (BP-8596) to change from 1490 kc 250 w U, to 1450 kc 250 w U.

Granted Application

KNIM Maryville, Mo., Maryville Radio & Tele. Corp.—Granted application (BMP-5979) for approval of trans. site, studio location and ant. system. (Comr. Hennock voted for hearing; Comr. Merrill not participating). (Original CP conditionally authorized new AM on 1580 kc, 250 w).

Advised of Hearing

Wayne County Bcstg. Co., Fairfield, Ill.—Is being advised that application for new AM on 1390 kc 500 w D (BP-8570) involves interference with KWK St. Louis, Mo., which indicates necessity of hearing.

The Peru Bcstg. Co., Peru, Ind.—Is being advised that application for new AM 1050 kc 250 w D (BP-8275) involves interference with WZIP Covington, Ky., WDZ Decatur, Ill.; WIBC Indianapolis, Ind., and WPAG Ann Arbor, Mich., which indicates necessity of hearing.

Little River Bcstg. Co., Adel-Nashville, Ga.—Is being advised that application for new AM on 980 kc 1 kw D, (BP-8556) involves coverage deficiencies which indicate necessity of hearing.

Lawton Bcstg. Co., Lawton, Okla.; White Radio Co., Wichita Falls, Tex.—Are being advised that applications for new AM stations on 1050 kc 250 w D (BP-8689 and BP-8615) indicate necessity of hearing because of mutual exclusivity, interference with KFMJ Tulsa, Okla., and other considerations.

Rollins Bcstg Inc., Dover, Del.—Is being advised that application for new AM on 1320 kc 500 w D (BP-8576) involves interference with WASA Havre de Grace, Md., and WKAP Allentown, Pa., and other considerations which indicate necessity of hearing.

Lumber Capital Bcstrs. Inc., Warren, Ark.—Is being advised that application for new AM on 800 kc 250 w D (BP-8638) involves interference with KVOM Russellville, Ark., which indicates necessity of hearing.

Hearing Ordered

Lone Star Bcstg. Co., Lone Star, Tex.; Springhill Bcstg. Co. Inc., Springhill, La.—Ordered hearing on mutually exclusive applications for new AM stations on 1300 kc 500 w D at Lone Star (BP-8180) and 1 kw at Springhill (BP-8161) made KDMS El Dorado, Ark., party to proceeding with respect to Springhill only.

Advised of Hearing

Charles W. Balthrope, Corpus Christi, Tex. International Radio Co., Corpus Christi, Tex. Are being advised that application for new stations on 1150 1 kw, D, are mutually exclusive and indicate neccessity of hearing; that of national having additional consideration interference to WJBO Baton Rouge, La. (BP-8428 and BP-8736).

BY COMMISSION EN BANC

Designated for Hearing

Designated for hearing in Washington on

CUT YOURSELF A SLI
OF AMERICA'S RICHEST EMP
You Can Get A Share of East Texa
by Appointing us Your Spokesma
KFRO "Voice of Longview"

20, 1953, the following TV applications (Comr. Bartley not participating):

Jose Ramon Quinones and American Colonial Bcstg. Corp., for Ch. 4 in San Juan, P. R. (BPCT-904 and 1036);

WDOD Bcstg. Corp., and Mountain City Television Inc., for Ch. 3 in Chattanooga, Tenn. BPCT-676 and 882).

Woodruff Inc., and The Brush-Moore Newspapers Inc., for Ch. 30 in Portsmouth, Ohio (BPCT-1430 and 1449).

Allen B. DuMont Labs. Inc. New York, N. Y.—Granted application for permit to deliver teletranscriptions or kinescope recordings of TV programs that have been, are, or will be broadcast in United States over TV stations owned and operated by the Allen B. DuMont Labs. Inc., to XELD-TV Matamoras, Mex., for broadcast in Mexico by XELD-TV, for the period ending Feb. 1, 1954.

March 19 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WANI Kaneohe, Oahu, T. H., Windward Bcstg. Co.—Mod. CP (BP-8043), which authorized new AM, for extension of completion date (BMP-6156).

KTOK Oklahoma City, KTOK Inc.—Mod. CP (BP-8108) which authorized increase in N power and changes in DA-N, for extension of completion date (BMP-6155).

License Renewal

KECK Odessa, Tex., Ector County Bcstg. Co.—Requests renewal of license (BR-1409).

March 20 Applications

ACCEPTED FOR FILING

Replace Expired CP

WKDO Chattahoochee, Fla., Tigar River Corp.—CP to replace expired CP (BP-8195), which authorized new AM on 1380 kc 500 w D (BP-8805).

Change Antenna Type

WBTV (TV) Charlotte, N. C., Jefferson Standard Bcstg. Co.—Mod. CP (BPCT-805) which authorized changes in existing TV, to change type ant. Ant. height above average terrain: 1086 ft. (BPCT-1034).

March 23 Decisions

BY BROADCAST BUREAU

Extension of Completion Date

KTBC-TV Austin, Tex., Tex. Bcstg. Corp.—Granted mod. CP for extension of completion date to Oct. 27, 1953 (BMPCT-1023).

KROD-TV El Paso, Tex., Roderick Bcstg. Corp.—Granted mod. CP for extension of completion date to Sept. 30, 1953.

WKAQ-TV San Juan, P. R., El Mundo Bcstg. Corp.—Granted mod. CP for extension of completion date to Sept. 23, 1953.

March 23 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KWGB Goodland, Kan., Goodland Bcstg. Co. (BR 1846); **KCKN Kansas City, Mo.**, KCKN Bcstg. Co. (BR-627); **KSCB Liberal, Kan.**, Soward County Bcstg. Co. (BR-2115); **KOAM Pittsburg, Kan.**, Pittsburg Bcstg. Co. (BR-943); **KSEK Pittsburg, Kan.**, KSEK Bcstg. Co. (BR-1739); **KAKE Wichita, Kan.**, KAKE Bcstg. Co. (BR-1641); **KCNI Broken Bow, Neb.** Custer County Bcstg. Co. (BR-2366); **KJSK Columbus, Neb.**, George Basil Anderson (BR-2063); **KFGT Fremont, Neb.**, Walker Newspapers Inc. (BR-1585); **KOIL Omaha, Neb.**, Central States Bcstg. Co. (BR-516); **KASA Elk City, Okla.**, Southwest Bcstg. Co. (BR-813); **WNAD Norman Okla.**, U. of Oklahoma (BR-464); **KOCY Oklahoma City, Okla.**, Plaza Court Bcstg. Co. (BR-467); **WBBZ Ponca City, Okla.**, Ponca City Pub. Co. (BR-572); **KOLS Pryor, Okla.**, Lake Area Bcstg. Co. (BR-2566); **KSPI Stillwater, Okla.**, Stillwater Pub. Co. (BR-1731); **KOME Tulsa, Okla.**, Oil Capital Sales Corp. (BR-989); **KRMG Tulsa, Okla.**, All-Oklahoma Bcstg. Co. (BR-2443); **KSID Sidney, Neb.**, Sidney Bcstg. Co. (BR-2718).

Modification of CP

KERC Eastland, Tex., Tri-Cities Bcstg. Co. of Eastland, Tex. — Mod. CP (BP-8575), which authorized new AM, for approval of ant., trans. locations and change type trans. (BMP-6157).

TENDERED FOR FILING

Assignment of License

KYNO Fresno, Calif., Radio KYNO, The Voice of Fresno—Voluntary assignment of license to Robert Schuler, Lester Eugene Chenault and Bert Williamson d/b as Radio KYNO, The Voice of Fresno (Resubmitted).

March 24 Decisions

ACTIONS ON MOTIONS

By Commissioner George E. Sterling

WOV New York, N. Y., Wodaam Corp.—Granted petition to intervene in proceeding re application of Key Bcstg. System Inc., Bay Shore, N. Y. (Docket 10379; BP-8422).

By Hearing Examiner Herbert Sharfman

Head of the Lakes Bcstg. Co., Superior Wisc.—Granted motion for continuance of hearing from March 30 to May 18, 1953, in proceeding re application and that of Red River Bcstg. Co., Duluth, Minn., for CP's for new TV stations on Ch. 3 (Docket 10289; BPCT-621; Docket 10290; BPCT-903).

By Hearing Examiner H. Gifford Irion

WVCH Chester, Pa., James M. Tisdale—Granted motion to amend application (Docket 10089, BP-8100) to incorporate certain field intensity measurements, show new contours and population counts, propose installation of new ant. and revise estimated construction costs.

March 25 Decisions

BY COMMISSION EN BANC

Advised of Hearing

Alice B. Hively, Waverly, Ohio; Marjorie Ruth White, Waverly, Ohio—Are being advised that applications for new AM stations on 1590 kc 500 w D are mutually exclusive and involve interference with WVKO Columbus, Ohio, and WKOV Wellston, Ohio, hence indicate necessity of hearing (BP-8614 and 8707).

WGAA Cedartown, Ga., Timm Inc.—Is being advised that application (BP-8640) to change facilities from 1340 kc 250 w unl. to 980 kc 1 kw D involves interference to WKLF Clanton, Ala., and indicates necessity of hearing.

WRAP Norfolk, Va., Rollins Bcstg. Inc.—Is being advised that application (BML-1525) to increase power from 500 w to 1 kw D on 1050 kc involves daytime interference with WGAY Silver Spring, Md., and indicates necessity of hearing.

Hilltop Management Corp., Kane, Pa.; Northern Allegheny Bcstg. Co., Kane, Pa.—Are being advised that applications for new AM stations on 960 kc 500 w D are mutually exclusive and involve interference with WEBR Buffalo, N. Y.; WICA Ashtabula, Ohio, and WWST Wooster, Ohio, hence indicate necessity of hearing (BP-8577 and 8671).

Extension of SSA

Granted extension of SSA to following stations, for period ending May 1, 1953:

WNYC New York City, for use of 830 kc 1 kw, to operate additional hours from 6 a.m. (EST) to sunrise New York City and from sunset Minneapolis to 10 p.m. (EST); **KFAR Fairbanks, Alaska**, to use 660 kc 10 kw unl.; **KWBU Corpus Christi, Tex.**, for use of 1030 kc 50 kw from local sunrise Boston, Mass., to local sunset Corpus Christi; **WOI Ames, Iowa**, for use of 640 kc 1 kw from 6 a.m. to local sunrise (CST).

License Renewals

Following AM and FM stations granted renewal of licenses for regular period:

KSIL Silver City, N. M.; KDRO-FM Sedalia, Mo.; KHUB Watsonville, Calif.; WIBV Belleville, Ill.; KHBR Hillsboro, Tex.; KGPO-FM Grants Pass, Ore.; KCRT Trinidad, Col.; KPRK Livingston, Mont.; KROC Rochester, Minn.; KTIS Minneapolis, Minn.; KUOM Minneapolis, Minn.; KVOX Moorhead, Minn.; KWOA Worthington, Minn.; WCCO Minneapolis, Minn.; WEVE Eveleth, Minn.; KFAM-FM St. Cloud, Minn.; KFEL-FM Denver, Col.; KIJV Huron, S. D.; KLMR Lamar, Col.; KNUJ New Ulm, Minn.; KRJF Miles City, Mont.; KWLM Willmar, Minn.; WCAL Northfield, Minn.; KGEK Sterling, Col.; KGFX Pierre, S. D.; WSHB Stillwater, Minn.; KOPR Butte, Mont.

ACCEPTED FOR FILING

Install New Transmitter

KSOK Arkansas City, Kan., The KSOK Bcstg. Co.—Mod. CP (BP-7192), which authorized change in existing facilities, to install new trans. for N use (BMP-6160).

KSOK Arkansas City, Kan., The KSOK Bcstg. Co.—License for CP (BP-7192), which authorized change in existing facilities, to install new trans. for N operation (BL-4961).

License Renewals

Following stations request renewal of license:

KVOR Colorado Springs, Col., Voice of the Rockies Inc. (BR-103); **KLVC Leadville, Col.**, Leadville's Top of the Nation Station Inc. (BR-2669); **KVRH Salida, Col.**, Vir N. James (BR-2188); **KFSG Los Angeles**, Echo Park Evangelistic Assn. (BR-15); **WMAY Springfield, Ill.**, Lincoln Bcstg. Co. (BR-2575); **KXXX Colby, Kan.**, Western Plains Bcstg. Co. (BR-1989); **KODY North Platte, Neb.**, Radio Station KODY (BR-789).

APPLICATIONS RETURNED

Assignment of CP

KERC Eastland, Tex., Tri-Cities Bcstg. Co. of Eastland County, Tex.—Voluntary assignment of CP to F. James Dabney, Bryant F. Craig, James C. Whittington and Allen D. Dabney Jr., d/b as Tri-Cities Bcstg. Co. of Eastland County, Tex.

March 25 Applications

ACCEPTED FOR FILING

Transmission Authority

WGR Buffalo, N. Y., WGR Bcstg. Corp.—Authority to transmit baseball games from Buffalo, N. Y., to CFRA Ottawa, Can. (BFP-235).

Extension of Completion Date

KIKI Honolulu, Hawaii, KIKI Ltd.—Mod. CP (BP-8165), which authorized change in frequency, increase power and install new trans., for extension of completion date (BMP-6162).

WJJL Niagara Falls, N. Y., John J. Laux—Mod. CP (BP-8224), as mod., which authorized change in trans. location and installation of new vertical ant., for extension of completion date.

WSJL (TV) Bridgeport, Conn., Harry L. Liftig—Mod. CP (BPCT-1019), which authorized new TV for extension of completion date (BMPCT-1045).

WAKR-TV Akron, Ohio, Summit Radio Corp.—Mod. CP (BPCT-230), as amended which authorized new TV, for extension of completion date (BMPCT-1043).

WTVT(TV) Chattanooga, Tenn., Mod. CP (BPCT-1043), which authorized new TV, for extension of completion date (BMPCT-1041).

KTVA (TV) Austin, Tex., Tom Potter, Mod. CP (BPCT-1037), which authorized new TV, for extension of completion date (BMPCT-1044).

License Renewals

KGLN Glenwood Springs, Col., KGLN Inc.—Requests renewal of license (BR-2459).

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Economic Danger Ahead?

ECONOMIC DANGER for new television broadcasters lies ahead as the outgrowth of a controversy in which a majority of the FCC found itself in violent disagreement with new GOP Attorney General Brownell. The upshot last week, departing radically from precedent, was confession of error by enough of the FCC membership to rescind its previous action.

The question: Is a *radio* station licensee a party in interest in protesting a *television* grant in the same market? The FCC majority originally said it wasn't. Comr. Frieda B. Hennock then dissented, holding that television and radio are competitive for business and audience. The Attorney General not only agreed with her view, but in fact handed the majority an ultimatum: Either admit error or the Dept. of Justice would argue against the FCC majority in court. Only Comr. Robert T. Bartley refused to reverse his vote.

Consequences could be appalling. It could mean that any radio station or even a newspaper, motion picture chain or outdoor advertising company can get a hearing and thereby block a TV grant on grounds of unfair competition.

The case started last December when the FCC dismissed a petition of WGRD Grand Rapids, protesting a new uhf grant to Versluis Radio and Television Inc., in Muskegon, close by. Versluis also operates WLAV-AM-FM in Grand Rapids. After the grant, WGRD again protested, alleging that the Versluis stations could be sold in combination and thereby reduce the WGRD business. The majority (Hennock dissenting) again denied WGRD the right to a hearing. WGRD went to court. It was here that the Attorney General, in person, moved in. With argument already set a week ahead, the FCC last Monday reversed itself, after receiving a scorching letter from Mr. Brownell. FCC called a hearing for April 22, and postponed the grant to Versluis, pending final action on the hearing.

Thus, the FCC extends the doctrine of the Sanders Case, wherein the Supreme Court allowed economic injury between radio stations as ground for intervention, to apply to television competition. This is a complete about-face.

Immediately activated is the protest of WSAY Rochester (Gordon Brown) against the split-time grants to WHEC and WVET Rochester on Ch. 10. Also presumably brought within its purview is the move of Transit Riders Assn. to intervene in Transit Radio proceedings.

Congress last year broadened hearing provisions of the law in adopting the so-called McFarland Amendments. The FCC then warned there would be trouble.

This new legal approach could open the flood-gates to "legal" strike applications—the very evil the FCC and Congress have sought to root out. It could practically stop uncontested grants. In the extreme, it could give aid and comfort to those who propose not only divorcement of newspapers from any kind of station ownership, but also to force physical separation of radio and TV operations.

The remedy, it is obvious, lies with Congress.

The Hyde Enigma

NO ONE seems to know just what is in President Eisenhower's mind on the FCC chairmanship. But those close to the agency feel—in fact know—that the President has erred in having failed to date to elevate Rosel Hyde to the chairmanship.

Mr. Eisenhower has nominated John C. Doerfer, Wisconsin Public Service Commission chairman, for one of the two possible vacancies. From what we can gather, this is an excellent selection *for the Commission.* He is reputed to be a good lawyer and administrator, with a fine background in public utilities-common carrier regulation. But he admittedly knows little about the broadcast services, which occupy 80% of the FCC's time.

We question whether Mr. Doerfer himself would want the chairmanship *now.* It may be the President plans to promote Mr. Hyde later—perhaps after Mr. Doerfer is confirmed, and a successor (preferably one versed in broadcasting) is selected to replace Paul A. Walker. Mr. Walker's term runs to June 30 on an "at the pleasure of the President" basis, since he is past the statutory retirement age of 70. But Mr. Walker has no notion of quitting.

Mr. Hyde visited with the President for half an hour on March 6. He saw Gov. Sherman Adams, the President's chief assistant, both before and after. We would guess that Mr. Hyde didn't do an optimum job of selling himself. He is a modest, self-effacing person, who probably answered all questions with legalistic preciseness rather than in the direct, monosyllabic language of the military—which President Ike knows best.



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Frankly, we wouldn't recommend Mr. Hyde as a dynamic salesman, notably of himself. But we do contend that he has demonstrated his capacity as a Government official of integrity and industry in a quarter century of service on the old Federal Radio Commission and the FCC—from docket clerk to vice chairman.

Some politicians oppose Mr. Hyde on the ground that a "new broom" is needed. They do not know that he has always been in the Republican minority, or that there has never been a GOP chairman. He did more in three months while acting chairman in 1948 than had been done in the preceding three years.

It all may be academic now. Perhaps Mr. Eisenhower has made up his mind (or could it be Gov. Adams?). If it's the intention to slow down the FCC processes while a newcomer learns the ropes, and to fire technical career people wholesale in the lust for patronage, then Mr. Hyde shouldn't be made chairman.

'Slightly Mousetrapped'

THE BILLION-dollar fund that members of the Assn. of National Advertisers use to exploit sales is a major economic factor in American life. It is dispensed by advertising executives through advertising agencies. The two groups operate, in effect, as expert purchasing agents seeking the most media value per dollar.

A fortnight ago the ANA membership spent three days supplying newsmen with assorted speeches and messages designed to show that television is getting too expensive for even the richest advertisers [B•T, March 23]. These newsmen, guests of ANA, fed the party line to their respective newspapers and business journals.

Two superbly equipped network presidents — Frank Stanton (CBS) and Frank White (NBC)—were invited to tell television's side of the story in the fag-end hours of ANA's three-day meeting. Guarding the door to the auditorium, with its small quota of delegates who stuck to the end, was a house officer who barred any reporters who wanted to tell TV's side of the story.

There's nothing novel about ANA's attack on television. It's a milder version of the slashing radio attack of two years ago.

No media man will dispute an advertiser's right to shop around for good media buys. That's good business. But when several hundred advertisers who dominate the national field attack a medium's rate structure, the problem becomes serious. If one medium is hurt, others will suffer. That could create an anomaly in which advertisers would be undermining the very economic powers that have successfully stimulated their sales.

As one official put it, "TV was slightly mousetrapped by ANA."

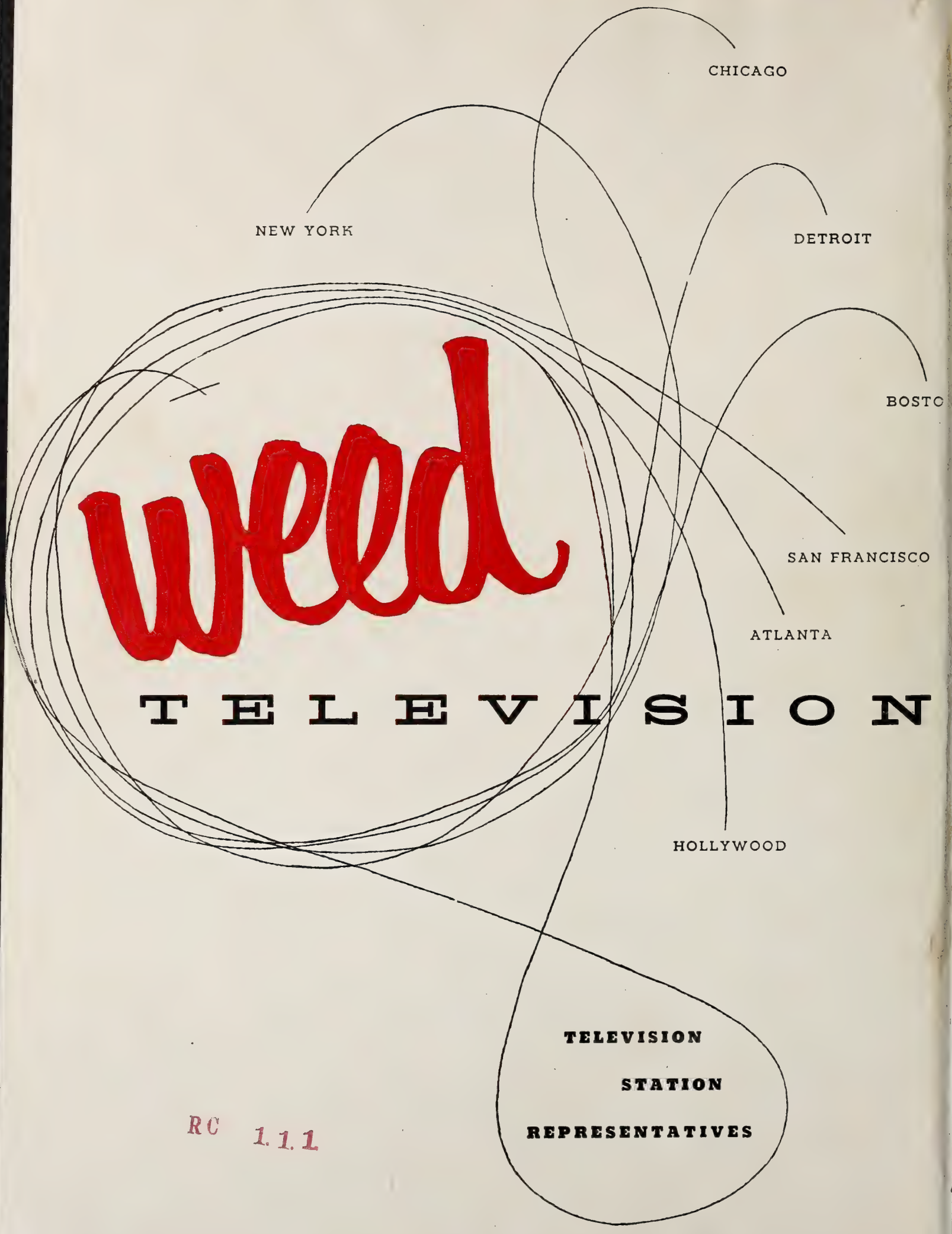
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